

MIP

MISSOURI PRESS
NEWS

Get your team ready for the first

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1ST AMENDMENT GOLF CLASSIC | P4



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1st Amendment Golf Classic

JUNE 6, IN HERMANN

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Holding on to history

I don't know about the rest of you, but my newsroom in Springfield is in desperate need of some spring cleaning.

Part of the problem is the natural packrat behavior that seems to be endemic to journalism-types. I've met a few strange, organized creatures who keep meticulous files and desks free of coffee-stained notebooks and indecipherable Post-its. But I have to count myself among the group that is sure that, someday, I'll need that 2007 AP stylebook (along with editions from 2011 and 2014), not to mention the handwritten notes and design mock-up from that investigative series a decade ago.

That sort of low-level hoarding is to be expected. On top of that base layer, there's the scattered evidence of our office move a few years ago — boxes of paper and supplies that have never been unpacked, along with stacks (and stacks) of framed photographs and historic front pages that I plan to hang on the walls before they fossilize among the cluttered cubicles and computer monitors and faded press passes.

I can live with all that. The current disarray stems from a recent near-disaster, when a fire sprinkler in a storage closet sprang a leak. We caught it before losing anything more than some decades-old cardboard boxes — but the scores of clip-filled manila folders that once filled those boxes are now piled high over

every available surface in the newsroom.

None of it, thankfully, is irreplaceable. Years ago, one of my predecessors at the *News-Leader* worked with *Newspapers.com* to scan all of our surviving print editions and microfilm into their digital database, which has been wonderful resource for our reporters as well as independent researchers and the public.

It's rare that a week goes by without a call from someone looking for an old story about a family member, or an opinion column they submitted as a student. Nine times out of ten, we're able to find it on *Newspapers.com*.

Plenty of other organizations, including the State Historical Society, provide a similar service. At the *News-Leader*, we've also expanded our partnership with the Springfield-Greene County Library

District, which has taken on the task of the scanning and preserving all of our old photo negatives and other images, which are available for the public to view online in the library's "From the Darkroom" collection.

The recent leak left me thankful for the *News-Leader's* proactive approach to preservation. But the piles of faded newsprint covering the office have been a reminder of the enduring power

held in a carefully clipped story taped in a scrapbook or filed away in a manila folder.

Continued on Page 3

"I have to count myself among the group that is sure that, someday, I'll need that 2007 AP stylebook (along with editions from 2011 and 2014), not to mention the handwritten notes and design mock-up from that investigative series a decade ago."



Amos Bridges,
Springfield News-Leader
MPA President



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Kimberly Combs, *Better Newspapers Inc., Piedmont*
NNA Rep.: Hannah Spaar, *The Odessan, Odessa*

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Federal budget directs HHS advertising to community media

From National Newspaper Association

Three years of planning and effort by the National Newspaper Association and its partners resulted late last month in recognition by Congress of the vital role community newspapers play in sharing health information to small and rural markets.

As part of the final batch of appropriations bills approved by the Senate in the early hours of Saturday, March 23, funding to the Department of Health and Human Services included report language directing the Secretary of HHS to use part of its public health paid advertising budget to reach small or rural markets through local media outlets, including small daily and weekly newspapers. President Joe Biden signed the bill.

"This effort gained traction during the COVID pandemic," said John Galer, NNA's Chair and publisher



of The Journal-News in Hillsboro, Ill.. "While we watched the U.S. government spend tens of millions of dollars in health outreach, almost nothing was spent in reaching many of our small and rural populations through their most-trusted source, the local newspaper.

"We quickly realized that we needed an all-out effort to educate federal officials on the vital role we play in our communities and that we needed to elicit the help of Congress to do so," Galer said. "This was a very tall hill to climb, and we're very excited to be able to announce this achievement for our members and our industry."

Claudia James, Managing Director of Cogent Strategies, a public affairs firm which teamed with NNA on this project, will work to ensure that HHS fulfills its responsibilities under this bill, according to Lynne Lance, Executive Director of NNA.

Continued from Page 2: *A physical record of the past.*

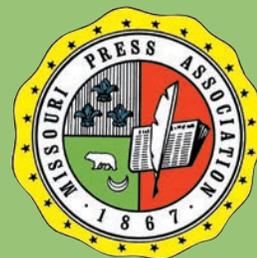
Earlier this week, I received a package in the mail from a reader who must have been doing her own spring cleaning. Inside, mounted on a thin piece of cardboard, were a series of clips written by, and about, longtime *News-Leader* scribe (and newsroom pilot!) Hank Billings.

Hank, who died in June 2017, wrote for the paper an unimaginable 74 years, which included turning in a weekly column after his retirement in 2001.

The clips so carefully preserved by this reader included Hank's final column, published the Monday before he died, in which he recalled the dates he'd taken his future wife on flying around the Ozarks in a Piper Cub. A note taped on top read: "For the Springfield News-Leader Archives."

The column, as well as the stories we wrote commemorating Hank's life and contributions, are all included in Newspapers.com's database, where readers and researchers will be able to find them for decades to come. I'm thankful for that.

But I'm also thankful for the yellowed clips, mounted on cardstock, that are sitting on a pile of manila folders on a spare desk in my newsroom. Like the reader who mailed them in, I think the history you can hold is worth preserving.



CALENDAR

April

- 5 — Missouri Press Better Newspaper Contest Final Deadline
- 11-12 — Media and the Law Seminar, Kansas City
- 18-19 — MPAME Annual Meeting, Hilton Promenade Hotel, Branson

June

- 6 — Kevin Jones 1st Amendment Golf Classic, Hermann
- 7 — Missouri Press Association, Service and Foundation Boards Meetings, Hermann
- 7 — Show-Me Press Association Meeting, Hermann
- 13 — Courtroom Training, Cape Girardeau County Courthouse, Jackson

September

- 19-21 — Missouri Press' Annual Convention, Springfield
- 22-28 — Missouri Photo Workshop, Location TBD

Did you know?

