



MPAME

2022

BEST AD CONTEST

2021 Was a CRAZY YEAR! Be rewarded for your headaches and hard work by entering the 2022 MPAME Best Ad Contest and show everyone the great work you have done to drive revenue and maybe help others out in the process!

CONTEST INFORMATION

To find full information and rules, go to <https://mopress.com/ad-contest/>

Entries must have been published between January 1, 2021 and December 31, 2021.

The contest is open to all staff members of publications holding ACTIVE or ACTIVE ONLINE membership in the Missouri Press Association.

All entries must be submitted as FULL-PAGE electronic tearsheet files. Please name the file(s) in a way that clearly identifies the ad(s) being submitted for judging. You may also circle or include other graphic markings to indicate which ad is to be judged.

All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

Note: For large files, you may use Dropbox, Google Drive, Scribd or issuu to create a remote digital file and share the url. **Please make sure the file is public, made shareable or that a password is provided, so it can be printed for judging and/or display purposes. For smaller files, you can use PDF or Word Documents.**

A fee of \$7 per entry must be paid online, mailed or called in by time of entry deadline. Pay online at:

<https://bit.ly/2Lg6FVe>. If mailing payment, please mail check to: MPAME Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167 ext. 300.

ENTER ONLINE AT: betternewspapercontest.com

Find: 2022 Missouri Best Ad Contest | Deadline Jan. 28, 2022

If you have any questions, need your password or email reset for betterbnc.com, OR feel your newspaper is in the wrong class, please contact Kristie Fortier at kfortier@mopress.com or call 573.449.4167 ext. 301

AWARDS & MEETING INFORMATION

Make plans now to attend the Missouri Press Advertising and Marketing Executives meeting being held on April 21-22, 2022.

Winners will be recognized, and awards presented Thursday, **April 21, 2022.**

Event Registration form will be available in January of 2022, at www.mopress.com under EVENTS.



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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 Missouri Lawyers Media, St. Louis
FIRST VICE PRESIDENT: Roger Dillon,
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Deadline of January 31 set for Missouri Press' new scholarship

From Missouri Press Staff

Earlier this year, Missouri Press Foundation, in partnership with the Missouri School of Journalism and Reynolds Journalism Institute, announced the all-new Rural Missouri Newspaper Scholarship. A deadline of Jan. 31, 2022, has been set for applications to be submitted for the first year of funding, awarded for the 2022-23 academic year.

A need-based award, the Rural Missouri Newspaper Scholarship will provide up to \$40,000 for qualifying students attending the Missouri School of Journalism for four years. Students chosen for the program must be pursuing a degree in journalism or strategic communication, and upon graduation students receiving the scholarship will be expected to work for a rural Missouri newspaper for at least two years.

Missouri Press needs your help to spread the word about the Rural Missouri Newspaper Scholarship and let potential applicants in your communities know about these scholarship funds. Please consider publicizing information about the scholarship in your own newspaper's pages or special sections, particularly those related to schools and school

activities in your communities.

If you haven't already, provide information about the scholarship to your high schools' journalism programs and make sure the faculty advisors know about the Rural Missouri Newspaper Scholarship.

Also, reach out to youth organization leaders in your community and let them know about the scholarship directly. Students participating in Future Business Leaders of America (FBLA), Future Farmers of America (FFA), 4-H and Scouts programs are great potential prospects for future rural Missouri newspaper journalists.

Qualification is determined through the federal FAFSA program. Additional funding opportunities include a \$5,000 summer fellowship through the Reynolds Journalism Institute (RJI) and a further \$1,200 from RJI's Potter Digital Ambassador Program.

An application for the Rural Missouri Newspaper Scholarship can be found on the Missouri Press Association website, www.mopress.com.

Please contact Missouri Press Executive Director Mark Maassen with any questions at (573) 449-4167, ext. 308, or mmaassen@mopress.com.

Get your Missouri Press membership to work for you

From Missouri Press Staff

Here's a great offer for your sales reps: Missouri Press is offering a \$300 bonus to ad reps, for making a single sale!

Now through December 24, any rep who sells a 2x4 statewide network ad (\$2500 value) will receive a \$300 bonus!

Statewide 2x4... sells for \$2500
 Newspaper share... \$1250
 Sales rep share... \$300

Or earn a \$150 bonus, by selling

a single 2x2!

