



Missouri Press
Foundation

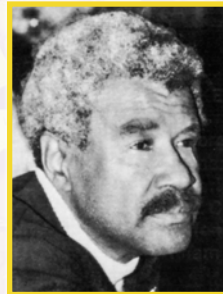
HALL OF FAME

CONGRATS! 2019 INDUCTEES

EVENT SPONSORS



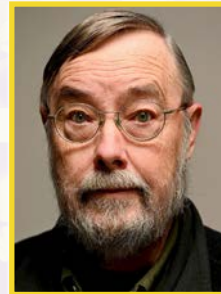
William Fambrough



Bill Battle



Jim Curley



Dan White



Photojournalism Hall of Fame induction is Oct. 17 in Columbia

By Missouri Press Staff

The Missouri Photojournalism Hall of Fame in Columbia will induct four award-winning photojournalists and teachers of photography and journalism on Oct. 17.

This will be the 15th group of inductees since the founding of the Hall of Fame in 2005. Inductees are the late William Fambrough; Bill Battle of Washington; Jim Curley of Columbia; and Dan White of Kansas City.

Photographs made by the inductees will be on display during the 4 p.m. ceremony and reception in the Sam B. Cook Hall at the new Center for Missouri Studies, located at 605 Elm St., Columbia. Those photographs will join the Hall of Fame's collection of work by inductees.

Information about the Photojournalism Hall of Fame and previous inductees can be seen at photojournalismhalloffame.org. RSVP for the induction ceremony online at bit.ly/mophotoj or by email at mharper@mopress.com

William L. Fambrough Sr. spent three decades documenting African American life in Kansas City as a photojournalist. Born in Little Rock, Ark., as a boy he convinced his parents to buy him a Kodak Brownie camera to support his budding interest in photography. He worked for *The Kansas City Call* during the 1950s and 1960s, as well as a freelance photographer throughout the Kansas City metropolitan area into the 1970s. Many of Fambrough's photos appeared in *The Kansas City Star*, although he went uncredited. He died in 1983.

Bill Battle had his first journalistic experience as a staff and sports writer for his junior high school newspaper, the

Rockwood South Junior High School Ram Page, in the early 1980s. He joined the staff of the *Washington Missourian* as a sports writer, photographer and darkroom tech. He became sports editor in 1996. At the *Missourian*, he has earned numerous awards for his sports photography and writing.

Jim Curley has spent his career wearing many hats, from photographer and editor to educator and archivist, but he has always been a champion for the values of photojournalism. As a photographer, he worked at the *St. Joseph News-Press* and the *Columbia Daily Tribune* before joining the Agricultural Editors office at the University of Missouri. Curley also had an active freelance photography career, covering state and national politics and sports for Agence France Press and others. At MU, he taught in the Agricultural Journalism program for 15 years and mentored numerous students.

Dan White is an internationally published photographer having spent more than 45 years as a newspaper photojournalist and freelancer. He got his start in his chosen profession at his hometown paper, the *Flint (MI) Journal*, and went on to attend the University of Missouri School of Journalism. Soon after graduating, he joined *The Kansas City Star*, where he was part of the Pulitzer Prize-winning staff recognized for its coverage of the collapse of the Hyatt Hotel skywalks.



Missouri Press Association
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Statewide market research

Help all Missouri newspapers get better market data

From Missouri Press Staff

It's time to begin your promotion of the Pulse of America shopping survey! It's easy, it's free to you, and it's a wonderful tool for you and your sales staff!

Once the research project is complete at the end of December, Pulse will provide the results to Missouri Press members at no cost.

The purpose of the survey is to allow you to provide highly-coveted audience data that can be used in sales presentations. If we have enough participation from Missouri newspapers and readers, we will receive a Missouri-specific set of survey results.

And your readers will have a chance to win \$3000!

