



Missouri Press Association  
**Bulletin**

No. 1385 — 17 May, 2021



**June 17, 2021**  
**11 am Lunch**  
**Noon Shotgun Start**

# 2021 First Amendment Golf Classic

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\$75 per player or \$300 per foursome | Register online at [bit.ly/mopressgolf](http://bit.ly/mopressgolf)



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**Missouri Press Association**

**Missouri Press Service**

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# Nominations sought for 2022 officers, directors

The Missouri Press Association nominating committee will be meeting to decide on candidates for 2022 MPA Second Vice President, Secretary, Treasurer, and four Directors.

The terms of current directors Kevin Jones, *St. Louis American*, and Bryan Jones, *Versailles Leader-Statesman*, are expiring Dec. 31, 2021.

The position of former MPA director Jim Van Nostrand, *Columbia Tribune*, is expiring Dec. 31, 2021.

The position of former MPA director Mary King, *Jackson County Advocate*, is vacant, and needs to be filled. This term expires Dec. 31, 2022.

MPA Secretary Gary Castor, *Jefferson City News Tribune*, and MPA Treasurer, Ruby Bailey, *Columbia Missourian*, are serving

one-year terms, also expiring Dec. 31, 2021.

Persons who wish to be considered for any of the positions, including those persons whose terms are expiring, must complete a nomination form and return it to Missouri Press Association by July 1.

A copy of the nomination form is available on Missouri Press' website or by contacting members of Missouri Press Staff.

Trevor Vernon, *The Advertiser*, Eldon, immediate past president of MPA, is chairman of the nominating committee this year.

Elections will be held during the MPA Business Meeting on Sept. 24 in Excelsior Springs during MPA's 155th Annual Convention.

## MPA provides free tuition for Missouri Photo Workshop

Missouri Press Association members have a unique opportunity to get a local photo story completed for their audiences through the MPA's partnership with the Missouri Photo Workshop.

The annual workshop is usually held in a small town in

Missouri, where forty photographers arrive from all over the world to produce photo stories. For safety, the 72nd MPW was held online last year. The directors noticed something wonderful happen. Some of the photo stories, coached by some of the greatest visual editors of our time, ended up in the photographer's local hometown papers.

Since the 73rd MPW will again be virtual, we'd like to encourage Missouri newspapers to get in on this action - to have their lead visual journalists apply

for the workshop and hopefully have a photo story from your hometown be something you can deliver to your readers.



As a member of MPA, the \$600 tuition would be waived thanks to the association's support. We are reserving a few

slots for our in-state papers. If accepted, the photographer would need to commit to focusing on the workshop during the week of September 19 - 25, 2021.

Part of the application process requires a letter of recommendation. Publishers and managing editors are encouraged to support the time commitment.

The application deadline is June 15. The letters, resume and portfolio can be submitted via the 'apply' section on the website: <http://mophotoworkshop.org/>



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## COVID PSA efforts

# Pres. Biden called on to use local newspapers for vaccine advertising

### From News Media Alliance and National Newspaper Association

The News Media Alliance and the National Newspaper Association (NNA) last week sent a letter to President Joe Biden, on behalf of their more than 3,700 combined daily and community newspaper members, encouraging the Administration to use advertising in local newspapers to help build trust and acceptance of vaccines.

**A copy of the letter can be found here: <https://bit.ly/3tUGlmU>**

On May 4, President Biden announced the Administration was releasing additional funding for coronavirus strategies, including \$130 million to improve vaccine education and information, and an additional \$250 million to assist state governments with outreach efforts to encourage citizens to become inoculated – particularly in states with lagging vaccination rates compared to the rest of the country.

According to the letter, signed by Alliance President & CEO, David Chavern, and NNA Executive Director,



Lynne Lance, “We appreciate [President Biden’s] strong leadership [addressing the public health and economic crisis presented by the COVID-19 pandemic. News publishers across the country stand ready to work with [the Biden] Administration to meet [their] goal of getting 70 percent of U.S. citizens inoculated by July 4.”

A trusted source of quality information that has been a mainstay in many local communities for decades, or in some cases, centuries, local newspapers are best positioned to counter misinformation and concerns about vaccines with positive messaging.