You can find all of the latest registration forms for Missouri Press' events online at www.mopress.com.

The website also has award nomination forms, board of director applications and much more.



KEVIN JONES
1st Amendment Golf Classic

JUNE 6, 2024
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Missouri Press hires new Hotline Attorney

Dan Curry will replace Jean Maneke, who started the position for MPA in December 1992.

By Matthew Barba
Missouri Press News

Dan Curry, a Kansas City-area based attorney with 18 years of experience, has been hired by the Missouri Press Association and Service Boards of Directors to serve as the new Hotline Attorney.

Curry will replace Jean Maneke, whose knowledge MPA members have come to rely on since she began the Hotline Attorney role for MPA in December 1992. Maneke announced last year her intention to retire by this summer, working with MPA to get through the legislative session and ensure the Hotline Attorney position was left in capable hands.

Last month, the MPA/MPS boards decided those hands belong to Curry, who has experience working with publishers, including successfully defending at trial claims of defamation, and assisted on amicus briefing on behalf of the press association. The Missouri Sunshine Law, and the federal Freedom of Information Act, are also used regularly by Curry and the employees at his law firm, Brown & Curry LLC.

"I'm honored to be taking over as MPA's Hotline Attorney from Jean," Curry said. "As a resource for journalists all over the state, the Hotline Attorney plays an invaluable role in helping to make sure their reporting is accurate and comprehensive, and I look forward to continuing to provide this vital service to Missouri Press' members."

Recognizing the "great resource" that the Hotline Attorney is for Missouri Press' member newspapers, Curry has even been a beneficiary of Maneke's advice in the past. He worked as a daily news reporter for the *Independence Examiner* for three years, 2002-05, while attending the University of Missouri - Kansas City law school.



Dan Curry

In 2005, Curry co-edited the Missouri Reporter's Handbook, published by the Missouri Bar. The year before, he co-wrote with Maneke an article about public scrutiny of email under the Sunshine Law for *The Journal of The Missouri Bar*.

Curry's other journalism-related experience includes interning for *The Wall Street Journal* and *The Chronicle of Higher Education* and serving on the board of the Missouri Center for Investigative Reporting.



Jean Maneke

An experienced speaker on a variety of topics, Curry will be a presenter at future MPA events and will continue to write a monthly column for *Missouri Press News*.

Maneke is pleased to be working with Curry and that he will succeed her. "Being the MPA attorney was an incredible dream of mine that came true in 1992, when I twisted Doug Crews' arm into hiring me to do something Missouri didn't have available before. Working with our members has always been more fun than work every day I've been on the job. I know I'm going to be leaving Missouri Press' members in good hands."

How does the Hotline Attorney help MPA members?

- Answers questions regarding state and federal open records laws, a.k.a. the Sunshine Law and the Freedom of Information Act
- Pre-publication review of stories
- Consultation on copyright issues and basic contract matters
- Presents at the Annual Convention and regional meetings on issues relevant to journalism, publishing
- Writes a monthly column addressing issues important to news organizations (Previous columns can be found on the MPA website, www.mopress.com)

Curry officially began in the Hotline Attorney role on April 1. Maneke will work with Curry over the next several months to familiarize him with the responsibilities of the position and the types of questions she gets from Missouri Press members.

MPA members with a question for the Hotline Attorney can continue to call or email Maneke through May 31, after which the role will be switched over to Curry. She can be reached by phone at (816) 753-9000 or by email at jmaneke@manekelaw.com.

Curry can be reached at dan@brownandcurry.com or call him at (816) 756-5458.

MPA's Springfield Convention will feature dueling pianos, political forums

By Matthew Barba
Missouri Press News

Politically, Missouri has a lot to get excited about this year, as November draws closer and the state's voters eventually pick a new governor and senator, as well as join the rest of the country in choosing a President.

Missouri Press Association plans to make those gubernatorial and senatorial races the hallmark of the 158th Annual Convention and Trade Show, Sept. 19-21, at the Hotel Vandivort in Springfield.

Forums featuring the candidates who will appear on the November general election ballot for both races are planned for Friday afternoon, Sept. 20, during the Convention. The forums will take place at Springfield's downtown Fox Theater and will be open to all convention attendees.

But the verbal sparring between candidates isn't the only back-and-forth to be excited about at this year's Convention.

You can also plan to attend the Missouri Press Foundation's Thursday night social and fundraiser at Ernie Biggs Dueling Piano Bar, where dinner and drinks will be available.

Those who participated in the April 2023 Missouri Press Advertising Managers and Executives meeting in Springfield might recall the good times that were had by all at the piano bar. If you have never been to anything like it, musicians (usually playing piano) riff off each other's songs to keep the music going and take requests to change things up.

Kristie Fortier, MPA's meeting planner, said the choice for this year's Thursday night event was based off the amount of fun the advertising group seemed to have in April last year.

"We had a really great time during the MPAME meeting that it seemed like a no-brainer to bring our larger Convention group back to Ernie Biggs," Fortier said. "I think the vibe you get at a place like Ernie Biggs piano bar combined with the playful competitiveness of some of our members will make for a very fun evening."



Missouri Press Association last hosted candidate forums at 2022's 156th Annual Convention in Lake Ozark. Forums for state auditor and U.S. Senate were held, with all candidates on the November ballot for both races being invited and all but one participating. (Staff file photos)

MPA is working on finalizing the Convention agenda, with tentative speakers planned to address topics such as artificial intelligence's uses, social media versus smalltown newspapers and the conversation around free press following the raid of the *Marion County Record* in Kansas.

