

WE CAN'T WAIT TO SEE YOU AT THE LAKE!

**156th Missouri Press Association
Convention & Trade Show
September 15-17, 2022 | Lodge of Four Seasons | Lake Ozark**



Online Event Registration Page: <https://bit.ly/3MGM6hJ>

Attending the Friday afternoon candidate forums?

**If you're registered for the Convention you don't need to do anything else.
For credentials to JUST attend the forums, contact a member of MPA staff.**

Tentative Schedule

Thursday, September 15

11:00AM | Registration Open

Noon | MPF Board Meeting

2:00PM | MPA/MPS Board Meeting

6-7:30PM Foundation Fundraiser | Luau at the Lake! Come In Full Tropical Gear and Celebrate Tiki Style!

Friday, September 16

7:30AM-6:30PM | Registration and Better Newspaper Contest Photo Displays

8AM-4PM | Trade Show Open

8:30AM | Breakfast Program and Welcome | Cross Cultural Journalism in Today's Newsroom | **Ron Kelley** | MO School of Journalism, Student Development Director, Diversity and Inclusion

9:30AM | Business Meeting

9:45AM | Break

10:00AM | General Session | Successfully Transitioning Change | **Leonard Woolsey** | Pres. Southern Newspapers

11:00AM | General Session | Integrity in New Reporting | **Walter Hussman** | Publisher of the Arkansas Democrat-Gazette and the Jefferson City News Tribune, Chief Executive Officer of WEHCO Media

Noon | Lunch

12:30PM | Program | Courageous Leadership - Living a Life of Influence | **Dan Meers** | KC Chiefs Mascot

1:45PM | **Missouri U.S. Senate Candidates Forum**

2:45PM | Break – Sundae Bar in the Trade Show Area

3:15PM | **Missouri State Auditor Candidates Forum**

6:00PM | Hall of Fame Reception

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

6:30 PM | Hall of Fame Dinner

Est. 8:30 PM | Hospitality Room Open

Saturday, September 17

7:30AM-Noon | Registration and Better Newspaper Contest Photo Displays

8:15AM | Breakfast

8:45-10:00AM | General Session | **Active Shooter Training** | CPL. Kyle Green, Public Inf. Officer, **MO State HW Patrol**

10-10:15AM | Break

10:15-11:30AM | Round Table Discussions

-Non-for-Profit Newspapers, Michael Bushnell, Kansas City Northeast News

-Diversify Revenue with Niche Products and Newsletters, Bryan Chester, Columbia Missourian

-Employment/Appealing to younger employees, Jack Dimond, Missouri State University

-The Importance of and How to Foster Legislator Relations, Heath Clarkston, Lathrop GPM

11:30AM | Better Newspaper Contest Lunch

Missouri Press Association
Bulletin

No. 1341 — 13 September, 2022

156TH ANNUAL MISSOURI PRESS CONVENTION AND TRADE SHOW

September 15 - 17, 2022

The Lodge of Four Seasons * Lake Ozark, Mo.

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Sponsors: Exhibitor / Trade Show Friday Sept. 16th 8 am - 4 pm

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Missouri Newspapers in Education • Missouri Community Action Network • SCS

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Missouri Press Association

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National Newspaper Week is Oct. 2-8

From Missouri Press Staff

This 82nd annual National Newspaper Week (NNW) is a recognition of the service of newspapers and their employees throughout the United States and Canada and is sponsored by Newspaper Association Managers.

Visit the NNW website, www.nationalnewspaperweek.com to find loads of resources to help promote newspapers, explain their importance in today's media landscape and why they will remain relevant in the future.

WHY Newspapers remain RELEVANT

Organizers of National Newspaper Week have prepared a special presentation that can be given by Association Managers, publishers, editors or sales directors.

Ideally, presentations could be delivered to community groups or to others interested in hearing from the newspaper about its role in producing trusted journalism.

The material is based on resources developed by The Relevance Project and its partners, including Metro Creative Graphics.



NATIONAL NEWSPAPER WEEK

OCT. 2-8, 2022

#newspaperpower

For additional information, consult www.relevanceproject.net Or, contact Executive Director Tom Silvestri (tas@relevanceproject.net)

Newspapers should feel free to localize or supplement the message of the presentation with your own logos, examples, statements and relevant points.

Note: The Relevance Project content is available to all local newspapers free of charge, thanks to its sponsor, Newspaper Association Managers.

Good luck on spreading the word about the Relevance of Newspapers!

Remember to attribute political ads

From Missouri Press Staff

Heading into the November election, DO NOT FORGET that political ads must have the correct attribution.

This is not a law that applies only to the 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.

The MEC website has information outlining what is required for state races at <https://www.mec.mo.gov/WebDocs/PDF/CampaignFinance/CampaignMaterialsIdReq.pdf>

You are encouraged to print off copies and make them available to all

staff. 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/>.

Remember, 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.



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



CALENDAR

September

15-17 — 156th Annual Convention and Trade Show, Lodge of Four Seasons, Lake Ozark

October

2-8 — National Newspaper Week

6-8 — National Newspaper Association Annual Convention, San Francisco

13 — Ozark Press Association Convention, Roaring River State Park, Cassville

20 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

November

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

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.

