



BETTER NEWSPAPER CONTEST

The template is

now open!

Upload your entries for the 2021 BNC

before Wednesday, March 31!

Full contest rules and categories can be found on Missouri Press' website at
<https://mopress.com/better-newspaper/>

Here are some tips to help you prepare your entries.

Missouri Press Association
Bulletin
No. 1382 — 15 February, 2021

1. 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 will apply to Best Columnist, Best Front Page, etc., where an entry is more than one piece. Combine them into one file. Do the same for stories that jump to another page. Combine the pages into one file for uploading.

2. Make the category number the first element in the title of each entry.

3. Put all your entries into a "Contest Entries" folder on your desktop.

If you have any questions please contact Matthew Barba at mbarba@mopress.com



Missouri Press Association

Missouri Press Service

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Newspapers in Education week is March 1-5

From Missouri Press Staff

Calling all publishers to join us in celebrating Newspapers in Education Week. This annual event occurs the first full week of March, so the 1st through the 5th this year.

Plan to take this week to reach out to teachers, principals and superintendents to share with them the importance of NIE. Studies by the News Media Alliance show that more than 60 percent of people exposed to newspapers in childhood become regular readers of newspapers as adults.

Regular newspaper readers are typically engaged citizens who participate in their communities by exercising their voting rights. The Missouri Press Foundation's Newspaper in Education program has resources to help you inform school leaders about our program.

Please visit the NIE FTP site, <http://www.mo-nie.com>, and use the download code: niefornewspapers

Contact NIE Manager Helen Headrick at hheadrick@mopress.com for more information.

Nominations for Hall of Fame needed by March 31

From Missouri Press Staff

Your nominations for some of Missouri Press' top honors are needed by March 31, including for the Missouri Newspaper Hall of Fame and the Williams E. James Outstanding Young Journalist award.

You can find nomination forms on Missouri Press Association's website, mopress.com, by visiting bit.ly/MoPressForms (case sensitive). You can also contact MPA Editor Matthew Barba at mbarba@mopress.com for help with the forms.

Each of the nomination forms includes the criteria for selection.

Missouri Photojournalism Hall of Fame nominations are due by May 11. Those nomination forms can be found at the above link or by contacting Missouri Press Foundation Director Michael Harper at mharper@mopress.com

Applications for the Foundation's Internship Grants Program are due by April 20. If your newspaper is interested in applying for an internship grant, please visit mopress.com/Missouri-press-foundation-internships

You can also contact Harper (mharper@mopress.com) for more information about the internship program.

Legislative resources available at mopress.com

From Missouri Press Staff

During the 2021 legislative session, Missouri Press Association may be calling you asking you to contact your local legislators on specific issues.

To help you be better prepared to talk with your legislators and discuss the issues that are 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 accessed from the front page of the Association's website.

Please contact Executive Director Mark Maassen at mmaassen@mopress.com or 573-449-4167, ext. 308, if you have questions about legislation affecting Missouri newspapers.

TIME IS RUNNING OUT!

DEADLINES APPROACHING



Nominations are being taken now for the top awards of the Missouri Press Association and Foundation:

Missouri Newspaper Hall of Fame

Outstanding Young Journalist

Nominations must be in by March 31

Missouri Photojournalism Hall of Fame

Nominations must be in by May 11

DOWNLOAD NOMINATION FORMS AT

bit.ly/MoPressForms (case sensitive)

Each of the nomination forms includes the criteria for selection. Contact Matthew Barba by phone at 573-449-4167, ext. 302, or by email at mbarba@mopress.com with questions.



Applications for the Internship Grants Program must be received on or before April 20.

If your newspaper is interested in applying for an internship grant, please go to mopress.com/missouri-press-foundation-internships

If you have questions about the Internship Program, please contact Michael Harper at 913-547-1186 or by email at mharper@mopress.com





Membership

Public notices online helps keep them in print

From Missouri Press Staff

We ask that if you are not already doing so, to start uploading your public notice ads now.

A change to Missouri Press' public notice website was needed to help combat legislation that has been introduced in recent years attempting to take all public notices out of printed newspapers. To help protect public notices appearing in printed newspapers, we NEED every member newspaper to be uploading ALL public notices to the new website, mopublicnotices.com.

If you don't have many notices, it may be easier to have Missouri Press Association have your newspapers' notices uploaded for you at \$.25 each per run date.

If you need to resume uploading, please contact Ted Lawrence at tlawrence@mopress.com.

