

# Linda Ramey-Greive

Brand Market Leader  
for Indiana University



## WHAT CAN YOU EXPECT TO GAIN?

- Take-Away Tools for Your Sales Team
- Energize and Engage Your Team
- How to Appeal to Millennial as an Employer AND in advertising
- Digital Sales Tools
- Proven Ideas Shared by Other Newspapers
- Legal Information from Jean Maneke

## WHO SHOULD ATTEND

- Sales Directors
- Sales Staff
- All Team Members Involved in the Sales Process

### Linda Ramey-Greive

is the Brand Market Leader for Indiana University. In this role she leads the marketing strategy for a large university located in Indianapolis, serving over 30,000 students.

In addition to her current marketing leader role, Linda owns a sales and marketing strategy consulting business, LRG Consulting. Linda focuses on helping businesses and nonprofits clarify their goals and then builds innovative marketing and sales strategies to help organizations achieve success.

Previously, Linda served as the Executive Director of Care to Learn, a Missouri nonprofit organization which helps communities meet the health, hunger and hygiene needs of a child so students can stay in school and achieve success.

Ramey-Greive is the **past publisher of the Springfield News-Leader** and regional vice president of Gannett. Linda spent over 28 years working for Gannett, working in various advertising management and publisher rolls in ten different markets.

Linda is married to Terry Greive and they have two grown children, Alexandria, 26 and Dillion, 22. Terry and Linda live in Indianapolis. Linda enjoys an active lifestyle including tandem bicycling with her husband and running with her children.



Missouri Press Advertising  
and Marketing Executive Meeting

**April 23 - 24, 2020 | Camden on the Lake Resort,  
2325 Bittersweet Rd | Lake Ozark, MO**  
Call 573.365.5620 for \$125 Room Rate | Room Deadline March 23



## AGENDA

### Thursday, April 23 | Events in Harbor Ballroom

- 11:00 AM** | MPAME Board meeting in H. Toads Restaurant
- 1-2:15 PM** | Advertising Strategies that Drive Results with Sales Trainer Linda Ramey-Greiwé
- 2:15 PM** | Break
- 2:30 PM** | Working With and Selling to Millennials and Generation Z
- 3:30 PM** | Best Ideas Session | Bring your Best Ad Ideas for a Chance to Win CA\$H!
- 6:00 PM** | Reception
- 6:30 PM** | Best Ad Contest Awards Banquet and Best Ad Idea Session Winners Announced
- 8:00 PM** | Jail Cell Escape Room Adventure + Mythos Puzzle Games at Camden on the Lake

### Friday, April 24 | Events in Harbor Ballroom

- 8:30 AM** | Breakfast
- 9:00 AM** | Digital Sales Trends with Sales Trainer Linda Ramey-Greiwé
- 10:00 AM** | Break
- 10:15 AM** | Working Through the Weeds of the Legalized Cannabis Industry and Much More with Legal Hotline Attorney Jean Maneke
- 11:15 AM** | Meeting Adjourns

Register at: <http://bit.ly/2uj2KBQ>





## Missouri Press Association

### Missouri Press Service

802 Locust St.  
Columbia, MO 65201-4888  
(573) 449-4167; FAX (573) 874-5894  
www.mopress.com

**PRESIDENT:** Trevor Vernon,  
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*Republic-Monitor*, Perryville

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**MPS DIRECTORS:** Phil Conger, Bethany;  
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**Helen Headrick:** NIE Director  
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# Supreme Court unanimously approves bill supporting public notice

**By Doug Crews**

*For Missouri Press*

The Missouri Supreme Court on Feb. 4, handed down a unanimous decision with which Missouri Press Association agrees. The case, Missouri Coalition for the Environment and Thomas J. Sager v. State of Missouri, was an appeal from the Cole County Circuit Court and was argued before the Supreme Court on Dec. 10.

In a unanimous decision written by Judge Laura Denvir Stith, the Supreme Court affirmed the judgment of the circuit court.

At the center of the case is Senate Bill 35 (sponsored by Sen. Mike Cunningham, R-Marshfield), enacted into law after passage by the Missouri General Assembly in 2017.

