

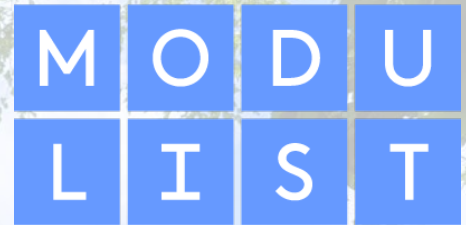
**Reserve your sleeping room by
Aug. 20, to get Missouri Press'
discounted rate! See page 3 for info.**

Missouri Press Association Convention

Kick-Off Event & Foundation Fundraiser

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

sponsored by



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. 1388 — 17 August, 2021

All we are missing is you!





Missouri Press Association

Missouri Press Service

802 Locust St.

Columbia, MO 65201-4888

(573) 449-4167; FAX (573) 874-5894

www.mopress.com

PRESIDENT: Liz Irwin,

Missouri Lawyers Media, St. Louis

FIRST VICE PRESIDENT: Roger Dillon,

Shannon County Current Wave, Eminence

SECOND VICE PRES.: Beth Durreman,

Perry County Republic-Monitor, Perryville

SECRETARY: Gary Castor, Jefferson City News Tribune

TREASURER:

PAST PRESIDENT: Trevor Vernon,

Eldon Advertiser

DIRECTORS:

Donna Bischoff, St. Louis Post-Dispatch

Sandy Nelson, The Courier-Tribune, Liberty

Bryan Jones, Versailles Leader-Statesman

Kevin Jones, St. Louis American

Amos Bridges, Springfield News-Leader

Hannah Spaar, The Odessan, Odessa

NNA Representative: Peggy Scott,

Leader Publications, Festus

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VICE PRESIDENT: Jeff Schrag, Springfield

SEC-TREAS.: Dennis Warden, Owensville

MPS DIRECTORS: Jim Robertson,

Columbia; Phil Conger, Bethany

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jmaneke@manekelaw.com

Helen Headrick: NIE Director

hheadrick@mopress.com

Don't forget: Run your Mizzou ticket tradeout ads

From Missouri Press Staff

Ads for those member newspapers participating in the Mizzou football ticket tradeout are available.

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 was sent out last week. If you need help accessing the ads, please contact Matthew Barba at mbarba@mopress.com

If you have any questions about the ticket tradeout, please contact Executive Director Mark Maassen at mmaassen@mopress.com or by phone at 573-449-4167, ext. 308.

Spots are going fast! To be sure your newspaper gets a Potter Digital Ambassador, sign up today!

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.

Potter Digital Ambassadors is underwritten by MU alum and community publisher Walt Potter Jr., whose interest is strengthening the position of community newspapers.

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.

The ambassadors are selected through a process that emphasizes their skills background, as well as their personal background. They are paired with newspapers based on complementary interests and skills. You tell us what you'd like or need, and we'll look for a student capable of providing it.

If you would like to talk to newsrooms that have already benefited from this program, we'd be happy to put you in touch. Previous sites include Jefferson City, Perryville, Maryville, Gallatin, Sedalia, Eldon, Washington, Warrensburg, West Plains, Owensville and many more.

Again, just email Jeanne Abbott, abbottjm@missouri.edu and tell her you are interested in having any ambassador. No further application or information is needed.

Freelance pay survey

How do you compensate freelancers/stringers? Several Missouri Press newspapers are looking for more information and need your help. Send info on how and at what rate you compensate freelancers, along with any other info, to mbarba@mopress.com



**REGISTER BY
AUGUST 20, TO
GET MPA'S
DISCOUNTED
ROOM RATE!**



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

September 23-25, 2021

**155th Annual Missouri Press
Convention & Trade Show**

The Elms Hotel & Spa
401 Regent Street
Excelsior Springs, MO 64024

Room Reservations:
\$159 Room Rate

**Book Your Room Online: <http://bit.ly/3vva7AW>
or Call: 816-630-5500
Call by August 20 for room reservations**

Newspaper or Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Visa Mastercard Discover Check

Credit Card Number _____ Exp. Date: _____

Signature of Card Holder _____

Printed Name of Card Holder _____



Register Today and Bring Your Staff! Early Birds Registering by August 20 can Save up to \$75
STAFF MEMBERS MAY ATTEND LEARNING SESSIONS FOR NO ADDITIONAL COST ONCE NEWSPAPER HAS PAID BASE REGISTRATION FEE!

