



# 158th Annual Missouri Press Convention and Tradeshow

Hotel Vandivort | 305 Walnut Street  
Springfield

Sept. 19-21, 2024

To reserve a room at the MPA special rate of \$169,  
please contact group manager Debra Yokum,  
at [sales@hotelvandivort.com](mailto:sales@hotelvandivort.com) or call 417-851-5209.

Deadline for a sleeping room is August 19th.

**EARLY BIRD!** Register by August 19th and save \$20-\$50  
on Base Registration!

## - Tentative Schedule -

### Thursday, September 19

11AM | Registration Open

Noon | MPF Board Meeting | **Cornerstone Room**

2PM | MPA/MPS Board Meeting | **Ballroom**

6:30-9PM | Foundation Fundraiser  
**Ernie Biggs Dueling Piano Bar**

### Friday, September 20

7:30AM-6:30PM | Registration and Better Newspaper  
Contest Photo Displays | **Living Room**

8AM-4PM | Trade Show Open | **Living Room**

8:15AM | Breakfast Program and Welcome | **Ballroom**  
Making Your Own Swift Beat  
**Bryan West**, Gannett's Taylor Swift Reporter

9AM | General Session | **Ballroom**  
Tent. Appealing to Young Readers Panel

9:45AM | Break Tradeshow Area | **Living Room**

10:15AM | General Session | **Ballroom**  
Using AI in Ads: Mortality, Machines, and Magic Words  
**Gabriel Cassidy**, 2 Oddballs Marketing

11:15AM | General Session | **Ballroom**  
Earn Your Ad & Press Pass | **Joey and Lindsey Young**

Noon | Lunch

12:15PM | Lunch Program | **Ballroom**  
From Missouri to Outer Space! | **Astronaut Dr. Linda Godwin**

1PM | Business Meeting | **Ballroom**

1:15-1:40PM | Sundae Break | **Living Room**

2PM | Political Forums | **Fox Theater**  
157 Park Central Square

2PM | Gubernatorial

3:20PM | Senate

6PM | Hall of Fame Reception | **Ballroom**

6:20PM | Silent Auction Ends | **Ballroom**  
*Last Call for Bids!*

6:30PM | Hall of Fame Dinner | **Ballroom**

Est. 8:30PM | Hospitality Room Open | **Master Suite**

### Saturday, September 21

7:30AM-Noon | Registration and Better Newspaper  
Contest Photo Displays | **Living Room**

8:30AM | Breakfast Program | **Ballroom**  
**Susan Croce Kelly**, "Newspaper Women of the Ozarks"

9:15-9:30AM | Break | **Living Room**

9:30-10:15AM | General Session | **Cornerstone Room**  
**Nick Mathews**, University of MO  
Facebook vs. Smalltown Newspapers

10:15-11:15AM | General Session | **Cornerstone Room**  
Free Press? The Marion Co. Record Raid, **Emily Bradbury**

11:30AM | Better Newspaper Contest Lunch | **Ballroom**



## Missouri Press Association

### Missouri Press Service

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(573) 449-4167; FAX (573) 874-5894  
www.mopress.com

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# Missouri Sunshine Coalition meeting is July 18

## For Missouri Press News

President Echo Menges invites all supporters of government transparency to attend the 2024 annual meeting of the Missouri Sunshine Coalition. The meeting will be held via Zoom at 2 p.m. on Thursday, July 18.

The agenda includes approval of five candidates for new two-year terms on the board of directors: Kia Breaux, The Associated Press, Kansas City; Amos Bridges, *Springfield News-Leader*; Roger Seay, KFVS 12, Cape Girardeau; Kathy Kiely, Missouri School of Journalism, Columbia; and Menges, *The Edina Sentinel* and NEMOnews Media Group.

Directors who have been added to the board in the past year include Jason Maki, citizen advocate, Parkville; Jason Hancock, Missouri Independent; and Dan Curry, attorney with Brown & Curry LLC, Kansas City. Curry was appointed in June to fill the unexpired term of

Jean Maneke, who recently resigned.

