



Missouri Press Association
Bulletin

No. 1380 — 15 December, 2020

Press Foundation

is connecting young readers with newspapers.

Will you make a gift today to support us?



Photographs provided by Vernon Publishing and Jacob Warden of Warden Publishing.

Missouri Press Foundation's Newspapers in Education program was created to help all of Missouri's newspapers involve young people with their community's papers, thereby expanding our base of informed, engaged citizens. For 20 years the program has served hundreds of Missouri newspapers and thousands of students. The program is a partnership between newspaper companies, teachers, schools and families to use the printed newspaper or electronic edition as an educational resource for children in the classroom and at home, promoting literacy and education in their community. Hundreds of newspapers of all sizes in our own state and across the nation depend on our content to reach young readers and educators in their communities. We collaborate with educators and content experts to create easy-to-use features that are ready to publish. Newspapers download and publish them, then deliver printed or electronic copies of their newspapers to classrooms in their communities. Teachers distribute the newspapers to use the content and further the learning by sending the resources home at the end of the school day. With newspapers, young students improve reading skills, build vocabulary, use practical math applications, understand citizenship – and have dozens of other experiences that make learning meaningful.



Make Checks Payable to the Missouri Press Foundation. Return to: 802 Locust St. • Columbia, MO 65201



Missouri Press Association
Missouri Press Service
 802 Locust St.
 Columbia, MO 65201-4888
 (573) 449-4167; FAX (573) 874-5894
 www.mopress.com

PRESIDENT: Trevor Vernon,
Eldon Advertiser

FIRST VICE PRESIDENT: Liz Irwin,
 Missouri Lawyers Media, St. Louis

SECOND VICE PRESIDENT: Roger
 Dillon, *Shannon County Current Wave*,
 Eminence

SECRETARY: Ruby Bailey,
Columbia Missourian

TREASURER: Peggy Scott,
 Leader Publications, Festus

PAST PRESIDENT: James White,
Benton County Enterprise, Warsaw

DIRECTORS:

Amos Bridges, *Springfield News-Leader*
 Mary K. King, *Jackson County Advocate*,
 Grandview

Donna Bischoff, *St. Louis Post-Dispatch*
 Hannah Spaar, *The Odessa*, Odessa
 Bryan Jones, *Versailles Leader-Statesman*

Kevin Jones, *St. Louis American*
 Beth Durreman, *Perry County*
Republic-Monitor, Perryville

NNA Representative: Sandy Nelson,
The Courier-Tribune, Liberty

MPS PRES.: Jeff Schrag, Springfield

VICE PRESIDENT: Dennis Warden,
 Owensville

SEC-TREAS.: Jim Robertson, Columbia

MPS DIRECTORS: Phil Conger, Bethany;
 Joe May, Mexico

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

MPA needs your help during the 2021 legislative session

From Missouri Press Staff

The pre-filing of bills has started in Jefferson City and the start of the 2021 session of the Missouri General Assembly is just around the corner.

It's vitally important that you make contact now with your local State Senator(s) and State Representative(s) and invite them to your office, join them for a cup of coffee, meet them at their office, or host a ZOOM meeting to have a chat with them about the issues they will be taking with them to Jefferson City, and share with them issues that could affect your newspaper and your community.

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 the list goes on.

And, don't forget the legislators that have been in Jefferson City. It is important that we continue to nourish those relationships.

These meetings should be cordial. It

is so important that you know your local legislators and that they know you!

During the 2021 legislative session, MPA 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 for your newspaper in 2021!

Please, now is the time to make those contacts in an effort to foster good or even better relations with your local elected officials. MPA needs your assistance to help protect newspapers and to promote open government in Jefferson City.

Below is a link to a Google doc spreadsheet (of new legislators) where you can update if you plan to meet (either virtually or in person) or have met with your legislator.

<https://bit.ly/3aezLLB>

The legislative session officially begins Jan. 6 and ends May 14.

Have a safe and healthy holiday season.

Mark Maassen
 Missouri Press Association
 573 449-4167 ext. 308
 mmaassen@mopress.com

Public notices online helps keep them in print

From Missouri Press Staff

Due to staffing changes and COVID-19, many of our members have stopped uploading on the Missouri Public Notices site at: <https://www.mopublicnotices.com/>

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](https://www.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



BETTER NEWSPAPER CONTEST

Are your entries ready?

Begin preparing your entries for the 2021 Better Newspaper Contest NOW!

