



BETTER NEWSPAPER CONTEST

Are you ready for Missouri Press' Better Newspaper Contest?

The 2024 Missouri Press Foundation Better Newspaper Contest template is now open and members can begin submitting entries. If you haven't yet, gather your entries for this year's contest now.

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 will be 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 March 1: \$6 per entry;
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.

Missouri Press Association
Bulletin

No. 1358 — 15 February, 2024

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 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 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.

MPAME

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

County financials must run in full in March

From Missouri Press Staff

Following a December 2023 decision by the Missouri Supreme Court, House Bill 1606, which went into effect August 2022, was overturned and the “long form” county financial statement is once again required for Class II, III and IV counties, including balances for county funds, a ledger of expenses paid and employee salaries.

Under the old statute that has gone back into effect, Class II, III, and IV counties now have to go back to publishing the expanded version on their financial statements.

And they have to be published by the **FIRST MONDAY in March**, (not by June 30, as outlined in the new legislation.)

Eric Fey, president of Missouri Association of County Clerks and Election Authorities, provided the following statement:

“The Missouri Association of County Clerks and Election Authorities



MISSOURI ASSOCIATION
of County Clerks & Election Authorities · MACCEA

notified its membership on December 21, 2023, of the Missouri Supreme Court Decision that struck down House Bill 1606, impacting the statutory requirements for publication of the Annual Financial Statements of the County. We have continued to support our member’s needs as they revert to the ‘long form’ version for publication by the first Monday in March in 2024, while we continue to work with the legislature to reinstate the ‘short form’ in future years.”

If you have questions or concerns about communicating with your local county officials about this change, please reach out to Missouri Press Association Executive Director Mark Maassen at (573) 449-4167, ext. 308, or by email at mmaassen@mopress.com.

CALENDAR

2024
February

29 — Deadline for \$6 Better Newspaper Contest Entry Fee

March

10-16 — National Sunshine Week

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

UNDER ATTACK!

EXISTENTIAL THREATS TO JOURNALISM AND FREE SPEECH

April 11-12, 2024

Intercontinental Hotel, Kansas City, Missouri

law.ku.edu/media-law-seminar

36 Years
MEDIA and the LAW



Missouri Press Association

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Please complete Virginia judging assignments

From Missouri Press Staff

First, thank you to all Missouri Press Association members and friends who volunteered to help judge the Virginia Press Association News and Advertising Contest.

Remember, the deadline to complete

judging assignments is 11:59p.m. Sunday, March 3. Your timely completion of all assignments is very much appreciated.

If you have any questions, please refer to the judging assignment and instructions email you received from Virginia Press.

CALL FOR ENTRIES

First Annual

ADOLPH OCHS AWARDS FOR IMPARTIAL NEWS REPORTING

in the spirit of

“To give the news impartially, without fear or favor ...”

*— Adolph Ochs, Publisher of The Chattanooga Times (1877-1935)
and The New York Times (1896 - 1935)*

Four \$25,000 awards for the most fair, impartial, objective news reporting that has the courage to not fear and the discipline to not favor.

\$25,000 for Print Media

\$25,000 for Broadcast Media

\$25,000 for Cable Television Media

\$25,000 for Digital Media

Contest will be judged by : Newspaper Association Managers

For more information email: journalismawards@unc.edu

Please send entries to: journalismawards.unc.edu

Deadline: March 1, 2024, for 2023 entries

The Center for Integrity in News Reporting

2024 Newspapers in Education Series Now Available

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.