Speaking at Friday's lunch will be Dr. Linda Godwin, a former NASA astronaut who completed four space flights, logged over 38 days in space and more than 10 hours outside the shuttle across two space walks. She is professor emerita in the University of Missouri's Department of Physics and Astronomy and also helped write this year's Newspaper in Education story on the April solar eclipse.

Confirmed for the Saturday morning breakfast session is former Springfield newspaper journalist Susan Croce Kelly, who will speak on newspaper women of the Ozarks.

MPA President Amos Bridges, executive editor of the *Springfield News-Leader*, knows there is a lot to be excited for the Convention and hopes everyone makes the trip to the Birthplace of Route 66.

"Looking at what's already confirmed and what we've got in the works, 2024 is going to be big for newspapers and journalism," Bridges said. "Besides the forums for governor and senator, we will of course be honoring our Newspaper Hall of Fame inductees, celebrating the Better Newspaper Contest winners and working together to make newspapers better for everyone."

"I don't think anyone will want to miss making the trip to Springfield this year."

A registration link for this year's Convention will be available soon on MPA's website, www.mopress.com. Also on the Convention registration web page will be the reservation link for sleeping rooms at the Hotel Vandivort.



"Missouri Press is the best!" was the message of the evening at Ernie Biggs, the dueling piano bar where Missouri Press Advertising Managers and Executives attendees went after their April 2023 awards banquet in Springfield. A larger Missouri Press crowd will return for this year's Convention.

SAVE THE DATE

158th Annual Missouri Press Convention & Tradeshaw

September 19 - 21, 2024



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mopress.com/convention or contact

Michael Harper at mharper@mopress.com

Need more information about this year's convention?

Contact Kristie Fortier at kfortier@mopress.com



See all information by visiting mopress.com/convention

Help your readers fight disinformation

By Matthew Barba
Missouri Press News

A new resource sheet focusing on media literacy can help your community, from students in high school to voters deciding between candidates at the polls, better evaluate the quality of information they consume.

The tip sheet, titled “Media Literacy: Measure the Quality of a Message,” was developed by Missouri Press Newspaper in Education Coordinator Helen Headrick at the request of Hannah Spaar, editor of *The Odessan*, Odessa, to support improved understanding by high school students of potential sources for misinformation and disinformation.

Access to information has never been easier, Headrick said, but it also has never been easier to publish and widely spread wrong information, whether accidentally (misinformation) or intentionally (disinformation).

“Media literacy defines the importance of validated news. Readers of all ages need to learn to be a responsible user and sharer,” Headrick said.

A January study by Boston University’s College of Communication showed 72 percent of Americans say skills in media literacy are important in the face of intentionally misleading or inaccurate information. Respondents were unsure about where they could access this type of training, with only 42 percent reporting they would know how to access quality media literacy training.

Spaar, who asked Headrick for help creating an easy-to-follow sheet for students in *The Odessan’s* coverage area, said NIE resources like the tip sheet and the overall program are important for teaching students how to consume all media, from their hometown newspaper to articles they



Believe it or not, this image of “a humanoid robot reading the New York Times newspaper” was created by an AI image generator. Unfortunately, not all AI images are so obviously suspect, and the misinformation or disinformation they spread could be much more subtle. Share the media literacy tips on page 9 with your readers, including those still in school to help them better think critically about the information they consume. (Generated image/DeepAI.org)

read on national news outlet’s websites.

“As the world transitions into a new age of decentralized media, local newspapers remain one of the strongest ‘old school’ methods for readers to learn about the world around them,” Spaar said. “In a democracy, we need informed voters, leaders, business owners and community members in order for our communities to thrive.”

The Media Literacy tip sheet covers everything from knowing about the producer of the content, date of publication and who is the targeted audience. Tips also look at the tone of language, viewpoints reflected in content, supporting evidence and how the story might be interpreted by different audiences.

“In addition to reaching NIE students just starting to form their media habits, my hope is focusing on media literacy will also serve as a reminder to their parents and other

readers who come across it of the need to pay attention to their news sources and to seek out high-quality journalism,” Spaar said.

The tip sheet also reminds that images may be altered to promote misinformation, so seeing may no longer be believing. Manipulated images, and sometimes outright fakes have become increasingly difficult to identify following the proliferation of artificial intelligence tools.

The tip sheet is printed on Page 9 of this issue of *Missouri Press News*. Find it online at bit.ly/MoMediaLit if you want to republish it in your newspaper, on your website or provide the tip sheet to schools in your coverage area.

Missouri legislation

A bill introduced in the current Missouri General Assembly, House Bill 1513, The Media Literacy and Critical Thinking Act, would require the state’s Department of Elementary and Secondary Education to establish a “Media Literacy and Critical Thinking” pilot program, with five to seven “diverse schools” being chosen for the pilot program.

Under the bill, which was voted “do pass” by the Missouri House Elementary and Secondary Education Committee in February, defines media literacy to include a “a person’s ability to access, analyze, evaluate, and participate with all forms of media, including news in print and social media content, and recognize bias and stereotypes in media, as well as Internet safety.”

The program would address media literacy, develop strategies for student learning in classroom curricula, and demonstrate various literacy strategies used. Pilot program schools would then provide a report to DESE, which would compile a summary for the General Assembly by Jan. 1, 2028.

Media Literacy: Measure the Quality of a Message

News, it's everywhere, literally at our fingertips. YouTube, Instagram, X, newsfeeds and more. Where do you get your news and how do you evaluate it for accuracy or bias? Can you trust celebrities or random people's information? Are they trained reporters? Do you know their backgrounds to weigh in on a subject? Sure, Major League Soccer players are probably good sources for information on dribbling techniques but political info? Probably not.

You need to train yourself to look deeper at the news, check the background of reporters and not mindlessly repeat or accept information from sources you haven't verified yourself. Let's look at ways to validate information.

