



31st Annual

Missouri Press Association Virtual Day at the Capitol, Thursday, January 28th, 2021



Due to ongoing coronavirus considerations, the 31st Annual Missouri Press Association Day at the Capitol will be held virtually Thursday, Jan. 28, and feature remarks by Gov. Mike Parson and Secretary of State Jay Ashcroft.

- The meeting, held via Zoom, begins at 10 a.m. with Secretary of State Ashcroft addressing members.
- Gov. Parson will follow at 10:45 a.m. and his time includes a question-and-answer session.
- A registration form for Day at the Capitol is on the Association's website, www.mopress.com

Login information for the Zoom meeting will be provided after you fill out the registration form.

If you have any questions about Day at the Capitol, please contact Executive Director Mark Maassen at mmaassen@mopress.com



Missouri Press Association
Bulletin
No. 1381 — 15 January, 2021





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 PRESIDENT: Beth Durre-

man, Perry County

Republic-Monitor, Perryville

SECRETARY: Gary Castor, Jefferson City

News Tribune

TREASURER: Ruby Bailey,

Columbia Missourian

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

MPS PRES.: James White, Warsaw

VICE PRESIDENT: Jeff Schrag, Springfield

SEC-TREAS.: Dennis Warden, Owensville

MPS DIRECTORS: Jim Robertson,

Columbia; Phil Conger, Bethany

STAFF

Mark Maassen: Executive Director,

mmaassen@mopress.com

Matthew Barba: Editor,

mbarba@mopress.com

Ted Lawrence: Ad Director,

tlawrence@mopress.com

Kristie Fortier: Member Services,

Meeting Coordinator, kfortier@mopress.com

Michael Harper: Foundation Director,

mharper@mopress.com

Marcie Elfrink: Bookkeeping,

melfrink@mopress.com

Jeremy Patton: Graphics Designer,

jpatton@mopress.com

Jackie Wiehe: Insertion Order Coordinator

mopressmedia@mopress.com

Jean Maneke: Legal Hotline Counselor

(816) 753-9000

jmaneke@manekelaw.com

Helen Headrick: NIE Director

hheadrick@mopress.com

Day at the Capitol via Zoom is Jan. 28

From Missouri Press Staff

Due to ongoing coronavirus considerations, the 31st Annual Missouri Press Association Day at the Capitol will be held virtually Thursday, Jan. 28, and feature remarks by Gov. Mike Parson and Secretary of State Jay Ashcroft.

The meeting, held via Zoom, begins at 10 a.m. with Secretary of State Ashcroft addressing members.

Gov. Parson will follow at 10:45 a.m. and his time includes a question-and-answer session.

A registration form for Day at the Capitol is on the Association's website, mopress.com

Login information for the Zoom

meeting will be provided after you fill out the registration form.

A meeting of the directors of the Missouri Press Association and Missouri Press Service Boards will be held at 9 a.m. Wednesday, Jan. 27, via Zoom.

If you have any questions about Day at the Capitol or the MPA/MPS meeting, please contact Executive Director Mark Maassen at mmaassen@mopress.com

Missouri Press Foundation will hold a meeting at 10 a.m. Thursday, Feb. 4. If you have any questions about this meeting, contact Foundation Director Michael Harper at mharper@mopress.com

Legislative resources available at mopress.com

From Missouri Press Staff

The Missouri General Assembly's legislative session officially began Jan. 6 and ends May 14. During the 2021 legislative session, Missouri Press Association may be calling you asking you to contact your local legislators on specific issues.

Grassroots lobbying by newspaper publishers and general managers will be important in 2021! Because of term limits, there will be dozens of new legislators in our state capitol in 2021.

These new legislators have not dealt with MPA legislative issues such as open meetings and open records of public bodies, the Sunshine Law, public notices required to be published in newspapers, sales tax issues, business issues, and more.

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.

Located at <https://mopress.com/missouri-press-legislative-roundup/>

or accessed from the front page of the Association's website.

