



St. Louis

Cardinals

-vs-

Chicago

Cubs

It doesn't get much bigger than this!

You are invited to join the Missouri Press Foundation for a night of baseball in a private suite at Busch Stadium.

Cardinals vs. Cubs
Thursday, August 4th
Game Time 6:45 p.m.
\$249 donation per person

Unlimited hot dogs, brats, nacho bar, pizza, snacks, desserts, Budweiser and Coca-Cola Products



Thanks to the *St. Louis Post-Dispatch*, Missouri Press is able to offer 14 tickets to an intimate private suite as a fundraiser for the Foundation. This is a first-come, first-serve opportunity. Deadline for purchasing tickets is July 22. Call Director Michael Harper at (573) 449-4167 ext. 303 or email mharper@mopress.com to reserve your spot today.

ST. LOUIS POST-DISPATCH

2022 MIZZOU Football Tickets / Newspaper Ad Trade-Out Proposal for MPA Members

To: MPA Publishers

Deadline: Aug. 8, 2022

From: Mark Maassen

For the **31st** year, the University of Missouri Athletic Department is working through Missouri Press to arrange a “football-tickets-for-advertising trade-out.” The deadline to reply is **August 8, 2022**.

After you submit a trade-out agreement, if you HAVE NOT RECEIVED CONFIRMATION, please follow up with Marcie Elfrink at melfrink@mopress.com or by calling the office at (573) 449-4167, option 1, ext. 300.

Mizzou’s Athletic Department is offering MPA newspapers an allotment of tickets for the home game with the **New Mexico State Aggies** on Saturday, **Nov. 19th**. The game time is TBD. You may use these tickets for your newspaper family, for your advertisers, for promotions, etc.

If you want to participate in this voluntary ticket-advertising trade-out, please return the completed coupon (below) to the Missouri Press office by August 8, 2022. Missouri Press will send you the tickets, insertion order and ads as soon as they are available. If you have any questions, just contact Missouri Press. Phone 573-449-4167, email mopressads@mopress.com, fax 573-874-5894, or mail to: Missouri Press, 802 Locust St., Columbia MO 65201 no later than August 8, 2022.

Ticket Details: The Mizzou Athletic Department, through Missouri Press, will provide each participating newspaper tickets in quantities of 8, 12 or a maximum of 16 reserved seat tickets to the **New Mexico State—Mizzou** game at a value of \$45 per ticket (total maximum value of \$720). Tickets will be outside the 20-yard line in the best available special Missouri Press section.

In return, participating newspapers provide Mizzou athletics up to a total of \$720 in display advertising. The total minimum is 8 tickets and total maximum is 16 per publication. The number of tickets you request, multiplied by \$45, will determine your level of commitment. Display advertising placement will come through Missouri Press. It is expected the ad schedule will run in late August.

YOU HAVE 3 CHOICES — COMPLETE THIS FORM TODAY!

Newspaper Name: _____ **City:** _____

_____ 8 tickets you are requesting x \$45 = \$360 your commitment

_____ 12 tickets you are requesting x \$45 = \$540 your commitment

_____ 16 tickets you are requesting x \$45 = \$720 your commitment

Please consider donating tickets to MPA. Missouri Press may have _____ tickets.
(Donated tickets will be deducted from the number of tickets you are requesting.)

Address to mail tickets: _____

Signature _____ **Email address:** _____



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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Mark Maassen: Executive Director,
 mmaassen@mopress.com
Matthew Barba: Editor,
 mbarba@mopress.com
Ted Lawrence: Ad 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: Graphics Designer,
 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

What training do you want and/or 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.

Celebrate the 32nd class of Hall of Fame inductees

From Missouri Press Staff

Three newspaper people will be joining the Missouri Newspaper Hall of Fame as the 2022 class. Their induction will take place Friday, Sept. 16, during 156th Annual Convention and Trade Show in Lake Ozark.

Established by MPA in 1991, the 2022 Hall of Fame class will be the 32nd group to be inducted. This year's inductees are the late Joe Gravely, former publisher of the *Bolivar Free Press*; Dana Raker, former editor of the *Holden Image*; and Jon K. Rust, president of Rust Communications and publisher of the *Southeast Missourian*, Cape Girardeau.

Hall of Fame inductees or their families receive Pinnacle Awards in honor of the inductees' service to the Missouri newspaper industry and their communities. Inductees' plaques will join the permanent display of inductees in the MPA office in Columbia and in the student lounge in Lee Hills Hall at the Missouri School of Journalism.

— Joe Gravely —

The late Joe Gravely published his first edition of the *Bolivar Free Press* on March 5, 1891, when he was just 25, and he would continue at the helm of the publication for the next 43 years, until his death from a heart attack in his sleep in 1934. While tenures of ownership before him seemed impermanent, Gravely's efforts resulted in his sons, Ralph and Marshall, guiding the publication for another 31 years after his death and ensured the preservation of Polk

County's oldest continuous business.

