

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



Missouri Press Association
Bulletin

No. 1362 — 13 June, 2024

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 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.

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 _____



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

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Nominations wanted for '25 MPA Board

From Missouri Press Staff

The Missouri Press Association nominating committee will meet during the summer to decide on candidates for 2025 MPA Second Vice President, Secretary, Treasurer and four Directors.

The terms of current directors Bryan Jones, *Morgan County Statesman*, Versailles, and Gary Castor, *Jefferson City News-Tribune*, are expiring Dec. 31, 2024. A third director's position formerly held by the late Kevin Jones will also expire at the end of 2024.

MPA Secretary Ron Schott, *Wright County Journal*, Mountain Grove, and MPA Treasurer Ken Garner, Garner Media Holdings, Maryville, are serving one-year terms which expire Dec. 31.

As current board members fill positions of leadership on the board, and accounting for the open director's seat, a fourth Director position will be left vacant by the election of an

existing Board member to Second Vice President.

Persons who wish to be considered for any of the positions, including those currently serving members whose terms are expiring, must complete a nomination form and return it to MPA by July 1.

A copy of the nomination form is available online or by contacting members of Missouri Press Staff.

Roger Dillon, *Shannon County Current Wave*, Eminence, immediate past president of MPA, is chairman of the nominating committee this year. Elections will be held during the MPA Business Meeting on Friday, Sept. 20, in Springfield during MPA's 158th Annual Convention.

If you have any questions about the nomination process, please contact MPA Executive Director Mark Maassen at (573) 449-4167, ext. 308, or at mmaassen@mopress.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 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 or kfortier@mopress.com.

Reserve your sleeping room for the Convention today!

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 or call (417) 851-5209.

SAVE THE DATE



158th Annual Missouri Press Convention & Tradeshow

September 19 - 21, 2024



HOTEL VANDIVORT
305 E Walnut St.,
Springfield, MO 65806

Know a potential sponsor?

Sponsor information at:

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

**To reserve a room at the MPA
special rate of \$169,**

please contact

group manager Debra Yokum, at

sales@hotelvandivort.com

or call

417-851-5209.

See all information by visiting mopress.com/convention

School contracts aren't elementary

Papers often do business with local school districts. But several little known laws catch all parties off guard.

Often even school district officials do not realize that Section 432.070 of the Missouri Revised Statutes requires that all contracts with a Missouri school district be in writing, dated and signed by all parties. Otherwise, Missouri courts will hold that the contract is inoperable – void ab initio.

This law cannot be waived by any party to the contract. It has been repeatedly upheld even through modern times to invalidate contracts between school districts and a wide range of would-be business partners.

For instance, a painting company with an oral agreement with a former superintendent re-painted a school, but when he asked to be paid, the school, under new leadership, did not pay. The painting company had no meaningful recourse.

Newspapers doing business with school districts, then, would be wise to require written contracts with the school, or get the money up front.

Beyond the mercantile aspects, though, newspapers might find it provocative to inquire of their local school boards the status of their own insurance agreements.

Missouri courts have pointed to non-compliance with Section 432.070 to void insurance provisions. The impact? Schools may well be paying for insurance that they would have no right to collect upon. This isn't far-fetched. I have personally come up against this problem more than once in

“Newspapers doing business with school districts, then, would be wise to require written contracts with the school, or get the money up front.”

the courtroom.

Two other statutes also require that contracts be approved by a majority of board members. Rev. Stat. § 162.511 (“No contract shall be let . . . unless a majority of the board shall vote therefor. . . .”); Mo. Rev. Stat. § 162.301 (same for all seven director school districts).

The Missouri Supreme Court has, in recent history, stated that purpose of Section 432.070 is:

“that the terms of the contract shall, in no essential particular, be left in doubt...” Newsome v. Kansas City, Missouri Sch. Dist., 520 S.W.3d 769, 778 (Mo. banc 2017).

But the law is likely sowing seeds of doubt regarding all manner of contracts in Missouri.



Dan Curry,
is MPA's Legal Hotline attorney.
Contact him at (816) 756-5458;
dan@brownandcurry.com



CALENDAR

June

- 13** — Courtroom Training, Cape Girardeau County Courthouse, Jackson
- 13** — Southeast Missouri Press Association Meeting, Jackson

July

- 1** — Missouri Press Association Board of Director Nominations Due
- 4-5** — Missouri Press Offices Closed for Fourth of July Holiday

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.

