

MPAME

Missouri Press Advertising
& Marketing Executives Meeting

April 18-19, 2024

Hilton Promenade at
Branson Landing

3 Branson Landing
Branson, MO 65626



Speaker: Richard E. Brown

We'll see you next week!

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 CA\$H!

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.

Missouri Press Association
Bulletin

No. 1360 — 12 April, 2024

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



KEVIN JONES
1st Amendment Golf Classic

JUNE 6, 2024
11 AM LUNCH • NOON SHOTGUN START



2024 Kevin Jones 1st Amendment Golf Classic
The Loutre Shore Country Club • Hermann, MO

Name _____

Player #1 _____

Co./Newspaper _____

Player #2 _____

Address _____

Player #3 _____

Email _____

Player #4 _____

Phone _____

**Singles and partial teams are welcome
and will be grouped into teams by MPF.**

Daily or Weekly Publication Daily Weekly

Golf = \$75 per golfer \$ _____

Mulligans \$10 Each \$ _____

Hole Sponsorship = \$75 each \$ _____

Prize Fund \$ _____

TOTAL: \$ _____

Method of Payment

Check Visa Discover MasterCard American Express

Credit Card # _____ Exp. Date _____

Name on Card _____

Mulligans may be purchased at the course before teeing off.

Prizes will be awarded after tournament.

Register online at bit.ly/mopressgolf or send form & check to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167. Make checks payable to Missouri Press Foundation



Attend MPW for free

76th Missouri Photo Workshop will be held Sept. 22-28, in Kennett.

From Missouri Press Staff

The 76th Missouri Photo Workshop will be held Sept. 22-28, in Kennett.

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. 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. Forty photographers will be accepted.

Part of the application process

requires a letter of recommendation, so publishers and managing editors please encourage members of your staff to apply for a week of immersive visual storytelling and support the time commitment. The faculty of each Missouri Photo Workshop are some of the top photo editors in the nation.

Letters, resume and portfolio can be submitted via the 'apply' section at <http://mophotoworkshop.org/>.

Please remember, photographers accepted to the Missouri Photo Workshop will be on-site from Sept. 22-28.



CALENDAR

April

- 12 — Extended 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, Kennett

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.

How do you feel about changes at USPS?

From Missouri Press Staff

National Newspaper Association members and non-members alike are being asked to fill out a survey and share their thoughts on how the U.S. Postal Service has affected their operations.

Fill out the survey here: https://nna.formstack.com/forms/postal_survey.

Also consider visiting www.keepusposted.org and share your



thoughts about USPS price increases and other changes with your members of Congress.

On the website's front page, click the "Take Action" button, which will take you to a form you can fill out.

The website is a project of a nonprofit advocacy group that includes the National Newspaper Association and the News Media Alliance, among many others.

MPA offering free poetry-focused column for you to republish

From Missouri Press Staff

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.

David L. Harrison is the Missouri Poet Laureate and Drury University

Poet Laureate. He has published more than 100 books for young people and educators. Find an introduction to the column on the MPA website.

Missouri Press will distribute new columns via email and update the running list linking to downloadable files on its website, www.mopress.com.

If you are using the column, please let Missouri Press know by sending an acknowledgement to mbarba@mopress.com.

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



See all information by visiting mopress.com/convention

Missouri Press Marketplace

HELP WANTED

Citizen-Observer

EDITOR/SPORTSWRITER: The Citizen-Observer, a weekly newspaper in Cameron, located in Northwest Missouri, is seeking an editor/sportswriter.

The right candidate will be a take-charge person and will be responsible for the entire news operation for our award-winning, respected weekly newspaper and website.

Someone who wants to be a community leader and who takes pride in his or her work.

Duties include article writing, copy-editing, photography, social media, website posting, page layout and other associated duties. Experience preferred, but right candidate can be trained.

Attractive, clean community in which to live and cover the news. Local news coverage only. Ability to use or learn Macintosh needed. Competitive salary and benefits. Apply in writing, with clips, to: Amy Keeney, PO BOX 498, Cameron, MO 64429. No telephone calls please. (3/19/2024)

NEVADA Daily Mail

REPORTER: Looking for a talented and capable writer with a curious mind, a passion for telling the stories of the people of Vernon County, an appreciation for rural life, attention to detail and pride in a job well done. If you're comfortable behind a camera, you're a self-starter, and a multi-tasker, we are looking for you. Layout and design experience a plus.