If your newspaper has never uploaded or needs training and login information, contact Kristie Fortier at kfortier@mopress.com

Send requests for 2021 press cards

From Missouri Press Staff

Submit requests for 2021 press cards and 2020-2021 MPA 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 2021 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 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

Widget will put Capitol Report stories directly on your website

From Missouri Press Staff

Many Missouri Press members are familiar with the Capitol Report that is written by Missouri School of Journalism students and distributed during the legislative session for newspapers to publish.

A new widget for your website, developed in partnership between the Reynolds Journalism Institute and the Missouri School of Journalism, will collect Capitol Report articles in one place and rotate them on a regular basis, giving readers access to the most up-to-date stories.

Utilizing the widget on your website will depend on your content management system but should be as easy as placing a "block" for raw HTML, then copy-pasting the necessary code there. If this sounds confusing to you, Missouri Press staff will be happy to assist in any way we can.

With the widget live on your website, when a reader clicks on a story a separate window will open to display the story they selected, as well as others in the gallery. The best part about the

widget is when a reader is done with a story in it, simply exiting the window that opened will take them back to the newspaper's website.

To test the widget yourself, visit mopress.com and scroll down to near the bottom of the front page. The section titled, "State Government News" is how the widget will look and operate on your website.

The goal is to get newspaper websites hosting the widget by the time students begin reporting on the 2021 session.

If a newspaper does not want to host the widget or is unable to host the widget, Capitol Report stories will still be distributed via email as they become available.

As more newspapers adopt the widget, Missouri Press Service plans to sell sponsored content or other ads into the widget. Revenue generated from this advertising will be shared with the MPA member hosting the widget.

To learn more about the widget and how your newspaper can use it, please contact Matthew Barba at mbarba@mopress.com

Please join Missouri Press
Advertising and Marketing Executives for an
Online Sales Training!



Due to the ongoing effects of COVID-19, this event will be held online this year. Plans are being made for the MPAME Best Ad Contest Awards to be presented at the 155th Annual Missouri Press Convention in Excelsior Springs, Sept. 23-25. The exact time and day will be announced soon. The recipients of the 2020 Best Sales Person of the Year and the Dee Hamilton Sales Pro will also be honored at that time.

Only \$20 for your entire staff to attend!
REGISTER ONLINE TODAY AT: <https://bit.ly/3cYbHED>

More about our presenter:

Ryan Dohn is the creator of the 360 Ad Sales Training system and is a globally recognized media revenue consultant. Ryan actively sells print, digital, broadcast, event sponsorships, exhibit space and radio. Unlike other trainers, Ryan actually sells EVERY day!

Since 1994 Ryan has worked in the radio, TV and publishing space. Ryan's resume includes time in promotions and sales at The NY Times Company, Disney, Cumulus, Citadel Comm, Vance Publishing, Morris Publishing and PennWell. He has trained and coached over 20,000 ad sales reps to date and speaks over 60 times per year. In total Ryan has been a part of over \$500 million in ad sales to date.

Ryan loves teaching ad sales reps his simple and effective way to achieve ad sales success. Ryan has media clients in Australia, Spain, UK, Holland and the USA. Ryan is the CEO and founder of Brain Swell Media LLC, a corporate training and revenue strategy firm.

As an internationally acclaimed speaker and business book author, Ryan has been featured in USA Today and on Forbes.com.

Missouri Press Classifieds: Who is looking for YOU?

FOR SALE

OWNERSHIP OPPORTUNITY: 146-year-old county seat weekly, located in Ozark National Scenic Riverways, with loyal local readers and a growing tourism market. 2020 statistics show Shannon County as having the lowest taxes and highest rising home values in Missouri. The Current Wave is a community paper, with summer publications for floaters and trail riders, a tradition of serving four small towns, with a full set of archives dating through the 1890's. Turnkey operation. \$100K. Some owner financing considered. Contact Roger Dillon at (573) 226-5229. 12-4

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. 1-6

HELP WANTED

EDITOR: Phillips Media Group is seeking a full time editor to edit the weekly Cedar County Republican in Stockton, Missouri.

We are looking for a self motivated person with good news judgment and strong writing/editing skills.

Duties will include taking photos, writing, editing and management of a reporter.

Pay depends on skills/experience but in the range of \$25,000 to \$40,000

PhillipsMediaoffersacomprehensive benefit package, a great opportunity to live and work in a southern Missouri lake community and the ability to edit a strong local weekly paper.

Want to know more? Please email your resume to jim@phillipsmedia.com 12-31

REPORTER: Gannett has an immediate opening for a general assignment reporter based in Neosho, Missouri.

This is an outstanding opportunity for a journalist who wants to do it all, covering news and sports across a wide swath of southwestern Missouri for the Neosho Daily News and the Aurora Advertiser.

Neosho is a community of 12,000, home to Crowder Community College and within close proximity to Springfield and Joplin.