Statewide 2x2... sells for \$1300
 Newspaper share... \$650
 Sales rep share... \$150

The Missouri Display Ad Network reaches hundreds of thousands of readers every week. It's a great tool for auctioneers, trucking companies, realtors, and anyone who wants to impact a wide audience.

Please contact Ted Lawrence (tlawrence@mopress.com) for more information.

Missouri Press Foundation



Through the relationships and networking opportunities I have developed and the experience I have gained, I now look to the future with excitement and certainty. My internship experience was one step closer to me achieving my goals, and I wouldn't have had this opportunity without Missouri Press, their generous donors, and the fantastic staff of The Joplin Globe.

- Brooklyn Cady • 2021 Intern, The Joplin Globe

Silver Dollar City will match the first \$2,000 in internship donations given to the Foundation this holiday season!

YOUR  **+**  **=** **Double your dollars**

Donation

Will you give today to support future journalists?

YES! I wish to fund an intern, my tax deductible gift is:

- | | |
|---|---|
| <input type="checkbox"/> \$1,000 Fund an 8-week internship | <input type="checkbox"/> \$125 Fund an intern for 1 week |
| <input type="checkbox"/> \$500 Fund a 4-week internship | <input type="checkbox"/> \$50 Fund an intern for 2 days |
| <input type="checkbox"/> \$250 Fund an intern for 2 weeks | <input type="checkbox"/> \$25 Fund an intern for 1 day |

Other amount: \$

Any amount is welcome and appreciated.

Make checks payable to Missouri Press Foundation
Return to: 802 Locust St
Columbia, MO 65201





BETTER NEWSPAPER CONTEST

Begin preparing your entries now for the 2022 Better Newspaper Contest

The Missouri Press Contest Committee is working on recommendations for Missouri Press Foundation's 2022 Better Newspaper Contest. Any changes to the contest will be announced in January, along with the date the contest template will be open for entries.

Below are some tips to help you prepare your entries.

- Put all your entries into a "Contest Entries" folder on your desktop.
- If you have entries that consist of more than one piece of content, combine them into **one file. This will make uploading and judging much easier. This applies to several categories and if you have any questions, please contact the Missouri Press staff for help. Do the same for stories that jump to another page.**

If you have any questions please contact Matthew Barba at mbarba@mopress.com or Kristie Fortier at kfortier@mopress.com

Mark your calendars for Missouri Press Association's 156th Annual Convention, Sept. 15-17, 2022, at Lodge of Four Seasons in Lake Ozark.

Missouri Press Classifieds: Who is looking for YOU?

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)

HELP WANTED

MANAGING EDITOR: Richmond News Inc., producer of The Richmond News and The Excelsior Springs Standard, is seeking an experienced editor/reporter to lead its newsroom. Responsibilities include organizing and directing news content, beat reporting, editing and mentoring staff and news correspondents in the Excelsior Springs and Richmond, MO communities. Both newspapers are weekly print editions with regular online content.

Applicants should have a passion for local community news, strong journalism and work ethics, and possess solid organizational skills. Candidates should have some journalism, writing, and photography experience. Layout skills with Adobe products are a plus. Pay will be commensurate with experience. Send resume, writing and photography samples to: Brian Rice, Publisher: Brian@leaderpress.com or mail PO Box 128, Richmond, MO 64085. (10/18/21)

SPORTS REPORTER: The Nevada Daily Mail is seeking a Sports Reporter for its four times a week publication. The candidate must be team oriented, a self-starter, flexible, willing to tackle any

assignment necessary including some regular news, understand deadlines and be knowledgeable in photography and In-Design background helpful.

Coverage includes high school and college in a county that has a proud sports tradition.

Send cover letter and samples to Lorie Harter, Publisher, at lharter@nevadadailymail.com (10/13/21)

NEWS EDITOR: The Herald-Whig is looking for an experienced reporter ready to take the next step in their career to be our news editor. Do you like to lead by example? Can you help make others' work shine? Do you want to be part of an organization with a storied past and an unparalleled commitment to local journalism? Let's talk. We are looking for someone who can help lead our reporting staff and handle story assignments, while at the same time not be afraid to take on some reporting on their own.

