



Missouri Press Association Bulletin

No. 1378 — 14 October, 2020



Above, the four candidates for Missouri governor shared a stage during the Oct. 9 gubernatorial forum hosted by Missouri Press Association and KOMU-8. From left, candidates are Nicole Galloway, Democrat; Rik Combs, Libertarian; Gov. Mike Parson, Republican; and Jerome Bauer, Green. Due to coronavirus restrictions, the forum was held at the Missouri Theatre in downtown Columbia and attendance was limited to media Below, Gov. Mike Parson makes his way past Nicole Galloway to his podium before the start of the forum. (Submitted photos/St. Louis Post-Dispatch)

Thanks for watching!

From Missouri Press Staff

On Oct. 9, Missouri Press Association, in partnership with KOMU-8, hosted the 2020 Gubernatorial Forum at the Missouri Theatre in downtown Columbia.

Thanks to the partnership with KOMU, the University of Missouri-owned television station, the entire forum was livestreamed and broadcast, with national outlets such as C-SPAN airing portions of the event.

The forum also marked the first time all four candidates for Missouri governor shared a stage to talk about the issues facing the state. It also occurred just after the two-week quarantine for Gov. Mike Parson expired, following his positive test for COVID-19.

Thank you to all of Missouri Press' members who carried the livestream on their website and promoted it to their readers.

Also, thank you to the *St. Louis Post-Dispatch* for providing pool photography for all Missouri newspapers to use. Please make sure you provide proper attribution if you use any of these photos.





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Missouri Press Association elects '21 officers, directors

From Missouri Press Staff

Liz Irwin, publisher of Missouri Lawyers Media, which includes *Missouri Lawyers Weekly* and other publications, was elected president of the Missouri Press Association Thursday, Sept. 24, during the business meeting for the 154th Annual Convention.

While the Convention was canceled earlier this year due to the coronavirus pandemic, MPA members were still able to vote via online form for the 2021 officers and directors of the MPA Board.

A Missouri native and graduate of the University of Missouri School of Journalism, Irwin has been publisher of Missouri Lawyers Media (MLM) since March 2015, taking over for another previous MPA president, Richard Gard. She has served on the MPA Board of Directors since 2016.

Her career has included stints at newspapers in Kentucky and North Carolina and at *The Kansas City Star*, among others. Currently, in addition to being publisher of Missouri Lawyers Media, she is group publisher and vice president of Creative Services for BridgeTower Media, MLM's parent company.

Irwin is also a member of the Missouri Press-Bar Commission, a group of media professionals, lawyers and judges who work together on a variety of projects to encourage cooperation between the press, the bar and the bench as well as promote a better informed citizenry and

a strong First and Sixth Amendments of the U.S. Constitution.

Irwin succeeds Trevor Vernon, publisher of Vernon Publishing, Inc. in Eldon, as MPA president Jan. 1. Vernon will continue with the MPA Board of Directors through 2021 as immediate past president.

Other 2021 MPA officers and directors elected Sept. 24 include: First Vice President, Roger Dillon, *Shannon County Current Wave*, Eminence; Second Vice President, Beth Durreman, *Perry County Republic-Monitor*, Perryville; Secretary, Gary Castor, *Jefferson City News Tribune*; and Treasurer, Ruby Bailey, *Columbia Missourian*.

Director for a one-year term: Jim Van Nostrand, *Columbia Daily Tribune*.

Director for a two-year term: Mary King, *Jackson County Advocate*, Grandview.

Director for three-year terms: Donna Bischoff, *St. Louis Post-Dispatch*; and Sandy Nelson, *Courier-Tribune*, Liberty.

Peggy Scott, *Jefferson County Leader*, Festus, was elected as the National Newspaper Association state chair.

Continuing on the MPA Board in 2021 will be directors: Bryan Jones, *Versailles Leader-Statesman*; Kevin Jones, *St. Louis American*, Hannah Spaar, *The Odessan*, Odessa; and Amos Bridges, *Springfield News-Leader*.

