



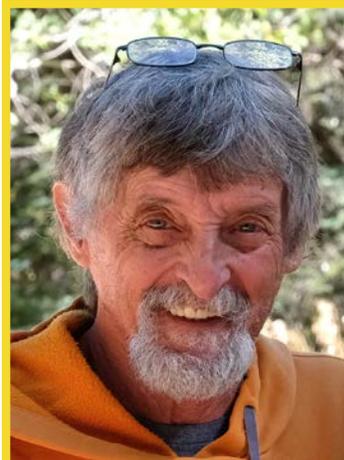
Missouri Press Association
Bulletin
No. 1354 — 16 October, 2023

Missouri Press
Foundation

CONGRATULATIONS! TO OUR 2023 INDUCTEES



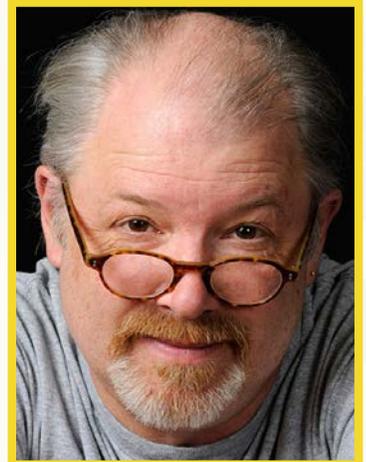
Jill Toyoshiba



Dennis Crider



Sally Stapleton



Randy Cox

Missouri Photojournalism Hall of Fame Ceremony
State Historical Society of Missouri • Columbia, Mo. 10/19, 4 p.m.
R.S.V.P. online at bit.ly/mophotoj or email mharper@mopress.com

EVENT SPONSORS





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Potter Digital Ambassadors are back, sign up today

For Missouri Press News
 Since 2018, the Potter Digital Ambassadors program at the MU School of Journalism has helped more than 25 Missouri newsrooms upgrade their multimedia and social media skills.

The program has proved effective at helping these newsrooms bring more readers to all of their news platforms.

There is no cost to newspapers for this program. All you need to do is declare your interest in having a Potter Digital Ambassador in your newsroom.

Email Elizabeth Stephens, stephensec@missouri.edu, who coordinates the program. Just tell her you're interested in having an ambassador or would like more information about the program.

MU journalism students are paired with community weekly or daily newspapers and spend a week training

staff in the on-site newsroom to understand the latest digital tools and how to use them to boost readership and improve content. Students will work Jan. 8-12, during their winter break.

These students, all advanced in their journalism fields, are proficient in audio and video software, and are also accomplished at working on Google Analytics, social media, email newsletters, search engine optimization and other platforms to reach a wide variety of readers and potential subscribers.

Again, there is no cost to newspapers for this program.

Potter Digital Ambassadors is underwritten by MU alum and community publisher Walt Potter Jr., whose interest is strengthening the position of community newspapers.

Digital roundtable exclusively for newspapers is Oct. 26

From Missouri Press Staff

A free Technology Roundtable, exclusively for newspapers, is scheduled to give you an opportunity to ask questions, share ideas, solve problems, learn new techniques and technology, and more. Hosted by Digiversity.tv LIVE, Russell and Julia Viers let you direct the content of the show, deciding the topics based on your questions.

Mark your calendars for October 26, 2023, at 10:00 am CDT.

This event will be held on ZOOM and you can preregister here: <https://bit.ly/DIGITechRT>.

Do you have a problem with your photo reproduction in print, issues with pages taking too long to create, too many photos to process in too little

If you have specific files you would like to use on the show, as examples of your problems or issues, you can upload them in advance of the show here: <https://bit.ly/DigiUpload>.

time, other problems, or just want to sit in and see what other papers are dealing with?

Who knows where the discussions will lead, but most content will be directed toward Adobe Photoshop, InDesign, Acrobat/PDF, Illustrator, Bridge/Camera Raw, InCopy, and even how they work with other, non-Adobe, software.

2023 MISSOURI PRESS TAILGATE

Missouri Press members and friends

YOU ARE INVITED to attend a

Missouri Press tailgate on

November 18, 2023

Tentatively planned for 3 hours prior to kickoff!

