



CONGRATULATIONS! TO OUR 2022 INDUCTEES



Melissa Farlow



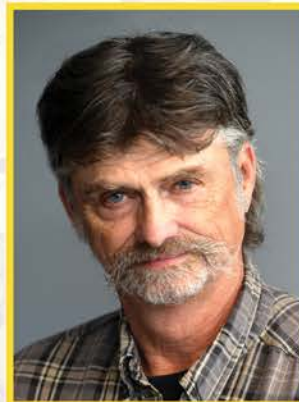
Randy Olson



Ken Paik



Mary Schulte



Don Shrubshell

Missouri Photojournalism Hall of Fame Ceremony

State Historical Society of Missouri • Columbia, Mo. 10/20, 4 p.m.

R.S.V.P. online at bit.ly/mophotoj or email mharper@mopress.com

EVENT SPONSORS





Missouri Press Association

Missouri Press Service

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MSHSAA changes credentialing process

From Missouri Press Staff

The Missouri State High School Activities Association has enacted a new method for requesting media credentials to cover high school events. Your newspaper may have already received information from MSHSAA about the revised process and the new steps you need to take.

If your newspaper did not receive an email from MSHSAA, changed emails or had staff turnover, please check out

the "Click Here to Apply for Media Credentials" link at www.mshsaa.org/media to register.

After completing the application form at www.mshsaa.org/media and following approval by MSHSAA, your staff will be able to log into the MSHSAA website to see any postseason contests involving schools that your newspaper covers. You will then be able to request credentials for a specific staff member to cover an event.

Fair ballot language available from MoSOS

From Missouri Press Staff

Fair ballot language for issues appearing on the Nov. 8, general election ballot is available on the Missouri Secretary of State's website and can be found easily with a web search of "Missouri fair ballot language," or by going to the following page: <https://www.sos.mo.gov/default.aspx?PageID=10056>.

That page also has links to the full ballot language for each issue that will appear on the November ballot.

Feel free to republish the fair ballot language in your newspaper in the weeks leading up to the election to help your readers better understand how to cast their votes.

Political advertising

Also remember, attribution is **REQUIRED** on **ALL** political ads, so if you plan to work with clients on advertising in support of, or in opposition to, an upcoming ballot issue, such as recreational marijuana, the ads **MUST INCLUDE** a "paid for by" disclaimer on them.

This political attribution rule applies no matter where the ads are placed in your newspaper. See below for relevant information about state and federal election requirements for correct attribution in **ALL** political ads.

And remember, this law not only

applies to politicians. YOU, the newspaper, are subject to being assessed a fine by the Missouri Ethics Commission if your attribution in the ad is missing or wrong.

Some great information outlining what is required in ads for state races is here: <https://www.mec.mo.gov/WebDocs/PDF/CampaignFinance/CampaignMaterialsIdReq.pdf>

You are encouraged to print off copies and make them available to all salespeople, as well as post it for everyone in your office to see. This is a requirement that often catches people off-guard, especially those new to sales.

Federal guidelines for advertising attribution can be found at <https://www.fec.gov/help-candidates-and-committees/advertising-and-disclaimers/>

While that website doesn't offer a simple brochure like Missouri's handout, it includes a fairly clear description with samples.

Check out the above links for more specific information but a good general guideline to remember is disclaimers must be "clear and conspicuous" regardless of the medium in which the communication is transmitted. A disclaimer is not clear and conspicuous if it is difficult to read, or if its placement is easily overlooked.



DIGITAL TEAR SHEETS ARE A **WIN-WIN-WIN** FOR YOUR NEWSPAPER



Uploading your newspaper digitally to NewzGroup for the purpose of digital tear sheets is now a requirement of Missouri Press Association membership. This change comes following a vote of the MPA membership in September during the 156th Annual Convention and Trade Show in Lake Ozark.

What does this mean for your newspaper?

WIN

Save time by uploading a digital copy of your newspaper with NewzGroup.

WIN

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

WIN

Digital tear sheets can help get you paid FASTER!

If you currently upload digital copies of your newspaper with NewzGroup, please continue.

This digital copy requirement will be included in Missouri Press Service's 2023 advertising rate agreements that will be distributed to newspapers soon.

Begin uploading your digital copies now. If you are not 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.

Please note, this new requirement for a digital version of your newspaper is separate from and does not circumvent the need to continue 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.



CALENDAR

October

20 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

November

17 — MPAME Presents: A Path to Revenue Growth, via Zoom

19 — Mizzou Football Ticket Tradeout Game, New Mexico State Aggies, Columbia

Send requests for 2023 press cards

By Missouri Press Staff

Submit requests for 2023 press cards and 2022-2023 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 2023 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

PRESS

MISSOURI PRESS ASSOCIATION
802 Locust Street, Columbia, MO 65201
THIS CERTIFIES THAT

BEST MPA MEMBER EVER!