— Dana Raker —

For nearly 20 years, Dana Raker embraced her work for the *Holden Image* with the passion of someone who has found their true calling.

Diagnosed with Primary Lateral Sclerosis in 2012, Raker's love for journalism contended with the progressive motor neuron disease that gradually causes loss of muscle function and often means the end of a patient's career. Thanks to accommodations and an understanding publisher, Raker proudly continued her work until her retirement in June 2022.

— Jon Rust —

Jon K. Rust is a media innovator and newspaper industry leader who has helped guide Rust Communications and others through changing technology, shifting readership and new revenue opportunities.

Rust has led new initiatives that have influenced the media industry through projects with the largest technology companies in the world, including Google and Meta, and he was among the first in the United States to launch a form of "right-to-be-forgotten" and toxicity ratings for online commentary.

In 2003, he became co-president of Rust Communications and since 2004 has served as publisher of the *Southeast Missourian*.

Visit www.mopress.com to find more information about each of this year's inductees.

To register to attend the Convention, visit <https://bit.ly/3MGM6hJ>.

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.**



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



CALENDAR

July

29 — MPAME Google Analytics Webinar

August

8 — Mizzou Ticket Tradeout Agreements Due Back

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.

Trust Tip: Explain why you remove comments, or turn them off

By Mollie Muchna

Trusting News

It's all too common for comment sections connected to news stories—especially on social media—to be filled with bad actors.

In our newsletter last week, we talked about why moderating comments is so important to engaging and building trust with your readers. But what if you can't successfully moderate the comments?

The *Keene, N.H. Sentinel* ran into this issue with pandemic content. They noticed the Facebook comments on stories related to COVID-19 were filled with insults and personal attacks, as well as misinformation. And although they had an active commenting policy in place, they didn't have the staff time and bandwidth to feel like they could effectively moderate comments on these posts enough for them to be productive and insightful.

So Cecily Weisburgh, an executive editor, and James Rinker, the *Sentinel's* digital community engagement journalist, decided it was time to disable comments on posts related to the pandemic.

Pointing back to their mission

After getting buy-in and feedback from the newsroom as a whole, they published a column outlining the new policy and shared it on Facebook.

You can see the full policy online at <https://bit.ly/3aIB8eq>, but here are some things I love about it.

- They state their mission (to create a space for civil, respectful and thoughtful discussion) and tie the decision to turn off comments back to that mission. They also link to their commenting guidelines and make it clear constructive commenting will remain on other stories.

- They state that they value hearing from the public, and then back up that statement by offering alternative ways for people to reach out and share their ideas, opinions and insights.

- They let their readers know they want to help them navigate the news,

pointing people to resources for spotting misinformation.

- They post a short note that includes the policy on every story whose comments are disabled, demonstrating proactive transparency with their readers.

What the newsroom saw

While the newsroom did receive some pushback and criticism of the new policy, their audience's response has seemed mostly neutral or positive. It hasn't impacted the newsroom's reach or engagement levels on Facebook, and anecdotally, with this new policy in place and with moderating comments on other posts, Weisburgh and Rinker said the overall amount of unruly comments on Facebook seem to be down.

Another bonus: Because the newsroom got on the record about their policy and goals, and published it in one place, it made it easy for them to quickly link back to that every time they got a complaint or negative comment about the policy.

If you want to know more about why the *Keene Sentinel* decided to turn off comments, how they involved the newsroom in the process, and how they communicated the decision with their audience, read a Q&A with the team online at <https://bit.ly/3zIIITqm>

Trusting News would like to thank James Rinker and Cecily Weisburgh, as well as the entire *Keene Sentinel* team for their time, effort and dedication to building trust with their community through transparency and engagement strategies like these. Through this work, we are able to learn more about what works best to build trust with the public. Without their willingness to experiment, we would not be able to share what works best for building trust with the journalism community.

If you are experimenting with building trust, Trusting News wants to know. Fill out the form here: <https://airtable.com/shrQmE4EsInDQI9dN>

This article was originally published online at <https://bit.ly/3cfhFT2>

Make sure you are receiving MPA emails

Missouri Press Association is constantly putting together information and resources we think members will find useful. The main method for distributing these resources is email. Please make sure you are receiving them.

If you have any questions about getting signed up for Missouri Press' email list, please contact Matthew Barba 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.

Google Analytics for Advertising Online Training

FREE Registration for all MPA Members!

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

Presented by: Elizabeth Stephens

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

Friday, July 29 | 10AM

Sponsored By:

Missouri Press Advertising and Marketing Executives





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

Missouri Press Marketplace: Who is looking for YOU?

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)

SPORTS EDITOR: Kirksville Daily Express is looking for an experienced journalist to oversee the sports department's goal of providing top-level coverage of the area's high school and college programs on all digital and

HELP WANTED

print platforms.

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 Kirksville Daily Express publishes every Wednesday and Saturday and is part of a growing company dedicated to the communities it serves.