A bachelor's degree, a valid driver's license and reliable transportation are required. Some experience is preferred, but recent journalism graduates with excellent writing, photography, video and digital skills are welcome to apply.

Gannett offers health, dental and vision benefits, 401K, and paid vacation, sick time and holidays, as well as great potential for advancement in a company with hundreds of newspapers across the country, including USA Today.

Send your resume and work samples — including multimedia — to Joyce Miller, Lake Media Editor, at jmiller@lakesunonline.com. No phone calls, please. 12-9

MULTI-MEDIA JOURNALIST: Begin a career you are proud of as a Multimedia Journalist at the Courier Tribune.

What do we offer You?

- An opportunity to diversify your portfolio with print and digital storytelling opportunities
- Tools to perform your job to the highest potential, including training and up-to-date technology
- Flexible scheduling and competitive pay without being stuck in the office
- Great company benefits, including medical, dental, life, phone reimbursement, PTO and a 401K package

What is like to work for us?

- We focus on what it takes to make you successful in your job, preparing to inform and engage with an active audience
- As part of a family-owned business, you will develop strong team-building and family-like relationships with co-workers

What does it take to work for us?

- Be a community-minded and creative self-starter and storyteller, publication experience helpful
- Have strong understanding of AP style and oral and written communication skills
- Understand photography and videography techniques and social media trends; Adobe Creative Cloud experience a plus
- Be able to manage time and effectively multitask

Apply today! Email amanda.lubinski@mycouriertribune.com with resume, letter of introduction, references and work samples. 12-8

Please make sure your staff is receiving emails from Missouri Press

From Missouri Press Staff

Missouri Press Association is constantly putting together information and resources we think will be useful to you in these trying times.

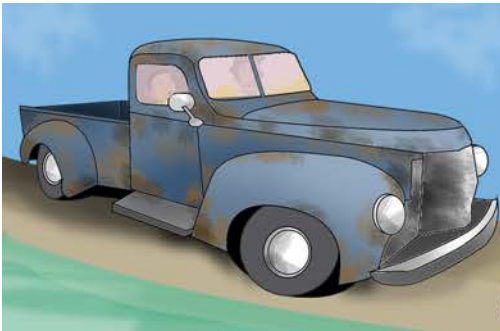
The main method for distributing these resources to members is via email, and we need to make sure that all members are signed up.

Some of these addresses may already be in our database,

however we need you to mark Missouri Press Association's email addresses as safe so they are not filtered out as "spam."

All Missouri Press office staff use email addresses with the domain "@mopress.com"

If you have any questions about getting signed up to receive Missouri Press' emails or you are concerned that someone on your staff is not receiving them, please contact Matthew Barba at mbarba@mopress.com



MILES & THE MONARCHS

—By Carolyn Mueller | Illustrated by Philip Goudeau

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.

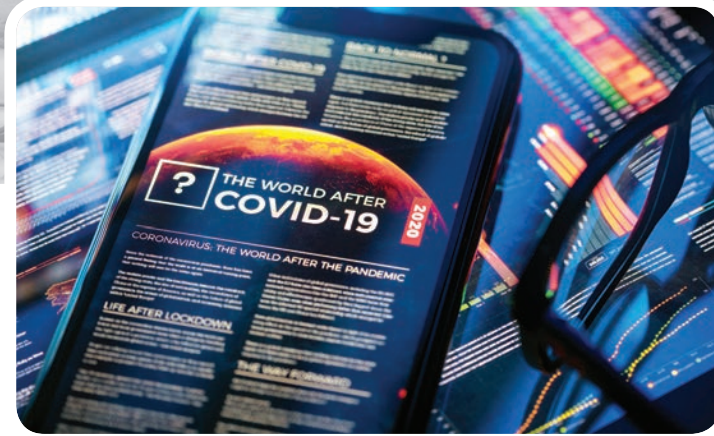
The timing of this year’s eight-chapter story is especially serendipitous. Major League Baseball has recently announced that players from the Negro Leagues will be considered Major Leaguers. All 3,400 players, from 1920 to 1948, will be elevated to MLB status. Andrew “Rube” Foster established the Negro 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 and use the **download code: monarchs** to access the Teacher’s Guide and all eight chapters.

SPONSORED BY





2021... TOGETHER

We are fortunate to count you as a valuable partner during an unprecedented time.

Thanks to you, we're looking ahead. Let's find new ways to stay strong.
Your business means a lot to us. Know that we're always here to help you.

No one has an engaged audience like ours.
Our growth online, combined with print, is impressive
as more readers turn to us for local news.

Lean on us.
Together, we will win.



NEWSPAPER POWER.

Print, Digital & Social Solutions for our advertisers.

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