Chavern stated, “The Administration will need all forms of communication to reach this goal, and in this case,

print newspapers are one of the most important. The reality is that many of the individuals they are trying to reach live in rural or distressed areas with little or no internet or broadband connectivity. By and large, the best way to reach these individuals is through the printed newspaper.”

Lance added, “The Administration, to date, has overlooked the reach that our member newspapers can provide, despite our offers to demonstrate our capabilities. Our members can deliver the audiences the government needs to overcome vaccine hesitancy and meet its inoculation goal. Newspapers have state advertising networks in place that can quickly and easily carry out a nationally coordinated, locally focused campaign.”

By using newspapers for their educational outreach, the Administration will build public trust and acceptance of vaccines, as well as provide much needed support for local journalism at a time when it has never been more important in our daily lives.

## Legislative resources available online for MPA members

During the legislative session, Missouri Press Association may call on you to contact your local legislators about specific issues.

To help you be better prepared to discuss the issues important to the state’s newspaper industry, MPA is gathering legislative resources on its website you can reference any time. The page is located at <https://mopress.com/missouri-press-legislative-roundup/> or from the front page of the MPA’s website.

Please contact Executive Director Mark Maassen at [mmaassen@mopress.com](mailto:mmaassen@mopress.com) or 573-449-4167, ext. 308, if you have questions about legislation.

## Make sure you are receiving Missouri Press' emails

Missouri Press Association is constantly putting together information and resources we think members will find useful. The main method for distributing these resources is via email. Please make sure you are signed up to receive them.

If you have any questions about getting signed up to receive Missouri Press' emails, please contact Matthew Barba at [mbarba@mopress.com](mailto:mbarba@mopress.com)

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

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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



Are You Ready?

## *Show-Me Press Association In-Person Or Zoom Meeting*

Featuring a series of open discussions led by your peers

### *Tentative Agenda*

11AM Lunch

11:30AM Discussion: How have newspapers adapted to COVID-19 and other emergencies

12:15PM Improving Sales with Ted Lawrence, MPA Sales Director

1PM Break

1:15PM Ideas for improving circulation

2:00PM Crime reporting

2:45PM Legislative Update with Mark Maassen, MPA Executive Director and Lobbyist

3:30PM Happy Hour at Shawnee Bluff Winery, appetizers & tasting provided

*\$40 In Person Including Lunch | \$15 via Zoom*

*Friday, June 18 | Lodge of Four Seasons | Lake Ozark*

**Register Online: <https://bit.ly/3gCMAZF>**

**Staying Overnight? Call the Lodge: 888.265.5500  
for The MO Press Assn. Rate of \$135**





# Missouri Press Classifieds: Who is looking for YOU?

## FOR SALE

**WEEKLY NEWSPAPER FOR SALE:** Newspaper for Sale in Lawrence County. Legal status, loyal readers and active accounts with 130+ year-old archives. Also, a monthly farm magazine with standing advertisers and strong presence in rural communities. Great opportunity for a family operation. Contact [fstopaccounts@centurytel.net](mailto:fstopaccounts@centurytel.net). 1-6

## HELP WANTED

**SALES:** We're looking for a regional salesperson to help spread the word about our software platform. Workbench serves small and medium community newspapers, giving teams a simple, cohesive tool that handles digital distribution, customer acquisition/retention, and USPS paperwork/labels — all without requiring a computer science degree or countless hours of data wrangling. Our product usually amounts to a savings for customers, not an added expense.

This work can be done in-person or virtually, but we're looking for someone with industry experience and relationships in Missouri publishing. All details are flexible, but this is probably part-time, at the latter part of the week. Pay is generous, based on results.

For more information, contact [patrick@lcp-news.com](mailto:patrick@lcp-news.com) or visit [lcp-news.com](http://lcp-news.com) 5-12

**COPY EDITOR:** Do you want to be part of the story-planning process from the ground up? Do you have the skills to guide reporters and photographers to ensure stories are presented in the most appealing way? If so, we want to talk to you about this opportunity.

