

# 157th Annual Missouri Press Convention & Tradeshow

Westport Sheraton Chalet Hotel • St. Louis

September 21-23, 2023



Online Registration Form: <https://tinyurl.com/mu2sw942>

Sleeping Room Reservations \$129, Reservation Deadline Aug. 21: <https://tinyurl.com/y46jd2wa>

Hotel Phone Number: 314-878-1500 | Hotel Address: 191 Westport Plaza St Louis, Missouri 63146

## -Tentative Schedule -

### Thursday, September 21

11AM | Registration Open

Noon | MPF Board Meeting

2PM | MPA/MPS Board Meeting

6:30-9PM | Foundation Fundraiser | So You Want to Be a Rockstar!? Dress Up in Your Favorite Rock Decade or Rockstar Attire | LIVE MUSIC from the Lost Dog Band | Dessert Auction featuring Desserts from MPA/ MPS Board Members!

### Friday, September 22

7:30AM-6:30PM | Registration and BNC Photo Displays

8AM-4PM | Trade Show Open

8:30AM | Breakfast Program and Welcome

Former Anheuser-Busch Marketing Legend Robert Lachky

9:30AM | Business Meeting

9:45 | Break

10AM | General Session | Jon K. Rust and Joaquin Alvarado | Philanthropy Funding for Journalism

11AM | General Session | Leonard Woolsey  
Successful Leading Through Difficult Times

Noon | Lunch Program | Former U.S. Senator Roy Blunt

1:45PM | General Session | A Discussion: Things We've Learned About Diversity in Local Journalism | Panel: Moderator and MPA Members to Be Announced

2:45PM | Break

3PM | General Session | Robert Williams | NNA director of Creative Resources | The Great Idea Exchange: Nothing Happens Until Somebody Sells Something!

6PM | Hall of Fame Reception

6:20PM | Silent Auction Ends, Last Call for Bids!

6:30PM | Hall of Fame Dinner

Est. 8:30 PM | Hospitality Room Open

### Saturday, September 23

7:30AM-Noon | Registration and BNC Photo Displays

8:30AM | Breakfast Program | Desiree Reed- Francois  
University of Missouri Athletic Director

9:15AM | Round Table Discussions  
Topics To Be Announced

10:15AM | Break

10:30AM | General Session |  
50th Anniversary of Sunshine Law - Panel Discussion organized by Kathy Kiely, MU J-School | Panel to be Announced

11:30AM | Better Newspaper Contest Lunch

Save \$20-\$50 on your base registration fee  
if you register by August 21!



**Missouri Press Association**  
**Missouri Press Service**  
 802 Locust St.  
 Columbia, MO 65201-4888  
 (573) 449-4167; FAX (573) 874-5894  
 www.mopress.com

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#### STAFF

**Mark Maassen:** Executive Director,  
 mmaassen@mopress.com  
**Matthew Barba:** Editor,  
 mbarba@mopress.com  
**Ted Lawrence:** Ad Sales Director,  
 tlawrence@mopress.com  
**Kristie Fortier:** Member Services,  
 Meeting Coordinator, kfortier@mopress.com  
**Michael Harper:** Foundation Director,  
 mharper@mopress.com  
**Marcie Elfrink:** Bookkeeping,  
 melfrink@mopress.com  
**Jeremy Patton:** Advertising Placement Dir.,  
 jpatton@mopress.com  
**Jackie Wiehe:** Insertion Order Coordinator  
 mopressmedia@mopress.com  
**Jean Maneke:** Legal Hotline Counselor  
 (816) 753-9000  
 jmaneke@manekelaw.com  
**Helen Headrick:** NIE Director  
 hheadrick@mopress.com

# Bylaw amendments will be voted on at Convention

## By Missouri Press Staff

Following the June meeting of the Missouri Press Association Board of Directors, amendments to the bylaws have been proposed regarding the terms to serve as a director and/or officer of the Association.

MPA's Articles of Agreement, or bylaws, may be amended at any annual official meeting of the Association by an affirmative two-thirds vote of all active members present. The Association's annual business meeting will be at 9:30 a.m. Friday, Sept. 22, during the 157th Annual Convention and Trade Show, at the Sheraton Westport Chalet Hotel in St. Louis.

Currently, Article VI Section 1. of the Association's bylaws reads: Officers. The officers of this Association shall be President, First Vice President, Second Vice President, Secretary, Treasurer, Executive Director, Past President, National Newspaper Association Representative and six Directors. These officers and directors shall, with the exception of the Executive Director, constitute the Board of Directors. Officers shall take office January 1, following election. The Secretary shall record the minutes of all meetings of

the Board of Directors.

The proposed language to be added as an amendment to Article VI, Section 1 reads: "To be an officer of the Missouri Press Association Board, the individual must be employed and actively working for a member organization."

