



34th Annual

Missouri Press Association Day at the Capitol • January 24 & 25, 2024

Wednesday, January 24, in Jefferson City

12:00 Noon: Missouri Press Foundation Board Meeting,

2:00 p.m.: Missouri Press Association and Service Board Meeting,
235 E. High Street, #301

5:00-6:15 p.m.: Reception,
Courtyard by Marriott Lobby | 610 Bolivar Street, Jefferson City

Thursday, January 25, 2024 in the State Capitol, Jefferson City

8:00-8:45 a.m.: Breakfast for MPA Members
(pastries and coffee), **3rd Floor Rotunda**

8:45-10:05 a.m.: Meet with your legislators.

10:10-11:45 a.m.: Day at the Capitol program, **3rd Floor, Senate Lounge**

10:15 - Patrick McKenna, Director, Missouri Department of Transportation

10:45 - Representative Jonathan Patterson, House Majority Floor Leader

11:15 - Senator Cindy O'Laughlin, Senate Majority Floor Leader

11:45 a.m.: Program to adjourn. Attendees will leave the Capitol for a brief walk to the Governor's Mansion.

Noon: Luncheon, **The Missouri Governor's Mansion**

**You must be registered with Missouri Press Association to attend the luncheon. Missouri Press Association pays for breakfast and lunch costs. There is no charge to members. However, last-minute cancellations will result in a \$40 cancellation fee.*

To Register for Day at the Capitol go to:

<https://mopress.wufoo.com/forms/mqk9r5s0v5fd4f/>

**YOU MUST
REGISTER TO
ATTEND BY
THURSDAY,
JAN. 18!**



Missouri Press Association
Bulletin

No. 1357 — 15 January, 2024

HAVE YOU ENTERED?

Missouri Press Advertising and Marketing Executives

MPAME

2024

BEST AD CONTEST

Enter the 2024 MPAME Best Ad Contest and show everyone the great work you have done to drive revenue and maybe help others out in the process!

CONTEST INFORMATION

To find full information and rules, go to <https://mopress.com/ad-contest/>

MPAME Best Ad contest has a new contest template this year. Please go to newspapercontest.com/mopress early to register your newspaper and setup a password, so you're prepared to ask any questions you may have for entering! For the most part, entering and the rules will be the same, but the contest template is different. We want to help you with anything you might have questions on.

Entries must have been published between January 1, 2023, and December 31, 2023.

The contest is open to all staff members of publications holding an Active, Active Online, Friend of, or Specialty Publication membership in Missouri Press Association.

All entries must be submitted as FULL-PAGE electronic tear sheet files. Please name the file(s) in a way that clearly identifies the ad(s) being submitted for judging. You may also circle or include other graphic markings to indicate which ad is to be judged. Please name files.

All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

Note: For large files, you may use an outside file hosting site and submit the URL. **You MUST make sure the file is public, or otherwise shareable and/or that a password is provided, so it can be viewed, printed or downloaded for judging and/or display purposes. Submit smaller files as PDFs within the template.**

A fee of \$7 per entry must be paid online, mailed or called in by time of entry deadline. Pay online at: <https://bit.ly/2Lg6FVe>. If mailing payment, please mail check to: MPAME Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167

ENTER ONLINE AT: newspapercontest.com/mopress

Find: 2024 Missouri Best Ad Contest | Deadline Jan. 30, 2024

Association Code: MOPRESS

If you have any questions OR feel your newspaper is in the wrong class, please contact Kristie Fortier at kfortier@mopress.com or call 573.449.4167

AWARDS & MEETING INFORMATION

Make plans now to attend the Missouri Press Advertising and Marketing Executives meeting being held on April 18-19, 2024.

Winners will be recognized, and awards presented **Thursday, April 20, 2023**

Event Registration form will be available in January of 2024, at www.mopress.com under **EVENTS**.

Send requests for 2024 press cards

From Missouri Press Staff

Submit requests for 2024 press cards and 2024-2025 MPA auto stickers today by going online or emailing staffers' names to Kristie Fortier at kfortier@mopress.com

There is no charge for press cards or auto stickers for MPA members; please include a total number of stickers needed for your organization. In all requests, please include mailing information for your newspaper.

Because staffing changes occur throughout the year, MPA does not keep a list of cards previously issued.

Members can also request copies of the 2024 MPA sticker calendar.

Email distribution list

Are all your staff who should be



receiving Missouri Press emails signed up? Much of the Association's communication with our members is through email, and we want to ensure everyone stays informed. We also distribute statewide ads via email.

If someone needs to be added, please send the names, job titles and email addresses to Matthew Barba at mbarba@mopress.com

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.