Traditional news agencies, which include newspapers, television and radio stations, typically have stories that pass several tests before you even see them. Let's see how we can evaluate an article once published. It's worth mentioning here that this approach of evaluating an article works on the traditional platforms from above as well as social media articles and videos.

1. Who is the author of the article? Is the reporter known to you from other stories or is it possible to search the internet for information on this person? Does what you've found or know give you confidence in the author's research ability?
2. Look for the publication date of the article, which will show you if it's fresh information or an old article. You want to rely on current information, since it may update the story with new material.
3. Who is the targeted audience? Is it the general public or a certain group? If it's the latter, does the feature indicate why that group is being targeted?
4. Is the tone of the article neutral, inflammatory, persuasive and are there implied biases or values? Journalists follow the Who, What, Where, When, Why and How formula, which gives a straight forward, neutral approach to a story.
5. Identify the lifestyles, values and points of view which are represented in the article. Were viewpoints omitted and can you identify why? Look for quotes from multiple sources and understand their connection to the story. Did the reporter include information from both sides or just one? Could that be an indication of bias you need to consider?
6. Look for evidence supporting the details or claims made in the article. Confirm the details or claims are verifiable by other resources.
7. How might other people interpret a story? Stories usually have many angles; social, financial, historical and more. How people are drawn into a story may change the focus, but the journalists should still present all sides.
8. Images may be altered to promote misinformation. Do a reverse image search using Google or another tool to see if visuals have been misrepresented or altered in some way.

There is a lot to consider when consuming media. Practice will help you learn the process. Choose several articles. Review these to see if each of the above points were addressed in each article. If not, think about why not and if you want to cite or trust these articles. Remember, these steps may also be used on social media posts.

Sources:

Pew Research Center - <https://www.pewresearch.org>

Common Sense Media - <https://www.common Sense Media.org>

NAMLE - <https://namle.net>



Meet Missouri Press

Ken Garner joins MPA Board to represent northwest Missouri.

From Missouri Press Staff

Missouri Press News

Missouri Press Association relies on its members to lend their expertise in the newspaper industry to help guide the trade group, as well as represent the interests of its 200-plus member publications.

Directors are elected each year during the business meeting held as part of the Association's annual convention and trade show. Nominations to serve on the board are accepted until July 1 and are then reviewed by a nominating committee for consideration by the entire MPA membership.

MPA's new-for-2024 board directors are Ron Schott, owner and publisher of the *Wright County Journal*, Mountain Grove, and Ken Garner, owner of Garner Media in Maryville. *Missouri Press News* introduced you to Schott in the March issue of the magazine, where we told you both Garner and Schott are transplants to Missouri and both became newspaper owners relatively recently.

— Ken Garner —

Ken Garner has had a love for newspapers since he was a young boy, delivering a route for several years growing up in Manassas, Va.

"That love of newspapers continued as I grew, reading the sports pages every day when we moved to Pensacola, Fla.," Garner said. "After my nearly seven years in the Marine Corps, I moved to southeast Missouri to begin college and start down the path toward a mass media career."

Garner later moved to Maryville and after graduating from Northwest Missouri State University, took a job as a general assignment reporter at the *Maryville Daily Forum*. He would eventually become sports editor and then managing editor during his initial tenure.

But a desire to serve the community in a different way led him to become a police officer in Maryville, where he remained for 12 years before joining his wife's family's construction company. During the COVID-19 pandemic, Garner was offered the chance to purchase the *Maryville Forum* from Phil Cobb in 2021.

"I jumped at the chance," Garner said, who maintains his favorite part about newspapers is being part of the Fourth Estate. "It is truly a privilege to bring the stories and editorials to our readers of the faces, names, places and issues that matter the most."

However, if newspapers are going to continue that work, Garner said the industry needs to do more to engage



Ken Garner, right, is a new member of the Missouri Press Association Board of Directors and the current president of Northwest Press Association, which met in October for the first time in several years. Garner was a leading force behind re-energizing the group after the COVID-19 pandemic forced the suspension of in-person meetings. Garner is publisher of the *Maryville Forum* and the *Grant City Times-Tribune*. (Submitted file photo/Skye Pournazari)

younger readers.

"It is our job to teach the younger generation how and where to consume local news," he said.

The desire to make a difference continues for Garner, who sees his time on the MPA Board as a chance to work firsthand on issues affecting the industry. He hopes to help evolve the industry and attract younger readers to their local newspapers, which serve as reputable, trustworthy sources for community news.

Garner also wants to be a voice for newspapers in his region of the state. "Northwest Missouri needs to have representation on the board, as we have issues that may not be the same as those around the rest of the state," he added.

In addition to serving on the MPA board, Garner is currently president of Northwest Press Association, a role he took on last year to revive the regional group post COVID. A meeting was held in Maryville in late October last year and work has already begun on this year's meeting.

Continued on Page 11

Continued from Page 10: *Publisher of Wright County Journal* also joins board.



Ron Schott

A rabid St. Louis Cardinals fan, Garner has an extensive collection of the team's memorabilia displayed in the bar area at his home.

Garner is also a "huge lifelong Dallas Cowboys fan" and an enjoyer of fine bourbon. He did not specify if the latter passion helps him cope with the former when playoff season comes around.

Check out the March issue of *Missouri Press News* to learn more about the Association's other new director, Ron Schott, publisher of *The Wright County Journal*, Mountain Grove. You can find past editions of the magazine on the Association's website at mopress.com/mpa-news-magazine.

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For more information, contact Matthew Barba at mbarba@mopress.com.