James White, *Benton County Enterprise*, Warsaw, is retiring from the MPA Board in December 2020.

Promote Pulse of America shopping survey, get data your staff can use

From Missouri Press Staff

The Pulse of America survey captures shopping and purchasing intentions and spans 550-plus business types, as well as several thousand products and services. All promotion partners receive a copy of the findings. For more information on promoting Pulse of America, contact Ted Lawrence, tlawrence@mopress.com.

It's easy to participate in the annual Pulse of America shopping survey, and if

you do, Pulse Research will provide the results of their comprehensive survey. Your sales staff will then have the most current consumer product and service purchasing plans for effective sales presentations.

It's simple to participate: Just run small house ads and invite your readers to participate in the survey.

Download everything you need here: <https://bit.ly/2SOdYa4>

More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



Former NNA president asks: Who's been 'poaching' on your territory lately?

Robert M. Williams, 2014 president of the National Newspaper Association, gives us a good reminder of something we've all done, but may have neglected recently.

"From time to time, it pays to cruise around your community and stop in wherever customer traffic is heavy to see who has come into your town and poached on what should be YOUR advertising dollars. There will always be out of town individuals or companies who will send sales personnel into your market, or perhaps conduct a phone campaign, to solicit ad dollars away from your publications. Nine times out of 10 these poachers will offer an inferior product, lower distribution than they claim, and abscond with ad dollars that, rightfully, should be used to help support the news coverage and community support that no one but your newspaper offers the market", he says.

"The newsstand areas in our local retail stores are where we'll often find some sort of print publication offering "history" of our community (quite often copied verbatim from our publications); or the store windows might be filled with posters "boosting" local athletic teams, featuring a photo and game schedule. All of these items are natural add-ons to the products we need to be offering our advertisers."

Williams says, "When it comes to anything that features ink on paper, your newspaper needs to be the community's "one stop shop" for all promotions."

Historical guides or photo/schedule posters featuring our local teams are a categories that are often "hijacked" by someone from out of town. But when you add the presentation of a high-quality poster, the ability to promote those poster locations, and the built-in trust and loyalty of the local newspaper, we should be unbeatable.

The premise is simple, Williams concludes. "If a promotion occurs in print in OUR market, it should be produced by US."



Decline of local newsrooms could make tracking the next pandemic harder

From Columbia Journalism Review

Two years ago, Helen Branswell wrote for STAT that “When Towns Lose Their Newspapers, Disease Detectives are Left Flying Blind.” Epidemiologists depend on regional outlets in monitoring outbreaks, Branswell explained, and in 2018, they were concerned about increasing threats to an important resource. Two years after the publication of Branswell’s article, even more towns have lost their newspapers, and the onslaught of a worldwide pandemic casts the essential role of disease surveillance into hyper-focused relief. Here’s the irony: our society is better positioned to recognize the value of monitoring local journalism for viral warning signs—but the local news ecosystem is more beleaguered than ever. The current pandemic’s effects on local media could make it even harder for us to detect the next infectious disease outbreak.

Many disease-monitoring resources around the world rely on data from local newsrooms. HealthMap is one such resource, an epidemiological web-crawling tool that monitors emerging infectious diseases across the globe, providing data to healthcare workers, students, researchers, epidemiologists, and governments. “Local news is an important source for us,” says Autumn Gertz, HealthMap’s program coordinator.

As local newsrooms shrink amid a pandemic, the ironic and troubling implications for disease surveillance are difficult to quantify, but easy to observe. David Scales, a clinician and professor of medicine who was a research fellow at HealthMap from 2010 to 2013, explains the role local news can play in tracking disease, noting that shoe-leather reporting is a tool for gathering public health data just as it is a journalistic mechanism; it can provide clues for epidemiologists to interpret. “Journalists don’t necessarily have to connect the dots,” Scales says. “If a journalist in, say, Fall River, Massachusetts is saying, We’ve had a couple of people end up in the hospital because of food

poisoning, and then a reporter says that in Providence, Rhode Island, and then another in Newport, Rhode Island—all of a sudden, someone sitting at the State Department of Health in Rhode Island is asking, Why do we have a sudden spike in food poisoning?”