MPA will announce the actual time when
kickoff is publicized.

Location: Columbia Missourian

Lee Hills Hall

221 S. Eighth St., Columbia, MO 65201

MPA Will Provide: Mia Taco Food Truck

Meals | Yard Games | Fun and Friends!!!



RSVP at: <https://tinyurl.com/3cbps4yn>

NNA calls proposed postage increases 'punitive'

From Newspaper Association Managers

The proposed Jan. 21, 2024, postage increase for community newspapers is nearly four times the rate increase proposed for other users of the mail. In an announcement last Friday, the United States Postal Service announced it expected a 7.3 percent increase for the local Within County mailing rate for newspapers.

The average proposed increase for First-Class mail is 1.9 percent, even though the First-Class stamp rate would rise by two cents to \$.68. The proposed increase for advertising mail is also 1.9 percent, though the increase within that mail class used by local newspapers to distribute shoppers and other advertising mail increases ranging from 2.1 to 3.9 percent, depending upon mail density. The rate for Periodicals mail destined for outside the publisher's county would settle at a more modest 1.59 percent. That rate is also used by national magazines and other national publications.

USPS is permitted to increase rates without direct approval by the Postal Regulatory Commission, although the PRC is required to review the proposed rates for illegalities and calculation errors. The increase is intended as the first half of a semi-annual increase and to go into effect January 21, 2024.

National Newspaper Association Chair John Galer, publisher of The Journal-News in Hillsboro, Illinois, said the dramatic rate increase for local newspapers was a shock.

"It certainly seems as if the Postal Service wants to discourage newspapers from using the mail. At a time when local journalism is already in peril and more newspapers are using the mail to reach subscribers, this increase

is simply punitive," Galer said. "We expect both our subscribers and other stakeholders in our community to push back at the subscription increases that will be made necessary by the Postal Service's action."

Ironically, the Postal Service's principal justification for the steep increase is that the PRC now requires USPS to share more of the savings created when publishers do some of the work that postal workers would otherwise have to do, such as presorting the mail and transporting it to destination post offices.

Traditionally, USPS has shared far less than 100 percent of the savings when it passes along mail discounts. But because PRC is pushing the postal system to be more generous in sharing the savings, USPS is simply raising the basic rate so it can show a more acceptable discount.

"Raising our prices so it can claim it is creating a fair discount is the sort of math we associate with shady deals," Galer said. "Our industry has been doing a lot of mail preparation work for years to help keep postal costs down. For us to now be punished for that work simply adds outrage to our disappointment."

The Postal Service is now guided by the Delivering For America plan introduced by Postmaster General Louis DeJoy to help the Postal Service compete for the package and parcel business. Twice-a-year postage increases have been part of the DFA plan, which allows USPS to raise rates to the fullest extent allowed above inflation.

The details of the postal rate announcement are available on the PRC's website at PortalPrc (arkcase.com).



CALENDAR

2023 October

- 19 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia
- 19 — Ozark Press Association Annual Meeting, Mountain Grove

November

- 2 — MPA Past President's Dinner, Old Kinderhook, Camdenton
- 18 — Missouri Press Association Mizzou Tailgate, Time TBA, Columbia Missourian

2024 January

- 21 — Proposed USPS Postage Rate Increases Go Into Effect

April

- 18-19 — MPAME Annual Meeting, Hilton Promenade Hotel, Branson Landing

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.

Is your staff receiving MPA emails?

Get signed up for MPA's email list, by contacting mbarba@mopress.com.



Need something to binge? Digiversity.tv is cheaper than ‘those other guys’

Sure, the content might be a lot more limited when you go to Digiversity.tv, but you’re guaranteed to learn something.

And it’s hard to beat the price because there isn’t one. Access to is provided to Missouri Press Association member newspapers at no cost.

If you aren’t already signed up, shoot an email to mbarba@mopress.com to get access.

So, what does access get you? 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.

The content guide, accessible at the top of the front page, give you access to everything you could hope to learn, including multiple series covering everything from art and advertising illustration to layout to image adjustment and most things in between.

