

No. 1387 — 15 July, 2021

Missouri Press Association Bulletin



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: \$

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- 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

5:00-8:00PM 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 | Grand Ballroom

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 | Grand Ballroom

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

1:30-2:15PM General Session | Grand Ballroom

2:15PM | Break | Sundae Bar Break | Trade Show Area

2:45-4:00PM Speaker | Linda Ramey-Greiwe | Social Media | Grand Ballroom

6:00PM | Hall of Fame Reception | Outdoors by the Regent Ballroom

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 | Editorial Session | Tom Silvestri, Executive Director of The Relevance Project | Regent Ballroom - Tentative

Noon | Better Newspaper Contest Awards Luncheon | Grand Ballroom



Missouri Press Association
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 www.mopress.com

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Missouri Press announces 2021 Hall of Fame inductees

For Missouri Press News

Three newspapermen, including two former Directors on the Missouri Press Association Board, will be joining the Missouri Newspaper Hall of Fame as the 2021 class. Their induction will take place Friday, Sept. 24, during the 155th Annual Convention and Trade Show in Excelsior Springs.

Established by MPA in 1991, the Hall of Fame's 2021 class will be the 31st group to be inducted, and their induction will take place at the same time as the 30th class. Last year's induction ceremony had to be canceled due to COVID-19 pandemic concerns.

This year's inductees are the late Alan R. Turley, former publisher of *The Van Buren Current Local*; Jack "Miles" Ventimiglia, longtime editor of several Missouri newspapers, including the *Richmond News*; and Steve Tinnen,

former owner and publisher of *The Plattsburg Clinton County Leader*.

The 2020 Hall of Fame class includes the late Laura Rollins Hockaday, longtime society editor for *The Kansas City Star*; Kia Breaux, Midwest regional director for The Associated Press; and Dane Vernon, former publisher of Vernon Publishing and former MPA President.

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.

Registration information for this year's Convention is available at the front of this Bulletin.

Critics: Postal Service plans imperial community newspapers

From The Associated Press

The U.S. Postal Service's plan to raise mailing rates could present one more damaging blow to community newspapers already reeling from the coronavirus pandemic and advertising declines, a trade group says.

Rates on periodicals would increase by more than 8 percent as of Aug. 29, according to agency filings. The price jump is part of a broad plan pushed by Postmaster General Louis DeJoy to overhaul mail operations.

The impact of the periodical rate increase is expected to be felt most by small daily and weekly newspapers, as well as rural newspapers, which depend on the Postal Service.

In response, publishers potentially could be forced to further reduce staff or forgo home deliveries entirely and instead send papers to communal news racks, or even shutter their papers, said Paul Boyle, senior vice president at the News Media Alliance, a trade association representing nearly 2,000 news

organizations in the U.S.

"It is one of several nicks and slashes that can damage the bottom line, especially if you are an independent publisher who is operating at break even or in the low single digits of profitability. And most are," said Penelope Muse Abernathy, a Northwestern University professor who has extensively studied the decline of the news industry.

For some, it could be the tipping point for survivability, Boyle said.

NMA, in comments opposing the rate increases, told the independent Postal Regulatory Commission that the plans "ultimately harm the public interest while doing little to improve the Postal Service's financial condition."

In a statement, Postal Service spokesman David Partenheimer said the agency's leaders are "committed to judiciously implementing a rational pricing approach that helps enable us to remain viable and competitive and offer reliable postal services that are among the most affordable in the world."

2021 MIZZOU Football Tickets / Newspaper Ad Trade-Out Proposal for MPA Members

To: MPA Publishers
From: Mark Maassen

Deadline: Aug. 6, 2021

For the **30th** 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 6, 2021**.

Mizzou’s Athletic Department is offering MPA newspapers an allotment of tickets for the home game with the **Central Michigan Chippewas** on Saturday, **Sep. 4**. The game is scheduled for 3 p.m.

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) by mail or fax or email to the Missouri Press office by August 6, 2021. 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 6, 2021.

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 **Central Michigan—Mizzou** game at a maximum total value of \$45 per ticket (total maximum value of \$720). These 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 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.

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 weekly newspaper 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.

Continued on Page 6

Continued from Page 5: Who is looking for you?

The successful applicant will have experience writing for a weekly or daily 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 in a newsroom serving digital, social, radio, television, magazine and long-format outlets.