In 2011, Scales and colleagues studied how decreased news coverage can lead to gaps in disease surveillance, demonstrating a correlation between diminished reporting resources—because of attention to other major outbreaks, for example, or coverage reductions on holidays—and decreased disease alerts. Though the small drop that the researchers measured didn’t upset the system, it raises questions about how large a drop the system can sustain.

ProMED—one of the largest resources reporting infectious disease outbreaks in the world, now familiar for its frequent citations in national reporting on COVID-19—also depends on journalism. “Media reports are one of our best and earliest sources of outbreak information,” says Larry Madoff, Editor at ProMED.

Though it’s difficult to quantify the effect of declining local news coverage on our capacity to monitor infectious disease, it’s clear that local information is best positioned to prevent outbreaks. “A pandemic starts at the local level,” Madoff says. “The closer you can get to identifying a cluster and outbreak at its origin, the better. The further you get from the local, the bigger an outbreak needs to be before it gets noticed or picked up and the more likely it is to spread.”

The implications of local news decline can be both immediate and enduring. When Maia Majumder, a computational epidemiologist, saw CJR’s news desert map back in 2018, she warned Helen Branswell of “a disaster for infectious disease surveillance.” Majumder went on to a post-doctoral research fellowship, then a full-time research and teaching position. Today, her epidemiological work focuses more on the long-term: her team is studying the influence of media on emerging infectious diseases.

Over the past months, Majumder’s team has faced setbacks corresponding to the disappearance of local news archives and entire newsrooms. “Sometimes, when you try to click on the link that you saved a couple of months ago, it doesn’t exist,” Majumder says. “This creates a lot of problems for historical analysis and longitudinal studies.”

The pandemic begets a troubling cycle: a worldwide disease outbreak has hurt local newsrooms—the same local newsrooms that will provide an important line of defense in predicting, preventing, and understanding the next outbreak. As regional news outlets weaken and dwindle, so does that first line of epidemiological defense, and we’re caught in an increasingly murky feedback loop that leaves us more aware of the system’s limitations—but less prepared to address them.

Find a list of resources with this story here: <https://bit.ly/3iWdUzI>

Ensure you are receiving MPA emails

From Missouri Press Staff

Missouri Press Association is constantly putting together information and resources we think will be useful to you in these trying times.

The main method for distributing these resources to members is via email, and we need to make sure that all members are signed up.

Some of these addresses may already be in our database, however we need you to mark Missouri Press Association’s email addresses as safe so they are not filtered out as “spam.”

All Missouri Press office staff use email addresses with the domain “@mopress.com”

If you have any questions about getting signed up to receive Missouri Press’ emails or you are concerned that someone on your staff is not receiving them, please contact Matthew Barba at mbarba@mopress.com

Universities have to stop blocking athletes from talking to media

By Frank LoMonte
From Poynter Institute

There has never been a time when America more urgently needed to hear the voices of college athletes.

Fall sports tentatively resumed across America's college campuses under the shadow of a deadly pandemic that has already cost one college football player his life. Abusive behavior by coaches is belatedly coming to light as former athletes share their stories. And the young Black men who disproportionately make up the rosters of revenue-generating sports are also those at greatest personal risk of overzealous police violence.

Yet for athletes at many of the nation's top athletic programs, talking to the news media is regarded as a punishable offense. Players caught giving interviews without their athletic department's approval can be punished with sanctions including withdrawal of their scholarships.

In a just-published study for the Nebraska Law Review, the research team at the Brechner Center for Freedom of Information sought to answer two questions: How often are public universities gagging athletes from speaking to the media, and is it legal for them to do it?

Their answers: frequently, and no.