Are you learning with



As a member of Missouri Press Association, your newspaper has free access to Russell Viers' Adobe Creative Cloud training website, Digiversity.tv. With Digiversity.tv, you can give yourself and your staff the know-how to be comfortable poking around in InDesign files without being nervous something will get broken beyond repair. To sign up, email mbarba@mopress.com. After you make your account, go to Digiversity.tv and on the front page, select "TV Guide" at the top of the screen, then from that drop-down menu, select "Series." At the very bottom of the Series page, look for "InDesign Kindergarten" to get started with the basics of navigating the program. From there, you can discover the other topics Russell covers, or ask him to cover a specific topic through the "Checkin' the Mail" link!



Kirkwood

Bill Bryan

William “Bill” H. Bryan, 76, longtime St. Louis-area crime reporter, died of lung cancer on March 19, 2024, at his home in Kirkwood.

Bryan joined the *St. Louis Globe-Democrat* while still in college, working in the sports department and later covering the police beat. His earliest stories included coverage of mob feuds and car bombings in the 1970s and early 1980s.

After the *Globe’s* closure, Bryan joined the *St. Louis Post-Dispatch* where he continued to cover police and crime for another 22 years.

He was the last reporter to have an office inside the city’s police department, a space which one editor described as resembling the set of a 1930s cop movie. His office also allowed for greater access to detectives and department heads.



In his early years on the beat, Bryan sometimes rode to murder scenes with homicide investigators and waited in line behind detectives to interview witnesses. He was one of the longest-serving police reporters at a major U.S. daily newspaper, retiring in 2007.

After work at night or on weekends, he was a sportswriter, covering the St. Louis Cardinals and the St. Louis University Billikens as a stringer for the Associated Press.

Once he left the news business, his favorite retirement job was playground monitor at St. Peter Catholic School, where his children had attended.

In addition to his wife, Kim Bell, he is survived by four children, six grandchildren, and many more family and friends.

Free handbook available for hiring, working with interns

From Missouri Press Staff

Created specifically with small newsrooms in mind, a new handbook for hiring, training and working with interns is available for free.

“Hiring, Training + Working With Interns: A Handbook for Small Newsrooms” was created by *The Daily Catch*, a hyperlocal, nonpartisan digital newspaper serving the Hudson Valley in New York State.

You can download a copy of the handbook here: <https://www.thedailycatch.org/articles/internhandbook/>.

The Daily Catch bills the resource

as the first of its kind for newsroom managers looking to hire, train and work with interns. It is authored by Barbara Selvin, an associate professor emerita from the School of Communication and Journalism at Stony Brook University.

Availability of the handbook comes at a beneficial time for Missouri Press members as the Foundation is accepting applications for summer internships through April 20. For more information about MPF internship grants, contact Michael Harper at (573) 449-4167, ext. 303, or by email at mharper@mopress.com.



Apply today for 76th Missouri Photo Workshop

From Missouri Press Staff

The 76th Missouri Photo Workshop will be held Sept. 22-28. Members of the Missouri Press Association are eligible for you or your staff member’s \$600 tuition and lodging to be waived thanks to the Missouri Press Foundation’s support of the

workshop.

The faculty of each Missouri Photo Workshop are some of the top photo editors in the nation.

Forty photographers will be accepted. Only a few slots are reserved for in-state papers, however, so apply



as soon as possible.

The deadline to apply to be part of this year’s photo workshop is May 15.

Letters, resume and portfolio can be submitted via the ‘apply’ section on the website: <http://mophotoworkshop.org/>.



It's easy to earn your press pass!

Since Missouri Press began offering Earn Your Press Pass, dozens of beginning journalists (and more than a couple industry veterans) have signed up to take the course.

Now, Earn Your Press Pass (EYPP) users have access “Extra Credit” videos to supplement the existing Community Journalism Training course.

If you were already in the EYPP system, you or staff you requested to be added previously have automatically been enrolled in the extra credit portion of the program. Any users your newspaper requests be added to the EYPP system will also have access.

Earn Your Press Pass is intended to fill the gaps for newspapers having difficulty recruiting trained journalists.

The course is provided to all Missouri Press members at no cost.

EYPP provides new hires the information and structure they need to sit down and complete lessons that teach the basics of good journalism. Everything from common newspaper terminology to story writing to media laws are covered in the materials.

Not intended as a college-level course, the goal of EYPP is to impart practical, usable knowledge to participants. Lessons take the layperson to a functioning newspaper reporter upon completion in a straight-forward and comprehensive approach.

The journalism course can also give

your salespeople a heads-up about how to help the newsroom if they stumble upon a story while making their rounds in the community.

Speaking of sales, this summer the EYPP program will be expanded to include newspaper sales training to make onboarding new advertising reps easier.

Topics that will be covered in the sales training course include the language of sales, how to talk about advertising with customers, ethics in newspaper advertising and best practices associated with newspaper advertising.

The sales training portion of EYPP will be made available to Missouri Press members at no extra charge when it becomes available later this year.

Earn Your Press Pass began as a cooperative project with the Kansas Press Association and Lindsey Young, part owner of Kansas Publishing Ventures, which operates four community weekly newspapers in south central Kansas. Previously a high school teacher, Young has experience instructing students in everything from English to public speaking to journalism.

Visit earnyourpresspass.com to learn more about what the course can offer your publication and staff. To get added to the Missouri Press group, email mbarba@mopress.com or kfortier@mopress.com.



St. Louis — Erin Achenbach, news editor of the *St. Louis Call*, was named to *Editor & Publisher's* 2024 class of 25 Under 35. Achenbach told *E&P* it is important to make the most of early career experiences and that no matter how small, every job is a chance to learn and grow.



Erin Achenbach

Achenbach also stressed it is important to be happy and satisfied, stay open to change and keep your own personal and professional goals in mind. “The news industry can be demanding,” Achenbach told *E&P*. “Ultimately, your early career is like a blank page. Fill it with experiences that help you grow, both in your job and life.”

She also advises when connecting with your community to do more than just show up at public meetings. “It’s also showing up for community events and town halls, making your face familiar to your readers. This visibility builds trust and rapport with readers and key figures in the community.”