Prior to 2017, Section 34.030, RSMo, authorized the Commissioner of Administration to make all the state's land purchases, except for those departments with constitutional authority of their own to acquire land.

In 2017, the statute was amended through SB 35, its title "relating to land purchases made on behalf of the state." During the legislative process that year, the bill was amended to impose certain public notice and hearing requirements.

Under SB 35, when the Department of Natural Resources or the Commissioner of Administration on behalf of a state department, contracts to purchase land of 60 acres or more or with a cost of more than \$250,000 in a single transaction, the respective department is required to take certain actions, including providing public notice on its website, to elected officials, and in a local newspaper, holding a public hearing in affected counties, and providing in a local newspaper public notice of the

public hearing. The newspaper notices must be published once per week for two consecutive weeks.

The Missouri Coalition for the Environment and Thomas Sager (collectively, the coalition) filed a lawsuit challenging the bill's constitutional validity. The coalition said SB 35 violated the state constitution's Article III procedural requirements regarding single subject, clear title, original purpose, and setting forth the sections amended. The coalition also said SB 35 was an "unconstitutional special law."

However, the circuit court granted summary judgment in the state's favor. The coalition then appealed. And, on Feb. 5 the Supreme Court upheld the circuit court's decision.

The Missouri Press Association, which filed a brief as a friend of the Court, was represented by Jean Maneke, MPA's legal hotline attorney.

Maneke's amicus brief focused on the history of public notices in this country and in Missouri in particular, and the importance of public notice in newspapers prior to public hearings being held and decisions made on state land purchases.

In the Supreme Court decision, Judge Stith wrote: "Here, the bill's original purpose was to impose more notice and hearing requirements on state land purchases, and the final purpose remained the same – to have more notice and hearings regarding such purchases than previously had been provided, a purpose the State describes as 'increasing transparency' of the land purchasing process. Extending the reach of those notice and hearing provisions to DNR necessarily furthered, rather than changed, that purpose."

Send your newspaper's new hires, retirements and other news to Missouri Press at [mbarba@mopress.com](mailto:mbarba@mopress.com)



## Newspapers in Education

# Trust Tip: Share your values, history, mission

### From Trusting News

Each week in February, the Trust Tips newsletter is focusing on how you can explain who your news organization is, how you operate and make decisions.

This week, we will talk about how to write about your history, mission and values.

### Writing your history

Telling your users how long you have been reporting on what's happening in your community can be powerful. It can also help lend credibility to your organization. When talking about your history, be sure to focus on the impact you have had in the community instead of big-name hires or printing press changes. Consider writing about the big stories you've seen the community through. Include old pictures of the newsroom, your building, your front pages or your newscasts.

Think about including information like coverage area expansions or changes, the addition of new beats or the development of a podcast, video show, etc. Be sure to include any ownership changes, community event sponsorships and awards too.

If you don't have a long history, that gives you extra opportunity to talk about when and why you were created and what purpose you serve.

### Sharing your mission & values

You probably already have a mission statement, and you definitely should share that. But be sure to also talk about what you value as a news organization. This goes beyond your mission to hold the powerful accountable or find the truth. Expand on that and talk about how you select which stories to cover and invest your resources in.

When WCPO revamped their "About Us" page, they highlighted their core beliefs and explained what being a journalist in their newsroom meant.

They discussed how they strive to be compassionate, how they will involve the community in their reporting process and that they love their community but still will highlight when something goes wrong.

**TRY THIS:** Take your mission

### From Missouri Press Staff

Calling all publishers to join us in celebrating Newspapers in Education Week. This annual event occurs the first full week of March, so the 2nd through the 6th this year.

Take this week to reach out to teachers, principals and superintendents to share with them the importance of NIE. Studies by the News Media Alliance, former Newspaper Association of America Foundation, show that more than 60 percent of people exposed to newspapers in childhood become regular readers of

newspapers as adults.

Regular newspaper readers are typically engaged citizens who participate in their communities by exercising their voting rights. The Missouri Press Foundation's Newspaper in Education program has resources to help you inform school leaders about our program.

Please visit the NIE FTP site, <http://www.mo-nie.com>, and use the download code of niefornewspapers.