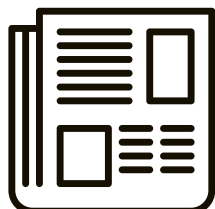
The website also has award nomination forms, board of director applications and much more.

Need to contact the Hotline Attorney?

Dan Curry can be reached
by phone at (816) 756-5458;
or by email at dan@brownandcurry.com.



thebeaconnews.org



FREE TO REPUBLISH. ANYWHERE.

The Beacon is a nonprofit, independent and nonpartisan news organization aiming to improve civic life by keeping the public informed and engaged.

We're creating a network of digital newsrooms across Kansas and Missouri to tackle the local news crisis, ensuring everyone has access to the critical information they need.

We want our stories shared widely (for free!) by other news organizations. This means we welcome and encourage you to republish our reporting.

POST ANY BEACON STORY ON YOUR WEBSITE OR IN PRINT UNDER A CREATIVE COMMONS LICENSE.

COVERAGE AREA

Our reporters are based in Wichita, Topeka, Kansas City and Jefferson City

STORY TOPICS

- Kansas Government
- Missouri Government
- Education
- Elections
- Health Care
- Housing & Labor
- Local Government

TAKE YOUR PICK OF THE BEACON'S LATEST STORIES. JOIN THE LISTSERV:



Missouri Press Marketplace

FOR SALE

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.
(5/1/2024)

KANSAS WEEKLY: Seeking new owners for a South Central Kansas weekly community newspaper with

diversified revenue from multiple niche print and digital products. Future growth and revenue building opportunities are abundant due to location.

Owners are retiring and motivated to consider financing for a qualified buyer.

To learn more about this opportunity, send inquiry to dbohn@hinklaw.com.
(4/9/2024)

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
(6/19/2023)

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.

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. Click here to see the list of previously released columns.

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.

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>.

The Beacon

Find more information on Page 5.

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

Missouri Press Marketplace

HELP WANTED

FULL-TIME REPORTER: The Maryville Forum is seeking a full-time reporter to work in news and sports, offering the opportunity to work as part of a relaxed, professional newsroom at one of the most award-winning weekly newspapers in Missouri.

On the news side, you'll get to know the communities we cover in Nodaway County through events, regularly working local government and school beats, writing feature stories, and everything in between. In sports, you'll become a regular fixture at high school football games — a major pillar of smalltown life in our corner of northwest Missouri — in addition to taking photos and writing stories for other sports as well.

The right candidate should have: Some experience in journalism, either in college or professionally; Curiosity; Familiarity with the basics of high school sports; Passion for community journalism; and Reliable transportation.

This position would fit a new college graduate well by giving you the chance to cover a wide variety of subjects in a supportive, flexible newsroom where you can learn to do your best work in a community that values high-quality journalism.

Salary is based on experience.

To apply, email your resume, at least three samples of your work and a cover letter stating why you are interested in the position and why you think you would be a good fit to Forum managing editor Skye Pournazari at: skyp@maryvilleforum.com. (6/7/2024)

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 and lead the editorial team in creating engaging and informative content
- Edit, proofread, fact-check, and

Click here for the most up-to-date listings or visit 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 or fill out the online form on the web page linked here.

ensure all content meets quality standards

- Develop and implement editorial guidelines to maintain consistency in style and tone

****Experience:****

- Bachelor's degree in English, Journalism, Communications, or related field

- Proven experience as an editor or managing editor in a publishing environment

- Ability to multitask, prioritize assignments, and work efficiently

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. (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 company goals and objectives are met.

- Coach, manage and engage in advertising sales alongside team members to drive revenue in both print and online categories.

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

necessary support.

- Collaborate with team leaders locally and in other locations to enhance and develop new revenue opportunities as well as expense controls that lead to a stronger presence in the market.

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

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. (5/30/2024)

ADVERTISING MANAGER:

Advertising Manager wanted for North Central Arkansas/Southern Missouri Newspapers. 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 a 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. (5/29/2024)

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>