Download your ads, and learn more, at this link: [Pulse of America](http://www.pulsepoll.com)

Five ways you can start promoting right away:

1. Schedule and run the ROP ad. Consistent print promotion works. Also try frequent smaller ads in more sections.
2. Promote on your Facebook page. A posting on your Facebook page or other social media can get quick results.
3. Send an Email Blast. Contact your readers directly with a message about helping local businesses.
4. Run Banner Ads. This is one of the easiest ways to

Enter To **WIN**
\$3,000

Newspaper sponsored - Local shopping survey



Enter to win now, go to:
www.pulsepoll.com

consistently promote the survey.
 5. Run Classified Ads. Just set the ad to run in every issue and in a variety of sections. If you have questions, please contact me.
 Thanks!
 Ted Lawrence
 Advertising Director
 Missouri Press Service
 tlawrence@mopress.com

Watch the Chiefs, support Foundation

You can make a \$10 donation to Missouri Press Foundation with every ticket purchased to certain Kansas City Chiefs games through December. Games include the Green Bay Packers, Oct. 27; Minnesota Vikings, Nov. 3; Oakland Raiders, Dec. 1; Denver Broncos, Dec. 15; and Los Angeles

Raiders, Dec. 29. Purchase your tickets at the following link: www.chiefs.com/tickets/fundraiser On the website, enter the promo code: MOPRESS For more information about supporting MPF, contact Michael Harper at mharper@mopress.com



Maneke law column

Getting into the weeds of marijuana advertising

For those of you MPA members at the convention last month, we had a fascinating presentation by Lyndell Fraker, Director of Medical Marijuana for the Department of Health and Social Services in our state. Based on his presentation, it is clear every county in the state is going to be touched by this program and a dispensary will begin serving those with a license to purchase the products.

I won't rehash his program here (yes, I chose that word on purpose!), but for those of you who weren't here, I will reiterate what I believe about the opportunity to advertise such products that we are seeing come to the state. Selling medical marijuana is going to be a highly-regulated industry, just like alcohol and tobacco. Those with a license to sell are going to be subject to rules regarding what they can and cannot say in their advertising. If they err in the content of an ad, their license to sell may be at risk. We cannot be used as their source to know what is legal or not legal in the content of their advertising, because a mistake on our part could create liability for us if their license is lifted due to what we recommend.

So, the same advice applies as the advice I give you for liquor advertising and cigarette advertising. You should not take that responsibility on. Run what they supply (subject to your own discretion, of course), but do not put yourself in the position of advising them what they can and cannot say in their ads.

Be sure you have disclaimer language in your rate cards. I've said this so often that I think most of you already have done this, but it is imperative you give a rate card to every advertiser, ideally

every time an ad is purchased so they absolutely have seen it. It needs language in it something like what's below (and I've written this so often that I am not saying you need this "exact" language but just something similar to cover these issues, including infringement of copyright, claims for unlawful use of photos, defamation and such matters):

The advertiser/agency, in placing this ad, affirms that the advertiser is the

Be sure you have disclaimer language in your rate cards. It is imperative you give a rate card to every advertiser, ideally every time an ad is purchased so they absolutely have seen it.

owner or is licensed to use the content of this advertisement, including all photos and names of persons, copyrighted or trademarked materials included in the advertisement, and any endorsements contained in the ad. In consideration of our company publishing this advertisement, you, the advertiser, agree to indemnify and hold harmless our company from any and all loss, liability, damage and expense of any nature, including reimbursement of

attorney's fees) arising out of the copying, printing, distributing, or publishing of this advertising. Further, you hereby license our company to use any copyrighted or trademarked material contained in this advertisement for purposes of our publishing it according to the terms of our agreement.

All advertisements created by the Publisher are not considered a "work made for hire" and the Publisher retains the copyright to all advertisements created by the Publisher for the Advertiser. The advertisement may not be reproduced without the written permission of the Publisher.