Kirksville Daily Express offers a comprehensive employee benefits package with everything you expect and more. Kirksville Daily Express 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:

Nicole Stevens/Human Resources
Kirksville Daily Express, 130 South 5th Street, Quincy, IL 62301

or by email to nstevens@whig.com
Learn more about Kirksville Daily Express at www.kirksvilledailyexpress.com and about Phillips Media Group, our parent company, at www.phillipsmedia.com (5/24/2022)

PRINT SHOP: Job Opportunity for Life — Join the Printing Industry.

Maintenance and Mechanical skills a plus. Training Available, Growth Opportunities. FT Positions with benefits.

Call Tom McAndrews 573-754-6949 or email Cathi Utley at hacmgr@lcs.net. (5/4/2022)

SALES REPRESENTATIVES: Want Some Money? Enjoy Working with People? Are you ready to turn your career upside down? Are you a self-starter with strong communication skills who loves talking to people? Turn that passion into an unlimited earning potential. We want individuals that enjoy the challenge of setting and making goals. You can start immediately, and we will train you for success. Come be a part of our stars. Let us turn you into a pro!

This is a full-time position with complete benefits package available.

Responsibilities Include:
Prospecting, closing new business
Meet or exceed established goals
Be motivated and well organized
Excellent customer service
Basic computer skills

Education: High School Diploma
Experience: 1 year sales experience preferred but will train

Please send your resume to mshort@lincolncountyjournal.com or call 636-528-9550 for details. (4/25/2022)

FOR SALE

WEEKLY NEWSPAPER FOR SALE: Weekly newspaper in Howard County. Locally owned since 1840. Loyal advertising and readership. Excellent staff. Debt free. Owner plans to re-locate. Email: jaddison@fayettenews.com (11/10/21)

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

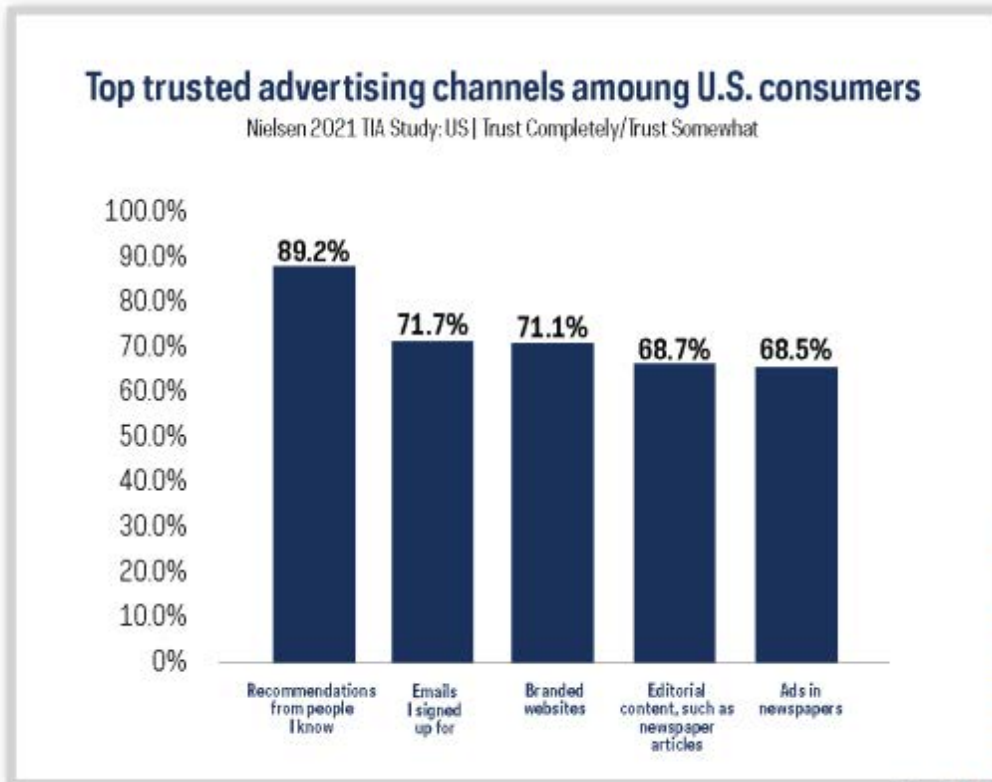
Classified ads on Missouri Press' website

and in the eBulletin and Bulletin are FREE to members.

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

CONSUMERS TRUST NEWSPAPERS

Here's further proof that advertisers and marketers seeking a trusted media should hire newspapers. Products in a newspaper's portfolio show up in the Top 5 "trusted advertising channels" rated by U.S. consumers. So says Nielsen's 2021 Trust in Advertising Study. Seven out of 10 consumers said they either trust completely or trust somewhat four of the channels that include newspapers or products they offer advertisers. The top channel applies also to newspapers because their readers are informed consumers.



Special note: The Relevance Project thanks The Nielsen Co., a global leader in audience, measurement, data, ad analytics, for this excerpt from its Trust in Advertising Study. Nielsen used 21 channels, a term to distinguish where ads show up or are referenced, in the study.



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>