Base Registration Fee:	Active Member	Associate/Friend	Retired	Reg. Fee Total
Choose One – Only pay 1 time/group	\$175	\$185	\$50	\$ <input type="text"/>
*Are You ONLY Attending Saturday Awards Lunch and Sessions? Skip Base Registration and Sign Up in Special Box Below				

Attendee Name Please Include All Names	Thurs. MPF Fundraiser \$59	Friday Breakfast \$35	Friday Lunch \$45	Friday Banquet \$75	Saturday Breakfast \$35	Saturday Luncheon \$45	*Saturday ONLY Reg. Sessions & Luncheon \$50	Total Per Person

Convention Cancellations received by Sept. 10 **WILL** be refunded.
Cancellations received after Friday, Sept. 10 will **NOT** be refunded.
Cancellations may be emailed to kfortier@mopress.com.

**Send form to: Missouri Press at 802 Locust St.
Columbia, MO 65201 • Questions? Call 573.449.4167 ext. 301**

**Deduct \$75 on Active or Associate/Friend or \$20 on Retired
Member BASE Registration Fee Submitted by August 20**

Grand Total Due: \$

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

September 23-25, 2021

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Room Reservations:
\$159 Room Rate

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or Call: 816-630-5500
Call by August 20 for room reservations



- 155th Annual Missouri Press Association Convention Tentative Schedule -

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
- 8:45AM | General Session | Dr. Tamara Zellars Buck, SE Missouri State University | Diversity Equity and Inclusion
- 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 | Regent 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



Association election

MPA nominating committee proposes slate of 2022 officers, directors

From Missouri Press Staff

The Missouri Press Association Nominating Committee met recently, finalizing a slate of MPA officers and directors for 2022, effective Jan. 1.

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 Jordan, 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; (Amos Bridges and Mary King

open positions.)

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.

The nominating committee, was chaired this year by Trevor Vernon, *Eldon Advertiser*.

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.



Missouri Press
Foundation

HALL OF FAME

2021 INDUCTION CEREMONY



Christine Cannella



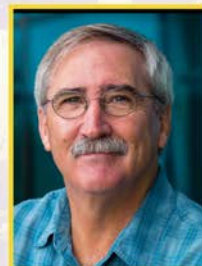
John Dengler



Odell Mitchell Jr.



Marie Hansen



John Sleezer



Julie Smith

4 p.m. Thursday, October 21

State Historical Society of Missouri · Columbia, Mo.

R.S.V.P. online at bit.ly/mophotoj or mharper@mopress.com

Missouri Press Classifieds: Who is looking for YOU?

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.

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

SENIOR REPORTER: The Daily American Republic, a five-day daily newspaper in Poplar Bluff, Mo., has an opening for a senior reporter.

We are looking for someone who enjoys all aspects of community journalism, is willing to tackle any subject and prioritizes teamwork. The successful candidate will cover a variety of community news, including crime and education stories, as well as human interest stories. They will also take photographs.

HELP WANTED

Our newsroom uses InCopy, InDesign, Photoshop, and works with Apple products. The successful candidate will also do some pagination.

The Daily American Republic publishes Tuesday through Saturday, serves a seven-county area, and is family-owned.

This position is full-time with benefits, including medical, vision and dental insurance, 401K and free life insurance. Salary ranges from \$35,600-\$38,000 and is commensurate with experience.

We are looking for someone with good organizational skills and a nose for news, who is willing to share that with others in the newsroom. To apply for the position, email a cover letter and resume, along with examples of your work, to publisher Chris Pruett at cpruett.dar@gmail.com and editor Donna Farley at dfarley.dar@gmail.com 6-23

STAFF WRITER/

PHOTOGRAPHER: The West Plains Daily Quill, an award-winning publication covering West Plains, Mo. and the surrounding area, is looking for an individual with communication, writing and photography skills to join our staff. This is a full-time position with benefits.

