

MPS rate agreements are due back Nov. 29

From Missouri Press Staff

Missouri Press Service has sent out 2022 advertising rate agreements to member newspapers.

The form can be found on Missouri Press Association's website or accessed here:

[2022NewspaperAgreement](#)

It is imperative you fill this form out FULLY and with ALL of your information. In addition to giving Missouri Press your current advertising rates, the information from this form will be used for a new Missouri Press newspaper directory planned for early next year.

Failing to provide updated information on your rate agreement or not returning it in



a timely manner could result in your newspaper's information being out of date when the directory goes to print.

Newspapers should submit their completed agreement forms by Monday, Nov. 29, to MPS' Jeremy Patton by fax at 573-874-5894 or via email at jpatton@mopress.com.

Only forms that have been fully filled out will be accepted.

Newspapers that have not returned their completed agreement forms will be contacted via telephone in late November.



Missouri Press Association
Bulletin

No. 1391 — 16 November, 2021



Missouri Press Association

Missouri Press Service

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Let youth organization leaders know about MPF's new scholarship

From Missouri Press Staff

Last month, Missouri Press Foundation, in partnership with the Missouri School of Journalism and Reynolds Journalism Institute, announced the all-new Rural Missouri Newspaper Scholarship.

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.

The first students will be awarded the scholarship beginning with the 2022-2023 academic year. 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.



Earning readers' trust

Trust Tip: Explain your mistakes and your commitment to accuracy

By Mollie Muchna
For *Trusting News*

As journalists, we work hard to make sure we don't make mistakes. Not only that, most of us put in immense effort to make sure we're producing fair coverage that accurately reflects and serves our communities.

We know though that, despite our best efforts, we will all mess up at some point. We insert errors. We let sloppy work slip through. We miss the necessary context or framework needed for a story. How you handle the mistakes can really shape how your audience views the credibility of your work.

Fewer than half of U.S. adults say journalists admit and take responsibility for their mistakes at least some of the time, according to the Pew Research Center. And people with low trust in the news cite a lack of faith in news outlets' accuracy and the perception that journalists don't own up to their errors as part of the problem. After a research project in which we partnered with the Center for Media Engagement to better understand the perspectives of conservative consumers of local news, one of the researchers' core recommendations was to correct mistakes promptly and clearly.

Even when "messaging" is less about a factual error and more about taking a hard look at what you did and realizing it could be better — like maybe a headline was accurate, but wasn't totally fair, or not totally appropriate given the full context of a story — audiences notice and aren't giving journalists the benefit of the doubt that they're trying to get things right or be fair.

We know there are some concrete steps journalists can take now to help build transparency and trust with their audience.

Step 1: Acknowledge when you mess up

Whether it's unintentional bias or a flat-out factual error, it's important to acknowledge when we make a mistake. Trying to cover it up will only cause more damage to the community's trust in your work.

In an example from NewsChannel 5 in Nashville, the staff talks in a Twitter thread about how the criticism they are receiving is fair. They admit they should have done better and talked about how "good journalism requires accuracy, but also much more."

Although nothing was **factually** inaccurate about the posts, they recognized that bias crept in despite all they did to prevent that from happening. They admit it happened, edited the posts and promised to do better moving forward.

While it's never a situation news organizations want to happen, they aren't responding by pretending it didn't

happen. They are showing humility and admitting they should have done better while committing to doing better moving forward. That kind of response can help build a relationship with users.

Step 2: Have processes in place for when you make mistakes

Even though mistakes will inevitably happen, some news organizations aren't equipped with clear internal steps for what to do when that happens.

Start by having an internal dialogue around how your corrections process works right now. Is there one, or is it something that folks intuitively act on, but isn't spelled out?

Some things we suggest thinking about and making some formulated policies and processes around:

- Where do you publish corrections?
- Does this correction make it to all platforms the content was published on, like social media or newsletters?
- Is it published publicly in a place that audiences will see? (Beyond just being buried on A2 of the print paper or at the bottom of an online story.)
- Can the public submit their own corrections?