Achenbach said “active engagement” with the community you cover, is important to building connections.

“It’s not just about broadcasting information but also about receiving and responding to it. Encourage reader feedback, be open to criticism and always look for ways to improve how your outlet serves its community. By doing this, you become not just a reporter or editor but a vital part of the community you’re reporting on.”



Patrik Andrews-Ryan, left, accepts the Stover Showcase Award from the Morgan County R-1 Student Council. (Submitted photo)

Versailles — Patrik Andrews-Ryan, Stover-area editor for the *Morgan County Statesman*, was presented with the Stover Showcase Award in February during the Morgan County R-1 school board meeting. The Stover Showcase is given by the MCR-1 Student Council in recognition of an individual’s commitment to the community and school in Stover.

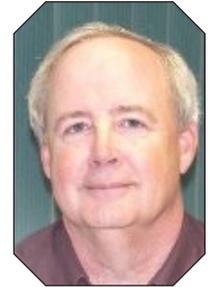
Statesman Publisher Bryan Jones shared with readers what the school’s student council said about Andrews-Ryan in announcing the award, including that he “works endlessly to make sure that the town of Stover receives adequate news coverage while also working to beautify the area through community service. He is often seen in our school either sponsoring essay contests or giving our students a place to voice their opinions.

“Most importantly, Patrik shows us what it means to give to others without any expectations of repayment.”

Jones added for readers that there are “industry” awards presented by various groups, but “perhaps the most validating recognition or commendation comes directly — out

of a genuine appreciation — from those who are left better people because someone cared and gave unselfishly of themselves.”

Festus — The *Jefferson County Leader*, approaching 30 years of free distribution publication, recently put out an appeal to readers asking for their support as advertising content in the newspaper has waned. The newspaper called it their “Support Local Journalism” initiative.



Patrick Martin

Patrick Martin, former editor and publisher of *Leader Publications* and current very occasional guest columnist, cited several reasons for the appeal, from the internet outlets “borrowing” news for free from organizations that pay people to produce it to shifting advertising channels that prioritize digital platforms.

Since the newspaper’s start in 1994, when Martin and others left the *Suburban Journals* to create their own publication, the newspaper has been mailed to readers for free and they could engage with the newspaper by sending letters to the editor, calling with story ideas and even giving feedback through compliments and complaints.

“The *Leader* needs its readers to become financial partners,” Martin wrote. “That old model’s legs are now wobbly. It is unfair and no longer workable to ask advertisers to bear the entire cost. We have worked on your behalf for nearly three decades. Now we’re asking you to provide solid legs to take us into the future.”

Let Missouri Press News know what’s going on by sending clips to mbarba@mopress.com.

Resources to get your story started



Every Business Needs an Online Presence.

Contact Ted Lawrence at Missouri Press.
tlawrence@mopress.com
573-449-4167



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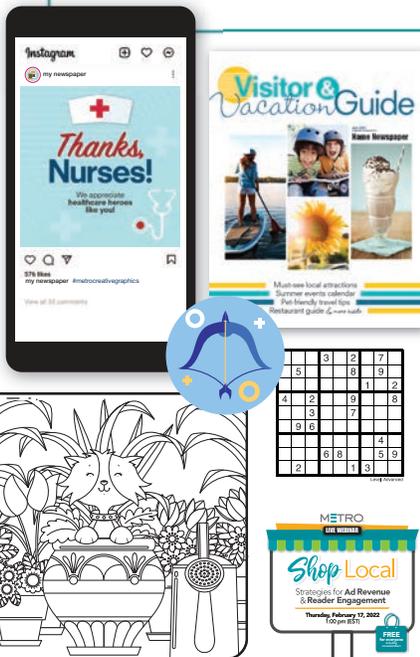
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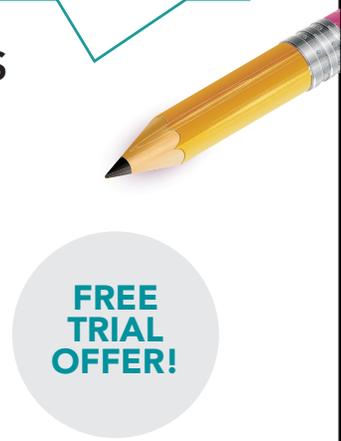
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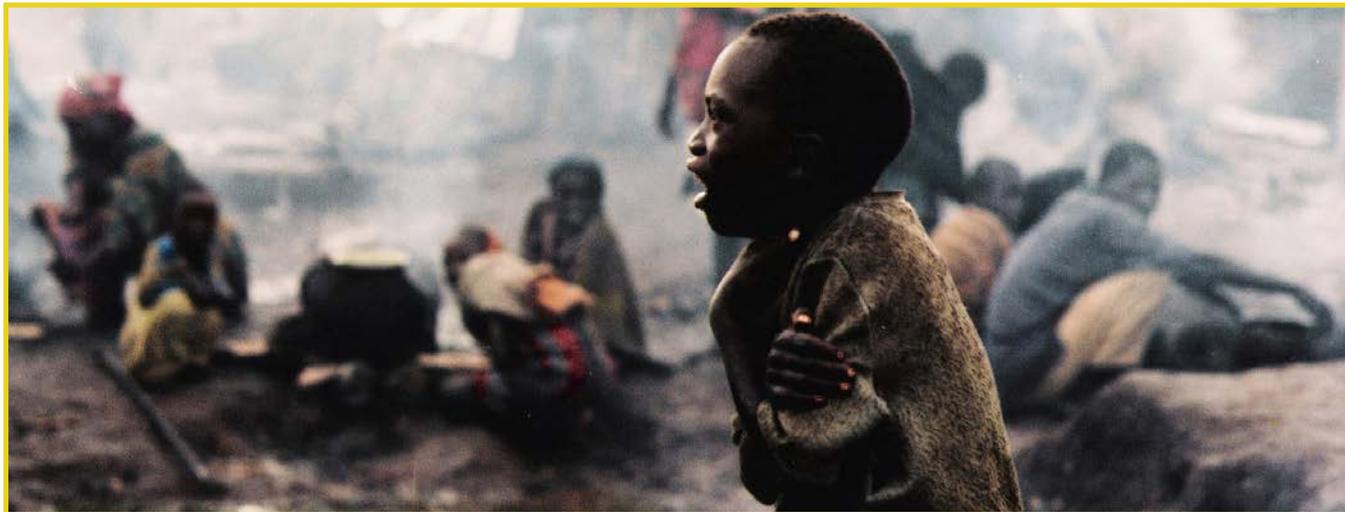
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Applications for the Internship Grants Program must be received on or before April 20. If your newspaper is interested in applying for an internship grant, please go to mopress.com/missouri-press-foundation-internships