Information on the page will be added to as the legislative session continues and include:

- Legislative reports from Lathrop GPM, MPA's lobbying partner in Jefferson City
- Calls to action for Missouri Press members
- State-specific resources about proposed, passed or defeated legislation
- Legislation summaries that affect the newspaper industry
- Information on federal legislation being proposed
- Contact information for state and federal legislators

Missouri Press will continue to distribute emails as necessary but the goal in 2021 will be to emphasize using emails for calls to action.

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

Missouri Press Advertising and Marketing Executives

MPAME

2021

BEST AD CONTEST

2020 Was a CRAZY YEAR! Be rewarded for your headaches and hard work by entering the 2021 MPAME Best Ad Contest and show everyone the great work you have done to drive revenue and maybe help others out in the process!

CONTEST INFORMATION

To find full information and rules, go to <https://mopress.com/ad-contest/>

Entries must have been published between January 1, 2020 and December 31, 2020.

The contest is open to all staff members of publications holding ACTIVE or ACTIVE ONLINE membership in the Missouri Press Association.

All entries must be submitted as FULL-PAGE electronic tearsheet files. Please name the file(s) in a way that clearly identifies the ad(s) being submitted for judging. You may also circle or include other graphic markings to indicate which ad is to be judged.

All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

Note: For large files, you may use Dropbox, Google Drive, Scribd or issuu to create a remote digital file and share the url. **Please make sure the file is public, made shareable or that a password is provided, so it can be printed for judging and/or display purposes. For smaller files, you can use PDF or Word Documents.**

A fee of \$7 per entry must be paid online, mailed or called in by time of entry deadline. Pay online at:

<https://bit.ly/2Lg6FVe>. If mailing payment, please mail check to: MPAME Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167 ext. 300.

ENTER ONLINE AT: betternewspapercontest.com

Find: 2021 Missouri Best Ad Contest | Deadline Jan. 29, 2021

If you have any questions, need your password or email reset for betterbnc.com, OR feel your newspaper is in the wrong class, please contact Kristie Fortier at kfortier@mopress.com or call 573.449.4167 ext. 301

AWARDS & MEETING INFORMATION

Make plans now to attend the Missouri Press Advertising and Marketing Executives meeting being held on April 22-23, 2021.



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



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.

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 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

Phillips Media offers a comprehensive 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 jmill@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

REPORTERS: The Sedalia Democrat is seeking qualified candidates to join its newsroom. The Democrat is a 5,000 circulation, five-day, award-winning newspaper in Sedalia, Missouri.

It is the only newspaper in Pettis County, serving as the primary news source for West Central Missouri. It is looking to fill two vacant reporter positions in the newsroom. These people would report to the editor and work with one other news reporter and a sports editor.

Primary duties include daily news and feature coverage of Sedalia and Pettis County. These positions also include taking photos, producing content for special sections, and assisting with social media.

Minimum requirements include a college degree in journalism, communication or a related area of study and/or experience as a journalist at a news publication. Experience with Microsoft Office, Macintosh and Adobe Photoshop is helpful.

Candidates must be willing to have a flexible schedule, have basic photography skills, attention to detail, ability to meet a nightly deadline, work well in partnership with coworkers and community members, and be able to produce content for both our online and print products.

Send a resume and work samples to Editor Nicole Cooke at ncooke@sedaliademocrat.com.

Sedalia is best known as the home of the Missouri State Fair and the birthplace of ragtime music. With a population of 21,000, it is an hour from metropolitan cities Columbia and Kansas City. 12-8

Continued on Page 7



Postal rates

PRC postage increase order could represent existential threat to newspapers

From News Media Alliance

This week the News Media Alliance and the National Newspaper Association – representing thousands of local newspapers across the United States – joined a legal challenge of an order by the Postal Regulatory Commission (PRC) that would effectively eliminate a Congressionally-mandated limit on postal rate increases for Periodicals and Marketing Mail, which since 2006 has required postal rate increases to remain within a statutory price cap tied to the Consumer Price Index.

