

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

Book Your Room
at a discounted rate
of \$154 by March 22!
<http://tinyurl.com/3p6adzdy>

Thursday, April 18

11:00 AM | *MPAME Board Meeting* | Big Whiskey's
PROGRAM | *Events in Old Glory Meeting Room*

1:00-1:45 PM | *Legal Issues in 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 |  **Andy B's**
BOWL SOCIAL

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 new 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. 1359 — 15 March, 2024

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

TIME IS RUNNING OUT!

DEADLINES APPROACHING



Nominations are being taken now for the top awards of the Missouri Press Association and Foundation:

Missouri Newspaper Hall of Fame

Outstanding Young Journalist

Nominations must be in by March 31

Missouri Photojournalism Hall of Fame

Nominations must be in by May 13

DOWNLOAD NOMINATION FORMS AT

bit.ly/MoPressForms (case sensitive)

Each of the nomination forms includes the criteria for selection. Contact Matthew Barba by phone at 573-449-4167, ext. 302, or by email at mbarba@mopress.com with questions.



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

If you have questions please call
573-449-4167





BETTER NEWSPAPER CONTEST

Enter the BNC and show your staff the importance of their work

The 2024 Missouri Press Foundation Better Newspaper Contest template is open and members have until April 5 to enter.

If you haven't yet, gather your entries for this year's contest now and show your staff how much their work means to your newspaper.

All the information about the contest — rules, categories, entry instructions — is online at mopress.com/better-newspaper/.

Entries to the Missouri Press Foundation's Newspaper Contest are submitted using the Advanced Contest Entry System (ACES) platform: <https://www.newspapercontest.com/Contests/MissouriPressAssociationBNC.aspx>.

Due to changes in the way the contest template is operated, each PUBLICATION will need a unique email address for uploading contest entries.

While entries will be accepted through Friday, April 5, a tiered fee structure includes reduced costs for newspapers submitting entries earlier in the contest cycle.

The 2024 BNC entry fee structure is as follows:

Entries uploaded before April 1: \$7 per entry; and
Entries uploaded April 1-5: \$10 per entry.

All categories for Missouri's 2024 Better Newspaper Contest require digital entries. Please familiarize yourself with the template and ask questions about how to use it as soon as possible.

You are also encouraged to consider file-sharing websites, i.e., Dropbox, Google Drive, as a method for sharing your larger entries, such as General Excellence and page design entries. There are many free options available that will also provide benefits to your newspaper outside of entering the BNC.

If you need help entering any category, contact Matthew Barba (mbarba@mopress.com) or Kristie Fortier (kfortier@mopress.com) for assistance.

We ask members not to wait until the deadline to enter.

DEADLINE: There is no need to wait until the deadline to upload your entries! The contest template will close at 11 p.m. Friday, April 5, and will not accept entries after that — no exceptions. You may begin uploading your entries now.

ALERT: Please try to keep file sizes under 5mb to aid judges in accessing entry content. For larger files such as Special Sections, options include Dropbox, Google Drive, or any service that lets you "share" files via URL.

Please make sure the file is public or a password is provided and that it can be printed. If a file cannot be easily accessed, it could be skipped over for judging.

3 TIPS TO MAKE UPLOADING EASY:

1. Entries that consist of more than one piece of content should be combined into one file. This will make uploading and judging much easier. Do the same for stories that jump to another page.
2. Entries should have 1-3-word titles that tell the judge precisely what material on the page is to be judged. You can also use Adobe Acrobat's "highlighter" function to indicate content to be judged.
3. Put all your entries into a "Contest Entries" folder on your desktop.

Please read the instructions and category listings carefully!

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.keepposted.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.