Join our award-winning team as a copy Editor at the Herald-Whig. The Herald-Whig is a smaller newspaper that thinks big. The ideal candidate for this position brings big ideas and works collaboratively.

Qualifications include strong design

and editing skills, a solid knowledge of the AP Stylebook, experience with story and photo planning, and knowledge of Adobe Creative Suite. Web and social media expertise are a must.

The Herald-Whig is part of a growing, family-owned-and-operated company dedicated to the communities it serves. The seven-day newspaper publication has won more than 70 state and national awards the past three years, and our circulation is growing.

The Herald-Whig offers a comprehensive employee benefits package with everything you expect and more. The Herald-Whig is an equal opportunity employer.

Apply today!

Send a resume, references and samples of your work by mail to Nicole Stevens/ Administration, The Quincy Herald-Whig, P.O. Box 909, Quincy, IL 62306, or by email to [nstevens@whig.com](mailto:nstevens@whig.com). You may learn more about The Herald-Whig at [www.whig.com](http://www.whig.com) 4-19

**REPORTER:** North Central Missouri paper looking for reporter for weekly paper. Great people and places to cover. Benefits including insurance, 401k, vacations and great working environments.

Send resume to Mike Short at [edgenmgr@lcs.net](mailto:edgenmgr@lcs.net) 4-15

**SALES MANAGER:** Sales Manager wanted for mid-sized daily paper in Central Missouri. Good pay and benefits package.

Email resumes to [edgenmgr@lcs.net](mailto:edgenmgr@lcs.net) 4-15

**SALES:** Sales People wanted for Centralia Missouri in beautiful Central Missouri. Complete pay and benefits package for this weekly paper. Email resumes [edgenmgr@lcs.net](mailto:edgenmgr@lcs.net) 4-15

**GRAPHIC DESIGNER:** Our community newspaper group is looking for an ad designer/paginator. Needs to have good working knowledge of InDesign, Photoshop and Illustrator. Preferably a deadline driven individual with good communication skills that has a good eye for design. This is a full-time

position with benefits and paid time off. This position will be working from our Graphics Hub in Springfield, MO.

If interested, please email your resume and portfolio to [Melaniea@phillipsmedia.com](mailto:Melaniea@phillipsmedia.com). 4-5

**REPORTER:** Reporter needed for quick-growing, award-winning weekly newspaper in Cass County, Missouri, just 20 minutes from KCMO. Community paper covers cities in Cass and Bates County. We need people wanting to cover government, schools, courts, and feature writing. Skills in newspaper layout a plus. Hours will be flexible as some night and weekend hours will be required. Some tasks can be completed from home.

We are looking for people who are truly passionate about good old-fashioned journalism. Could be great opportunity for recent grad or seasoned pro looking to get back in the game.

Email your resume and samples to [dennism@southcasstribune.com](mailto:dennism@southcasstribune.com) 4-5



## CALENDAR

### June

- 17 — First Amendment Golf Classic, Lake Ozark
- 18 — Missouri Press Foundation Board of Directors Meeting
- 18 — Missouri Press Association and Service Boards of Directors meetings