Russell even offers a small section on “practical jokes,” although it might be more useful as a primer on what not to do with various Adobe programs.

Finally, we’ve told you before Russell will happily respond to questions about Adobe products, but you can also send him a message right from the website at digiversity.tv/checking-the-mail.

How to sign up:

Go online to
bit.ly/DigiversityMPA
OR
email Matthew Barba at
mbarba@mopress.com.

Check your spam and junk folders just in case the activation email ends up there.

The best part of Digiversity.tv, of course, is there no cost for you and all your staff to sign up. It is a benefit of your membership with Missouri Press Association.

Missouri Press will provide access through the end of 2023.

It is preferred every staffer using the website signs up with a unique email address.

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

Missouri Press Marketplace

FOR SALE

THE FAYETTE ADVERTISER

Howard County's News Leader Since 1840

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

EDITORIAL POSITIONS:

WE GOT THE BEAT! A newspaper company has vacancies in its news departments. If you are a reporter, editor, or journalist come and contribute to a dynamic team at one of our properties in Missouri. We are seeking media specialists with a story telling ability that focuses on audience and puts people at the heart of the story. Clear and efficient communication skills along with excellent writing abilities with a passion and drive for the satisfaction of our readers, is essential in these roles.

This are full-time positions with benefits.

Please submit your resume and salary expectations to resumes@lcs.net for consideration. (10/9/2023)

THE Palmyra Spectator

EDITOR: After 29 years, the dynamic husband and wife team of editors at the Palmyra Spectator in Palmyra, Missouri, have decided it's time retire from the newspaper business and try something new.

This presents an excellent

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.

opportunity for an experienced reporter to develop their skills as an editor at the oldest weekly newspaper west of the Mississippi River. The Palmyra Spectator is part of NEMOnews Media Group, an award-winning, family-owned group of seven weekly newspapers based in northeast Missouri.

Job Description:

As Editor, you will play a pivotal role in shaping the editorial direction of our publication. You will be responsible for curating, editing, and enhancing content across various sections of the newspaper, ensuring that each issue is of the highest quality and meets our readers' expectations. This role requires a deep commitment to journalistic integrity, creativity, and a strong sense of community engagement.

Qualifications:

- Bachelor's degree in journalism, communications, or a related field (preferred).
- Proven experience in journalism or editing.
- Strong understanding of newspaper production and layout.
- Knowledge of AP Style and journalistic ethics.
- Excellent communication and leadership skills.

What We Offer:

- Competitive salary and benefits.
- Opportunity to impact the community.
- Creative and collaborative work environment.
- Career growth and development opportunities.
- Flexible work hours and a healthy

work-life balance.

How to Apply:

If you are excited to become part of the NEMOnews Media Group, dedicated to delivering quality journalism to our communities, please send your resume, a cover letter detailing your relevant experience, and examples of your work to mike@nemonews.net. In your cover letter, tell us why you are the ideal candidate for the role and how your passion for storytelling aligns with our mission. (9/28/2023)



MULTIMEDIA SPORTS

WRITER: Are you a hardcore fan who watches hours of sports every week? Can you break down game and athlete action in insightful ways and package it into compelling storytelling for other engaged sports fans? If so, we're offering you the job of your dreams as the Courier-Tribune's next multimedia sports writer.

What do we offer You?

- An opportunity to diversify your portfolio and flex your creative muscle with print and digital storytelling
- Tools to perform your job to the highest potential, including training and up-to-date technology
- Flexible scheduling without being stuck in the office
- Competitive pay and great benefits for full-time employees

What is it like to work for us?

- We focus on what it takes to make YOU successful, preparing to inform and engage with an active audience
- As part of a family-owned business, you will develop strong team-building and family-like relationships with co-workers

What does it take to work for us?