CALENDAR

March

- 22 — Book Your Room for MPAME!!!
- 31 — Deadline for \$7 Better Newspaper Contest Entry Fee
- 31 — Nominations Due for Newspaper Hall of Fame, Outstanding Young Journalist Award

April

- 5 — Better Newspaper Contest Closes
- 18-19 — MPAME Annual Meeting, Hilton Promenade Hotel, Branson

June

- 6 — Missouri Press Foundation Kevin Jones 1st Amendment Golf Classic, Loutre Shore Country Club, Hermann
- 7 — Missouri Press Association, Service and Foundation Boards Meetings, Hermann

Are your staff receiving MPA emails?

Missouri Press Association is constantly putting together information and resources we think members will find useful.



If you have any questions about getting signed up for Missouri Press' email list, please contact Matthew Barba at mbarba@mopress.com.

UNDER ATTACK!

EXISTENTIAL THREATS TO JOURNALISM AND FREE SPEECH

April 11-12, 2024 • Kansas City, Missouri

36 Years
MEDIA
and the
LAW

Featured Topics

- Artificially Infringing? The Copyright Implications of Generative AI tools
- Clear and Present Danger: Managing International Reporters and Staff
- Back to Basics: Avoiding AI's Ethical Pitfalls
- Too Hot to Handle: Defending Speech in the Face of Government Censorship
- AI Awry: Defamation for Bots Gone Wrong
- Journalists on the Front Lines: Overcoming Risks to Reporters
- Managing Risk in the Age of AI: Market Trends and Insurance Considerations



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hheadrick@mopress.com

Free statehouse reporting is available to your newspaper

From Missouri Press Staff

The Missouri Legislature has adjourned for its spring break but when lawmakers return to Jefferson City, work on bills will ramp up as efforts are made to pass items before the session ends on May 17. You can help your readers better understand what is going on in Jefferson City by republishing the Capitol Report, from the Missouri News Network and the Missouri School of Journalism.

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.

The week's stories are also published on Missouri Press' website, www.



missouri
news
NETWORK

mopress.com.

If you have questions or thoughts about how to expand on certain statehouse reporting, MPA members are encouraged to contact editors Mark Horvit (horvitm@missouri.edu) or Fred Anklam (anklamf@missouri.edu). You can even provide story ideas or request comments from legislators in response to specific legislation or state policy.

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

MISSOURI INDEPENDENT

Missouri Independent

You can also find statewide coverage through the Missouri Independent, 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>.

Weekly legislative summaries

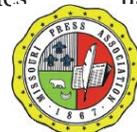
Missouri Press provides its members with weekly legislative summaries that are produced by Clarkston Nelson LLC, our government relations advocate firm in Jefferson City. These summaries are intended to give MPA members a better understanding of bills and policy under consideration that will affect the newspaper industry.

While MPA members should refrain from republishing these legislative summaries in your newspaper, you are encouraged to use them to develop stories that are of interest to your local

readership. The summaries can also be used for inspiration to contact the Capitol Report editors to request specific comments on legislation or policy being considered by lawmakers in Jefferson City.

If you have questions about these resources, please contact Matthew Barba at mbarba@mopress.com.

For help in meeting with your legislators about supporting or opposing certain legislation, contact MPA Executive Director Mark Maassen at mmaassen@mopress.com or (573) 449-4167, ext. 308.



2024 Newspapers in Education Series Now Available

This year's NIE serial story is also available in Spanish!