Currently, Article VI Section 6. of the Association's bylaws reads: Directors. There shall be eight Directors of this Association, and each shall serve a term of three years or until his or her successor is chosen. Directors shall take office January 1, following election. Director's terms shall be staggered so that no more than three seats shall be open for election each year.

The proposed language to be added as an amendment to Article VI, Section 6 reads: "To be a director of the Missouri Press Association Board, the individual must be employed and actively working for a member organization."

If you have questions about the proposed changes or would like more information about the annual business meeting, please contact MPA Executive Director Mark Maassen at (573) 449-4167, ext. 308, or by email at mmaassen@mopress.com.

## Remember: A digital copy of your newspaper is required

Uploading your newspaper digitally to NewzGroup for the purpose of digital tear sheets is a requirement of Missouri Press Association membership.

### What does this mean for your newspaper?

- Save time by uploading your newspaper to NewzGroup. Provide Missouri Press with login information for your website or e-edition to save even more time.

- Save money on postage. With a digital edition uploaded to NewzGroup, you no longer need to mail a physical copy to the Association.

- Digital tear sheets can help get you

paid FASTER!

If you are already uploading digital copies of your newspaper with NewzGroup, thank you!

For more information about uploading digital copies of your newspaper, contact Ted Lawrence at tlawrence@mopress.com or by phone at (573) 449-4167, ext. 312, for more information or to provide MPS with login information.

\* \* \*

**Please note**, this requirement for a digital version of your newspaper is separate from uploading to Missouri Press' public notice website, mopublicnotices.com.

**3. WE OPERATE WITH INDEPENDENCE.**

We avoid relationships that could cause our audience to question our integrity or credibility. We avoid conflicts of interest and obligations to those who seek to influence the news, and we disclose those conflicts that are not avoidable. We make news decisions independently, without outside influence. We do not accept gifts, favors or compensation from those whom we cover.

*(Submitted graphic/Trusting News)*

# Trust Tip: Explain your independence

**From Trusting News**

How do you maintain independence?

For many ethical and mission-driven journalists, independence means sharing information in a fair, comprehensive and factual manner, checking personal biases, and telling stories with as little outside influence as possible.

But as many celebrate independence in the U.S. this week — independence that paved the way for a free press and free speech — we also face the reality that journalism is under public scrutiny and clouded with doubts and misassumptions. More and more people are losing trust in the news and don't believe journalists work to be independent.

If people don't get information from credible journalists, where are they getting it? Will those sources be reliable, ethical and responsible? If not, what does that mean for our society and democracy?

Research shows many people value independent journalism. People say they see the importance of watchdog coverage and want unbiased news — the same kind of coverage many journalists are striving to provide. But clearly, there's a disconnect between what journalists are trying to achieve and the public's perception of our work. As journalists, we have a responsibility to help bridge that gap.

**What does independence mean to you?**

One way you can do that is by getting on the record about how you're working to be fair and independent. Whether that's editorial, political, or financial independence, tell your audience you stand for a free press and independent journalism.

Consider using this week's holiday



as an opportunity to explain what that means to you and your newsroom.

**How one newsroom is doing this**

See the graphic at the top of the page to see how our partners at the *Atlanta Journal-Constitution* explains its editorial independence in its newsroom's public-facing code of ethics. In the code, the newsroom specifically spells out how they operate with independence and work to defend the rights of a free and independent press.

We love that the newsroom doesn't just say they value independence but articulates what that tangibly means in their coverage (they avoid conflicts of interest and make decisions without any outside influences).

Here's an example of how that shows up in their news reporting. For the last few years at the beginning of Georgia's Legislative session, the newsroom has updated this explainer of how the newsroom plans to cover the session.

In it, they share how they've worked to consistently cover the legislature, no matter which party is controlling it, and specifically mention how they work to be independent in that coverage and how they check for conflicts of interest in their political coverage.

For more ideas and examples, visit this Trusting Tips newsletter at [bit.ly/3JV881M](https://bit.ly/3JV881M).

For more guidance, Trusting News has a handout linked through either graphic with suggestions for how to get started talking about your ownership, revenue sources, and editorial independence.



## CALENDAR

**2023  
September**

- 21** — Missouri Press Foundation Thursday Night Social and Dessert Auction, Sheraton Westport Chalet, St. Louis
- 22** — MPA's 157th Annual Convention and Trade Show, Sheraton Westport Chalet, St. Louis
- 23** — Missouri Press Better Newspaper Contest Awards Luncheon, Sheraton Westport Chalet, St. Louis
- 24-30** — Missouri Photo Workshop, Sedalia

**October**

- 19** — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

**November**

- 2** — Past President's Dinner, Baxter's Lakeside Grille, Lake Ozark

**Did you know?**

You can find all of the latest registration forms for Missouri Press' events online at [www.mopress.com](http://www.mopress.com).