This person will be a general beat reporter responsible for covering a variety of local news, features and community events. Our focus is local. We cover local city government, schools, civic groups, businesses and good things happening in the community.

We are looking for a team-oriented, multi-tasking individual to join us, willing to work in a fast-paced office under deadlines. Ideal candidate will have the ability to work a flexible, full-time schedule and have a passion for covering community journalism.

If this sounds like a positive career move for you, please send your resume with a cover letter to Jim Perry,

publisher, jimp@phillipsmedia.com or mail to Jim Perry, P. O. Box 40, Harrison, AR 72602. No phone calls, please. The West Plains Daily Quill is an equal opportunity employer. 6-22

GRAPHIC ARTIST/

PAGE DESIGNER: The Mexico Ledger is looking for a talented designer who can work with our sales and editorial team to help our advertisers reach their marketing goals and design pages on tight deadlines. Must have working knowledge of InDesign and Photoshop. Video editing skills are a plus.

Continued on Page 7



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

Continued from Page 6: Who is looking for you?

Full-time position with pay based on experience with full benefits. Join our growing family-owned company that believes in the future of community journalism.

Email your resume and samples of your work to tim@mystandardnews.com 6-21

MANAGING EDITOR/SPORTS WRITER: The McDonald County Press is looking for a managing editor/sports writer to cover the growing communities of Southwest Missouri.

The person in this position will have the following job duties:

- Manage a full-time reporter and correspondents, including assigning stories, planning weekly sections, editing copy and photos, proofing pages, planning future editions and special sections.
- Cover the sports beat in the area, which includes McDonald County High School athletics, local youth sports and recreational activities.
- Shoot photos for stories, sports events and for use as stand-alone art.
- Work with other weekly papers in the area and the daily paper, Northwest Arkansas Democrat-Gazette, to provide engaging, timely content for print and digital editions.
- Organize and edit obituaries.
- Other duties as assigned.

Some assignments will be on nights and weekends. This is a safety sensitive position.

The successful applicant will have experience writing for a weekly or daily a newspaper, and have a working knowledge of accepted journalism standards and practices, including AP style. Experience with sports writing and the ability to operate a camera preferred.

The McDonald County Press is one of seven weekly newspapers in the region owned and operated by the Northwest Arkansas Democrat-Gazette, a daily newspaper that covers the region. Drug-free workplace. EOE.

Send resume, work samples to Graham Thomas at gthomas@nwadg.com. 6-14

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

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

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

Email your job ads to mbarba@mopress.com

Our Clients' Favorite Headline: SOLD!
Representing Owners of Newspaper Companies for More Than 24 Years!

Experience Knowledge Integrity

NATIONAL MEDIA ASSOCIATES
Brokers | Appraisers | Consultants
nationalmediasales.com



Edward Anderson
P.O. Box 2001
Branson, MO 65615
417-338-6397
brokeredi@gmail.com

Clay Center Dispatch — Ned Valentine, Owner
Taylorville Breeze-Courier — Marylee Cooper, Owner
The Milan Standard — Susan Wilson, Owner
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



**Check Out Some of the Talented Speakers MPA Is Bringing to You!
They Can't Wait to Share Their Real-Life Experiences with You!**



Thomas A. Silvestri



Leonard Woolsey



Linda Ramey-Greive

Tom's program is a triple play.

Learn 1) how you can tap an expanding resource called The Relevance Project that MPA helped launch, **2)** how well you score -- pass or fail? -- on the Relevance Meter that tracks the key factors in being indispensable to seekers of local news, and **3)** why your newspaper should be THE Community Forum to better connect to engaged audiences so that you OWN the story about trusted newspapers and why they are so important to a market's media literacy. (As a bonus, ask the presenter how to survive ownership changes. Phew.)

