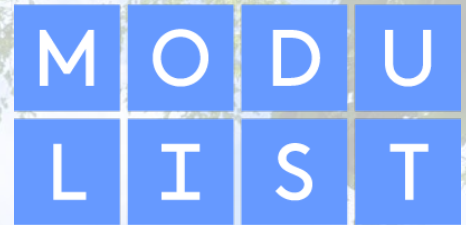


We can't wait to see you in Excelsior Springs!

Missouri Press Association Convention Kick-Off Event & Foundation Fundraiser

Sep. 23 * 6pm * \$59/Person

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The Elms Resort * Excelsior Springs

Host: Al Capone * Music: Stone Soup

Hors D'Oeuvres * Wine * Beer * Cash Liquor Bar

Register online at www.mopress.com/convention



Missouri Press Association
Bulletin

No. 1389 — 15 September, 2021

All we are missing is you!





Online Registration Available! <https://bit.ly/3wflnkv>

September 23-25, 2021

155th Annual Missouri Press Convention & Trade Show

For more information
about registering to attend,
visit Missouri Press' website,
mopress.com

- 155th Annual Missouri Press Association Convention Tentative Schedule – The Elms Hotel and Resort, Excelsior Springs, Mo.

Thursday, September 23

11AM Registration Open | Lobby

Noon MPF Board Meeting | Truman Boardroom

2PM MPA/MPS Board Meeting | Empire Saratoga

2PM-6PM Trade Show Exhibitors Setup Time | Foyer

6:00-8:00PM Missouri Press Foundation Reception | An Evening with Al Capone & The Stone Soup Band | Gazebo

Friday, September 24

7:30AM-6:30PM | Registration and Better Newspaper Contest Displays Open | Foyer and Grand Ballroom

8AM-3:45PM | Trade Show Open

8:15AM | Breakfast Program and Welcome | Grand Ballroom

8:30AM | General Session | Dr. Tamara Zellars Buck, SE Missouri State University | Diversity, Equity and Inclusion

9:30AM | General Session | Gerald Hirsch, The State Historical Society of Missouri | Digitizing Newspapers

9:45AM | Break in Trade Show Area | Foyer

10:00AM | General Session | Sgt. Bill Lowe, Missouri State Highway Patrol | Active Shooter Training | Grand Ballroom

11:00AM | General Session | Leonard Woolsey, Pres. of Southern Newspapers | Successfully Transitioning Change | Grand Ballroom
Noon | Business Meeting | Grand Ballroom

12:15PM | Lunch Program | Mun Choi, University of Missouri President | Regent Ballroom

1:15PM | Break in Trade Show Area | Foyer

1:30-2:30PM General Session | Tom Silvestri, Executive Director of The Relevance Project & Former Publisher of the Richmond (VA) Times-Dispatch | Raise Your Relevance for Success | Grand Ballroom

2:30PM | Break | Sundae Bar Break | Trade Show Area

3:00-4:00PM Speaker | Linda Ramey-Greiwe | Social Media: What's the Score and How Do I Win? | Grand Ballroom

6:00PM | Hall of Fame Reception | Regent Ballroom Patio

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

6:30 PM | Hall of Fame Dinner | Regent Ballroom

Following Dinner | Hospitality Room Open | Royal Lounge

Saturday, September 25

8:00AM-11:30AM | Registration Open

8:15AM | Breakfast Program | Missouri Press Advertising and Marketing Executives Awards | Regent Ballroom

9:15AM | General Session | Linda Ramey-Greiwe | Working with and Selling to Millennials & Generation Z | Regent Ballroom

10:15AM Break

10:30AM | General Session | Deborah Dwyer, Reynolds Journalism Institute (RJI) Fellow | Unpublishing the News | Regent Ballroom

11:30AM | Better Newspaper Contest Awards Lunch | Grand Ballroom



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Perry County Republic-Monitor, Perryville
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News Tribune

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MPA nominating committee proposes slate of 2022 officers, directors

From Missouri Press Staff

The Missouri Press Association Nominating Committee has finalized a slate of officers and directors for 2022.

The election of MPA officers and directors is scheduled during the annual MPA business meeting Friday, Sept. 24, at the 155th annual MPA Convention at the The Elms Resort and Hotel in Excelsior Springs.