Contact NIE Manager Helen Headrick at [hheadrick@mopress.com](mailto:hheadrick@mopress.com) for more information.

# Pulse of America survey results available with Missouri specific data

### From Missouri Press Staff

The 2019/2020 Pulse Research Survey for Missouri is now available! As always, the survey is full of valuable information, from reader demographics, to comparisons with our electronic competitors, to the ever-popular shopping surveys and "plan-to-purchase" details for just about every category of business you can think of.

Go into your next sales call armed with the answers to vital questions

like: "How many of our readers are planning to buy a house this year?" "How many will buy a vehicle?" "Attend an event, or participate in a certain family activity?" As your prospecting skills improve, and as preparation for sales calls intensifies, your sales will grow. This survey will help you accomplish both.

Please contact Ted Lawrence, ([tlawrence@mopress.com](mailto:tlawrence@mopress.com)), for your free copy of the full survey, courtesy of Missouri Press Service.

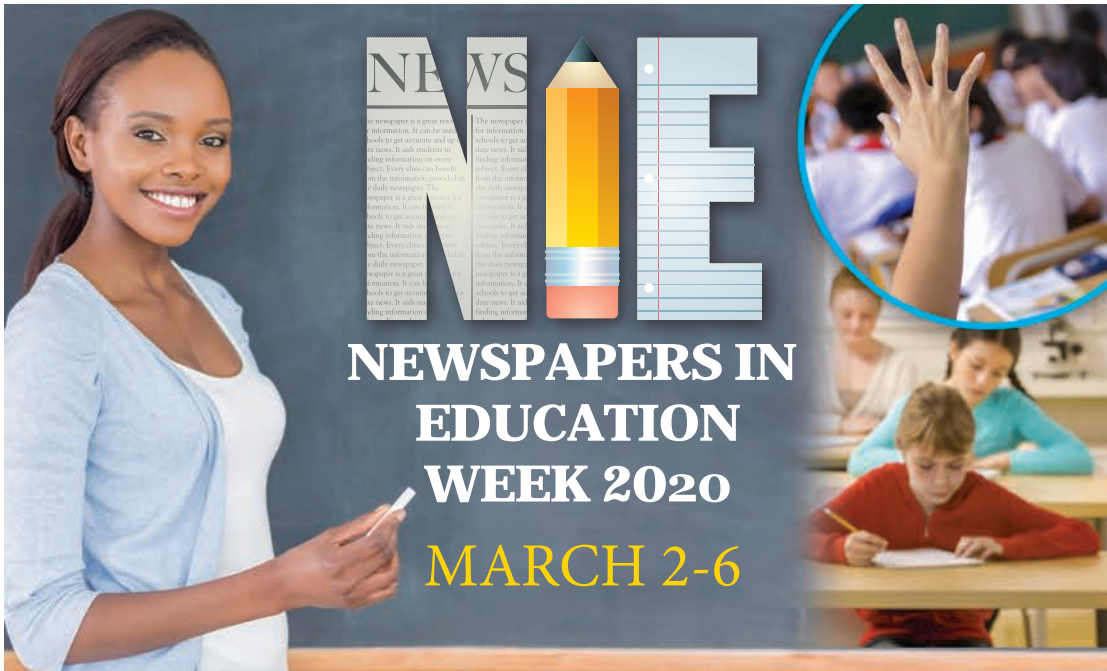
statement and explain what it really means. (If you do not have a mission statement, start the process of putting one together by listing what your values are.) Break down what seeking truth means. Explain what holding people accountable means. Talk about what being fair means. Then share those values with your audience. Remember to write in a way non-journalists can understand.

**LEVEL UP:** Once you have told the story of your mission and values,

look for ways to draw your audience's attention to it.

The *Corpus Christi Caller-Times* wrote an entire column explaining why they work to be watchdogs in the community and what that means for the types of stories they cover and how they report on issues in their community. They can then link to that column from watchdog stories.