There are two other issues that are worth consideration in terms of

publication of marijuana advertising. The first is the postal permit issue. Marijuana is still a controlled substance according to federal law. While it will be legal in Missouri under the terms of this law, that does not necessarily mean it is legal to mail newspapers containing advertising for a product that is illegal under federal law. At this time, mailing advertising for a controlled substance is not permitted under federal postal regulations. This is an issue best left to your own judgment. I can tell you that under President Obama's administration, presidential mandates were issued ordering the Justice Department to ease enforcement of federal laws relating to marijuana in states that had passed easing of state laws on marijuana use. I can also tell you that President Trump announced he was rescinding that policy. The federal Justice Department has not issued any direct orders in regard to this conflict. Lawyers are giving mixed advice about this issue but I have not been made aware of any such prosecutions initiated under the Trump Administration.

Meanwhile, there are no such concerns over the advertising of CBD products.

How can you get paid? Well, while banks are not supposed to be taking funds from the sale of marijuana products, that should not impact newspapers. You are taking checks from advertisers who are selling all kinds of materials and you have no knowledge that the money you receive came from the sale of marijuana. You need not investigate to trace the source of the exact funds you receive. A check from the merchant says that their bank accepted the funds into their system. Who knows where the cash came from. I wouldn't be concerned about this issue.

Let me know if you want to discuss this issue further.





THE 11 SUGGESTIONS

By Willard Bleyer, presented by Poynter's Roy Peter Clark

1. Remember that whatever you write is read by thousands.
2. Don't forget that your story or headline helps to influence public opinion.
3. Realize that every mistake you make hurts someone.
4. Don't embroider facts with fancy; "truth is stranger than fiction."
5. Don't try to make cleverness a substitute for truth.
6. Remember that faking is lying.
7. Refer all requests to "keep it out of the paper" to those higher in authority.
8. Stand firmly for what your conscience tells you is right.
9. Sacrifice your position, if need be, rather than your principles.
10. See the bright side of life: don't be pessimistic or cynical.
11. Seek to know the truth and endeavor to make the truth prevail.



CALENDAR

October

17 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

November

1 — Potter Digital Ambassador Deadline

Fact-checked articles available to newspapers

As in the past, the Missouri School of Journalism this semester has a small group of students working with the national fact-checking team at Politifact.com. You are welcome to republish any of the articles from our class that run on the Missouri page of the website (and in the Columbia Missourian).

Earlier this month, we published a fact check on Rep. Sam Graves' statement: "The average bridge in Missouri is 48 years old—most were only designed to last for 50 years" (mostly true but needs context).

Other statements checked this semester come from Nicole Galloway, Vicky Hartzler and Roy Blunt.

The fact checks are vetted by me, a 30+-year editor, and by the managing editor of PolitiFact, which has won a Pulitzer for its reporting.

Also, we welcome your suggestions for statements to check. They can come from political figures or pundits in Missouri or about Missouri.

Thanks!

Tom Warhover
Associate Professor
Missouri School of Journalism

MPA proposing frequency discount for initiative petitions, referendums

In June, Secretary of State Jay Ashcroft, accompanied by Trish Vincent, Harry Roberts, and Maura Browning, addressed the MPA and MPS board regarding the Initiative Petition process, particularly the advertising required containing amendment language prior to elections. Secretary Ashcroft expressed concern regarding pricing from newspapers. A committee was formed to explore options.

Those committee members are:

James White
Trevor Vernon
Liz Irwin
Dennis Warden
Julie Moreno
Doug Crews
Mark Maassen

The committee made the following recommendations:

Initiative Petitions and Referendums Advertising — MPA is proposing offering a frequency discount to all Initiative Petitions and Referendums Advertising that runs prior to elections.

First Insertion — Newspaper's regular local classified rate (Legal rate)

Second Insertion — No more than

85% of the Newspaper's regular local classified rate — (15% discount)

Third Insertion — No more than 80% of the Newspaper's regular local classified rate — (20% discount)

Fourth Insertion — No more than 75% of the Newspaper's regular local classified rate — (25% discount)

This discount applies only to newspaper advertising insertions where the Secretary of State buys a majority of Missouri Press Association member newspapers in a state-wide campaign.