Look for full contest rules and categories to be released in January. In the meantime, 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
or Kristie Fortier at kfortier@mopress.com**



Missouri Press' offices will be closed for upcoming holidays

From Missouri Press Staff

As Christmas and New Year's Day approach, Missouri Press staff want to remind members the Association's central offices in Columbia will be closed for the holidays.

For Christmas, the office will close at noon on Christmas Eve, Dec. 24, and remain closed on Christmas Day, Dec. 25.

For the new year, the office will close at noon on New Year's Eve, Dec. 31, and remain closed on New Year's Day, Jan. 1.

Missouri Press' offices also continue to operate with intermittent hours due to the ongoing coronavirus pandemic.

If you have any questions about Missouri Press' office hours, please contact Marcie Elfrink at melfrink@mopress.com

Membership

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



Postal rates

New rule may mean unsustainable postal rates for newspapers

By Paul J. Boyle

News Media Alliance

The pricing structure that has brought newspapers predictable postal rates since 2006 has been upended.

Under the Postal Accountability and Enhancement Act (PAEA), products that are under the USPS monopoly, such as Periodicals and Marketing Mail (e.g. Total Market Coverage or TMC products), experienced smaller, more predictable rate increases that did not exceed the inflation-based price cap tied to the Consumer Price Index.

But on November 30, the Postal Regulatory Commission (PRC) approved a rule, establishing a new rate-setting system that eliminates the previously implemented cap on postage rates for these products, which could harm newspapers and ultimately weaken the nation's postal system.

The new final rule issued by the PRC would allow USPS more pricing flexibility above the inflationary rate cap, so that the Postal Service can recover ever-growing costs to its operations, including:

- 1) A congressional mandate to pre-fund retiree health benefits;
- 2) Rising delivery costs from the growing number of delivery points; and
- 3) Costs involving so-called "underwater" products, such as Periodicals and catalogues, that do not cover their measured costs. (Note: Mailers, including newspapers, have argued that USPS has not adequately measured the costs of processing Periodicals).

Under the final rule, USPS could increase rates sometime in 2021 by as much as 7 percent above the Consumer Price Index (which does not include

the approved rate increase effective January 24, 2021), and by similar amounts in each of the next five years. If one assumes that the Consumer Price Index will continue to average 2 percent growth annually, which it has since 2006, newspapers could see their rates go up 30 percent for TMC products and 40 percent for Periodicals over a five-year period.

The Alliance filed comments with the PRC on January 31, 2020 opposing the proposed change, arguing that the objectives in the PAEA include the principle that postal rates should be "fair and reasonable" and that the statutory rate cap has worked well because predictable and nominal rate increases have convinced businesses to keep mail volume in the postal system. USPS's finances bear this out. From 2006-2018, USPS revenues have only declined by 2.6 percent, which is extraordinary given USPS's mail volume over the same time period had decreased by 31 percent.

USPS has not been able to reduce its costs the same way as other entities in industries that have been disrupted by the Internet. USPS's operational costs have increased. Further, it is required by the 2006 postal reform law to pre-fund its retiree healthcare benefits, a total of \$114 billion. Through this final rule, the PRC is placing the burden of the Postal Service's balance sheet problems on newspapers and other mailers through higher postage.

In our comments to the PRC, the Alliance stated that any decision to change the statutory rate cap for Market Dominant Mail is one that Congress must make, not the regulator, as the elimination of the rate cap will have a long-term, damaging impact on

USPS's finances.

Newspaper executives around the country know that local newspapers will not be able to absorb a cumulative 30 to 40 percent rate increase over the next five years.

These types of rate changes would undoubtedly force newspapers' TMC and editorial products out of the postal system for good. Other mailers, particularly direct mailers with digital alternatives, would be forced to take the same action. This is not in the long-term best interest of USPS, or our nation's postal system.

The final rule will go into effect upon its publication in the Federal Register, expected in the coming days. However, the PRC has indicated that the Postal Service could file a notice as early as December 31, 2020, in which case we could see USPS implementing rate changes under this new system as early as late spring of 2021.

We expect mailers will file a legal challenge claiming the Commission does not have the legal authority to allow the USPS to exceed the time-tested and proven statutory rate cap. In addition, the Alliance and other mailers will be lobbying Congress to act on postal reform legislation that bolsters USPS finances, including the elimination of the requirement to pre-fund retiree health benefits, which is not required of any federal agency or private business.