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

The Herald-Whig offers a comprehensive employee benefits package. The Herald-Whig is an equal opportunity employer.

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

Nicole Stevens/Administration,
The Quincy Herald-Whig, P.O. Box 909, Quincy, IL 62306,
or by email to nstevens@whig.com.

Learn more about The Herald-Whig at www.whig.com (10/12/21)

REPORTER: The Warrensburg Star-

Journal is seeking a qualified candidate to join its newsroom. The Star-Journal is an 1,800-circulation twice-weekly newspaper in Warrensburg, Missouri. The Star-Journal has a 156-year history of providing quality journalism to Warrensburg and Johnson County.

It is looking to fill a vacant news reporter position in the newsroom. This person would report to the editor and work with another news reporter and a sports editor. Primary duties include covering county government, military, business, health, and contributing to coverage of community events and features. This position also includes taking photos, producing content for special sections, and assisting with social media.

Minimum requirements include a college degree in journalism, communication or a related area of study and/or experience as a journalist at a news publication. Experience with Microsoft Office, Macintosh and Adobe Photoshop is helpful.

Candidates must be willing to have a flexible schedule, have basic photography skills, attention to detail, the ability to meet a nightly deadline, work well in partnership with coworkers and community members, and be able to produce content for both our online and print products.

Send a resume and work samples to Editor Nicole Cooke at nicolec@warrensburgstarjournal.com.

Warrensburg is best known as the home of the University of Central Missouri, with a population of 20,000.

Owned by Phillips Media Group, an equal opportunity employer, the Star-Journal offers salary and benefits in a comfortable working environment. (10/5/2021)

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 Matthew Barba at mbarba@mopress.com.



Earning readers' trust

Readers won't assume you have ethics. Here's how to highlight yours.

By Lynn Walsh
For *Trusting News*

Do journalists have solid ethics?

It's a question that, depending on who you ask, will probably result in very different answers.

Ask a room full of journalists, and they will probably say, "of course we do." Ask a group of students (something I do often) and you're likely to get mixed answers — eventually landing on something like, "I think so?" Ask non-journalists in your community, and it's probably some "yes" and a lot more "no."

We know that there are standards, principles and rules that serve as the ethical foundation for what we do. But most people aren't aware of them, much less able to describe them. We have to stop assuming people will give us credit for being thoughtful and careful in our reporting. We have to explain our decisions to them in ways that are relevant to the content they're consuming.

That's why *Trusting News* has partnered with the Society of Professional Journalists for an in-depth look at how journalists can use SPJ's Code of Ethics to build trust with their communities. It's part of SPJ's recently launched "Ethics Central."

SPJ's Code is one of the most widely used and referenced resources for journalistic ethics. It's taught in schools, referenced by journalists and has been built upon by many newsrooms as they create their own ethical codes and standards. I've relied on it in my own work and also have served as Ethics Chair for SPJ, in addition to a term as the organization's national president.

The code is broken into four parts:

Seek Truth and Report It

Minimize Harm

Act Independently

Be Accountable and Transparent

Within each of these four sections, there are statements about what journalists should do in order to publish and gather information in an ethical manner.

Trusting News has taken each of these statements (35 total) and given examples and ideas about how journalists can talk publicly about each of those statements.

Access all of those ideas and examples here: <https://ethicscentral.org/ethicscode/>

Below are a few examples of what you'll find in this project:

SPJ Ethics Code element:

Remember that neither speed nor format excuses inaccuracy.

Connect ethics to trust:

If a story is breaking, explain the limitations and

In depth: SPJ's Code of Ethics

SPJ

Introduction

With help from *Trusting News* Assistant Director Lynn Walsh, we're digging a little deeper. This guide features practical applications of every bullet point in the Code for rebuilding the public's dwindling trust in the press.

To read and download the Code all by itself, follow this link to SPJ's website.



Seek Truth and Report It

Ethical journalism should be accurate and fair. Journalists should be honest and courageous in gathering, reporting and interpreting information.

processes unique to a breaking news story within the story itself. This can be added as an editor's note at the top or in the intro or tag of a story. Explain to users that information may change, you're reporting only information you can confirm, you may not have all the answers, etc. Also, explain how and where the story will be updated. If you make a mistake and get something wrong, correct it and admit the mistake. Explain how it happened and what you are doing to prevent it from happening in the future. Also, make sure people know how to contact you about a correction request. This process should be easy to find and navigate. It's also a good idea to make your corrections policy public.