- Be a sports-minded creative self-starter and storyteller, publication experience helpful
- Have strong oral and written two-way communication skills
- Understand photography techniques and social media trends

Continued on Page 7

Missouri Press Marketplace continued

• Adobe Creative Cloud experience a plus

• Be able to manage time and effectively multitask

Apply today! Email ALubinski@cherryroad.com with resume, cover letter and work samples. (9/21/2023)

Advertiser-Courier

EDITOR: Small town in Missouri needs editor. The Hermann Advertiser-Courier is looking for an editor with experience or not. We are a small weekly. Great place to retire, or get your boots wet if just starting out. Benefits, great working atmosphere, family orientated, are some of the great reasons to work here. Send resume or call Cathi at hacmgr@lcs.net or 573-486-5418. (9/13/2023)

News Tribune

GENERAL MANAGER: Central Missouri Newspapers, Inc. is hiring for a full-time exempted General Manager. The position is responsible for and drives the overall business strategy, execution, and revenue initiatives for print and online advertising, Flypaper agency, print and digital subscriptions, niche publications, and commercial printing; is responsible for the financial performance of the operation, including budgeting, revenue projections, and expense control; consults with the President of WEHCO Newspaper Division and other WEHCO senior leadership to ensure alignment of overall business plan; serves as the corporate representative to the local community to ensure desired brand and visibility is present and engaging. Supports and communicates the WEHCO Statement of Core Values to our readers, customers, and employees.

RESPONSIBILITIES

• Provides overall leadership to the organization and sets the strategic vision; develops and implements strategic initiatives that will position the company to realize its full potential in the increasingly evolving publishing industry;

• Utilizes knowledge of local news, government, and community to advance the company further.

• Plans, develops, organizes, implements, directs, and evaluates the company's performance; supervises the Department Heads and operations of print and online publications and digital-media outlets of the company;

• Sets and oversees the company's financial objectives; ensure achievement of financial objectives, including generating revenues and controlling expenses to maximize the potential to operate at a profit.

• Oversees the Advertising, Marketing, Circulation, Production, Administrative, Commercial Printing, Audience Development, and Digital operations of the company and implements high-performance plans to maximize the results of the retail, national, classifieds, legal and digital sales staff in the areas of advertising sales, revenue growth, creative services, production, and cost control;

• Plans and develops sales programs and procedures in accordance with company goals, objectives, and policies to achieve the most profitable advertising volume at the lowest feasible cost.

• Communicates regularly to plan and ensure alignment regarding performance levels, revenue targets, and initiatives to maximize customer satisfaction.

• Serves as a critical business partner to ensure seamless communication of corporate initiatives and direction to the local workforce to build a positive, cooperative team operation throughout the company.

• Performs other duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES

• Strong managerial, leadership, interpersonal, teamwork, and communication skills (both written and oral)

• Strong strategic planning, organizational, analytical, financial, creative, and sales management skills

• High level of understanding of advertising, marketing, and digital policies and procedures

• Ability to organize and coordinate

programs and functions with minimal guidance

• Ability to adapt to new procedures or changing environments due to market conditions

• Proficient PC/Apple skills and varying computer programs (PowerPoint, Excel, Word, etc.)

• Well-developed interpersonal skills to deal with diverse types of people in a friendly and professional manner

MINIMUM QUALIFICATIONS

• Bachelor's Degree in Advertising, Marketing, Journalism, Business Administration, or other related field; or Equivalent combination of education and experience in lieu of degree.

• Prior experience as a General Manager or in advertising/sales management position, preferably in the daily newspaper field; Prior experience with community involvement (i.e., serving on community boards and professional organizations).

EXCELLENT COMPENSATION BENEFITS ARE PROVIDED

- Competitive wage
- Supplemental benefits available
- Medical insurance offered
- Paid sick and vacation
- Paid holidays
- Paid personal day and floating holiday
- Paid parental leave
- Life and disability insurance coverage
- 401K matching contribution by the company
- Profit sharing
- Employee Assistance Program

This is a safety-sensitive position. Candidate must pass drug screening, background checks, and have a satisfactory driving record.

Resumes should be directed to: Tammy Hartley at tammy@newstribune.com.

The Central Missouri Newspapers, Inc. is an equal opportunity employer and does not discriminate based on race, color, religion, sex including pregnancy, sexual orientation, gender identity, national origin, disability, age 40 or older, or genetic information, including family medical history or any other legally protected class or status. (8/28/2023)



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.