A detailed summary of the PRC's final rule can be found here: <https://bit.ly/3qXmnYr>

Please contact Paul Boyle, Senior Vice President/Public Policy for News Media Alliance with any questions. His email address is paul@newsmediaalliance.org

The Relevance Project has several tools to help your newspaper reclaim revenue and assist your local businesses in their recovery from the coronavirus pandemic. Find revenue tools, an audience calculator and more online at <https://bit.ly/35YrqPS>

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

HELP WANTED

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.

Owned by Phillips Media Group, an equal opportunity employer, the Democrat offers salary and benefits in a comfortable working environment.

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.

Continued on Page 7

Robot lawyer startup DoNotPay now lets you file FOIA requests

By Zack Whittaker

Tech Crunch

DoNotPay, the consumer advice company that started out helping people easily challenge parking tickets, has come a long way since it launched. It's expanded to help consumers cancel memberships, claim compensation for missed flights and even sue companies for small claims. In the early days of the pandemic, the startup helped its users file for unemployment, where many state benefit sites crashed.

Now the so-called "robot lawyer" has a new trick. The startup now lets you request information from U.S. federal and state government agencies under the Freedom of Information Act.

FOIA allows anyone to request information from the government, with some exceptions. But ask anyone with experience in filing FOIAs (hello!) and they can tell you that requesting data requires skill and practice to avoid

having the request thrown out for being too broad, or not being specific enough. And when you do eventually get something back, it might not be what you expect.

That's where DoNotPay wants to help. The new feature guides you through how to file a request for information, as well as wrangle the fee waivers and option to expedite processing — which is up to you to convince the government department why you should get the information for free and faster than regular FOIA requests. (In reality, the FOIA system is massively under-resourced, and responses can take months or years to get back.) After asking you a series of questions and what you want to request, DoNotPay generates a formal FOIA request letter using your answers and files it to the government agency on your behalf.

DoNotPay's founder and chief executive Joshua Browder said he's

hoping the new feature can help consumers "beat bureaucracy."

"Hundreds of users have requested a FOIA product, because the government makes it deliberately difficult and bureaucratic to exercise these rights," Browder told TechCrunch.

Browder said that DoNotPay "would not exist" without FOIA laws. "When we got started appealing parking tickets, we used previous requests to see the top reasons why parking tickets were dismissed," he said. Browder said he's hoping the feature will help consumers uncover more injustices — just like with parking tickets — to feed his product with more features. "The overall strategy is to use any interesting FOIA data to build great new DoNotPay products," he said.

The FOIA filing feature is free for academics and journalists.

This story was originally posted online at <http://trn.ch/34hFYZI>

Missouri Press Classifieds: Continued from Page 6

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

MANAGING EDITOR: The Managing Editor of the nationally-acclaimed St. Louis American manages all editorial staff and oversees all editorial work under the supervision of the publisher. The newspaper's mission is to inform, educate, empower and defend the Black community in the St. Louis region.

The managing editor must be strategic in planning story budgets and assigning, editing and reporting copy so that the

sections of the paper are completed and designed in stages. The managing editor must be prepared to report stories across all coverage areas as needed.

Send resume to kjones@stlamerican.com 10-29

EDITOR: Morgan County Press, Stover's Weekly Newspaper is seeking an Editor. Applicants should be community-minded, people-oriented, available to work nights and weekends. Duties include writing and editing news stories and a weekly editorial or personal column, taking photographs, attending meetings. Newspaper writing experience or journalism education helpful, but not required. 40 hours/week. Paid vacation. Starting pay based on experience (minimum \$440/week). Office located in Versailles.

Send resumé and writing samples to: Bryan E. Jones, Publisher; Versailles Leader-Statesman; P.O. Box 348, Versailles, MO 65084; or email bjones@leader-statesman.com 10-22

2021 NIE serial story available soon

December is a busy month. It's busy for Newspapers in Education too. We're working hard to finish the 2021 serial story, Miles and the Monarchs, and the accompanying Teaching Guide.

I'm sure most of us are looking forward to seeing the end of 2020. I certainly am! The story and lessons will be available soon, so plan on downloading it in just a few weeks. Right in time to see goodbye to Father Time and hello to Baby New Year!