Is a Member and is entitled to all rights and privileges accorded to a member of the working press.

THIS CARD EXPIRES
DEC. 31, **2023**



Mark Maasson
Executive Director

everyone stays informed. We also distribute statewide ads via email each week.

If your staff changes or we need to add someone, please send the names, job titles and email addresses to Matthew Barba at mbarba@mopress.com.

2023 Better Newspaper Contest

If you are interested in volunteering for Missouri Press' Contest Committee to help with the 2023 Better Newspaper Contest, please email Matthew Barba at mbarba@mopress.com.

A Path to Revenue Growth: Redefining Your Newspaper Business Model with Research

Thursday, Nov. 17 | 2pm | Via Zoom

\$20 MPA Member Registration for entire staff!

\$30 Non-Member Registration

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

*You will receive a zoom link upon registration, please share the link with staff members who plan to take part.

Presented by: Dr. Nick Mathews

Dr. Nick Mathews is an Assistant Professor of Digital Journalism at the University of Missouri-Kansas City. His research interests focus on the changing rural media environment. His research includes examinations of news deserts, broadband deserts and changing business models within news organizations. Before earning his doctorate degree from the University of Minnesota, Dr. Mathews worked in the newspaper industry for almost 20 years. During his award-winning career, he was the sports editor of the Houston Chronicle and a regional editor-in-chief based in Charlottesville, Va. in the regional editor position.

Missouri Press Advertising and Marketing Executives



Dr. Nick Mathews

University of Missouri-Kansas City

More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



“Sell me this pencil”

Mike Brooks, author of award-winning books including *The Real Secrets of the Top 20%*, asks: How would you sell a pencil?

The gist of his recent article at SalesGravy.com this month is: “Telling isn’t Selling”.

“If I gave you a pencil and asked you to sell it”, he asks, “how would you go about it?”

This is one of the most basic of interview questions for sales reps, and the answer reveals much about our training, our understanding of the sales process, and ultimately what kind of sales rep we are.

According to Brooks, when the interviewer says, “Sell me this pencil”, the majority of sales reps start the same way: pitching.

Some applicants talk about the pencil for 5 minutes or more before they ask a single question, he says.

How A Top Performer Sells A Pencil

But Brooks says this is how top salespeople go about selling a pencil. “As soon as I give him or her the pencil, they begin asking me questions”:

“How often do you use a pencil?”

“How many do you go through in a month?”

“What other locations does your company use pencils, and how often do they order them?”

“What quantity do you usually order?”

“Besides yourself, who’s involved in the buying decision?”



Those Who Pitch And Those Who Ask

In the end, Brooks separates sales people into two groups:

Those who pitch, pitch, pitch, and those who take the time to understand their prospect’s buying motives.

How Much Of Your Script Is Just A Sales Pitch?

When you speak with a prospect for the first time, how much of your script is focused on describing your product, as opposed to questioning and uncovering buying motives?

Most scripts, he says, are filled with descriptions of “what you do, and how your product or service helps them. Most scripts attack the prospect with a barrage of value statements that turn people off and make them want to end the meeting as quickly as possible.”

Brooks’ bottom line is this: Focus more on questioning and discovering whether you’re dealing with a qualified buyer and what it might take to actually sell them. Otherwise, he says, you’ll just end up with a lot of frustration and a lot of unsold pencils at the end of the month.

Missouri Press Marketplace: Who is looking for YOU?

LOCAL NEWS REPORTER: The St. Louis Post-Dispatch is looking for a strong journalist and storyteller to cover a range of communities in our vibrant, diverse region. This reporter will need the drive to expose corruption and injustice and also the vision to see great stories in city council agendas and everyday people.

This job, which will focus on St. Louis County communities, must put breaking news in context, spot trends, pursue great human tales, watchdog governments, find news that others have overlooked and gauge the pulse of the residents we cover.

This is a chance to produce first-rate, hard-hitting journalism covering a region of 2.8 million people.

To apply, please submit a resume, cover letter explaining your approach to the job, and six stories that best show your abilities to dhunn@Post-Dispatch.com. (10/10/2022)

DATA REPORTER: We are looking for a reporter who can use data to find and deliver great stories, and understands the impact that local news can have in a community. The reporter will join forces with beat reporters and editors to produce daily stories, enterprise, graphics and sophisticated data projects, and must be able to balance it all. Knowledge of public records laws and the ability to negotiate for data are essential.

The ideal candidate will have a good understanding of statistics and data analysis and must have experience using spreadsheet software, SQL, and Python or R. Familiarity with QGIS or other mapping software is preferred.