What we found

Our research looked at the policies at public university athletic programs regulating student-athletes' communications with the media. Using a combination of public records requests and online searches, we gathered rulebooks from 58 state universities that compete in the NCAA's elite Division I.

Of the 58 handbooks, 50 of them — or 86 percent — explicitly forbade athletes from speaking to journalists without permission from the athletic department.

Some, we found, go even further. They affirmatively discourage blowing the whistle on anything within the athletic program, even mistreatment by coaches or teammates. East Carolina University, for instance, tells football players: "If you do not have anything good to say, do not say anything at all. DO NOT COMPLAIN ABOUT THE COACHES, TEAMMATES

OR THE UNIVERSITY." Kent State University instructs all of its athletes: "Don't take your complaints to the media. The coaches' office is the only place for these."

High as it is, the 86 percent figure almost certainly understates the pervasiveness of gag rules, because even some universities that claimed to have no written policy said coaches instruct their players verbally.

Knowing that colleges pervasively forbid athletes from talking to journalists without approval, the next question became: Is this legal?

'Constitution-free zone'?

Undoubtedly, colleges have convinced themselves that they have the legal authority to control what athletes say, because they control essentially every other aspect of players' lives. But speech is ... explicitly protected by the Constitution.

Of all of the possible affronts to the First Amendment, courts most forcefully disapprove of the "prior restraint" — a blanket prohibition that keeps speakers from being heard. Forbidding unauthorized contact with journalists is a classic prior restraint.

While universities might argue that athletes have even fewer First Amendment protections than employees, because they sign away all of their free-speech rights when they accept a scholarship, that argument would likely fail. First of all, 46 percent of athletes who compete in Division I are walk-ons who receive no scholarship — but athletic departments don't give them any greater freedom to speak. And second, the Supreme Court refuses to honor broad First Amendment waivers in exchange for government benefits.

So far, in this season of newfound outspokenness, there is no documented instance of a college punishing either a journalist or a player for violating a prohibition on interviews. So colleges may be awakening to the reality that, just as they can't stop athletes from earning money, they also can't stop them from sharing their opinions about contemporary social issues — or the conditions within their own programs.

Read the full story on Poynter's website: <https://bit.ly/2GUpEWt>

Public notices online helps keep them in print

Due to staffing changes and COVID-19, many of our members have stopped uploading on the Missouri Public Notices site at: <https://www.mopublicnotices.com/>

We ask that if you are not already doing so, to start uploading your public notice ads now.

If you don't have many notices, it may be easier to have Missouri Press Association have your newspapers' notices uploaded for you at \$.25 each

per run date. Those charges will be deducted from your advertising checks, notices that are not paid by the end of the year will be invoiced.

If you need to resume uploading, please contact Ted Lawrence at tlawrence@mopress.com.

If your newspaper has never uploaded or has had staffing changes and need training and login information setup, please contact Kristie Fortier at kfortier@mopress.com

A change to Missouri Press' public notice website was needed to help combat legislation that has been introduced in recent years attempting to take all public notices out of printed newspapers. To help protect public notices appearing in printed newspapers, we NEED every member newspaper to be uploading ALL public notices to the new website, [mopublicnotices.com](https://www.mopublicnotices.com).

Missouri Press Classifieds: Who is looking for YOU?

DIGITAL PRODUCER: Award-winning sports interview show seeks self-starter with exceptional storytelling skills for Digital Producer position. Email cover letter and resume to apps@grahambensinger.com 10-1

SPORTS EDITOR: The Fayette Advertiser, an award-winning weekly newspaper in Fayette, Mo. is seeking a full-time Sports Editor. Qualified candidate should have experience in writing, photography, and page layout. Coverage would include five area high schools and Central Methodist University, along with occasional general assignment reporting.

Additional duties include uploading stories to the newspaper website and updating newspaper social media pages, weekly trips to print facility, proofreading, some office coverage.