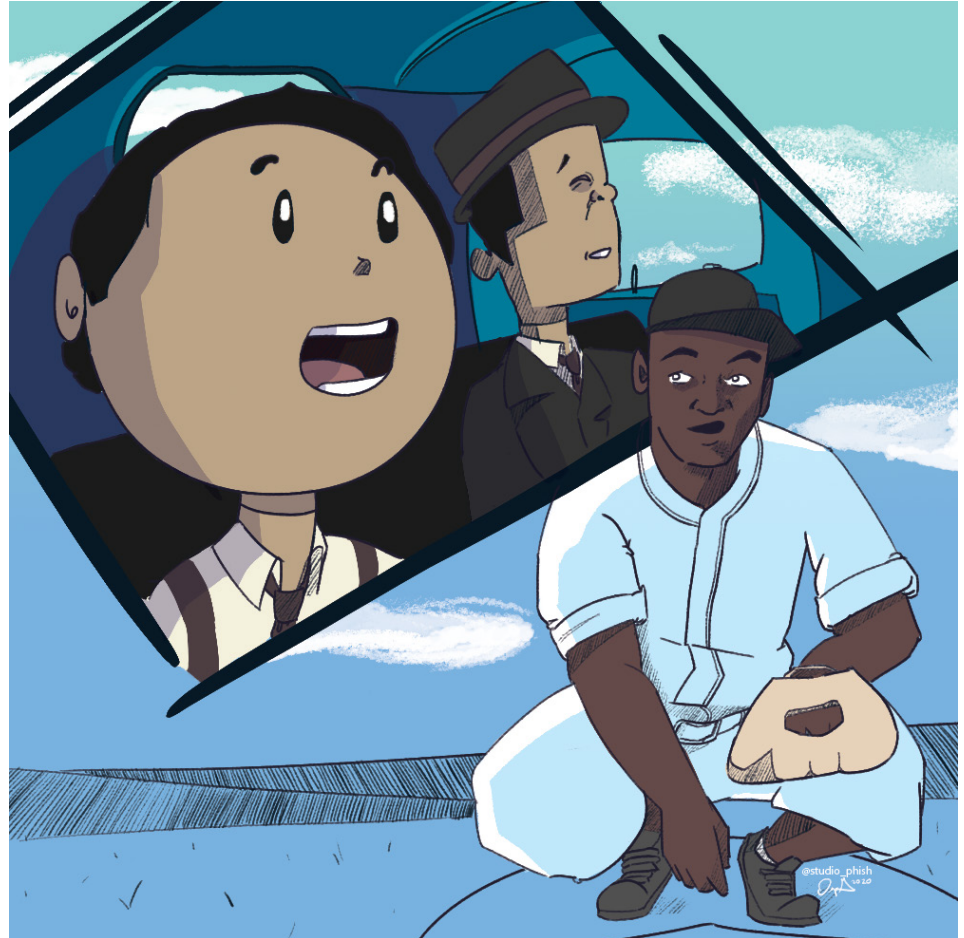
The following appeared in the December 2020 issue of Missouri Press News and discusses the upcoming 2021 NIE serial story, Miles and the Monarchs.

The National Newspaper Association Foundation and the Missouri Press Foundation have been teaming together to produce an annual free serial story for years.

This year's eight-chapter story, 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 Washington-Homestead Grays. Miles and his father take the scenic back roads from Washington D.C. to Philadelphia for this event, using a map that Miles' grandfather created.

Andrew "Rube" Foster established the Negro National League in 1920, in Kansas City. The history of the Negro Leagues is an integral part of American history. The League made a profound impact on the social advancement of our country.

We believe that this story will be of interest to readers and publishers across



The upcoming Newspapers in Education serial story about the Negro Leagues Baseball Museum's 100th anniversary will feature illustrations by Missouri artist Philip Goudeau. The story is authored by Carolyn Mueller, who wrote the Gas House Gang serial story about the St. Louis Cardinals. (Submitted)

the country. Miles learns the history of Black teams, from the early days of barnstorming across the country to the formation of the League.

He also learns why they are traveling the back roads. He hears the stories of different players and meets some of the great ones.

Carolyn Mueller of St. Louis authored our eight-chapter story. She has written several of our previous serial stories, including the Gas House Gang, which was about the St. Louis Cardinals.

The story is illustrated by Philip Goudeau, a Missouri State University graduate, with a Bachelor of Fine Arts in Computer Animation. He is a digital artist specializing in 2D animation, graphic design and digital illustration.

This series will be offered free of charge to newspapers in Missouri and across the country, with publication beginning Jan. 2021 and ending June

30, 2021.

Newspapers will access the material from our download site, www.monie.com. Each of the eight chapters will include a newspaper activity. A companion teacher guide will be written and made available for newspapers to distribute to teacher or post on their websites.

In addition, an ad will be created for publication in newspapers prior to their running the story. The ad will be created so newspapers can easily add their logo.

Watch our social platforms, Bulletins and website for more information.