Discover more trust tips by signing up for the Trusting News at <http://bit.ly/2SpeXxX>



## NEWSPAPERS IN EDUCATION WEEK 2020 MARCH 2-6

### Celebrate with fun activities like these:

**Monday, March 2 – General Newspaper** – Using articles as a guide, role play and conduct a newspaper interview.

**Tuesday, March 3 – Language Arts** – Write an editorial based on a local concern.

**Wednesday, March 4 – Math** – Create incomes and budgets, then use the newspaper to see if these are realistic.

**Thursday, March 5 – Social Studies** – Create a comic strip based on your area's geography or history.

**Friday, March 6 – Science** – Use science words from the newspaper to create a crossword puzzle.

If you have questions or would like additional NIE content or resources, please contact your local community Newspaper.

The Missouri Press Association  
proudly joins the American  
Press Institute in celebrating  
Newspapers in Education



Week annually  
the first full  
week in March.







## Maneke law column

# You have power to file Sunshine Law complaints

So many times, callers to the Missouri Press Association Legal Hotline believe they have evidence that a public body in their area is violating the State's open meetings/open records law. They've become aware of a public meeting where there appears to be no notice given. They attend a meeting where a vote is taken without any discussion about the various options available to the public body.

Perhaps they've requested copies of public records and are quoted a cost to obtain the copies that seems unreasonable. Because these are member papers' reporters, they call the hotline. We discuss the facts and talk about what the law says. Sometimes when the reporter calls the public body's representative back and discusses the language in the law, the problem is resolved.

But sometimes it is not resolved. The public body refuses to acknowledge that it broke the law. The public body refuses to make records available to the requester. Reporters sometimes find that records seem to have disappeared. And then what do reporters do?

Well, one option I always suggest (because it's the cheapest option) is that the caller think about filing a complaint on the Missouri Attorney General's website. Attorney General Eric Schmitt has a form on that site (click "Missouri Law" / "Sunshine Law" / "Sunshine Law Complaint Form"). Anyone can file a complaint with his office for consideration by the office staff.

Every Attorney General has his (or, possibly someday, "her") own standards for what action is taken. But theoretically, every complaint made to that office is considered by someone there as to whether a violation has occurred.

In fact, there are statistics on that site relating to this issue that date back to 2015, and there are some interesting statistics available. For example, it

appears that in calendar year 2019, 410 such complaints were filed with the AG's office. The largest bulk of them (163) were filed by the general public. And 64 were filed by members of the media. In fact, you don't even take Second Place in terms of requesters – that position is held by "attorneys" in the state.

Complaints registered in 2019 have been for the most part against cities, with the second-largest group of complaints being made against law enforcement officers. And what kind of resolution resulted from

investigations of these complaints? Well, unfortunately, more than a fourth of the complaints resulted in a finding of "likely no violation." There is no way of knowing whether that is a valid determination, whether that is because the bulk of these complaints were from citizens who themselves don't understand the law, or whether this is because, as is often said in regard to those "official Attorney General opinions" by lawyers who disagree with them, "Well, that's just one lawyer's opinion ..."

Still, it's encouraging that about 10 percent of the complaints were resolved with a letter to the body. And, amazingly enough, the chart says 12 complaints resulted in litigation being initiated.

For example, one complaint, from 2018, recently resulted in the AG's office issuing a letter to the City of Neosho finding that in lieu of enforcement action, it would require the city council, city clerk, mayor and "other key City staff" to attend Sunshine Law training in the immediate future. The session will be provided by the AG's staff in Neosho.

In conjunction with that conclusion, the AG's office detailed in a lengthy letter the actions that city officials had engaged in which were of concern. One of the biggest concerns for the AG's office was a number of discussions which took place among council members via text messages. These texts clearly were being exchanged by a quorum of the council members in lieu of public discussion at a properly noticed meeting. The AG's office pointed out that electronic communications among a quorum of the members possibly could have constituted, under these facts, a "meeting where public business was discussed." Also, the AG's office questioned whether these messages were being properly "retained" as required by the State Public Records law and record retention requirements, or whether they were improperly being deleted.

So seeing a letter like that being issued by Attorney General Eric Schmitt's office is encouraging for all of us – yes, there are folks who are investigating these complaints and, at times, action is being taken to ensure that public bodies are following the law.