SEEKING NOMINATIONS

Missouri Photojournalism Hall of Fame



Sally Stapleton: Burundi refugee shivers in Southern Rwanda camp in January of 1994.

Nominations must be received by May 13.

If you have questions, please call 573-449-4167.





Missouri Newspaper Organizations

SHOW-ME PRESS ASSOCIATION: President, Roxie Murphy, *Maries County Advocate*; Directors: Hannah Spaar, *The Odessan*, Odessa; Gary Castor, *Jefferson City News Tribune*; Tim Schmidt, Westplex Media; Jacob Warden, Warden Publishing.

OZARK PRESS ASSOCIATION: President, Amanda Mendez, *Howell County News*, Willow Springs; Vice President, Jordan Troutman, *Cassville Democrat*; Secretary-Treasurer, Dan Wehmer, *Webster County Citizen*, Seymour; Past President, Ron Schott, *Wright County Journal*, Mountain Grove. Directors: Steve Pokin, *Springfield Daily Citizen*; Shelby Atkison, *Marshfield Mail*; Kimball Long, *El Dorado Springs Sun*; and Kyle Troutman, *Cassville Democrat*.

SOUTHEAST MISSOURI PRESS ASSOCIATION: President, Lucas Presson, Cape Girardeau; Second Vice President, Tamara Buck, Cape Girardeau; Secretary-Treasurer, Gina Raffety, Jackson; Historian, Peggy Scott, Festus. Directors: Kim Combs, Piedmont; and Jay Forness, Jackson.

NORTHWEST MISSOURI PRESS ASSOCIATION: President, Ken Garner, *The Maryville Forum/Grant City Times-Tribune*; Vice President, Brent Rosenauer, *The Savannah Reporter*; Secretary, Kathy Conger, *Bethany Republican-Clipper*, and Skye Pournazari, *The Maryville Forum/Grant City Times-Tribune*; Treasurer, W.C. Farmer, *The Atchison County Mail*, Rock Port.

MISSOURI PRESS ADVERTISING & MARKETING EXECUTIVES:

President, Gina Langston, Joplin; First Vice President, Stephanie Vandeven, Perryville; Secretary-Treasurer, Kristie Fortier, Columbia. Directors: Bryan Chester, Columbia; Jennifer Early, Lebanon; Stephanie Fitzgerald, Washington; Karl Giddens, Columbia; and Robin Gregg, Paris.

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

MISSOURI PRESS FOUNDATION, INC.: President, Brian Brooks, Columbia; Vice President, Dave Berry, Bolivar; Secretary-Treasurer, Doug Crews, Columbia. Directors: Laura White Erdel, Columbia; Connie Farrow, Columbia; Kathy Kiely, Columbia; Wendell Lenhart, Trenton; Joseph Martineau, St. Louis; Joe May, Mexico; Jim Robertson, Columbia; Vicki Russell, Columbia; Peggy Scott, Festus; Jean Snider, Harrisonville; John Spaar, Odessa; James Sterling, Columbia; Paul Stevens, Lenexa; and Beth Pike, Columbia.
Directors Emeritus: Kathy Conger, Bethany; Bill Miller, Sr., Washington; and Rogers Hewitt, Shelbyville.

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

The meeting's agenda is 'tentative', its minutes are not

How many of you have come across an agenda for a public body that is published in advance (in accord with the required 24-hour notice requirement), but when you get to the meeting, you find a large amount of business being discussed that is not on the agenda?

I'd venture every hand in Readerville is up.

Lawyers for public bodies respond to me, "But, the statute (610.020) says we only have to publish a 'tentative' agenda. We need some flexibility to add to the agenda at the last minute because we've realized we've forgotten something important. What if we are in a bind and it needs done before our next meeting date?"

We've heard all those excuses. They all mean that someone in the public body hasn't thought carefully about what needs to go on the agenda. Or they can mean that someone actually has thought about what needs to go on the agenda, thought about the crowd of protesters that agenda item would likely draw, and decided maybe they should just leave this issue off the table until the last minute and then add it when nobody is there to complain.

Okay, so that's not the way public bodies operate. At least most of them. But if that's true, then there shouldn't be a complaint about what I'm suggesting in regard to a lawsuit pending in appellate court here in Kansas City.

I'll spare you all of the details, but a citizens group has filed a Sunshine lawsuit against a fire protection district over a number of issues - one of them is that the board held a meeting with an agenda saying it was a closed meeting, and then ended up talking about a number of open meeting issues while there. Yes, I know the phrase is "tentative agenda". But if a discussion wanders into open meeting issues, rather than properly closed issues, someone on the board should point that out.

In this case, however, Missouri Press

"We've heard all those excuses. They all mean that someone in the public body hasn't thought carefully about what needs to go on the agenda. Or they can mean that someone actually has thought about what needs to go on the agenda, thought about the crowd of protesters that agenda item would likely draw..."

