

FOUNDATION FUNDRAISER

Missouri Press Association
Bulletin

No. 1350 — 14 June, 2023

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

Save the Date!

157th Annual Missouri Press Convention & Tradeshow

Sheraton Westport
St. Louis

September
21-23, 2023

Don't Miss It:

Missouri Press Foundation
Fundraiser "So You Want to Be A
Rockstar" with the Lost Dog Band

Leonard Woolsey, President of
Texas Press Association and
Southern Newspapers

Hall of Fame Banquet

Better Newspaper Contest
Awards

Much more to be
announced!



BE THE CHAMPIONS OF YOUR COMMUNITY

You can reserve your room now!

<https://bit.ly/3kg8lmn>

Know a potential sponsor?

Sponsor information at:

mopress.com/convention or contact

Michael Harper at mharper@mopress.com

**Need more information about this
year's convention?**

Contact Kristie Fortier at kfortier@mopress.com



Missouri Press Association

Missouri Press Service

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Nominations wanted for Missouri Press board

By Missouri Press Staff

The Missouri Press Association nominating committee will be meeting to decide on candidates for 2024 MPA Second Vice President, Secretary, Treasurer, and three Directors.

The terms of current directors Hannah Spaar, The Odessan, Donna Bischoff, BridgeTower Media, St. Louis, and Sandy Nelson, Courier Tribune, Liberty, are expiring Dec. 31, 2023.

MPA Secretary Kimberly Combs, Wayne County Journal-Banner, Piedmont, and MPA Treasurer Mike Scott, NEMO News Media Group, are serving one-year terms, also expiring Dec. 31, 2023.

Persons who wish to be considered for any of the positions, including those persons whose terms are expiring, must complete a nomination form and return it to Missouri Press Association

by July 1.

A copy of the nomination form is available online at the link below or by contacting members of Missouri Press staff.

MPA Board Nomination Form: <https://mopress.com/wp-content/uploads/2021/07/BoardNominationForm.pdf>

Roger Dillon, Shannon County Current Wave, Eminence, immediate past president of MPA, is chairman of the nominating committee this year. Elections will be held during the MPA Business Meeting on Sept. 22, in St. Louis during MPA's 157th Annual Convention.

If you have any questions about the nomination process, please contact MPA Executive Director Mark Maassen at (573) 449-4167, ext. 308 or at maassen@mopress.com.

Remember: A digital copy of your newspaper is required

From Missouri Press Staff

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.

Uploading your public notices to the Association's website is one of newspapers' best defenses against efforts to remove them from third-party publications.

Are your staff receiving MPA emails?

To get signed up for Missouri Press' email list, please contact Matthew Barba at mbarba@mopress.com.

Engagement



Listening to reach new audiences

Asking for audience input

Engaging through comments

Who are journalists?

Build audience trust with kits from Trusting News

From Trusting News

There are simple steps journalists can take to build trust. We can explain why we're worthy of the public's time, attention and support. We can get on the record about our mission, ethics and decision-making processes. We can listen with humility to better understand how people see our coverage.

Trust Kits offer step-by-step guides for journalists ready to demonstrate credibility and actively earn trust.

These kits have everything you need to start explaining the parts of journalism we know news consumers are most

curious (and most uninformed) about.

Each Trust Kit breaks down big trust-building strategies into actionable steps so you can start being more transparent with your audience and be seen as a credible news source.

Start exploring by reviewing the available topics at <https://trustingnews.org/trustkits/>.

Trusting News plans to continually update and add to the list of Trust Kits. You can also sign up for the Trust Tips newsletter through the above-linked page, as well as find links to ask the Trusting News team directly for help.

CALENDAR

June

- 15** — Missouri Press Foundation First Amendment Golf Classic, Hermann
- 16** — Missouri Press Board Meetings, Hermann
- 16** — Show-Me Press Association Annual Meeting, Hermann
- 22** — MPAME Presents Google Analytics 4 Training, Free via Zoom
- 30** — Deadline to Use Newspaper in Education Serial Story for Free

September

- 21-23** — MPA's 157th Annual Convention, Sheraton Westport Chalet, St. Louis
- 24-30** — Missouri Photo Workshop, Sedalia

