

SAVE UP TO \$100 ON YOUR CONVENTION REGISTRATION!

**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>

Lodge of Four Seasons | 315 Four Seasons Drive | Lake Ozark, MO

Reserve a Room - Call: 888-265-5500 or go Online:

<https://bit.ly/3MVUKc0>

Missouri Press Rate: \$119-\$159, based on requested room type and availability

SAVE \$\$\$! Early Registration Discount and Sleeping Room Deadline: August 12

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 | Program to be Announced

9:30AM | Business Meeting

9:45AM | Break

10:00AM | General Session | Cross Cultural Journalism in Today's Newsroom | **Ron Kelley** | MO School of Journalism, Student Development Director, Diversity and Inclusion

11:00AM | General Session | Successfully Transitioning Change | **Leonard Woolsey** | Pres. Southern Newspapers

Noon | Lunch 12:30PM | Lunch 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

ALOHA!

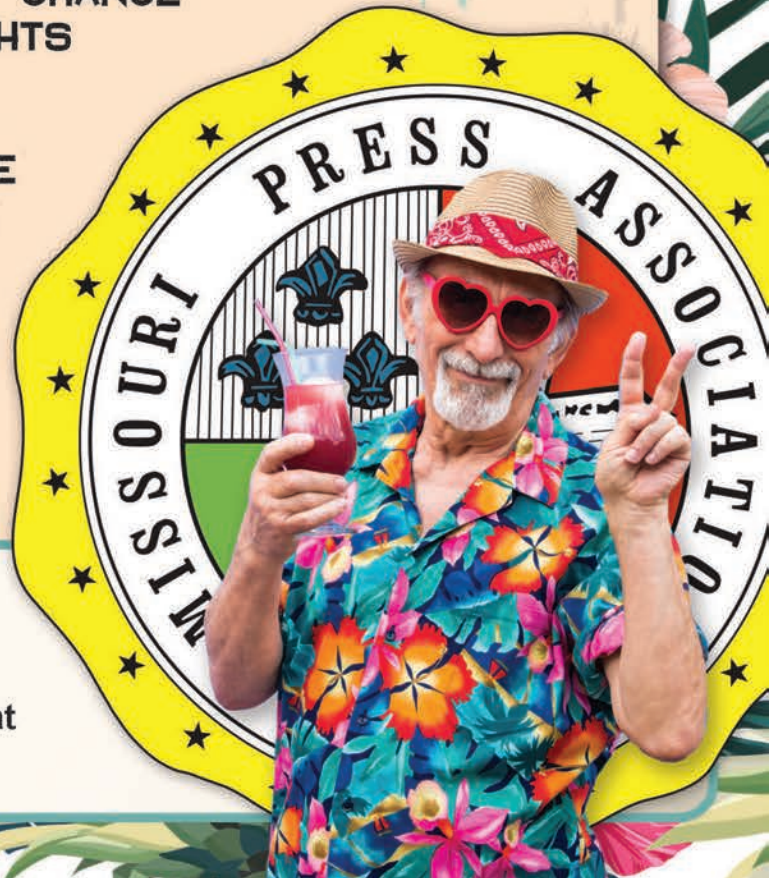
**YOU'RE INVITED TO
MISSOURI PRESS FOUNDATION'S
THURSDAY NIGHT LUAU,
SEPTEMBER 15, AT
LODGE OF FOUR SEASONS!**

**COME DRESSED IN YOUR BEST HAWAIIAN SHIRT OR
TROPICAL ATTIRE AND HELP KICK-OFF MPA'S 156TH
ANNUAL CONVENTION AND TRADE SHOW.**

**YOU'LL EVEN HAVE A CHANCE
TO WIN BRAGGING RIGHTS
AND A FREE DRINK!**

**REGISTER TO ATTEND THE
THURSDAY NIGHT SOCIAL,
AND THE REST OF MPA'S
156TH CONVENTION ONLINE
AT MOPRESS.COM OR
<https://bit.ly/3MGM6hJ>**

**Want to sponsor this year's
Convention or have a table at the
Trade Show?
Contact MPF Director Michael Harper at
(573) 449-4167, ext. 303.**





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

PRESIDENT: Roger Dillon,
Shannon County Current Wave, Eminence
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Laclede County Record, Lebanon
SECOND VICE PRES.: Amos Bridges,
Springfield News-Leader
SECRETARY: Marion Jordon,
The Kansas City Globe
TREASURER: Bryan Chester,
Columbia Missourian
PAST PRESIDENT: Liz Irwin,
Missouri Lawyers Media, St. Louis

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 Donna Bischoff, *St. Louis Post-Dispatch*
 Sandy Nelson, *The Courier-Tribune, Liberty*
 Bryan Jones, *Morgan County Statesman, Versailles*
 Kevin Jones, *St. Louis American*
 Hannah Spaar, *The Odessan, Odessa*
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Leader Publications, Festus

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Mizzou ticket info will be coming soon

From Missouri Press Staff
 Ads for those members newspapers participating in the Mizzou football ticket tradeout will be available soon.