CALENDAR

2024 January

- 21 — Proposed USPS Postage Rate Increases Go Into Effect
- 24 — Missouri Press Association, Service, Foundation Boards Meetings
- 25 — Missouri Press Association Day at the Capitol, Jefferson City
- 28 — USPS Discontinuing Use of Hardcopy Postal Statements
- 29 — Missouri Press Foundation Better Newspaper Contest Opens
- 30 — Deadline to Enter the MPAME Best Ad Contest

2024 MPS NEWSPAPER AGREEMENTS ARE PAST DUE!

2024 MPS Agreements have been sent.

2024 is a Missouri Newspaper Directory year so make sure to completely fill out the agreement so we have the most up-to-date rates in our system and your most up-to-date information in the 2024-2025 Missouri Newspaper Directory.

There is also a fillable pdf on our website at www.mopress.com.

Please return your newspaper agreements **AS SOON AS POSSIBLE** to ensure all updated information makes it in the new directory.

Return completed agreements via email to jpatton@mopress.com



AGREEMENTS ARE NEEDED BY MONDAY, JAN. 15, TO ENSURE UPDATED INFORMATION IS IN THE DIRECTORY.



Missouri Press Association

Missouri Press Service

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www.mopress.com

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Scholarship applications open until Jan. 31

From Missouri Press Staff

Missouri students can again apply for the Rural Missouri Newspaper Scholarship, a need-based award for up to \$40,000 for a qualifying student attending the Missouri School of Journalism for four years (eight semesters).

Students chosen for the program must be pursuing a degree in journalism or strategic communication, and upon graduation students receiving the scholarship will be expected to work for a rural Missouri newspaper for at least

two years.

The deadline to apply for the scholarship for the 2024-25 academic year is Jan. 31, 2024. Qualification for need is determined through the federal FAFSA program. Students will also receive an additional \$5,000 summer fellowship funded by the Reynolds Journalism Institute (RJI) and can apply for a further \$1,200 from RJI's Potter Digital Ambassador program.

An application for the scholarship is available on Missouri Press' website, www.mopress.com.

Is your newspaper using Digiversity.tv, EYPP?

From Missouri Press Staff

As we get our stride in 2024, Missouri Press wants to know if your newspaper is using either of these resources, Digiversity.tv and Earn Your Press Pass.

Both services are offered free-of-charge as part of your membership to Missouri Press Association. Please let us know if you have or continue to use either Digiversity.tv or Earn Your Press Pass or both for yourself, your staff or contract employees.

Digiversity.tv focuses on the Adobe Creative Cloud suite of products, with Viers using videos that follow the same engaged, energetic teaching style MPA's members have seen from him firsthand for more than 25 years. He and other presenters also cover various topics in written articles and live webcasts.

While there is no cost to the newspaper, it is preferred every staffer using the website signs up with a unique email address.

In addition to the training and explaining in his videos, Viers regularly answers viewers' questions, so feel free to reach out to Viers directly at russell@digiversity.tv.

Earn Your Press Pass

Missouri Press Association member newspapers also have access to Earn Your Press Pass, 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 provides new hires or freelancers 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 are designed to take the layperson to a functioning newspaper reporter upon completion in a straight-forward and comprehensive approach.

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.

Is your staff receiving MPA emails?
Get signed up for MPA's email list, by contacting mbarba@mopress.com.

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.