The website also has award nomination forms, board of director applications and much more.



# 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>.

### **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](http://missouribusinessalert.com) to subscribe to the newsletter or contact Managing Editor Michael Stacy at [stacyjm@missouri.edu](mailto:stacyjm@missouri.edu) with questions about content.

### **Contributed Content Connection**

A service for articles written by subject-matter experts with free and paid options available. The no-cost media outlet version limits you to two requests per month.

You can establish guidelines for submissions, including that the expert's work is not self-promotional, hasn't been published elsewhere and isn't AI-generated content. You can also specify word count minimum and maximums, as well as requests experts from specific geographic areas.

Learn more at <https://contributedcontentconnection.com/>.

### **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](mailto:horvitm@missouri.edu).

To receive the Capitol Report weekly emails, email Matthew Barba at [mbarba@mopress.com](mailto: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](http://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>.

# 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](mailto:jaddison@fayettenews.com)  
(6/19/2023)

**HELP WANTED**

## MMI THE MOBERLY MONITOR-INDEX

**NEWS/SPORTS EDITOR:** The Moberly Monitor-index, a weekly publication, has an immediate opening for a news/sports editor who can handle 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 position to work for an independent, family-owned company that values community journalism.

This is not a desk job as our editor is our primary news/sports writer and photographer. We want local names and faces to fill each publication. The ideal candidate will be able to prioritize our news and sports coverage. We're looking for someone who can cover a city council or school board meeting one night, be able to write a great feature the next day, as well as following the high school athletic scene.

This full-time position includes a competitive salary and benefits including health, dental and vision insurance. Send resume, samples of your work and references to Publisher Tim Schmidt at [tim@mystandardnews.com](mailto:tim@mystandardnews.com). (7/5/2023)

Click here for the most up-to-date listings or visit [mopress.com/job-bank](http://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](mailto:mbarba@mopress.com) or fill out the online form on the web page linked here.



### REPORTER/BUSINESS EDITOR:

The Harrison Daily Times, an award-winning daily newspaper in Northwest Arkansas, is seeking a talented and dedicated individual to fill the position of reporter/business editor. In this full-time position, you will be responsible for timely and accurate coverage of various topics including business and community events, government meetings, news investigations, and feature stories. Additional responsibilities include editorial duties, such as page layout and working with syndicated copy.

#### Required Skills/Qualifications:

- Excellent writing and editing skills
- Strong journalistic integrity and ethics
- Ability to work in a fast-paced and dynamic environment
- Good work ethic and dedication to meeting deadlines
- Collaborative mindset to work effectively with a small staff and community members
- Strong communication and interpersonal skills

#### Preferred Skills:

- Familiarity with Apple and Adobe software as well as Google software.
- Prior experience in reporting, photography and minor editing
- Knowledge of the local community and its issues

Location: The position is based in Harrison, which is conveniently located

at the crossroads of the Ozarks, close to the Buffalo National River, historic downtown Jasper, and Branson.

The Harrison Daily Times is one of several daily newspapers owned by Phillips Media. The company provides a competitive salary and benefits package to its employees.

To Apply: If you are interested in this position, please submit your application, including your resume and any relevant writing samples, to [lblevins@harrisondaily.com](mailto:lblevins@harrisondaily.com). (6/16/2023)



### GRAPHIC ARTIST/WEB EDITOR:

Graphic artist/web editor sought for growing publication in southern part of Kansas City Metro Area. The Tribune and Times serves two counties and our recently-launched website is surpassing our expectations.

We need an artist who can help with print advertising and layout and edit and maintain our website. Great opportunity for recent grad or experienced pro. Experience in InDesign, Photoshop highly preferred.

Send cover letter, resume and work samples to Dennis Minich, publisher Tribune and Times. Email [dennism@tribuneandtimes.com](mailto:dennism@tribuneandtimes.com), or by mail to P.O. Box 275, Harrisonville, MO. 64701 (6/8/2023)



**SPORTS REPORTER:** If you have a passion for sports and a desire to help take a good newspaper and make it great, The Lincoln County Journal wants to hear from you. We have an opening for a sports reporter who is interested in not just reporting scores, but the stories of the athletes, coaches and even fans who are part of the game. Photography and design skills a plus, but we can train the right person.