Sports Editor will be provided with an office, Macintosh computer, camera and lenses (if needed), and company vehicle for out-of-town coverage.

Applicant must be willing to work nights and weekends, and other times to adequately provide local sports coverage; be willing to work outdoors in all types of weather; present a positive general demeanor and attitude; be self-motivated and organized; must have experience with Affinity Publisher and Affinity Photo (or similar programs such as InDesign and Photoshop); must have a clean driving record.

Compensation is dependent upon experience.

Send resume and writing samples, along with other questions or inquiries to jaddison@fayettenews.com. 9-28

STAFF WRITER: Salem Publishing Company, which publishes The Salem News and Phelps County Focus in Salem and Rolla, Missouri, respectively, has an opening for a staff writer in Salem. Our print and web products are award-winning, as well as our acclaimed staff. Recent accolades include Missouri Press Association Young Journalist of the Year and an E&P 25 Under 35 honoree.

Job description includes print and digital coverage of local entities and editing, along with the opportunity to work on in-depth feature, enterprise and investigative stories that are a staple of

our news products. Photography, social media, and page design skills are a plus.

Some experience is preferred. Send resume and samples of work to Catherine Wynn, Managing Editor, catherine@thesalemnews.com or P.O. Box 798, Salem, MO 65560. 9-10

REPORTER: Do you love digging deeper? Do you have a passion and flair for the written word? If your answer is “yes”, then you may have a future career as a Herald-Whig REPORTER.

Herald-Whig reporters pride themselves in their attention to detail. We have the most in-depth coverage in the area. Whether your passion is politics or crime, agriculture or local events, the Herald-Whig has the tools to feed your passion.

As a Herald-Whig reporter, you would be responsible for writing concise, fair and accurate stories as assigned. You would research background information and conduct interviews in person and by phone. Covering breaking news and taking accurate notes is a must! Our reporters also contribute to television and radio broadcasts on occasion and contribute to our interactive platform.

Qualifications include:

- College degree
- Three or more years of experience as a reporter or editor with demonstrated language and reporting skills necessary to provide coverage and insights into local events and issues.

The Herald-Whig offers a comprehensive employee benefits package with everything you expect and more. The Herald-Whig is an equal opportunity employer.

If you think you have what it takes to be our next reporter, please send a resume, samples of your work and a letter outlining how you would approach the job to:

Nicole Stevens/Administration, The Herald-Whig, P.O. Box 909, Quincy, IL 62306, or by email to nstevens@whig.com. Learn more about The Herald-Whig at www.whig.com and about Quincy Media Inc., our parent company, at www.quincymediacaers.com 8-28

EDITOR: Family-owned, county newspaper, located in southwest Missouri, is seeking an editor for its weekly publication. Must have a passion for community journalism and be willing to be part of the local community. Must be a self-starter and able to work independently while working on several projects at a time. Position will require writing, photography, social media and layout skills. Experience with InDesign is preferred but will train if you possess excellent writing and computer skills.

Please send resumes, sample work, and references to billing@cranechronicle.com 8-12

SPORTS WRITER: The Joplin Globe is seeking a full-time sports writer, with a degree in journalism and experience covering games a must. The candidate also should have design and photography experience, and be capable of writing analysis columns as well as event coverage. Contact Andy Ostmeyer, Editor, The Joplin Globe, at 417-627-7281, and send clips, contact information and references to aostmeyer@joplinglobe.com. 8-11

Missouri Press has safety vests available for purchase

From Missouri Press Staff

Now available and value priced for our members! Missouri Press has safety vests in various sizes ranging from Medium-XXL in stock.

They are worn by reporters when covering accident scenes, sporting events or any place where visibility for a news organization's staff is a necessity. "NEWS MEDIA" is printed on the back.

There are no logos on the vest.

Order yours from Missouri Press' store here: <https://mopress.com/product/safety-vest-m-xl/>

Due to the ongoing protests and other events around the country, Missouri Press has recently seen an increase in purchases of these vests from news organizations outside of the state.