Tom Sullivan, Sullivan Advertising, St. Louis, continues on the board as well.

## Other agenda items include:

- An announcement about additional Sunshine Heroes who will be presented with their awards in September.
- A briefing on legislative and court actions over the last year. Special focus will be given to a recent media lawsuit seeking to roll back the court-document redaction requirements that have greatly hampered the public's access to court records.
- A discussion of how best to engage political candidates so that their views of the Sunshine Law are well known and understood prior to the coming elections.

For more information or to obtain the Zoom link, contact Dennis Ellsworth, coalition executive director, at (816) 261-5373 or by email at dennis11ellsworth@gmail.com.

## Earn your press pass through MPA

### From Missouri Press Staff

Earn Your Press Pass provides practical, usable knowledge to participants. Lessons are designed to take the layperson to a functioning newspaper reporter upon completion in a straight-forward and comprehensive approach.

The course provides new hires or freelancers the information and

structure they need to sit down and complete lessons that teach the basics of good journalism.

Learn more at [earnyourpresspass.com](http://earnyourpresspass.com) and find out what the course can offer your publication and staff.

To sign up for the course and get added to the Missouri Press group, send an email to [mbarba@mopress.com](mailto:mbarba@mopress.com) or [kfortier@mopress.com](mailto:kfortier@mopress.com).

## Reserve your sleeping room for the Convention by Aug. 19!

The process to reserve a sleeping room for Missouri Press Association's 158th Annual Convention and Trade Show is a little different this year.

Members wanting a room at the Hotel Vandivort in downtown Springfield at the special rate of \$169 need to contact Debra Yokum at [sales@hotelvandivort.com](mailto:sales@hotelvandivort.com) or call (417) 851-5209.



**FILL OUT YOUR FOOTBALL  
TICKET TRADEOUT TODAY!**

## **2024 MIZZOU Football Tickets / Newspaper Ad Trade-Out Proposal for MPA Members**

**To:** MPA Publishers

**Deadline:** July 31, 2024

**From:** Mark Maassen

For the **33rd** year, the University of Missouri Athletic Department is working through Missouri Press to arrange a “football-tickets-for-advertising trade-out.” The deadline to reply is **July 31, 2024**.

Mizzou’s Athletic Department is offering MPA newspapers an allotment of tickets for the home game with the **Buffalo Bulls** on Saturday, **Sept. 7th**. The game time is 6 p.m.

This year, Mizzou has capped the total number of tickets available through the ticket tradeout at **4 per newspaper**. You may use these tickets for your newspaper family, for advertisers, for promotions, etc.

If you want to participate in this voluntary ticket-advertising trade-out, please return this completed form by email to [melfrink@mopress.com](mailto:melfrink@mopress.com) by July 31, 2024. Missouri Press will send you the tickets, insertion order and ads as soon as they are available. If you have any questions, call (573) 449-4167 or email [melfrink@mopress.com](mailto:melfrink@mopress.com).

**Ticket Details:** The Mizzou Athletic Department, through Missouri Press, will provide each participating newspaper 4 reserved seat tickets to the **Buffalo Bulls—Mizzou** game at a value of \$50 per ticket (total value of \$200). These tickets will be outside the 20-yard line in the best available special Missouri Press section.

In return, participating newspapers provide Mizzou athletics up to \$200 in display advertising. Display advertising placement will come through Missouri Press. The ad schedule is expected to run starting Aug. 5.

**COMPLETE THIS FORM TODAY!**  
**4 Tickets x \$50 = \$200, your commitment**



**Newspaper Name:** \_\_\_\_\_ **City:** \_\_\_\_\_

**Address to mail tickets:** \_\_\_\_\_

**Employee requesting tickets:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Signature** \_\_\_\_\_



# Nepotism – A hazard for unwitting pols

A decade ago, a Missouri mayor of a city of about 200 souls paid her son-in-law \$100 to fix the wooden town sign.

The act cost her her office.