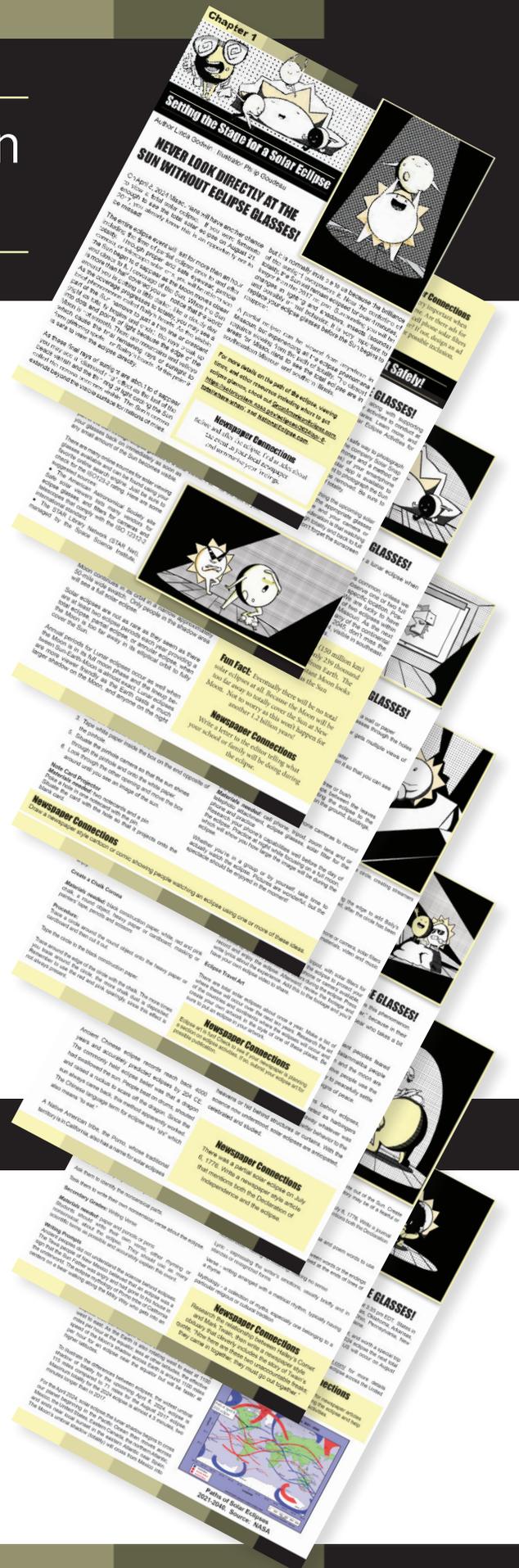
This series will be offered free of charge to newspapers for publication until June 30, 2024. Visit mo-nie.com and use the code: **eclipse24** to download the entire series.

Download Code: eclipse24

Sponsored by:



&



Missouri Press Marketplace

HELP WANTED

 **The Hermann 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: \$24,000.00 to \$31,000.00 / year.

Send resume' to hacmgr@lcs.net. (2/12/2024)

Click here for the most up-to-date listings or visit mopress.com/job-bank.

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 as well as our news delivery partnership with OneKCRadio, a low power, urban radio station based in the Historic Northeast Kansas City area.

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.

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!

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.

**SEEKING
NOMINATIONS**
Missouri Photojournalism
Hall of Fame

The Missouri Photojournalism Hall of Fame endeavors to recognize those people who have made outstanding contributions to Missouri photojournalism and to provide an exhibit venue to showcase these visual reporting pioneers and the work of current photojournalists. The nomination process is now open.

Nominations must be received by May 13.

Inductees will be recognized at a ceremony on Oct. 20, 2022, at SHSMO in Columbia, MO, and examples of their work will be displayed at the Missouri Press Photojournalism Hall of Fame exhibit.

To download the registration form, visit www.photojournalismhalloffame.org

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





Have you earned your press pass?

Missouri Press Association member newspapers have access to a new kind of training tool. Earn Your Press Pass is a web-based course that teaches the fundamentals of journalism.

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.

The course 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 Earn Your Press Pass 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.

It's also a great tool to give your sales people some additional training in case they stumble upon a story while making the rounds in the community.

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.

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.

And don't forget, after your staff earn their press pass from the above program, contact Missouri Press and we can issue an MPA press pass for them to keep on their person.