Here are the candidates proposed by the nominating committee:

2022 President, Roger Dillon, *Shannon County Current Wave*, Eminence;

First Vice President, Beth Durreman, *Perry County Republic-Monitor*, Perryville;

Second Vice President, Amos Bridges, *Springfield News-Leader*;

Secretary, Marion Jordon, Sr., *The Kansas City Globe*;

Treasurer, Bryan Chester, *Columbia Missourian*;

Directors for a one-year term: Tim Schmidt, *Montgomery Standard*, Montgomery City; and Lucas Presson,

Southeast Missourian, Cape Girardeau;

Director for three-year terms: Gary Castor, *Jefferson City News Tribune*; Bryan Jones, *Versailles Leader-Statesman*; Kevin Jones, *St. Louis American*;

Peggy Scott, *Jefferson County Leader*, Festus, is being nominated to continue as the National Newspaper Association state chair.

Continuing on the MPA Board in 2022 will be directors: Hannah Spaar, *The Odessan*, Odessa; Donna Bischoff, *St. Louis Post-Dispatch*; and Sandy Nelson, *Courier Tribune*, Liberty.

Liz Irwin, Missouri Lawyers Media, St. Louis; will serve as immediate past president in 2022.

Trevor Vernon, *Eldon Advertiser*, is stepping down from the MPA Board in December 2021. Vernon also chaired this year's nominating committee.

The committee members thank everyone who submitted nominations.

If you have any questions, please feel free to contact Executive Director Mark Maassen at mmaassen@mopress.com or by phone at 573-449-4167, ext. 308.

Time is running out to sign up for a Potter Digital Ambassador

For Missouri Press News

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

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

Since 2018, the Potter Digital Ambassadors program at the MU School of Journalism has helped at least 20 Missouri newsrooms upgrade their multimedia and social media skills.

The program has proved effective at helping these newsrooms bring readers to all of their news platforms.

MU journalism students are paired with community weekly or daily newspapers and spend a week training staff 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.

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.

More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



For many years, I've been a proponent of Pulse Research and Metro Creative Graphics. The Pulse results show the advertiser what the opportunity is in their local market, and Metro helps close the deal with spec ads.

Recently, those two entities joined forces. For what it's worth, I am recommending that our members take a look at the net result.

In a recent press release, John Marling, President at Pulse Research, explained: "Local businesses want to know the shopping opportunity for their business and then how to reach them to get a larger share. The Pulse-Metro partnership provides an effective 1-2 presentation. Here's the opportunity, and here's a spec ad idea to reach them."

Rob Zimmerman, President and CEO of Metro, agrees: "Including a spec ad in follow-up to a Pulse presentation that shows the actual number of households planning to buy, increases the close ratio dramatically."

The presentation from Pulse Research shows the value of the newspaper's audience specific to the prospect/customer. The spec ads from Metro show creative ways to immediately reach and connect with those very same buyers.

The release says Pulse and Metro began integrating their sales and creative solutions for a few key clients three years ago. Based on direct feedback from sales reps in the field, the approach has progressed, and now users can now toggle back and forth between the two platforms with ease to quickly produce comprehensive, value-driven presentations for every customer call.

Again, I encourage you: take a look at this approach. It just makes too much sense. And please reach out to me if you want to know more. Happy selling!





Missouri Press Foundation

HALL OF FAME

2021 INDUCTION CEREMONY



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John Dengler



Odell Mitchell Jr.



Marie Hansen



John Sleezer



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Ozark Press meeting is Oct. 14

The Ozark Press Association will meet Thursday, Oct. 14, at Bennett Spring Lodge, Bennett Spring State Park, near Lebanon.

OPA's program will run from 9 a.m. to 3:30 p.m. A registration form can be downloaded from Missouri Press'

website at <https://bit.ly/3EbCKY5>

Register by Sept. 24 and receive an early registration discount for each of your attendees. The cost to attend is \$25 per person with the discount and \$35 per person if you register after Sept. 24. Lunch is included with your registration.

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The Palmyra Spectator — Mark and Patty Cheffey

Hawarden Independent-Examiner — Bruce Odson
Tri-City Tribune, Cozad, Neb. — Nancy Dorsey
NorthBay Biz, Santa Rosa, Calif. — Norm Rosinski
West Plains Daily Quill — Frank Martin, Owner

CALENDAR

September

- 23-25** — 155th Annual Convention and Trade Show, The Elms, Excelsior Springs
- 23** — Thursday Night Social
- 24** — Newspaper Hall of Fame Banquet
- 25** — Best Ad/Better Newspaper Contest awards ceremonies
- 30-Oct. 2** — National Newspaper Association 135th Annual Convention and Trade Show, Jacksonville, Fla.