In *State v. Rhoads*, 399 S.W.3d 905 (Mo.App.W.D. 2013), the Missouri Court of Appeals upheld the trial court’s finding the mayor’s conduct violated the Missouri Constitution’s anti-nepotism provision, and removal from office was the result.

A hotline inquiry last month caused me to dig deeper. It turns out that Article VII, Section 6 of the Missouri Constitution’s proscription against it is both broader and stricter than I had imagined, and perhaps interesting implications for journalists covering public bodies.

The Missouri Constitution provides: “[a]ny public officer or employee in this state who by virtue of his office or employment names or appoints to public office or employment any relative within the fourth degree, by consanguinity or affinity, shall thereby forfeit his office or employment.”

The legal reach of the phrase “within the fourth degree” is impressive. According to the Missouri Ethics Commission, this would mean a mayor could not hire their children, grandchildren, or great-grandchildren, or even great- great-grandchildren. No first cousins could be appointed, for instance. No great uncles or great nephews. And no one in between.

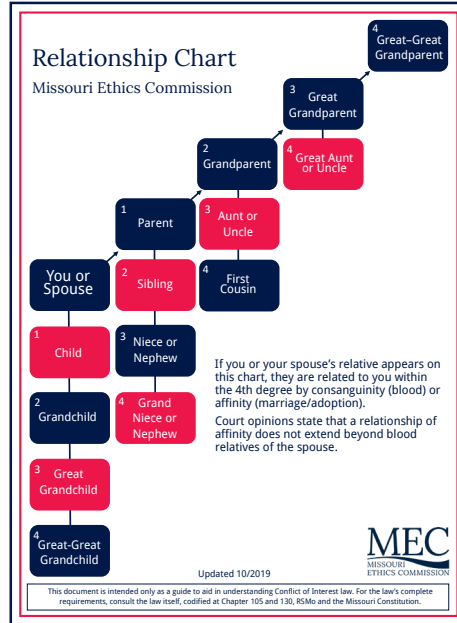
[The Missouri Ethics Commission has a good chart illustrating four degrees of separation on its website.](#)

In a smaller town with a few big extended families, that might create a sticky situation.

It doesn’t matter if the job or appointment is done at cost or even unpaid. The Rhoads decision noted that the Missouri Constitution makes no exception for free work by a relative.

It likely doesn’t matter if the paid person is an independent contractor.

And it doesn’t even matter that a public official’s vote is not decisive. If a relative casts any vote at all to hire a family member, they could run afoul of the Constitution. *State v. Shull*, 887



S.W.2d 397, 399 (Mo. banc 1994).

And while the case law is focused on public officials, it’s certainly worth noting that the Constitution also addresses employees who make nepotistic hires.

The breadth of this makes me wonder how often a Missouri civic employee or council member votes to hire a grand-niece to paint the next city mural, having no idea the Constitution was violated.

But what makes this even more interesting is this: The remedy is dramatic. The anti-nepotism statute’s use of the word “shall” necessitates forfeiture of office. Missouri courts have described this provision as “self-executing” – meaning that forfeiture of office happens automatically if the public official’s action violates Article VII, Section 6. *State ex rel. Gardner v. Carmody*, 618 S.W.3d 560, 564 (Mo. App. E.D. 2020). The implication here is that making a mistake, or being ignorant of the law, would be no defense.

Big consequences for the unwary. Something to keep an eye out for.



## CALENDAR

### July

**31** — Mizzou Ticket Tradeout Forms Due Back to Missouri Press

### August

**19** — Deadline to Reserve a Sleeping Room for the Annual Convention and Tradeshow in Springfield

**19** — Early Bird Registration Deadline for the 158th Annual Convention, Springfield

### September

**19-21** — Missouri Press’ Annual Convention, Springfield

**22-28** — Missouri Photo Workshop, Kennett

### October

**17** — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

**17** — Ozark Press Association Annual Meeting, Willow Springs

### Did you know?

You can find all of the latest registration forms for Missouri Press’ events online at [www.mopress.com](http://www.mopress.com).