End the outstanding MPA convention on a Relevant high note!

A little more about Tom:

Tom Silvestri was named executive director of The Relevance Project in May 2020.

The initiative of the Newspaper Association Managers seeks to empower local newspapers to strengthen their franchises and, in turn, their important role as THE Community Forum.

Silvestri retired Dec. 31, 2019 as the president and publisher of the Richmond (VA) Times-Dispatch, after a 15-year run that included three owners and the Great Recession.

His nearly 45 years in newspapers included promotions as a frontline news manager and editor, unprecedented corporate roles such as the director of news synergy and community newspapers president, several community and industry leadership positions, and the establishment of a civil, civic dialogue initiative called the Public Square that earned The Times-Dispatch national acclaim.

Among his industry accomplishment are chairman of the American Press Institute and president of the Southern Newspaper Publishers Association, where he received the Frank W. Mayborn Leadership Award in 2018. He also is a member of the Virginia Communications Hall of Fame.

Silvestri lives with his wife, Sue Kurzman, in Richmond, VA.

In his own words: "I am thrilled to return to the state that helped form my core values - always tell the truth, work harder than the next person, and remember to watch out for your neighbors," said Woolsey. "I owe a good part of whatever people feel are my best attributes to growing up with Midwestern values. Funny thing, growing up, you didn't give those things much thought, but having genuine Midwestern DNA is appreciated and admired by others around the country."

A Little more about Leonard:

Leonard Woolsey is the president of Southern Newspapers and publisher of Texas' oldest newspaper, The Daily News on Galveston Island, Texas. Next year the newspaper will celebrate 180 years, 5 years older than the state of Texas. But long before that, Woolsey was raised with a "Show Me" attitude - growing up in both Kansas City and St. Louis. A graduate of the University of Central Missouri, Woolsey's media career spans markets in Atlanta (twice), Pittsburgh, Chicago, St. Louis, Kansas City, and now 45-minutes south of Houston (yes, there is an island off the upper Gulf Coast of Texas).

Leonard is an author of 3 books based on a long-running (23-years) essay series, In Plain View. He's married to the girl he met 40 years ago in his first semester of college. She's worked hard to raise him. He's a former competitive skateboarder and now surfer. They have two adult kids - 26 and 30. Empty nesting rocks. They love to adventure travel, do crosswords together, and raise a rescue Australian Kelpie dog.

Professionally: Named top 15 over 50 by Editor and Publisher 2020, twice featured in Editor & Publishers 10 Newspaper Who Do It Right.

In her own words: "As someone who was born and raised in Missouri and who served as publisher of the Springfield News-Leader, I am delighted to be presenting to the Missouri Press Association. After graduating from Mizzou, I joined Gannett and spent 28 years in advertising sales and publisher roles across the country. The business transformed over those years. We migrated to a digital company and had to recreate our business model.

The local newspaper continues to play a critical role in keeping our communities informed. You are doing important work, and I know the business model is still tenuous. I plan to share a few insights to help you better understand social media and your millennials and Gen Z customers."

A little more about Linda:

Linda Ramey-Greive is the Brand Market Leader for IUPUI. In this role she leads the marketing strategy for a large university located in Indianapolis, serving over 30,000 students.

In addition to her current marketing leader role, Linda owns a sales and marketing strategy consulting business, LRG Consulting. Linda focuses on helping businesses and nonprofits clarify their goals and then builds innovative marketing and sales strategies to help organizations achieve success.

Previously, Linda served as the Executive Director of Care to Learn, a Missouri nonprofit organization which helps communities meet the health, hunger and hygiene needs of children so students can stay in school and achieve success.

Ramey-Greive is the past publisher of the Springfield News-Leader and regional vice president of Gannett. Linda spent over 28 years working for Gannett, working in various advertising management and publisher roles in 10 different markets.

Linda is married to Terry Greive and they have two grown children, Alexandria, 26 and Dillion, 22. Terry and Linda live in Indianapolis. Linda enjoys an active lifestyle including tandem bicycling with her husband and running with her children.