At the September MPA / MPS board meeting, the recommendations were discussed and plans were approved to present this pricing schedule to the Secretary of State before they prepare the 2020 advertising budget.

Please let MPA Board President James White or MPA Director Mark Maassen know if you have any questions or concerns.

Thank you,

Mark Maassen
Missouri Press Association
573 449-4167 ext. 308
mmaassen@socket.net

A Potter Digital Ambassador can help with social media

The Potter Digital Ambassadors program pairs MU journalism students with community newspapers in Missouri to upgrade the tools and strategies needed to improve their multimedia and social media presence.

This year the Potter Digital Ambassador program will take place from Jan. 13-17. There is no cost to the newspapers for hosting the student and allowing them to help upgrade the newsroom's digital skills. The students receive a stipend for their work, which includes lodging and meal expenses.

The students spend up to a month

preparing for the visits. They consult with editors or publishers about the goals of the program, and they prepare a thorough community audit that covers demographics; competition; economic outlook; government; and other factors that play into news coverage.

We are now in the third year of the program. We look for five to 10 student-newspaper matches per year.

The deadline for applying is Nov. 1. Please contact Jeanne Abbott, the Potter Digital Ambassadors coordinator at the University of Missouri: abbottjm@missouri.edu or call/text 515-419-9778.

Missouri Press Classifieds: Who is looking for YOU?

COUNTY SEAT WEEKLY FOR SALE: Missouri — County seat weekly, strong cash flow and profit, 2,500 paid circulation; great location near metro area, limited competition. Contact Dennis DeRossett at (217) 725-5900. 10-14

WEEKLY NEWSPAPER 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 web site, two face book 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

FOR SALE

wants an active, fulfilling and involved small town lifestyle. Rent or buy building, or move to your preferred location. For more information email wcnews@embarqmail.com or call 816-640-2251. 8-26

COUNTY-SEAT WEEKLY: County-seat weekly newspaper in Missouri for sale. During our 34-year tenure we've worked hard to engage with our community and readers, developed a strong, award-winning editorial and advertising product and moved the profitable newspaper into a strong digital platform, too. If you are interesting in owning your own publication or expanding your holdings,

this is a great opportunity with the ownership committed to a smooth transition. The setting holds many benefits: A profitable business that has invested in its quarters, equipment and employees, great quality of life, a good place to raise a family and recreational opportunities. To make inquiries, write mbarba@mopress.com or Missouri Press Association, 802 Locust St., Columbia, MO 65201. 8-5

NEWSPAPER FOR SALE: Small town weekly for sale in northwest Missouri, good subscription list (about 1,500); extremely popular with town businesses and citizens, needs equipment update. Print elsewhere. The Lawson Review, Asking \$40,000. Call 816-296-3412. 6-10

GRAPHIC ARTIST: The St. Louis American, the largest weekly newspaper in the entire state of Missouri, continues to grow. We are looking for a full time, creative Graphic Artist to join our award-winning design team.

In addition to assisting in the design of The St. Louis American newspaper, you will be working directly with the advertising sales team, and design: print ads, online ads, flyers, posters, brochures, invitations, annual reports, tickets, signage, etc.

- Must be fluent in InDesign and Photoshop
 - You will work strictly on a Mac
 - Must be detail oriented
 - Typing skills of at least 40wpm
- Full time. (Includes benefits package).

For information, contact: Kevin Jones, Chief Operating Officer, kjones@stlamerican.com 10-10

PART-TIME ADMINISTRATIVE ASSISTANT: Missouri Press Service, a non-profit organization since 1867, is looking for an Administrative Assistant.

Job duties include:

File and organize orders, invoices, etc.

Pull and organize newspaper tearsheets, and help gather ad confirmations and signed insertion orders.

HELP WANTED

Perform other duties as assigned. Flexible hours, according to your availability. 10 to 25 hours per week. Quiet office atmosphere. Please contact: Ted Lawrence, Advertising Director for Missouri Press Service, at 417-300-0992 or tlawrence@mopress.com 10-9

NEWS REPORTER: The Linn County Leader in Brookfield, Missouri has an immediate opening for a news reporter.