October

- 14** — Ozark Press Association Annual Meeting, Bennet Spring State Park, Lebanon
- 21** — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

Missouri Press Classifieds: Who is looking for YOU?

HELP WANTED

EDITOR: The Moberly Monitor-Index, a twice-weekly publication, has an editor position open for someone who can direct its editorial coverage. The perfect candidate will be able to handle all editorial functions — in print and online. 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. Send resumes, samples and references to Publisher Tim Schmidt at tim@mystandardnews.com (9/13/21)

REPORTER: Jersey County Journal has an immediate opening for a 2 full-time general assignment reporters to cover news, sports, board meetings and features. The person we are looking for loves to write and enjoys a fast-paced work environment. The job is based in the Jersey County Journal office in Jerseyville, Ill. The successful applicant will enjoy working with people, in person and on the telephone. Typing ability, good grammar skills and ability to meet deadlines required. Camera and computer skills a plus; will train qualified candidates. Must have reliable transportation. Pleasant office and friendly co-workers. Competitive salary; benefits package, company health insurance, paid holidays and vacation, other benefits for full time.

To apply, send resume, cover letter, and three of your best clip samples to Jersey County Journal, 832 S. State St., Jerseyville, IL 62052, or email editor@rivercounty.news. For more information about this position, contact Cynthia Haggitt, Editor of the Jersey County Journal at 1-618-498-1234. (8/19/21)

SPORTS EDITOR: The Herald-Whig is looking for an experienced journalist to oversee our goal of providing top-level coverage of the area's prep and college programs on all digital and print platforms.

THE SPORTS EDITOR oversees coverage of 26 high schools, four colleges,

a Prospect League team and other community events. The ideal candidate will be able to build a sports section that engages the reader and coordinate a freelance staff 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.

Quincy is a beautiful, affordable community of 40,000 on the banks of the Mississippi River in West-Central Illinois. Our coverage area is West-Central Illinois and Northeast Missouri.

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 sports 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 6-30

EXECUTIVE EDITOR AND JOURNALISM PROFESSOR:

Executive Editor of the Columbia Missourian and Missouri Community Newspaper Management Chair/Professional Practice Professor

The Missouri School of Journalism is seeking a visionary leader to lead a newsroom, elevate digital work and inspire the next great journalists at the world's top-ranked journalism school.

If you're an innovative, creative, community-minded journalist, we're offering an opportunity to put all your talents to work at the Columbia Missourian. You'll work with dedicated faculty and smart, motivated students. Students learn by doing in a 24/7 digital and print news environment. You'll lead the effort to use new techniques and tools to make relevant, thoughtful and engaging content for audiences across a

variety of platforms.

The ideal applicant must have a solid foundation in journalistic storytelling with a proven track record of meeting news consumers with vital information, where and how they want it.

Your teaching role will be enhanced and powered by the Missouri Community Newspaper Management Chair endowment, which you will help guide and oversee. You'll team up with a world-class research institute where faculty and professionals work together to build prototypes and experiment with new techniques for news delivery.

This benefit-eligible, renewable, 12-month faculty position carries the academic rank of Professional Practice Professor (non-tenure track) and will serve as the Missouri Community Newspaper Management Chair and Executive Editor of the Columbia Missourian. The anticipated start date for the position is January 2022.

As the Missouri Community Newspaper Manager Chair and Executive Editor you must have:

- At least 5 years' experience of writing, editing and managing staff in a digital publishing journalism environment.
- The ethical judgment and skill to teach young journalists how to make tough calls in the 24/7 audience engagement environment.
- A proven track record of implementing budgets.
- A deep, applied understanding of how to use visual and audio journalism, digital video, and social media to enhance journalistic storytelling.
- The ability to juggle a vibrant daily newsroom's many needs with ambitious, long-term projects.
- A bachelor's degree.

Application Process

Please visit the MU's Human Resources website (hrs.missouri.edu/find-a-job/academic) to access the online application system. Please reference job number 36857. Applications must be made online and will not be considered without all application materials.

For questions, please contact Professor Randall Smith, search committee chair, at smithrandall@missouri.edu 6-1



Journalist resources

6 tips for covering COVID-19 vaccine hesitancy

By Naseem S. Miller

The Journalist's Resource

Nearly 75% of adults in the U.S. — about 207 million people — have received at least one dose of a COVID-19 vaccine. Even though the percentage of U.S. adults who have received the COVID shot has been growing, the rollout has highlighted a segment of the population that didn't receive much press coverage before the pandemic: vaccine-hesitant individuals. One in ten adults say they want to "wait and see" how the COVID-19 vaccine works for other people before they get the vaccine, according to July 2021 data from the Kaiser Family Foundation's COVID-19 Vaccine Monitor.