*"One option I always suggest (because it's the cheapest option) is that the caller think about filing a complaint on the Missouri Attorney General's website. Anyone can file a complaint with his office for consideration by the office staff."*



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





# BETTER NEWSPAPER CONTEST

The 2020 Missouri Press Foundation Better Newspaper Contest template is now open and members can begin submitting entries. If you haven't yet, start collecting your entries for this year's contest now.

Entries **MUST** be uploaded by 11 p.m. Tuesday, March 31. No extensions will be granted.

All categories for Missouri's 2020 Better Newspaper Contest now require digital entries. Missouri's BNC will no longer accept mailed-in entries for any categories.

If you need help entering any category, including those that previously required mailed-in entries, contact Matthew Barba ([mbarba@mopress.com](mailto:mbarba@mopress.com)) or Kristie Fortier ([kfortier@mopress.com](mailto:kfortier@mopress.com)) for assistance. You can also call 573-449-4167.

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

All the information about the contest — rules, categories, entry instructions — is online at [mopress.com/better-newspaper/](http://mopress.com/better-newspaper/)

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

**IMPORTANT:** It is important to remember BetterBNC is optimized for Google Chrome. If you do not have Google Chrome, download it at <http://www.google.com/chrome>.

**DEADLINE:** There is no need to wait until the deadline to upload your entries! The contest template will close 11 p.m. Tuesday, March 31, and will not accept entries after that -- no exceptions. You may begin uploading your entries now.

**ALERT:** Please try to keep file sizes under 5mb to aid judges in accessing entry content. For larger files such as Special Sections, options include Dropbox, Google Drive, Scribd or Issuu. Please make sure the file is public or a password is provided and that it can be printed. You cannot upload these large entries directly to the contest template because it has space limitations. If a file cannot be accessed for printing, it will not be displayed with other Better Newspaper Contest entries at the Annual Convention.

## THREE TIPS TO MAKE UPLOADING EASY:

1. If you have entries that consist of more than one piece of content, combine them into one file. This will make uploading and judging much easier. This will apply to Best Columnist, Best Front Page, etc., where an entry is more than one piece. Combine them into one file. Do the same for stories that jump to another page. Combine the pages into one file for uploading.
2. Make the category number the first element in the title of each entry.
3. Put all your entries into a "Contest Entries" folder on your desktop.

**Please read the instructions and category listings carefully!**



*Paid fellowship opportunity*

# National Press Foundation offering fellowships for training on opioid reporting

Reporting on opioids can take a toll on journalists, too. The National Press Foundation and the American Society of Addiction Medicine are offering an all-expenses-paid opportunity for journalists to pause and take a deep dive into the opioids crisis.

Over three days, NPF training will address: the science of addiction; the latest research on treatment; the role of marijuana and alcohol; trends in substance abuse; and more.

With this grounding in hand, journalists will then cover the three-day American Society of Addiction

Medicine Annual Conference, with full access to presenters and abstracts.

The NPF training is March 31-April 2. The ASAM Annual Conference runs from the evening of April 2-5. Both are in Denver.

The expenses-paid fellowship covers transportation, hotel costs, conference registration fees and most meals. It is open to all U.S.-based journalists.

Applicants must commit to attend the NPF training and the ASAM conference.

Apply online at <http://bit.ly/39Bytgn> by Feb. 18, 2020.



All-expenses-paid training

March 31-April 5

Denver, Colorado



Sponsored by Arnold Ventures and hosted by ASAM

## Is all of your staff getting Missouri Press emails?

Missouri Press emails range from statewide classified ads to the weekly eBulletins with information about journalism and the newspaper industry, as well as information about legislative issues that could affect newspapers and calls to action that are important to protecting the future of the Missouri newspaper industry.

To ensure all members are receiving communications from MPA, we ask that you share this message with members of your staff who should be receiving communication from Missouri Press.

If someone needs to be added, they can contact Editor Matthew Barba at [mbarba@mopress.com](mailto:mbarba@mopress.com) to be included.

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# Missouri Press Classifieds: Who is looking for YOU?