This is an outstanding opportunity for candidates who want to do it all, from covering community news, to reporting on government, to writing about court cases and everything between. You'll be working in communities hungry for news and who love their newspaper.

Our company offers health, dental and vision benefits, 401K, paid vacation and sick time, and paid holidays.

Send your resume and work samples to [Jason Hunsicker](mailto:jason.hunsicker@gmail.com) at dailyexpresseditor@gmail.com. No phone calls, please. 10-3

GRAPHIC DESIGNER: We have a rare opportunity to join the team of the Centralia Fireside Guard. We are seeking a graphic designer to help bring some pop to our pages!

Successful candidate must

have an eye for design, work well independently, stay on deadline and possess knowledge of Adobe InDesign, Photoshop and Illustrator. Applicant should submit work samples and resume to James Smith at cfged@lcs.net or pick up an application from our office during regular business hours. 10-2

DIGITAL ADVERTISING SPECIALIST: Would you like to work in a forward-thinking organization that offers its employees an opportunity to master digital advertising within a fun, creative, and problem-solving focused culture? If so, this might be just the opportunity for you! This position will be based out of Branson MO.

Think Tank Media, is a digital advertising agency utilizing multiple platforms and programs, including programmatic advertising, targeted display advertising, OTT and CTV advertising along with many others to support campaigns for clients in various local businesses. We're known for delivering a positive ROI.

- While we have specialists working in several states this will be our first venture of this magnitude in MO so we are seeking a go getter, who understands the importance of volume and persistence when it comes to making presentations.

Continued on Page 7

Missouri Press Classifieds: Who is looking for YOU?

• We are committed to, and believe in hiring adaptable, driven, problem solvers and thinkers.

We are looking for a digital advertising specialist who fits our culture and understands the importance of determining the need of the potential client and one who will work diligently to find and present a solution to fill that need. The ideal candidate is self-motivated and an outstanding communicator. Someone who thrives on creativity and innovation. This is an entry-level position with opportunities for growth. This position will have a base salary along with Bonus and commission incentives, based on performance.

Requirements:

- 1 to 2 years of sales experience.
- Some familiarity with digital advertising.
- Willingness to challenge others and be challenged.
- Open to learning additional advertising platforms.
- Ability to communicate effectively with team members and clients.
- Capable of working on a team and independently.

Responsibilities:

- Manage an established digital sales account list.
 - Visit new clients and grow this list on a daily basis.
 - Work alongside other sales reps to help to grow the digital advertising base.
 - Closing the sale.
 - Design creative and write compelling ad copy.
 - Implement and manage campaigns.
 - Manage advertising spends and controls advertiser expectations.
 - Always meets internal and client-facing deadlines.
 - Be a part of a team that encourages creativity, innovation, and personal / professional growth.
- Interested candidates should forward a resume and cover letter to: Rex@bransontrilakesnews.com. 9-6

SPORTS REPORTER: The Versailles Leader-Statesman and Morgan County Press are looking for a sports reporter.

- Applicant should be community-minded, people-oriented, self-motivated, have good interpersonal

communication skills and be available to work nights and weekends.

• Duties will include writing sports stories for Versailles and Stover newspapers, taking game photos, attending athletic events, posting scores online and some general assignment work. Must have interest in sports and understand basic sports concepts. Newspaper writing experience helpful but not required.

• 40 hours/week. Paid vacation, holidays and personal leave. Starting pay based on experience (minimum of \$350/week). Office located in Versailles.

Send Resumé and Writing Samples/Photos to: Sports Reporter, Versailles Leader-Statesman, PO Box 348, Versailles, MO 65084

or email: bjones@leader-statesman.com 8-30

Send job ads for publication to Matthew Barba at mbarba@mopress.com

grow **Local Engagement...**
connect with **New Business...**
produce **Game-Changing Revenue...**

With **Automated Print & Online Event Calendars**
From **Evnt & Metro**



ONE **Attract Event Marketers & Readers With Free Online Calendar Posting**

Event marketers send and syndicate their events to your online calendar for free with the Evnt online marketing platform.