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

BUSINESS REPORTER:

Springfield Business Journal is an award-winning niche publication in southwest Missouri. It reaches

subscribers through weekly print and daily digital publications. Most readers are owners, CEOs, partners, general managers or executives, and cite SBJ as their preferred source of business news. SBJ is an independent and locally owned small business run by second-generation publisher Jennifer Jackson.

SBJ is seeking a business reporter to add to its newsroom. The ideal candidate will dig deep into the business community to uncover stories and examine trends. We're looking for a candidate with experience, preferably with an emphasis in business reporting.

RESPONSIBILITIES

- Research and write for the weekly print publication and daily e-newsletters

- Attend bi-weekly Springfield City Council meetings to cover city spending/decisions that impact the business community

- Cover local construction projects in the From the Ground Up weekly feature

- Assist with copyediting stories

- Look for enterprising opportunities, reporting series/in-depth pieces

- Perform other duties as assigned

REQUIREMENTS

- Bachelor's or master's degree in journalism or a related field/experience

- Passion for storytelling

- Expertise in AP Style

TO APPLY

Provide cover letter, resume, references and samples of work. Email to Executive Editor Christine Temple, ctemple@sbj.net. No calls, please.

Full time position. Salary commensurate with experience. Benefits, paid holidays and vacation time provided. Flexible work environment. Will require attendance at some evening meetings for coverage and attending SBJ events. 6-1

Our Clients' Favorite Headline: **SOLD!**

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

Action needed by Missouri Press publishers and editors

Publishers and editors are needed to discuss public notices IN PERSON with their local state senators and state representatives. These discussions need to happen as soon as possible and as often as possible during the General Assembly's "down time."

Even though the next regular session in Jefferson City does not begin until January 2022, newspapers must do everything they can to gain support among legislators to keep and protect public notices published in newspapers.

Issues likely to see a return in next year's legislative session include removing unclaimed property notices from newspapers, eliminating public notice when self-storage businesses auction off property for non-payment and cutting newspaper notices from the state Office of Administration purchases.

Why public notices in newspapers are essential

Ask your neighbors: Have they checked a government website for any information that might affect them, their property, their neighborhood, or their community? What about checking ALL of the websites for every government district in which they live?

A notice placed on a government website simply does not notify anyone.

Newspapers, delivered to homes and businesses, arrive with published notices that may well be important to the resident, the business or other community stakeholders.

Why public notices should be published in newspapers

1. Public notices should be published by an independent party. Eliminating a third-party publisher also removes any independent proof of publication.
2. Public notices must be accessible to the public. Many rural areas of Missouri still lack high-speed internet and large segments of the population lack the financial means to purchase a computer or pay for monthly internet access.
3. Subscribers and their neighbors read newspapers, then share and discuss what they read.
4. Government websites notify no one and simply placing a public notice on the internet does not promote transparency.
5. Government websites do not create permanent records and are less secure than print newspapers because of the risk of cybersecurity attacks.

The purpose of public notices is to notify the PUBLIC about upcoming actions and events and to INCREASE government transparency. If public notices are moved to government websites, the whole point of public notice laws will be thrown out the window.

Please talk to your legislators and encourage their support

Missouri Press Association urges publishers and editors to contact their local state legislators and seek their support of public notices in newspapers.

If you have questions about talking to your legislators or need advice, please contact MPA Executive Director Mark Maassen at 573-449-4167, ext. 308, or by email at mmaassen@mopress.com

The Association requests you report any feedback from your visits with legislators.



Missouri Press Advertising and Marketing Executives

MPAME

Congratulations

To the winners of the 2021 Better Newspaper Contest and Best Ad Contest

Notification of this year's contest winners has been made. While you were encouraged to publicize your ad contest results, Missouri Press Foundation requests that you **DO NOT** publish the results of the editorial contest until after the awards luncheon at the 155th Annual Convention and Trade Show, Saturday, Sept. 25, at The Elms Resort and Hotel in Excelsior Springs.

A special awards breakfast for the advertising contest will also be held during the Annual Convention. Find registration information and a schedule for this year's Convention at the front of this Bulletin or online at mopress.com

If you need more information or have any questions about either contest, please contact Matthew Barba at mbarba@mopress.com or Kristie Fortier at kfortier@mopress.com