Step 3: Share those processes publicly

Once your policies are clear internally it's time to talk publicly about them. Have you explained when stories are corrected and how a user can tell if a story has been corrected? And is that explanation accessible easily to your audience? (A good test: Go to the home page and see how obvious the path to that page seems, and how many clicks it takes.)

Remember, when the public lacks information about how journalism operates, they don't fill that void by giving us the benefit of the doubt. On the contrary, they might assume the mistake was made on purpose to affirm a journalist's or newsroom's bias, or that it was just sloppy work meant to produce website clicks or get traffic.

So set the record straight by talking about this with your audiences.

Be willing to have an open dialogue with your users about what happened. And like NewsChannel 5 in Nashville did in the example, be open about your values and share how you want to do better in the future.

These conversations around bias and accuracy can be difficult to address. How you fix the mistake — and your willingness to talk about the mistake with your users — can tell your community a lot about who your journalists are and what you value as a news organization. And it can also be an opportunity to build trust in your work.

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





Missouri Press Advertising and Marketing Executives



Congratulations

to the winners of Missouri Press Foundation's
2021 Better Newspaper Contest and
MPAME's Best Ad Contest

Begin preparing your entries now for the
2022 editorial and advertising contests!

Details will be announced in the coming weeks but below are some tips to help you prepare.

- 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

Missouri Press is also seeking staff from member newspapers who want to participate **on the Better Newspaper Contest Committee. There are several topics to be discussed** for the coming year and input from members who compete in the contest is appreciated.

Contact Matthew Barba at mbarba@mopress.com if you would like to be part of the Contest Committee.

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)

MANAGING EDITOR: In the past year under new ownership, the Mexico Ledger's subscription base has more than doubled. Are you the person to take The Mexico Ledger to the next level? Then we want to talk!

The Mexico Ledger, a twice-weekly award-winning publication, has an opening for a managing editor who can direct our editorial coverage. The perfect candidate will be able to handle all editorial functions in print and online and understand the importance of relationships in the community. This is a great position for someone who wants to work for an independent, family-owned company that values community journalism.

Some experience is preferred, but recent graduates with excellent writing and photography skills are welcome to apply. Bonus for candidates who

can also handle some sports coverage. This full-time position includes a competitive salary; benefits including health, dental and vision insurance. Send resume, samples and references to Publisher Tim Schmidt at tim@mystandardnews.com. (10/5/2021)

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 nicolcec@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)



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 Maasson
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.

Click to subscribe, call to cancel is 'illegal,' FTC says

By Sarah Scire

From Nieman Lab

Discovering they had to get on the phone to cancel a subscription they signed up for online rankled several respondents in our survey looking at why people canceled their news subscriptions. The reaction to the call-to-cancel policy ranged from “an annoyance” and “ridiculous” to “shady” and “oppressive.”

Publishers tend to think of this as “retention.” A study of 526 news organizations in the United States found that only 41% make it easy for people to cancel subscriptions online, and more than half trained customer service reps in tactics to dissuade customers who call to unsubscribe.

The Federal Trade Commission, meanwhile, recently made it clear that it sees the practice as 1) one of several “dark patterns that trick or trap consumers into subscriptions” and 2) straight-up illegal. The FTC vowed to ramp up enforcement on companies that fail to provide an

“easy and simple” cancellation process, including an option that’s “at least as easy” as the one to subscribe.

Translation? If you can subscribe online, you should be able to cancel your subscription online. (California has required news sites and other businesses allow people to cancel online since 2018.)

The new guidelines around “negative option marketing” — which includes everything from automatic renewals to free trials that convert to paid subscriptions if consumers take no action — go beyond mandating that companies offer straightforward cancellation.

Companies, including news companies, must make “clear and conspicuous” disclosures, including “each deadline by which the consumer must act in order to stop the charges,” “the amount (or range of costs) the consumer will be charged or billed,” and “all information necessary to cancel the contract.”

Find the original story online here: <https://bit.ly/2YQ9kyU>

CALENDAR

November

25-26 — Missouri Press Service Rate Agreements Due

25-26 — Thanksgiving holiday, MPA Offices Closed

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

September

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