SPJ Ethics Code element:

Identify sources clearly. The public is entitled to as much information as possible to judge the reliability and motivations of sources.

Connect ethics to trust:

Be sure to explain who the source is and how you got in touch with them. Simple details like "said in an email" or "said on a phone call" provide details to the user to help them better understand and trust how the story was put together. Consider adding shaded boxes or longer bios for your sources throughout the story or at the bottom of a story.

SPJ Ethics Code element:

Support the open and civil exchange of views, even views they find repugnant.

Connect ethics to trust:

Create and publish community guidelines for your social platforms, comment sections and any other events or spaces where you host conversations. Allowing and providing a space for debate and conversations within a community should be a goal for all journalists. But, there are limitations to what can be tolerated otherwise the conversation space isn't productive. Having community guidelines allows you to moderate the space and help ensure a respectful and productive environment for the community.

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Member resources

Request your 2022 press cards

From Missouri Press Staff

Submit requests for 2022 press cards and 2022-2023 Missouri Press Association 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 2022 MPA sticker calendar.

Email distribution list

Are all your staff who should be receiving Missouri Press emails signed up?

Email communication with Missouri Press' members is vital to promoting the industry and protecting our interests in Jefferson City.

We want to make sure that every member newspaper is

PRESS

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

2022 MEMBER OF THE YEAR!

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

THIS CARD EXPIRES
DEC. 31, 2022



Mark Maason
Executive Director

staying up-to-date with the Association's latest happenings and informed about issues that affect your business. 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.

Continued from Page 6: Ethics

As journalists, we make decisions based on these standards every day, probably multiple times a day. But we rarely share any part of those decisions with our audiences. We just make them. Sometimes we consult with others in the newsroom, and sometimes it's a quick conversation with an editor or producer or photographer. But it too often stops there. Then we are left frustrated or annoyed by an email from a user criticizing the fact that a story published yesterday is now out of date or didn't include the name of the victim's family member, and now they think we are biased or trying to hide information.

By explaining how we work to be fair, accurate and ethical, we can let our community into our process, filling the information gap about how news works, which will help us eliminate these negative assumptions that lead to distrust.

Let's get on the record and make it known that journalists DO have ethics. We follow them closely and take ethical reporting seriously.

Remember this as well: Plenty of news outlets do not follow the ethical



principles the rest of us hold dear. For any complaint about unethical journalism, we could find examples to back it up.

Our job isn't to defend our entire industry. It's to show what makes OUR work credible.

With this new resource, we hope by seeing how you can talk about each element of SPJ's Code of Ethics, you will be more likely to explain your decisions in your reporting. And remember, these explanations work best when linked, mentioned or included within the story they relate to.

So, bookmark the webpage, <https://ethicscentral.org/ethicscode/> and the next time you are about to go on-air with a story or hit "publish," see if there is an opportunity to explain your ethics.

Find the original article online here: <https://bit.ly/3orJhPn>

CALENDAR

December

- 24 — Christmas Eve, MPA Offices Close at Noon
- 27 — MPA Offices Close at Noon
- 31 — New Year's Eve, MPA Offices Close at Noon

January

- 3 — MPA Offices Close at Noon
- 5 — First Day of Missouri General Assembly's 2022 Legislative Session

April

- 21-22 — Missouri Press Advertising and Marketing Executives Annual Meeting, Camden on the Lake

September

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

Be Well: READ A LOCAL NEWSPAPER

The Pancreatic Cancer Action Network issued a list of “Tips and Practices for Self Care” to help “your physical, emotional, mental ad spiritual health” during the long-running pandemic. Among the actions listed under “Take a Break” was this practical advice:



“Limit your exposure to news and social media. Choose just a few trusted sources of news, including **a local source** to learn what is happening in your community, and turn to those media at set times — not all day. Use social media to connect with people you don’t get to see in person, but don’t spend too much time on these platforms getting news and updates about the disease. Otherwise, it’s easy to be consumed every moment of the day about the coronavirus as well as opinions and misinformation, all of which can be overwhelming.”

Thank you. We Agree.

Source: The Pancreatic Cancer Action Network

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>