Remember, your commitment is equal to the total number of tickets you requested multiplied by \$45. There are three levels of commitment: \$360; \$540; and \$720, depending on how many tickets you requested.

Information about how to download

ads will be sent in a separate email. They will be available through Dropbox this year. You should not need a Dropbox account to download the ads.

If you have trouble accessing the ads, you can contact Ted Lawrence at tlawrence@mopress.com.

Direct questions about the tradeout to Executive Director Mark Maassen at mmaassen@mopress.com or by phone at (573) 449-4167, ext. 308.

Be aware of your rates for state's election advertising buys

From Missouri Press Staff
 The Missouri Secretary of State has confirmed there will be four issues on the ballot this November, in the form of initiative petitions. These petitions are required by law to be published in Missouri newspapers.

Missouri State Statute 493.025 governs the rates that the notices for these petitions shall be charged by newspapers:

"... a newspaper publishing such notice shall charge and receive not more than its regular local classified advertising rate. The regular local classified advertising rate is that rate shown by the newspaper's rate schedule as offered to the public and shall have been in effect for at least thirty days preceding publication."

We urge you to make everyone at your newspaper aware of the correct rates to quote to the Secretary of State, or to anyone who may be reaching out on behalf of that office. Anyone at your office who might quote a rate to anyone inquiring must be informed of the correct rates, any applicable placement fees and the repeat rate structure approved by the Missouri Press Association Board of Directors in

2019.
Repeat rate structure was approved in 2019:

- First Insertion — Newspaper's regular local classified rate (Legal rate)
- Second Insertion — No more than 85% of the Newspaper's regular local classified rate — (15% discount)
- Third Insertion — No more than 80% of the Newspaper's regular local classified rate — (20% discount)
- Fourth Insertion — No more than 75% of the Newspaper's regular local classified rate — (25% discount)

One area to be particularly aware of is the quoting of "special" or "discount" rates to anyone inquiring. The Secretary of State's office must NOT be quoted a higher rate than anyone else. Please know that quoting incorrect initiative petition rates could jeopardize future State placements of public notices.

If you are unsure what rate is on file for your newspaper, contact Jeremy Patton at jpatton@mopress.com.

Other questions and comments can be directed to MPA Executive Director Mark Maassen at mmaassen@mopress.com or (573) 449-4167, ext. 308.



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

August

18 — MPA Past President's and Spouses Dinner, Jefferson City

September

7 — Southeast Missouri Press Association Annual Meeting, Cape Girardeau

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

October

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.

MPA members will vote on officers, directors and bylaw changes

From Missouri Press Staff
Missouri Press News

The Missouri Press Association membership will hold a business meeting Friday, Sept. 16, during the 156th Annual Convention and Trade Show at The Lodge of Four Seasons in Lake Ozark to consider 2023 officers and directors and proposed bylaw changes.

MPA board nominees include:

- 2023 President, Beth Durreman, *Laclede County Record*, Lebanon;
- First Vice President, Amos Bridges, *Springfield News-Leader*;
- Second Vice President, Peggy Scott, Leader Publications, Festus;
- Secretary, Kimberly Combs, *Wayne County Journal Banner*, Piedmont;
- Treasurer, Mike Scott, NEMO News Media Group, Kahoka;
- Directors for three-year terms: Tim Schmidt, *Montgomery Standard*, Montgomery City; Bryan Chester, *Columbia Missourian*; and Lucas Presson, *Southeast Missourian*, Cape Girardeau.

•Hannah Spaar, *The Odessan*, Odessa, is being nominated as the National Newspaper Association state chair;

Continuing on the MPA Board in 2023 will be directors: Gary Castor, *Jefferson City News Tribune*; Bryan Jones, *Morgan County Statesman*, Versailles; Kevin Jones, *St. Louis American*; Donna Bischoff, *St. Louis Post-Dispatch*; and Sandy Nelson, *Courier Tribune*, Liberty.

Roger Dillon, *Shannon County Current Wave*, Eminence; will serve as immediate past president in 2023.

Liz Irwin, Missouri Lawyers Media, St. Louis, is stepping down from the MPA Board in December 2022. Irwin was chair of this year's nominating committee and the committee's members thank everyone who submitted nominations.