Google Analytics 4: How to navigate the changes and find the data you need

Online Zoom Training

Thursday, June 22 | 10AM

Presented by: **Elizabeth Stephens**

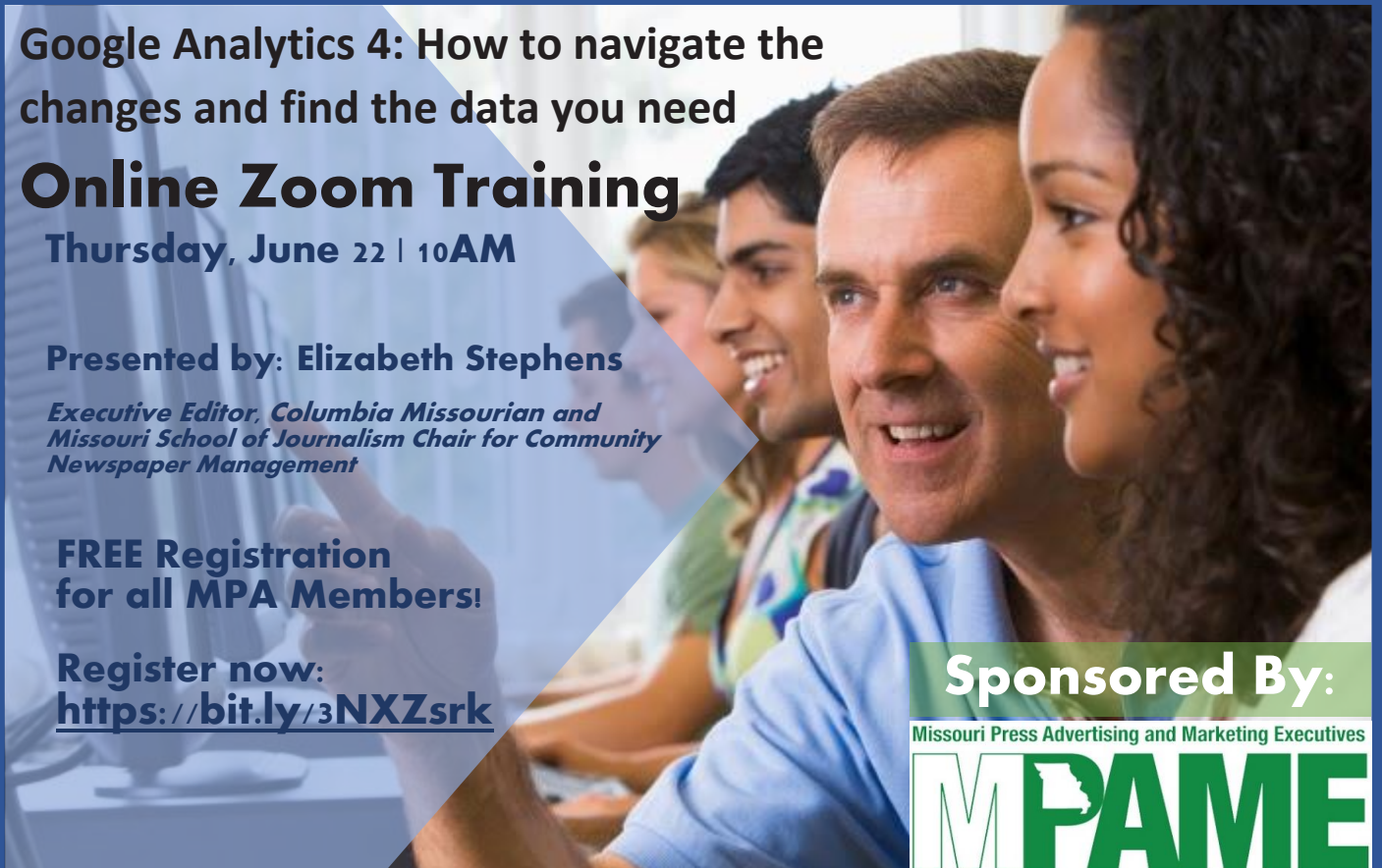
Executive Editor, Columbia Missourian and Missouri School of Journalism Chair for Community Newspaper Management

FREE Registration for all MPA Members!

Register now:
<https://bit.ly/3NXZsrk>

Sponsored By:

Missouri Press Advertising and Marketing Executives





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 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.