The Job: This is an hourly, entry level position, and the pay scale reflects this. Hours are mostly afternoons and evenings, with some weekend

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.

and occasional morning assignments required. Reporters produce copy daily and take their own photos. Reporters are expected to generate story ideas and to develop an assigned beat; this position reports on health, county schools, county and state politics, feature stories and covers breaking news as needed.

US: An award-winning daily newspaper with opportunities for the right candidate to stretch your wings as a writer and a journalist.

To Apply:

e-mail to lharter@nevadadailymail.com, with "Reporter" in the subject line. Send a cover letter, resume and three writing samples to: Publisher, PO Box 247, Nevada MO 64772 (3/19/2024)

The Mexico Ledger

EDITOR/REPORTER: The Mexico Ledger has an opening for an editor/reporter who can direct our editorial coverage. The perfect candidate will be able to handle all editorial functions in print and online and understand the importance of relationships in the community. This is a great position for someone who wants to be creative and innovative.

This is not a desk job as our editor/reporter is our primary news writer and photographer. We want local names and faces to fill each publication. We're looking for someone who is versatile

enough to cover a city council or school board meeting one night, then be able to write a great feature the next day. We're also looking to expand our online presence with a monthly video show.

This full-time position includes a competitive salary and benefits including health, dental and vision insurance. Some experience is preferred, but recent graduates with excellent writing and photography skills are welcome to apply. Send resume, samples of your work and references to Publisher Tim Schmidt at tim@mystandardnews.com. (2/14/2024)



ADVERTISING SALES: Business is great in Troy, MO, and the Lincoln County Journal is looking for a candidate who is interested in making a positive impact on businesses in our local community.

The ideal prospect will collaborate with business owners to develop strong marketing and advertising campaigns utilizing our significant print and digital media product offerings. We are looking for a successful salesperson who works well independently and is eager to help businesses grow and connect within our community.

Knowledge of small business entrepreneurialism, marketing principles and how they affect business growth is critical. If you are a self-starter driven to succeed, highly organized, and most of all interested in earning an above average income; please send us your resume.

Salary, commission (fully funded through training period), sign on bonus at 90-day mark+ health insurance and 401k.

Send your resume today to resumes@lcs.net. (2/14/2024)

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Missouri Press Association

Missouri Press Service

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

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FOR SALE

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)

THE FAYETTE ADVERTISER

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

Fayette is the county seat with a population of approximately 2,600. and is the home of Central Methodist University. Coverage area includes Fayette, New Franklin, Armstrong, Harrisburg, Higbee, and Glasgow.

Email: jaddison@fayettenews.com (6/19/2023)

Help Wanted Continued



EDITOR: Small town newspaper in print and online needs editor in town once voted The Most Beautiful Town in Missouri. Good writing and computer skills a must. Needs to enjoy small town living, government, and personalities.

Great schools. Low cost of living. Get away from the hustle and bustle.

Benefits include 401K, health insurance, paid vacation and holidays.

Job Type: Full-time. 40 hours per week may include weekends or evenings in covering city meetings, sporting events or miscellaneous events.

Salary: \$24,000 to \$31,000 /year.
Send resume' to hacmgr@lcs.net. (2/12/2024)



MANAGING EDITOR: Award winning, non-profit, community weekly newspaper in Kansas City is seeking a Managing Editor who excels in Community Journalism to continue our tradition of providing award

winning news coverage to the Historic Northeast Kansas City community and beyond.

The successful candidate must have a degree in Journalism, have an instinctive nose for news and be dedicated to providing in depth and unbiased news coverage on a variety of media platforms to our growing number of readers and followers throughout the city.

Must be a self-starter and able to work independently while consistently meeting weekly, daily and hourly deadlines on breaking news stories. Good writing and editing skills are essential as well as being able to work in a true team environment.

Multi-media Journalism skills are essential as well, including recording and editing audio and video footage to continue our Podcast series and our partnership with OneKCRadio.

Salary commensurate with experience. Full time position with some evening and weekend assignments.

Email resume, salary history and published writing samples to: northeastnewskc@gmail.com. (12/13/2023)

Are your staff receiving MPA emails?
 Missouri Press Association is constantly putting together information and resources we think members will find useful. Email mbarba@mopress.com to get signed up for the list.

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>



Time Is Running Out

DEADLINES APPROACHING

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.