Association has authorized me to do an amicus brief advocating for a minor change that I think would make boards think twice in such situations. If a board is holding a meeting, any kind, where an agenda change is needed, it needs to add to its minutes the "good cause" for changing the published agenda.

Kind of a "stop and think twice" moment. I've always suggested in speeches that this step makes sure that there really is a "good cause" why this discussion couldn't be delayed to give the proper 24-hour notice that would allow this discussion to not need the post-script in the minutes that you'll have to rely on before a judge if you get sued. Will a judge really believe this topic was so urgent that waiting another 24 hours to discuss it was impossible?

We'll see what happens in the

appellate court. In the meantime, this poor public body is finding itself in a situation that when it rains, it pours. It has also implemented a policy requiring record-requestors to pay a \$50 deposit when they make a Sunshine request. This is not just their estimated cost for copies.

If the letter sent to them in March by Attorney General Andrew Bailey's general counsel is correct, this deposit is being imposed for any public records request. The AG's office points out that a flat-fee charge is never permissible, even if any portion of that fee is refundable.

The Sunshine Law does allow advance deposits on copying charges, but not advance payment of charges for record review time. There is no basis to charge for "researching, gathering, reproduction and communication," which is what the public body was claiming. Even if the public body has hired an outside contractor that is causing that charge, it is violating the law, this letter says.

Very interesting! I think there are some law enforcement agencies (even our state highway patrol) that have a policy of flat fee charges for records. "The choice to hire an outside contractor and voluntarily assume a variable cost, rather than the fixed cost of paid employees already on the ... payroll, should not be passed along to citizens....", the letter says.

There are lots of questions raised by this letter! For example, I'm thinking about the Kansas City, Mo., police department's policy, for one. There are others, I'm sure. I'm happy to forward this letter to you if you think it would be helpful.



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

Are you using these resources?

Expand and enhance your editorial coverage.

From Missouri Press Staff

Missouri Press News

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

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

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

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

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

Missouri Independent

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

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

Free poetry-focused column

Missouri Press, on behalf of the *Springfield News-Leader*, is making available a column focused on poetry. The columns are available for newspapers to republish online or in print at no charge.

A running list of previous installments of the column is available on Missouri Press' website.

The column was initiated at the request of David L. Harrison, Missouri's poet laureate, who has published more than 100 books for young people and educators, and features insight from many more acclaimed poets.

Capitol Report

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

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

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

To receive the Capitol Report weekly emails, email Matthew Barba at mbarba@mopress.com.

Missouri Business Alert

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

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

Visit missouribusinessalert.com to subscribe to the newsletter or contact Managing Editor Michael Stacy at stacyjm@missouri.edu with questions about content.

The Conversation

Faculty from research universities throughout the U.S. contribute articles on pressing news topics, which are available for free republication by news outlets and organizations at theconversation.com.

Stories are published from editorial areas that include politics, economy/business, education, environment and energy, health, science and technology.

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MPAME

Missouri Press Advertising
& Marketing Executives Meeting

April 18-19, 2024

Hilton Promenade at
Branson Landing

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Branson, MO 65626



Speaker: Richard E. Brown

Thursday, April 18

11:00 AM | **MPAME Board Meeting** | Big Whiskey's

PROGRAM | Events in Old Glory Meeting Room

1:00-1:45 PM | *Impact of Generative AI on Advertising* |
Jean Maneke

1:45-2:15PM | **MPS Advertising Updates**
with Ted Lawrence and *MPA Training Opportunities*
with Matthew Barba

2:15 PM | *Break*

2:30-3:45 PM | **Best Ideas Session!**
Bring Your Best Ideas to Share to win CASH!

3:45-4:15PM | **Trends in Advertising** | Group Discussion
Led by Peggy Scott and Katelyn Mary Skaggs,
Leader Publications

5:30PM | **Awards Banquet and Best Ad Idea Session**
Winner Announced | Old Glory Meeting Room

7:45-9:30 PM |



THURSDAY NIGHT FUN! Andy B's Bowl Social,
Branson Landing

Friday, April 19

8:00 AM | *Breakfast* | Old Glory Meeting Room

Program with Speaker Richard E. Brown |
Old Glory Meeting Room

8:30-9:30AM | **Digital Advertising Essentials:**
A Profitable and Simple Path for Beginners

Unlock the transformative potential of your traditional print
newspaper organization in the ever-evolving digital landscape.

Join us in this enlightening exploration, where we'll break down the complexities of engaging in digital advertising at an ABC level – accessible, basic, and clear. We're here to demystify the digital advertising world and demonstrate how you can leverage your existing publisher site resources, newsletters, and email marketing to embark on a profitable and sustainable journey.

9:30 AM | *Break*

9:45-10:45 AM | **Success from Day One:**
Onboarding Sales Executives for Impact

Uncover the blueprint for transforming your print newspaper organization's sales team into a powerhouse, driving revenue and reader engagement. Join us in this illuminating presentation, where we delve into the intricacies of onboarding news sales executives with a keen focus on aligning mission and action. Discover the art and science of translating your organization's mission into tangible Key Performance Indicators (KPIs) and scorecard deliverables that not only keep your new sales executives aligned with your vision but also laser-focused on key products that directly contribute to and enhance your bottom line.

11:00AM-Noon | **Putting Customers First:**
Customer-Centric Strategies to Increase Revenue

Discover the key to boosting both subscription and ad sales within your print newspaper organization. Join us in this insightful journey where we'll unveil the power of leveraging all available resources, whether internal or external, to rejuvenate your sales strategy. It's time to refocus on a "customer-first" mentality, making your readers and advertisers the centerpiece of your approach.

MPAME

Register TODAY! <http://tinyurl.com/3ks34r46>