USPS statement of ownership due by Oct. 1

From Missouri Press Staff

The deadline is Oct. 1 for giving your postmaster your Statement of Ownership, Management, and Circulation (PS Form 3526). The filing and publication of the information on this form are required if you have a Periodicals mailing permit. You can download the form from the Postal Service website or find it with a quick online search for "PS Form 3526".

Weekly papers need to publish the information in Form 3526 in any issue in October. Publications issued more frequently than weekly should publish the information by Oct. 10.

A copy of your filled-out Form 3526 can be published, or the information contained on the form can be published.

PS Form 3526 allows you to include

electronic subscribers. Electronic subscriber figures are not to be entered directly onto the PS Form 3526, as the figures on this form only include printed copies. Line 16 of the form has a box you will check if your total circulation includes electronic subscribers.

The actual figures for electronic subscribers are to be entered on a worksheet, PS Form 3526-X, an attachment to Form 3526. Complete PS Form 3526-X only if you want to show electronic subscribers, which is optional. If you do not include electronic subscribers, submit only Form 3526.

You can also use USPS' Business Customer Gateway portal to complete and submit your Form 3526 electronically.

Potter Digital Ambassadors can help your newspaper

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.

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 generally arrive in mid-January during their winter break.

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

These students, all advanced in their journalism fields, are proficient in audio and video software, for example, to create outstanding products for a website. The students are also accomplished at teaching the benefits of Google Analytics, Twitter, Facebook, Instagram and other platforms to reach a wide variety of readers and potential subscribers.

The ambassadors are selected through a process that emphasizes their skills background, as well as their personal background. They are paired with newspapers based on complementary interests and skills. You tell us what you'd like or need, and we'll look for a student capable of providing it.

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

Email Jeanne Abbott, abbottjm@missouri.edu, who coordinates the program. Just tell her you're interested in having an ambassador.

Make sure you are receiving MPA emails

Missouri Press Association shares information in a variety of ways but the fastest and most direct method is email. Please make sure you and/or staff are receiving them. If you have questions about getting signed up, contact MPA at mbarba@mopress.com.

OH NO!

Is that really happening?

Public notices, the key to your community.



Click here for public notices to learn more about:

- Government meetings, bids & contracts
- Foreclosures
- Unclaimed property
- School Board issues
- Elections/Polling places, initiative petitions
- Tax assessments/proposals



The above ad and many others, along with the necessary InDesign files so you can customize them with your newspaper's logo, are available for download from Missouri Press Association and the Public Notice Resource Center. Use them to ensure your readers know how important it is public notices stay in print and be published by a third party. For more information, contact Matthew Barba at mbarba@mopress.com.



Missouri Press Foundation

SAVE THE DATE

2022 Induction Ceremony

Missouri Photojournalism Hall of Fame

Center for Missouri Studies Columbia, Mo. 10/20, 4 p.m.

EVENT SPONSORS

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Central Bank
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media group

Missouri Press Marketplace:

Who is looking for YOU?

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 teams 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.

Quincy is a beautiful, affordable community of 40,000 on the banks of the Mississippi River in West-Central Illinois. Our coverage area consists of West-Central Illinois and Northeast Missouri. Quincy is a two-hour drive from Peoria and Springfield in Illinois, St. Louis and Columbia in Missouri, and Iowa City, Iowa.

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

HELP WANTED

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

REPORTER: Reporter wanted for mid-Mo newspaper. Small town, great school system, low crime, casual work atmosphere, weekly paper, benefits. This is a great job to launch your career, raise your children or retire from. Send resume to hmgr@lakewaypublishers.com. (8/11/2022)

REPORTER: Salem Publishing Company, which publishes Phelps County Focus, Pulaski County Weekly and The Salem News, has an opening for a general assignment news reporter based in Rolla. We have award-winning print and web products, and one of our current staff members was in 2017 named Missouri's Outstanding Young Journalist by the Missouri Press Association. Another staff member was named to Editor and Publishers Top

35 Under 35. Job description includes print and digital coverage of local entities, along with the opportunity to work on in-depth feature, enterprise and investigative stories that are a staple of our news products. Photography and multimedia skills are a plus, and some of the work can be done remotely. A great position for any reporter who desires more than writing about meetings, accidents and disasters. Send resume and samples of work to Donald Dodd, publisher, donald@phelpscountyfocus.com or P.O. Box 798, Salem, MO 65560. (7/27/2022)

CIRCULATION SALES & RETENTION MANAGER: The Missourian is seeking a highly motivated, self-driven person to lead our efforts in promoting and marketing our newspaper and for ensuring subscriber satisfaction of all of our products.

Candidate is responsible for working with contractors to deliver products to home delivery subscribers, single copy racks and dealer locations; manage mailing lists and oversee circulation records. Successful candidate will create campaigns to increase and retain circulation.

A minimum of 5 years' experience in circulation management or related experience.

Must have good communication and telephone skills, reliable transportation and current driver's license.

Experience with Vision Data software a plus.

Family-owned and operated, The Missourian is the largest, most used, and most trusted news and information provider serving Franklin County since 1860. The Missourian offers an excellent benefits package that includes health, vision, dental and life insurance, paid vacations, paid holidays, 401(k) retirement plan and short- and long-term disability coverage.

INTERESTED CANDIDATES SHOULD SEND RESUMES TO: bmillerjr@missourian.com (7/25/2022)

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>