TWO **Create Revenue With Ready-to-Upsell Add-Ons**

Approach online event advertisers with a variety of ready-to-implement upsell opportunities like print calendar advertising, "featured" placement or "editor's pick" status, voice marketing and more valuable add-ons.

THREE **Reverse-Publish to a Print Calendar Instantly**

Turn your online calendar into a ready-to-publish print calendar with the click of a button.

Ready to revolutionize your local event and entertainment advertising to produce profits of \$50K+ in the first year? [Contact partners@evnt.com](mailto:partners@evnt.com) now!

METRO

CREATE. SELL. PROFIT.



Promote public notices

Public notice info graphics available from PNRC

From Missouri Press Staff

The Public Notice Resource Center created the below graphics to help newspapers educate the public about the need for public notices to remain open and visible through newspapers.

Please feel free to use these public notices, available online here and

here, or by contacting Missouri Press staff. You can also click directly on the images through this newsletter to be able to access each respective page.

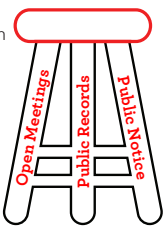
You can publish them in your own newspaper or print them out to have available to educate members of your local community.

Newspapers have long played an important role in the publishing of public notices, and it is vital that Missouri Press members continue to inform their readers about the value of keeping public information in an easily accessible format, such as newspapers.

Why Public Notice Should Remain in Newspapers

Along with open meeting and freedom of information laws, public notice is an essential element of the

three-legged stool of government transparency



Since the first U.S. Congress, public officials have understood that newspapers are the best medium to notify the public about official matters because they contain the

essential elements of public notice:



Accessibility



Independence



Verifiability



Archivability

Publishing notices on the internet is neither cheap nor free



Newsprint is inherently superior to the internet for public notice because reading a newspaper is a serendipitous process.

We find things in newspapers we weren't expecting to see. On the internet, we search for specific information and ignore everything else.



Citizens continue to learn about vital civic matters from newspaper notices.

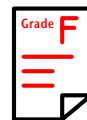
Documented examples of people taking action and alerting their community after reading a newspaper notice are reported on a regular basis.

Verifying publication is difficult-to-impossible on the web.

That's why the courts subject digital evidence to far greater scrutiny than evidence published in newspapers



Governments aren't very good at publishing information on the internet. Unlike newspaper publishers, public officials aren't compelled by the free market to operate effective websites.



Significant numbers of people in rural areas still lack high-speed internet access.

Those who are older than 65 or who have lower incomes or lack high-school diplomas are also cut off from the internet in far higher numbers than the average.



Moreover, the real digital divide for public notice is growing

due to the massive migration to smartphones and other small-screen digital devices



Requiring independent, third-party newspapers to ensure that public notices run in accordance with the law helps

prevent government officials from hiding information

they would prefer the public not to see



Newspapers remain the primary vehicle for public notice in **all 50 states**



This is **not** about "newspapers vs the internet".

It's newspapers and newspaper websites vs government websites

and newspaper websites have a much larger audience. Moving notice from newspapers to government websites would **reduce the presence of public notices on the internet**

Know what's expected of you when covering Missouri's courts

[Two videos](#) from the Missouri Press-Bar Commission can help provide guidance to reporters covering the state's courts.

The judiciary worked with the Press-Bar Commission to create these videos and help reporters understand the legal system and the technicalities of the court process, in hopes it will give reporters what they need to make this task easier.

Another resource for reporters is the [News Reporter's Handbook on Law and Courts](#). A PDF of the handbook is available online at www.mobar.org

You can also view the [handbook](#), as well as a [glossary of commonly used courtroom terms](#), on the Missouri Bar Association's website.