The World Health Organization defines vaccine hesitancy as "delay in acceptance or refusal of vaccines despite availability of vaccine services," going on to explain that it is "influenced by factors such as complacency, convenience and confidence."

In 2019, WHO listed vaccine hesitancy as one of the top 10 threats to global health, so it's important for journalists to shed light on the issue and educate the public about it.

Take the time to investigate vaccine hesitancy in your community and explain its nuances to your audience.

"People who are vaccine-hesitant are a very heterogenous group," says Maryn McKenna, veteran science journalist, author and senior fellow at Emory University's Center for the Study of Human Health. "Try to make it clear to the reader or the viewer that vaccine hesitancy is not one thing, but it's a spectrum. People have come to it with degrees of belief or disbelief for a variety of reasons."

We asked several researchers and journalists how they think reporters should cover the topic of vaccine hesitancy. Here's their advice distilled in six tips.

1. Find out why someone, or a segment of the community, is vaccine hesitant.

"Don't assume that a community would be vaccine hesitant and don't assume why a community would be vaccine-hesitant," says Dr. Emily Harrison, a post-doctoral fellow at the Harvard T.H. Chan School of Public Health and Harvard History of Science Department and co-author of the essay "Vaccine Confidence in the Time of COVID-19," published last April in the *European Journal of Epidemiology*. "Don't go into a story assuming you know who is feeling what about the vaccine."

Don't assume that all people who are vaccine hesitant are avoiding shots because of misinformation or conspiracy theories, advises Dr. Cindy Prins, an associate professor of epidemiology at the University of Florida.

"Some who are hesitant are pretty knowledgeable about the vaccines but may need clarification or assurance about something," she says.

2. Be compassionate and answer your audience's questions about vaccines.

Let the public ask questions. You can collect the questions but putting out a call on your social media channels or on your news outlet's website. Ask your local doctors or nurses what questions they've been getting from their patients and address

those questions in your stories.

3. Don't gloss over COVID-19 vaccine side effects. Do address what's still unknown about vaccines.

"We should report on [vaccines] accurately and honestly," says McKenna. "We should report on side effects and acknowledge them and communicate them to people precisely so any reports of side effects won't get blown out of proportion."

Explain that the side effects of COVID-19 vaccines — for the vast majority of people the side effects are minimal compared with getting very sick and being hospitalized with COVID, says Prins.

"It's also important to say that just because [the COVID vaccine] is fast-tracked, it doesn't mean that corners were cut," says Chou, who helped write the National Institutes of Health's COVID-19 vaccination communication guide for public health workers.

4. Balance the voices you include in your stories.

Your coverage of a vaccine allows the public to gauge how other people feel about it. If you interview only people who say they're not getting vaccinated, inadvertently you're making it appear that the majority of people in a certain group or community are hesitant to get the vaccine, even though polls show that's not the case. Overall, 7.6% of U.S. adults say that will "definitely not" get the vaccine, while 8.2% still aren't sure about getting a shot, according to the latest U.S. Census Bureau's Household Pulse Survey COVID-19 Vaccination Tracker, which is based on responses from more than 68,000 participants between Aug. 4-16. Be sure to speak with those who have gotten the vaccine or are planning to get it.

"Bring in more than one perspective," Prins recommends.

5. Spend time in communities where most residents are racial or ethnic minorities to understand why vaccination rates tend to be lower.

Recent public opinion polls show that Black and Hispanic adults are warier of the vaccine than whites. The same trend is true for rural residents.

Researchers and journalists have examined the link between systemic racism and a relative lack of trust in the medical community.

But vaccine hesitancy is not the sole cause of lower vaccination rates in some communities.

6. Talk to researchers and academics who study vaccine hesitancy.

Ask experts to suggest other sources, including those who might have a different perspective. And double-check your work.

"It's really incumbent on us as much as possible to check our stuff with experts," says McKenna. "We should be seeking out people who can be our informal fact-checkers and can tell us that something is right or wrong or that we've misinterpreted a number, so that we can be as accurate as possible."

Find the entire story, as well as more tips to consider, online at <https://journalistsresource.org/health/6-tips-for-covering-vaccine-hesitancy/>



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Visit NNAFoundation.org/convention for details. Registration opening March