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



# Missouri Press Association Seeks **EXECUTIVE DIRECTOR**

**Help shape the future of local journalism**

The Missouri Press Association, one of the most active and storied media associations in the country (our Hall of Fame includes Mark Twain and the Pulitzers), seeks an executive director to lead the organization and further the cause of an independent and thriving press. Lead our team as we work to shape the future of local journalism. The executive director manages an eight-member team and reports to the MPA board of directors. The association represents more than 200 member newspapers in Missouri.

## **Responsibilities**

- Member relations and development
- Government relations and lobbying
- Sales, marketing, and fundraising
- Community and industry relations
- Public speaking
- Program and event planning
- Administrative management

## **Qualifications**

- Strong communications skills
- Superior organizational ability
- Professional polish
- Preference shown to candidates with a background in journalism and media issues, association management, and government relations.



## **Benefits**

- Competitive salary and benefits to be negotiated depending on experience.
- Compensation package includes benefits, travel expenses and more.
- Missouri Press Association is headquartered in a dynamic university community – Columbia, MO, home to the nation’s first journalism school, which the association helped found, and the future-oriented Reynolds Journalism Institute.

**To receive an application packet, contact [hire@mopress.com](mailto:hire@mopress.com)**

The association is accepting applications now and will begin reviewing completed applications beginning July 20, 2024. This is a full-time position with a projected start date in November, 2024. Finalists will be asked to attend in-person interviews in Springfield, Missouri on September 19, 2024.

# Missouri Press Marketplace



**WEEKLY NEWSPAPER:** The only newspaper in Andrew County, just north of St. Joseph. Debt-free turnkey operation. Underperforming paper with strong potential.

Savannah is the county seat with a population of 5,076, a thriving community and home to a new satellite campus of North Central Missouri College. Owner retiring. Will consider

**FOR SALE**

all viable offers. Contact publisher@thesavannahreporter.com for more information. (7/15/2024)

## FAYETTE ADVERTISER

**WEEKLY NEWSPAPER:** Award-winning weekly newspaper in Howard County. Locally owned since 1840. Loyal advertising and readership. Excellent staff. Debt free.

Fayette is the county seat with a population of approximately 2,600, and home to Central Methodist University. Coverage area includes Fayette, New

Franklin, Armstrong, Harrisburg, Higbee, and Glasgow.

Email jaddison@fayettenews.com for more information. (7/15/2024)



**SOUTHWEST GROUP:** Three weekly newspapers in Jasper County are offered for sale as a group. One covers the county seat, the other two are long-time established newspapers.

All are legal publications. Owners wish to retire.

Email jascocitizen@gmail.com for more information. (5/1/2024)

## 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.

[Click here](#) to see the list of previously released columns.

### 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.

Visit [missouribusinessalert.com](http://missouribusinessalert.com) to subscribe to the newsletter or contact Managing Editor Michael Stacy at [stacyjm@missouri.edu](mailto:stacyjm@missouri.edu) with questions about content.



# Missouri Press Marketplace

## HELP WANTED



**REPORTER:** Houston Herald, a weekly newspaper with a strong digital presence in Houston, Mo., is looking for candidates for a part-time (15-20 hours per week) reporter position.

The position will have the potential to become full-time. Candidates should possess writing, sports, photography and social media knowledge. Clear and efficient communication skills along with a willingness to learn are crucial for the position. The ideal candidate would be willing to work alongside the editor to meet the needs of any given day/week, which could evolve. This is an hourly wage-based position.

Please submit your resume to Isaiah Buse, P.O. Box 170, Houston, Mo. 65483, or by email to [ibuse@houstonherald.com](mailto:ibuse@houstonherald.com) for consideration. (7/8/2024)



**EDITOR:** We are seeking a talented Managing Editor to oversee our editorial team and ensure the timely delivery of high-quality content. The ideal candidate will have a strong background in technical and creative writing, possess exceptional editing skills, and be proficient in various writing styles.