**WEEKLY 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

**WEEKLY PAPER FOR SALE:** County-seat weekly newspaper situated in the Missouri Ozarks. Located in a progressive community where new jobs are arriving, a new high gymnasium and municipal swimming pool are

**FOR SALE**  
under construction and businesses are investing in new buildings. This provides a unique situation where the owner is retiring from a profitable and award-winning publication that has both a digital and print focus. To make inquiries, write mbarba@mopress.com or Missouri Press Association, 802 Locust St., Columbia, MO 65201. All inquiries will be held in strict confidence. 12-9

**WEEKLY PAPER FOR SALE:** Newspaper for Sale in Fast-growing

Platte County. Lively, growing town on Missouri River, but owners of this prize winning community newspaper are ready to retire. Paid circulation, active website, two Facebook accounts, subscription list, a paid e-edition list plus computer equipment, printers and copiers, desks and chairs, file cabinets, archives and lots more. Great opportunity for someone who wants an active, fulfilling and involved small town lifestyle. Rent or buy building, or move to your preferred location. For more information email wcnnews@embarqmail.com or call 816-640-2251. 8-26

## HELP WANTED

**SMALL TOWN EDITOR:** Editor needed in what was voted the Most Beautiful Town in Missouri. Hermann MO is looking for an editor for our small town paper. Benefits include 401K, health insurance, paid vacations and time off. This small office brings a family feel to local news. Candidate will be in charge of all writing in print and digital. This job would make a great stepping stone for a new reporter or great pace to make a permanent home.

Send resume to publisher Cathi Utley at hacmgr@lcs.net 2-12

**REPORTER:** Thriving twice-weekly newspaper in Polk County is seeking a general assignment reporter. Be part of 151 years of service to appreciative community. Successful candidate will have strong writing skills, a passion for the public's right to know and a desire to tell the stories of our neighbors. Send resumes

and writing samples to Bolivar Herald-Free Press Editor Jessica Franklin Maull at jessicam@bolivarmonews.com. 1-24

**PART-TIME REPORTER:** Weekly small-town newspaper in Fayette, Mo. is seeking a part-time reporter. Duties will include meeting coverage and general assignment reporting. Experience in print reporting a must. Knowledge of InDesign and Mac computers preferred. Up to 30 hours per week. Please send resume and writing samples to Jaddison@fayettenews.com. 1-23

**PRINT PERSONNEL:** Growing regional printing facility seeking personnel for operations. Positions in management and general operations.

Skill sets required: leadership, materials, management, supervisory, safety, mechanical background, estimating.

Send resume to job512541@gmail.com 12-20



## CALENDAR

### February

17 — It Can Wait Local Deadline

### March

31 — Better Newspaper Contest Deadline

31 — MPA Newspaper Hall of Fame Nomination Deadline

### April

16 — MPA Past President and Spouses Dinner, Arrow Rock

23-24 — Missouri Press Advertising and Marketing Executives, Lake Ozark

### June

11 — First Amendment Golf Classic, Lake Ozark

12 — Show-Me Press Association meeting, Lake Ozark

### September

24-26 — 154th Annual Convention and Trade Show, Jefferson City

### October

15 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

**Make Your Voice Heard!**  
 Show-Me Press Association would like your input on future events!  
 Go to: <http://bit.ly/showmesurvey>

**Save the Date!**  
**2020 Show-Me Press Meeting**  
 June 12 at Lodge of Four Seasons, Lake Ozark



# Caught in the Web

Social Media, Privacy, and You(Tube)

Friday, April 3, 2020  
8:00 a.m. - 4:15 p.m.

## Featuring

- In the Whirlwind: Legal Issues Arising from Covering the Trump Impeachment
- All the World's a (Public) Stage: Is a Viral Figure a Public Figure?
- Takedown Shakedown
- So Close, Yet So Far Away: Ethics in the Cloud
- Area of Influence: Risks and Rewards of the Emerging Social Media Marketplace

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## Bonus Session

### ***Defamation 101 - Back to the Basics***

Thursday, April 2, 4 - 5:45 p.m.

*\*Free when attending the Friday program (2 CLE hours)*

33<sup>rd</sup> Annual

**MEDIA**  
and the  
**LAW**

Seminar

[law.ku.edu/media-law-seminar](http://law.ku.edu/media-law-seminar)