Missouri Press Marketplace

TRIBUNE & Times
SERVING CASS AND BATES COUNTIES

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, or by mail to P.O. Box 275, Harrisonville, MO. 64701 (6/8/2023)

The Lincoln County
Journal

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.

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. (6/1/2023)

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

HELP WANTED

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.

emissourian.com

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. 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.

Continued on Page 7

Missouri Press Marketplace continued

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. (4/24/2023)

ADVERTISING SALES: Call Newspapers in St. Louis is seeking an experienced full-time advertising sales representative.



Applicants should be outgoing and well organized with excellent spelling, proofreading and multi-tasking skills. Must thrive in a deadline environment.

Duties include contacting local businesses, churches, schools and non-profit organizations to provide

advertising needs in a weekly mailed community newspaper, an online edition, e-newsletter and other digital options available to connect with south St. Louis County readers. Advertising layout skills are a plus.

Applicants should have a degree in communications, marketing or journalism with a knowledge of digital, social and print media. Recent college graduates encouraged to apply.

Email cover letter and resume to: dbaker@callnewspapers.com or mail to Deborah Baker, Call Newspapers, 9977 Lin Ferry Drive, St. Louis, MO 63123. (4/10/2023)

REPORTER: Call Newspapers in St. Louis is seeking an experienced full-time reporter to handle government news beats and occasional feature stories



for a community-focused weekly newspaper, which is also online breaking news daily. We want candidates with reporting, editing, design and social media skills who also thrive in a deadline environment.

The successful candidate will be able to generate story ideas, conduct professional interviews and write accurate, in-depth stories that inform the community. At least one or two years' reporting experience at a daily or weekly newspaper is preferred. Recent college graduates encouraged to apply.

Responsibilities will also include posting stories to web and social media sites, taking photos and designing pages. A working knowledge of Adobe InDesign and Photoshop is required, along with a thorough understanding of AP news style.

Applicants should send a resume, up to five examples of recent work and a cover letter outlining how you would approach the job to: news1@callnewspapers.com or mail to: Deborah Baker, Call Newspapers, 9977 Lin Ferry Drive, St. Louis, MO 63123. (4/10/2023)

SALES SUPPORT: If you are outgoing, well organized, can spell and can multi-task, the Call's team needs

you. Help keep the community informed and connected! Full or part time options available.



Job duties include but are not limited to answering phones, calling local businesses, churches, schools and non-profit organizations to help with advertising needs, proofreading news, advertising, promotions and support materials, contributing to the success of community events and being part of a team that strives for excellence in delivering local news 24/7.

A degree in communications, marketing or journalism is preferred. Knowledge of digital advertising as well as newspaper print advertising layout is a plus!

Mail cover letter and resume to: Deborah Baker, Publisher, Call Newspapers, 9977 Lin Ferry Drive, St. Louis, MO 63123 or email: dbaker@callnewspapers.com. (4/10/2023)

GRAPHIC DESIGNER: Call Newspapers in St. Louis is seeking a full-time creative, detail-oriented artist for fast-paced, deadline environment.



Duties include creating advertisements for a wide range of community businesses using Adobe Creative Cloud.

Mac computer knowledge preferred. Web page management along with WordPress experience and social media platform experience preferred. Prefer print advertising background.

Skills include attention to detail, organized, ability to follow directions, communicate well, self-motivated, dependable, and manage time well under pressure.

College degree in the arts or related field preferred but will consider applicants based on art related background and skill.

Please email cover letter, resume, samples of your work and any questions to dbaker@callnewspapers.com and composing2@callnewspapers.com or by mail to: Call Newspapers, 9977 Lin Ferry, St. Louis, MO 63123. (4/10/2023)



Are you building your skills with Digiversity.tv?

We've told you at least a dozen times that as a member of Missouri Press Association, you and your newspaper have free access to Russell Viers' Adobe Creative Cloud training website, Digiversity.tv.

Russell touts his goal with the website as helping designers and graphic artists make the hard days easier by providing complete answers and solutions to everyday challenges and more.

But what if you're not a graphic designer or artist? What if you or someone on your staff needs to be able to open up an InDesign file and make a quick adjustment? Could you do it? Could anyone on your staff?

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.

Here's a thought, if you aren't already, shoot an email to mbarba@mopress.com to get signed up.

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, including an "Illustrator Kindergarten" series of videos.

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. There is no cost to the newspaper, but 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 Viers directly at russell@digiversity.tv.