To apply, please submit a resume, cover letter explaining your approach to the job, and six stories that best show your abilities to dhunn@Post-Dispatch.com. (10/10/2022)

FEATURE WRITER/EDITOR: The Missouriian, an award-winning twice-a-week community newspaper, is seeking a Feature Writer/Editor to write compelling and creative in-

HELP WANTED

depth feature stories that engage our readers. Looking for someone to give voice and meaning to the people and subjects we cover each and every week. For the right person passionate about community journalism, this is an excellent opportunity located in Washington, Missouri, about 50 miles west of St. Louis in the heart of Missouri wine country. Washington is a gem of a community and a great place to live, raise a family and work.

The job requires strong reporting and writing skills and fluency in digital and social media along with competency in photography. Looking for someone with experience who can jump in and contribute on the first day. The Missouriian is a 9,000 paid circulation paper with a team-oriented staff. We are family-owned and operated and care and are invested in the communities we serve. We offer good pay and benefits, including health insurance, 401(k) plan and profit sharing.

Send resume and clips to bmillerjr@emissourian.com. (10/4/2022)

SPORTS EDITOR: The Herald-Whig is looking for an experienced journalist to oversee the sports department's goal of providing top-level coverage of the area's prep and college programs on all digital and print platforms.

The sports editor oversees an award-winning two-person staff that recently won two national awards from the Associated Press Sports Editors Association. The Herald-Whig provides blanket coverage of 26 high schools, four colleges, one Prospect League team and community events.

The ideal candidate will be able to build a sports section that engages the reader and guide a staff hungry to tell the stories that make this sports savvy area unique. Do you know how to develop stories that go beyond the game? Then we want to talk to you.

The Herald-Whig is a five-day newspaper that is part of a growing media company dedicated to the communities it serves.

The Herald-Whig offers a comprehensive employee benefits package with everything you expect and more. The Herald-Whig is an equal opportunity employer.

If you think you have what it takes to be our next sports editor, please send a resume, samples of your work and a letter outlining how you would approach the job to:

Matt Hopf / Executive Editor, The Quincy Herald-Whig, 130 South 5th Street, Quincy IL, 62301 or by email to mhopf@whig.com Learn more about The Herald-Whig at www.whig.com (8/24/2022)

GENERAL MANAGER: The Moberly Monitor-Index is looking for the next rising journalism star to join our team and take us to the next level. Are you passionate about community journalism? Can you create partnerships within a community that help the newspaper prosper? The Monitor-Index is a twice-weekly publication in mid-Missouri looking for a general manager to come in and manage a small staff, all while helping our publication be a partner in the communities we serve. The perfect candidate will help local businesses with their marketing campaigns.

This is an exciting job where the new hire will play a crucial role in rebuilding this once-proud publication that returned to local ownership nearly one year ago. We're looking for someone with strong leadership skills who aspires to grow in our industry and is ready to take on more responsibility. This full-time position includes a competitive salary and benefits including health, dental and vision insurance. Send resume, samples of your work and references with your resume.

Send resume, samples and references to Publisher Tim Schmidt at tim@mystandardnews.com (8/19/2022)



Learn from Russell Viers, any time you want!

Missouri Press Association members have been learning from Russell Viers for 25 years. Now thanks to a partnership with Viers' Digiversity.tv, newspaper staffers can learn from him any time it works for their schedule.

Have you ever wondered if there's an easier way to lay out a graduation section? Is there a better image file type than JPG? Can you quickly make spec ads that look good? Digiversity.tv aims to help graphic artists and designers make the hard days easier by providing complete answers and solutions to everyday challenges and more.

Digiversity.tv focuses on the Adobe Creative Cloud suite of products and the videos follow the same engaged, energetic teaching style MPA's members have seen from Viers firsthand over the years.

Staff of Missouri Press newspapers are encouraged to sign up with Digiversity.tv as soon as possible. There is no cost to the newspaper, but it is preferred every staffer using the website signs up with a unique email address.

Access to Digiversity.tv will be provided by Missouri Press through the end of 2022. MPA would like to get as many members of different publications' staff using the service.

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.



How to sign up:

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

Please be sure to check your spam and junk folders just in case the activation email ends up there.

What are members already saying about Digiversity.tv?

"It has been great for me so far, and it couldn't have come at a better time. We are getting ready to update one of our newspapers and this is a wonderful resource to get them prepared."

— Trevor Vernon,
Vernon Publishing

MY LOCAL NEWSPAPER...

INFORMS ME



*Percentage of adults who answered "Yes/Applies" to the statement "(My local newspaper) informs me" in the National Newspaper Association's 2022 Survey of 1,000 participants from communities across the United States.

Relevance Project



NEWSPAPER POWER.

Print, Digital & Social Solutions for our advertisers.

Design by Metro Creative Graphics, Inc.

The Relevance Project has created several resources in support of local journalism. Find this ad and other resources here: <https://bit.ly/3EioyvU>