**Continued on Page 7**

# Missouri Press Marketplace continued

While this is an entry level position, the pay is competitive and includes all the insurance benefits you'd expect, plus a 401K match. If this sounds like a job for you, then send your resume and some clips to Gregory Orear, Publisher, Lincoln County Journal, at [gregoryorear@lincolncountyjournal.com](mailto:gregoryorear@lincolncountyjournal.com). (6/1/2023)

emissourian.com

**EXECUTIVE EDITOR:** The Washington Missourian, an award-winning, family-owned, twice-a-week community newspaper, is seeking an Executive Editor to lead our news team. This person is charged with managing the day-to-day activities and supervision of the newsroom, overseeing content creation and strategic publishing across multiple platforms and leading a team of editors, freelance writers, photographers and designers.

Looking for an Executive Editor who can provide leadership, mentoring, and is fluent in state and local news, investigative journalism, public service, and government issues. The ideal candidate is a seasoned professional with deep experience in community journalism, who has previous experience managing journalists – someone seeking a step up or a fresh start in a newsroom creating high-impact local journalism with a distinct absence of internal bureaucracy. The best candidates will also have a collaborative spirit and knowledge of total operation, including sales, audience/circulation, and production.

The Executive Editor collaborates with the Publisher and Managing Editor to plan stories/visuals to ensure deadlines are met, establishing an agile and responsive news organization. This leader of the editorial department should be eager to edit copy, proof pages and help lead a team that won the Gold Cup in the Missouri Press Association Better

Newspaper Contest the last two years.

The Executive Editor is a key member of the Missourian Media Group's leadership team and is one of the visible leaders of the paper and is expected to cultivate positive working relationships within the community, including among local leaders and businesses.

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 work for an independent, family-owned company that embraces community journalism in the heart of Missouri Wine Country. We serve a growing county that values the role of its newspaper.

Minimum 7 years' experience in news reporting and/or editing experience with an appropriate educational background is required. Very competitive pay and benefits package, including 401K savings plan and PTO plan.

Interested candidates should send their resume, 3-5 recent clips and a cover letter explaining why they are a good fit for this position to Bill Miller at [bmillerjr@emissourian.com](mailto:bmillerjr@emissourian.com). No phone calls, please. EOE. (5/8/2023)

LakeExpo

**ASSOCIATE EDITOR:** The Associate Editor is tasked with managing daily news, event features, lifestyle pieces, feature stories, and various other quick writes for a "News+" website covering the Lake of the Ozarks area.

Topics range from hard news and investigative journalism to business/real estate/economic development stories to features and niche/hyperlocal articles about the Lake of the Ozarks boating lifestyle. The ability to craft

concise, clear articles is central to this position, as well as the ability to write interesting, punchy headlines.

In addition to ad hoc writing responsibilities, the Associate Editor primarily reviews articles submitted by other LakeExpo.com contributors, editing them for clarity, grammatical issues, and voice.

Understanding of voice and either understanding of or willingness to learn the Lake community are two critical elements to this job. Lake Expo readers are accustomed to quality content that speaks from a position of understanding the many unique things that make stories here unlike those in any other place.

The Associate Editor ensures articles are laid out with formatting, section tags/keywords, and accompanying multimedia content, through LakeExpo.com's content management system. Then the Associate Editor communicates to the Editorial Director when those articles are ready for a readthrough by the director and publisher.

Other tasks may be assigned by Editorial Director. This role is positioned for potential future promotion to Editorial Director, based on performance.

**Skills Required:** Two years of news reporting experience; Close attention to detail in grammar and fact-checking; Solid editing skills; Manage a team of staff and freelance writers with diverse assignments and deadlines; Good interviewer, asks probing, well-researched questions; Write articles on deadline; Computer proficient; Above-average typing speed preferred (50+ wpm); Good organizational & time management skills; Quick learner; Ability to work in a dynamic environment as part of a small team that works hard and also has fun

**Education:** Bachelor's Degree preferred, ideally in a communications-related field

**Hours:** 35-40/week; Pay: \$22/hr  
Send resume and writing samples to [editor@lakeexpo.com](mailto:editor@lakeexpo.com). (4/24/2023)

**Let us help you find the right candidate!  
Email job ads to [mbarba@mopress.com](mailto:mbarba@mopress.com).**





## Have you earned your press pass?

Through the end of 2023, Missouri Press Association member newspapers have access to a different 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 being 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 are designed to 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](http://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](mailto:mbarba@mopress.com) or [kfortier@mopress.com](mailto: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.

# FOUNDATION FUNDRAISER

## 157th Annual Missouri Press Convention & Tradeshow

Sheraton Westport  
St. Louis, Mo.

Thursday 6:30pm  
September 21, 2023

**\$59 PER  
PERSON**

**DESSERT  
AUCTION**



**BE THE CHAMPIONS OF YOUR COMMUNITY**

**DRESS UP AS YOUR FAVORITE MUSICIAN**

**Food \* Costume Contest \* Drinks**

**Live Music with Lost Dog Band**