Under the new rate-setting system,

the U.S. Postal Service will be able to increase the postage assessed to newspapers by roughly 9 percent annually over the next five years. Rate changes of this magnitude would be unsustainable for newspapers and could force small market and community newspapers to close their doors.

The current pricing structure has provided newspapers and other mailers with smaller, more predictable rate increases, which has convinced businesses to keep mail volume in the postal system. Removing the statutory rate cap will ultimately weaken the

nation's postal system through the loss of mail volume and revenue.

David Chavern, President and CEO of the News Media Alliance, stated, "The PRC is placing the Postal Service's balance sheet problems – which Congress can fix – on local newspapers and other mailers at the worst possible time. As many newspapers are the only source of local news about a community, this will undoubtedly increase the number of 'news deserts' across the country."

This report was originally posted online at <http://bit.ly/3oFXyPh>

Missouri Press Classifieds: Continued from Page 6

DESIGN EDITOR: The Jefferson City News Tribune is looking to hire a design editor to lead its four-member design desk. Candidates must have a command of AP style, an ability to edit local and wire stories, write accurate and compelling headlines, and have a solid background in designing news and features pages. Two to five years of experience preferred. Experience with Adobe InDesign and Photoshop a must. Application deadline is Dec. 21. Send resume, samples of work or a link to those samples to gary@newstribune.com. 12-7

BUSINESS REPORTER:

Springfield Business Journal, an award-winning weekly niche publication in southwest Missouri, is seeking a reporter. Expertise in AP style is required; three to five years of reporting, ideally in business, is preferred. Work for the leading authority of business news and information in the Springfield region. The SBJ is family owned and is growing. We are increasing print readership as well as digital platforms. Over 70% of our readers are owners, CEOs, partners, general managers or other executive level positions; 86%

of readers are in a decision-making role and they overwhelmingly cite Springfield Business Journal as their preferred source for business news.

Send resume and clips to Editorial Director Eric Olson at eolson@sbj.net. 12-4

SPORTS EDITOR: The Warrensburg Star-Journal is seeking a qualified candidate to lead its Sports Department. The Star-Journal is an 1,800 circulation weekly newspaper in Warrensburg, Missouri. The Star-Journal has a 155-year history of providing quality journalism to Warrensburg and Johnson County. It is looking to fill its Sports Editor position, who will report to the editor. Warrensburg is home to the University of Central Missouri, the Warrensburg School District, and several smaller county school districts.

Primary duties include high school and college game coverage, writing sports feature stories, taking photos, producing content for special sections, and assisting with social media. The sports editor will help the editor oversee stringers who contribute to sports coverage.

Minimum requirements include

a college degree in journalism, communication or a related area of study and/or experience as a journalist covering sports at a news publication. Experience with Microsoft Office, Macintosh and Adobe Photoshop is helpful. Video experience is preferred but not required.

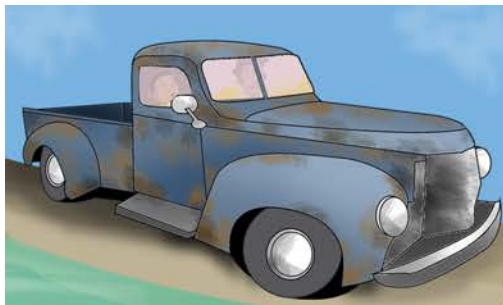
Candidates must be willing to have a flexible schedule, have basic photography skills, attention to detail, ability to meet a nightly deadline, work well in partnership with coworkers and community members, and be able to produce content for both our online and print products.

Plus, a love of sports and ability to discuss stats in the newsroom is encouraged.

Send a resume and work samples to Editor Nicole Cooke at nicolec@phillipsmedia.com.

Warrensburg is best known as the home of the UCM Mules and Old Drum, man's best friend. With a population of 20,000, it is less than an hour from Kansas City.

Owned by Phillips Media Group, an equal opportunity employer, the Star-Journal offers salary and benefits in a comfortable working environment. 11-2



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

NNATIONAL
NEWSPAPER
ASSOCIATION
FOUNDATION


Missouri Press
Foundation