Bylaw changes

Several changes, including the addition of a new class of membership, to Missouri Press Association's

constitution and bylaws were proposed and approved during the Board of Director's June 24, meeting in Hermann.

To facilitate Missouri Press' collection of digital tear sheets, all "Active Print" and "Active Specialty Publication" members "shall be required to send digital copies (PDFs) of every issue of your publication to MPA or its designee (NewzGroup) for archiving and advertising billing."

If you need more information about digital tear sheets and how to submit PDF copies of your newspaper, please contact MPS Advertising Director Ted Lawrence at tlawrence@mopress.com or by phone at (573) 449-4167, ext. 312.

Membership classes

Added in 2019, the "Active Specialty Publication" membership category was previously known as MPA's "Magazine Membership" class. In addition to magazines, it also includes all bi-weekly, monthly, quarterly and specialty publications.

The Board also voted to approve a new class of membership, "Active News Organization," defined as independent news gathering organizations dedicated to sharing their news for free or for a fee. This seventh class was added to better encompass services like The Associated Press and the Missouri Independent, and it includes legal advice from Hotline Attorney Jean Maneke as a benefit to membership.

At the Committee's recommendation, a change to clarify voting rights for Association membership is proposed. The new language in the bylaws will specify the "Active Print" membership is the only class with the right to vote in the affairs of the Association.

If you have questions about board nominations or would like to review the proposed bylaw changes prior to the Convention business meeting, contact MPA Executive Director Mark Maassen at (573) 449-4167, ext. 308, or at mmaassen@mopress.com.

Don't forget the attribution on political ads

From Missouri Press Staff

With the primary behind us and as we head into the November general election, DO NOT FORGET that you must have the correct attribution in political ads.

This is not a law that applies only to politicians – You, the newspaper, are subject to being assessed a fine by the Missouri Ethics Commission if attribution is missing or wrong.

You can find great information outlining what is required in ads for state races at 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 www.fec.gov/help-candidates-and-committees/advertising-and-disclaimers/

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

Check out the above resources 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.

What training do you need?

From Missouri Press Staff

Looking to future Missouri Press and regional association meetings, the Missouri Press Association staff wants input from member newspapers about training opportunities they would like to see offered.

A training needs survey is available online at <https://bit.ly/3u5nkBn>.

Fill out the survey and let Missouri Press staff know what topics to offer to better meet your newspaper's needs.



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

MILLER'S
PROFESSIONAL IMAGING

CO MO
COLUMBIA, MO
WHAT YOU UNEXPECTED

Central Bank
of Boone County

Missourian
media group

Missouri Press Marketplace: Who is looking for YOU?

HELP WANTED

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.

ABOUT THE POSITION: 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.

Must have good communication and telephone skills.

REQUIREMENTS:

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

Must have reliable transportation and current driver's license.

Experience with Vision Data software a plus.

ABOUT US: Family-owned and operated, The Missourian is the largest, most used, and most trusted news and information provider serving Franklin County since 1860. We strive to produce the paper every week in a supportive team environment where we are dedicated to the communities we serve and the well-being of our employees. We take community news seriously. Winner of numerous state and national awards including the 2021 Gold Cup for overall journalism excellence from the Missouri Press Association.

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@emissourian.com
(7/25/2022)

SPORTS EDITOR: The Fayette Advertiser, an award-winning weekly newspaper in Fayette, Mo., is seeking a full-time Sports Editor. Qualified candidate should have experience in writing, photography, and page layout. Coverage would include five area high schools and Central Methodist University, along with occasional general assignment reporting.

Additional duties include uploading stories to the newspaper website and updating newspaper social media pages, weekly trips to print facility, proofreading, and some office coverage.

Sports Editor will be provided with an office, Macintosh computer, camera and lenses (if needed), and vehicle for out-of-town coverage.

Applicant must be willing to work nights and weekends, and other times to adequately provide local sports coverage; be willing to work outdoors in all types of weather; present a positive general demeanor and attitude; be self-motivated and organized; must have experience with Affinity Publisher and Affinity Photo (or similar programs such as InDesign and Photoshop); must have a clean driving record.

Compensation is dependent upon experience. Send resume and writing samples, along with other questions or inquiries to jaddison@fayettenews.com. (6/16/2022)

**Let Missouri Press help you find the right candidate
for your organization!**

**Classified ads on Missouri Press' website
and in the eBulletin and Bulletin are FREE to members.**

Email job ads to Matt Barba at mbarba@mopress.com

MY LOCAL NEWSPAPER...

PROVIDES VALUABLE LOCAL SHOPPING, ADVERTISING INFO



*Percentage of adults who answered "Yes/Applies" to the statement "(My local newspaper) provides valuable local shopping and advertising information" 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/3Ei0yvU>