### July

- 15 — Southeast Missouri Press Association Annual Meeting, Perryville

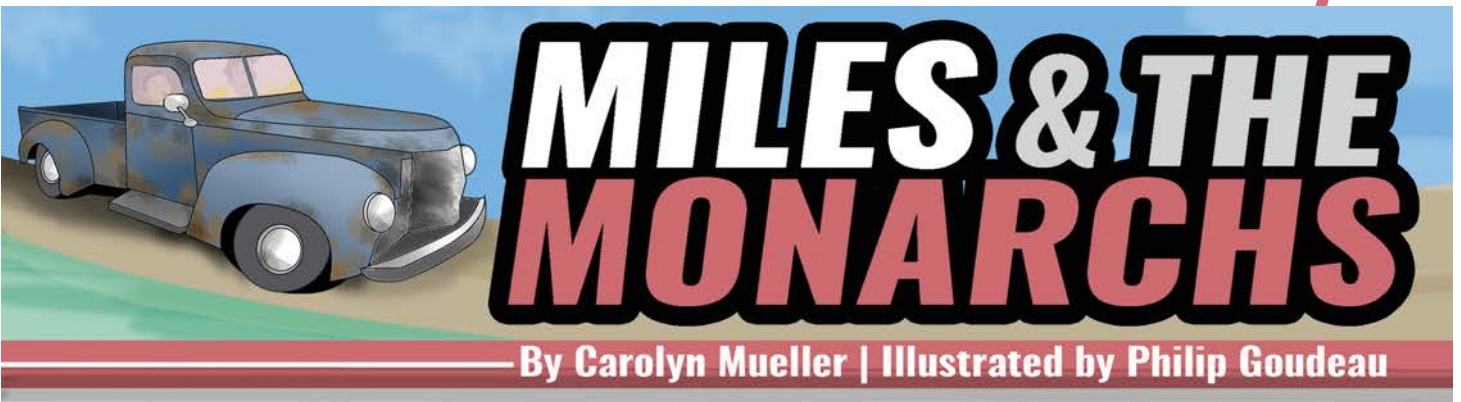
### September

- 23-25 — 155th Annual Convention and Trade Show, The Elms, Excelsior Springs

### October

- 21 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

# Plan to use before July!



Missouri Press Foundation and the National Newspaper Association Foundation have once again teamed together to produce an educational serial story free to all newspapers. Titled *Miles and the Monarchs*, this year's serial story follows along with the titular Miles and his father as they learn life lessons and discover the stories behind some of the greatest Negro League Baseball players to ever play the game.

The timing of this year's eight-chapter story is especially serendipitous. Major League Baseball has recently announced that players from the Negro Leagues will be considered Major Leaguers. All 3,400 players, from 1920 to 1948, will be elevated to MLB status. Andrew "Rube" Foster established the Negro National League in 1920, in Kansas City, Mo., making this story particularly relevant and timely. *Miles and the Monarchs* centers on a father and son trip to see the final game of the 1942 Negro League World Series between the Kansas City Monarchs and the Washington-Homestead Grays.

Travel along with Miles and his father as they learn life lessons and meet some of the great Negro League Baseball players in this story.

Visit [mo-nie.com](http://mo-nie.com) and use the **download code: monarchs** to access the Teacher's Guide and all eight chapters.

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# Southeast Missouri Press Association Annual Meeting



**Thursday, July 15, 2021**  
**9 a.m. to 4 p.m.**  
**Registration opens 8:45 a.m.**  
**Robinson Event Center**  
**2411 Walters Lane**  
**Perryville, MO**

## Schedule

9:00

Welcome from Beth Durreman, SEMO president  
Representatives of Missouri Press Association

3:00 to 3:45

Internship Program  
Michael Harper, Missouri Press Foundation Director

9:45 - 10:30

Diversity, Equity and Inclusion — Interactive presentation  
Dr. Tamara Zellars Buck, J.D. — Professor and Chair,  
Mass Media, Southeast Missouri State University

4:00 to 5:00

Sharing and discussion of MPAME Entries and Winners  
Great idea exchange time  
Gina Raffety

10:40 -12:15

Missouri's National Veterans Memorial  
and Exact Replica of the Vietnam Memorial Wall  
Photo and Interview Opportunities

12:30 - 1:15

Lunch

1:15 - 1:45

Legal updates with Jean Maneke, MPA Attorney

2:00 - 3:00

Headlines and Cutlines — Interactive presentation  
Kim Robertson, Editor, Leader Publications



**Dinner at Mary Jane Burger & Brew - RSVP required - Paid for by individuals**

### **Membership dues are \$100 per newspaper:**

Included in your dues is registration and lunch at the annual meeting for up to four attendees. Please let Beth Durreman know by July 6 how many will be attending so we can order food and drinks. Send to [bethd@perryvillenews.com](mailto:bethd@perryvillenews.com)

Send dues to Gina Raffety, Treasurer, Cash Book Journal  
PO Box 369, Jackson, MO • 63755 573-243-3515

Newspaper: \_\_\_\_\_

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Meeting Attendee/(s): \_\_\_\_\_