**\*\*Duties:\*\***

- Manage the editorial team in creating engaging and informative content
- Edit, proofread, fact-check, and ensure content meets quality standards
- Implement editorial guidelines to maintain consistency in style and tone
- Conduct research to support content creation and ensure accuracy
- Collaborate with writers, designers, and other team members to produce compelling content
- Oversee the publication schedule and meet deadlines consistently

**Click here for the most up-to-date listings or visit [mopress.com/job-bank](http://mopress.com/job-bank).**

**Job ads on Missouri Press' website, or in the eBulletin and Bulletin are free to the Association's members.**

**Email your marketplace ads to [mbarba@mopress.com](mailto:mbarba@mopress.com) or fill out the online form on the web page linked here.**

**\*\*Experience:\*\***

- Bachelor's in English, Journalism, Communications, or related field
- Proven experience as an editor or managing editor in a publishing environment
- Proficiency in Word processing software and familiarity with AP Style
- Strong communication skills to effectively convey feedback and ideas
- Ability to multitask, prioritize assignments, and work efficiently under pressure

This is a full-time position with opportunities for professional growth. If you meet the qualifications above and are passionate about producing high-quality content, we encourage you to apply for this exciting opportunity.

To apply for the position, email a cover letter, resume and work samples to [jamilak@sedaliademocrat.com](mailto:jamilak@sedaliademocrat.com). (6/3/2024)



**PUBLISHER:** Direct and manage the comprehensive day to day operational activity of our Joplin, Missouri newspaper operation to ensure achievement of revenue goals and maintenance of expense budget.

**ESSENTIAL FUNCTIONS**

- Provide guidance to team members to ensure goals and objectives are met.
- Coach, manage and engage in advertising sales alongside team members to drive revenue.

-Set the tone for the location, making sure all employees are challenged, understand expectations and receive necessary support.

-Represent the brand through engagement with civic groups, interact with local business leaders and represent the location at community events.

-Participate on community boards to show commitment to the community and to strengthen long-term relationships.

**Qualifications:**

-Bachelor's degree or equivalent in a related field, plus 5+ years of related work experience.

-Proven history of successful leadership, sales ability, creativity, problem-solving, innovation and staff management.

-Strong written and oral communication skills.

The perks: Excellent employee culture, competitive pay, 401(k) and room to make your mark at one of the historically powerful properties in the company. Comprehensive package also includes company-paid volunteer, vacation and sick time.

Send your resume or questions to [bill.hanson@newsandtribune.com](mailto:bill.hanson@newsandtribune.com). (5/30/2024)



**ADVERTISING MANAGER:** Phillips Media Group is looking for a sales management professional to manage sales operations for our North Arkansas newspapers and websites. The manager will oversee sales operations for our twice-weekly newspapers in Harrison and Mtn Home, Arkansas, as well as West Plains, Missouri.

Responsibilities will be to manage, hire and train sales staff. Each newspaper has a local sales staff dedicated to each market. This position will work with the local Editor/GM but will report to the president of Phillips Media Group.

Travel between newspapers required. Each newspaper is within a one hour drive from a sister newspaper.

Please send your resume or questions to [jim@phillipsmedia.com](mailto:jim@phillipsmedia.com). (5/29/2024)

# NATIONAL NEWSPAPER WEEK LOGO DESIGN COMPETITION

Telling Our Stories: Celebrating National Newspaper Week

Oct. 6 - 12, 2024

## COMPETITION RULES :

1. The design should be based on your own imagination/idea. Don't take other people's work.
2. Logos must contain the theme listed above and the date.
3. Please submit a PNG and PDF version of the logo.
4. Logos must be submitted by 5 p.m. (CDT) on Aug. 8, to [ebradbury@kspress.com](mailto:ebradbury@kspress.com).
5. The announcement of the winner will be on Aug. 15.

**PRIZE: \$250**

**QUESTIONS?  
CONTACT US**

 [ebradbury@kspress.com](mailto:ebradbury@kspress.com)