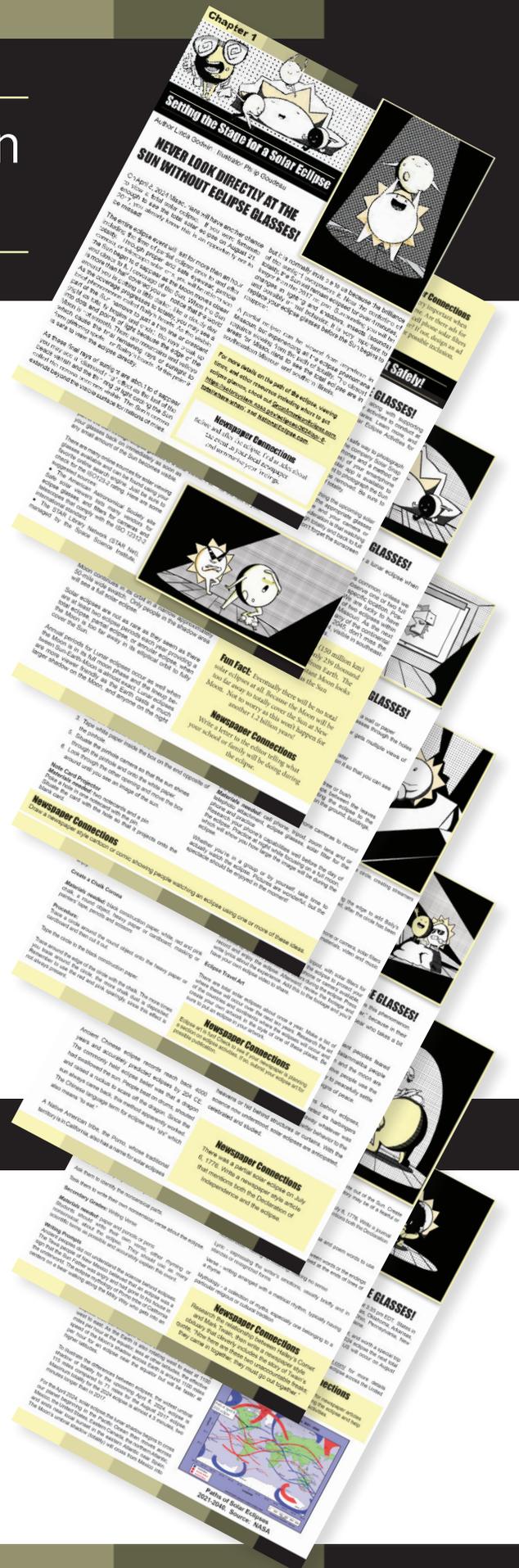
This series will be offered free of charge to newspapers for publication until June 30, 2024. Visit mo-nie.com and use the code: **eclipse24** to download the entire series.

Download Code: eclipse24

Sponsored by:



&



Missouri Press Marketplace

HELP WANTED



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.

About Kansas City Northeast News
Kansas City's Northeast News is an 91year old, award winning

weekly community newspaper that delivers relevant community news and information to our readers and followers on a variety of media platforms including print, digital and web. (12/13/2023)

ASSISTANT EDITOR/PRINTING MANAGER: A weekly newspaper with a strong digital presence in Southern Missouri is looking for candidates for an assistant editor position. They are seeking candidates with writing, page design and commercial printing skills. Clear and efficient communication skills along with a willingness to learn is 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 email your resume and wage expectations to mbarba@mopress.com for consideration. (11/29/2023)

WE WANT YOU!



Sign up to judge Virginia Press Association's Competition in News and Advertising NOW!

SIGN UP TODAY!

Virginia's contest judging will begin soon.

If you enter the MPAME Best Ad Contest or MPA's Better Newspaper Contest, MPA STRONGLY encourages you and your staff to sign up to judge for Virginia Press Association!

Go to: <https://tinyurl.com/3wuuv5n5> to sign up.



BETTER NEWSPAPER CONTEST

Are you ready for Missouri Press' Better Newspaper Contest?

The 2024 Missouri Press Foundation Better Newspaper Contest template will open Monday, Jan. 29, for members to begin submitting entries. If you haven't yet, start gathering your entries for this year's contest now.

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

Entries to the Missouri Press Better Newspaper Contest will be submitted using the Advanced Contest Entry System (ACES) platform: <https://newspapercontest.com/>.

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 has been put in place with 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.

The template will close automatically at 11 p.m. Friday, April 5, and no entries will be accepted after it closes.

We ask members not to wait until the deadline to enter your entries in the template.

All categories for Missouri's 2024 Better Newspaper Contest require digital entries. Please familiarize yourself with the template (consider entering the MPAME Best Ad Contest!) and ask questions about how to use it as soon as possible.

You are also encouraged to consider file-sharing websites for sharing 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.

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.

THREE 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. Categories include Best Columnist, Best Front Page, etc., where an entry is more than one piece. Do the same for stories that jump.
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!

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.

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 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, similar to other Missouri School of Journalism projects.

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

Capitol Report

Each legislative session the Missouri School of Journalism sends reporters to Jefferson City for the State Government Reporting Project.

The Capitol Report is available to all MPA members for republishing. 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.

Newspapers wanting a more localized approach to statehouse reporting are encouraged to contact Mark Horvit with story ideas or requests for comment from legislators in response to specific legislation or state policy. Horvit can be contacted by email at horvitm@missouri.edu.

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

The Conversation

Faculty from research universities throughout the U.S. contribute articles on pressing news topics, which are available for free republication by news outlets and organizations at theconversation.com.

Stories are published from editorial areas that include politics, economy/business, education, environment and energy, health, science and technology.

Republishing guidelines for online and in print are available at <https://theconversation.com/us/republishing-guidelines>.