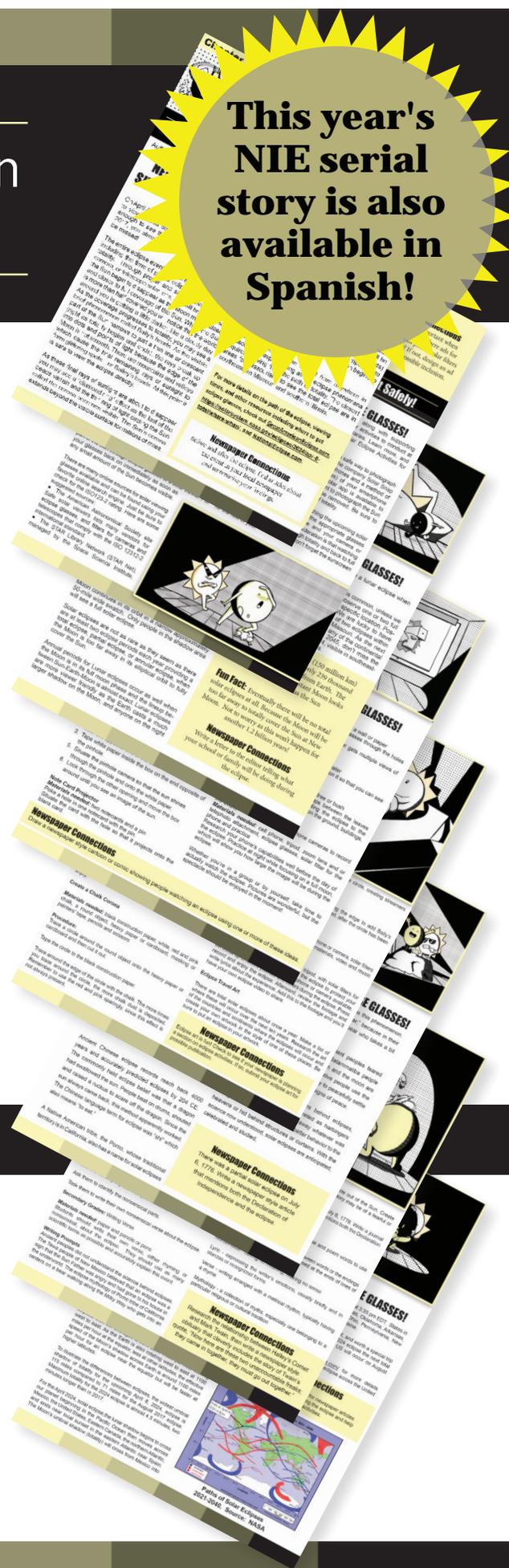
The Missouri Press Foundation and National Newspaper Association Foundation are offering a new original free series to newspapers across the country for publication.

This year, readers will enjoy an 8-chapter series that features science, art, language arts and history about solar eclipses. The solar eclipse will occur on April 8 with the path of totality crossing the country from Texas to Maine, including across the southeastern part of Missouri.

A wide swath of totality across the country and that viewers outside the path of totality will still be able to view a partial solar eclipse will ensure newspapers and readers will be drawn to this content. Dr. Linda Maxine Godwin wrote the features with science slants. She is an American scientist and retired NASA astronaut.

Godwin joined NASA in 1980 and became an astronaut in July 1986. She retired in 2010. During her career, Godwin completed four space flights and logged more than 38 days in space. Dr. Godwin is a Professor Emeritus at the Department of Physics and Astronomy of the University of Missouri. The series is illustrated by Philip Goudeau.

This series will be offered free of charge to newspapers for publication until June 30, 2024. Visit mo-nie.com and use the code: **eclipse24** to download the entire series.



Download Code: eclipse24

Sponsored by:



&



Missouri Press Marketplace

HELP WANTED

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)

Lincoln News Now!

A partnership of The Elsberry Democrat, Troy Free Press, & Lincoln County Journal

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

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.

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.

Our company is deeply rooted in the power of communication to connect and inform people in the communities we serve. Family-owned since 1967, we are a regional leader in creating and sharing information and ideas. We believe in working together, supporting each other, and working toward a vision of positive impact and benefit to the communities we serve.

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

the Advertiser-Courier

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 in order to continue our award winning Podcast series and our news delivery partnership with OneKCRadio, a low power, urban radio station based in Historic Northeast Kansas City.

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)

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 fillable PDF versions of award nomination forms, board of director applications and much more.



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: \$ _____

Mulligans may be purchased at the course before teeing off.

Prizes will be awarded after tournament.

Method of Payment

Check Visa Discover MasterCard American Express

Credit Card # _____ Exp. Date _____

Name on Card _____



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