



## Gubernatorial forum will be broadcast, livestreamed Sept. 25

### *Pool photographer will take photos during event for all media to use*

#### From Missouri Press Staff

Missouri candidates for Governor will participate in a forum at 2 p.m. Friday, Sept. 25, sponsored by the Missouri Press Association and KOMU-8. The forum will be televised live on KOMU-8 and a livestream will be available for all MPA members to use on their websites.

The Missouri Press Association / KOMU-8 Gubernatorial Forum is being produced in cooperation with the Missouri School of Journalism. It will be held at the University of Missouri's historic Missouri Theatre.

This forum will be the first time all four candidates, including Gov. Mike Parson, R; State Auditor Nicole Galloway, D; Libertarian nominee Rik Combs; and Green Party nominee Jerome Bauer share a common stage to discuss their positions on issues affecting the state.

David Lieb, the Associated Press' chief correspondent in Jefferson City, will moderate. Candidates will be questioned by media members representing KOMU, the Missouri School of Journalism, and the Missouri Press Association.

Due to the coronavirus pandemic and limitations on the size of gatherings, the forum will not be open to the public and attendance by other media will be limited.

Details on accessing the program and making the livestream available on your website are at the end of this story.

Video and still photography will be allowed immediately prior to the start of the forum when candidates are in their positions. Once the broadcast begins, media will be moved to designated areas and attendees will be asked to refrain from all photography and videography in the forum.

A designated pool photographer will be taking photos during the forum for all media to use. Details on accessing those photos will be available prior to the event.

Space will be designated for each candidate to answer questions after the forum while satisfying social distancing rules.

A media credential application for those wanting to attend can be found here: <http://bit.ly/MPA2020forum>

A copy of the form is also on page 2 of this month's Bulletin.

**The form only needs to be filled out for media attending in-person. Media applications are due by Wednesday, Sept. 16.**

Please contact MPA Executive Director Mark Maassen at 573-449-4167, Ext. 308, or [mmaassen@mopress.com](mailto:mmaassen@mopress.com) with questions or special requests regarding the candidates' forum.

#### Livestream access

Two options are available for MPA members:

- **Embed coding:** The following coding should allow MPA members to directly embed the stream on your websites. A test utilizing Gov. Mike Parson's Wednesday, Sept. 16, news briefing is planned for 3:30 p.m. Two tests will also take place Thursday, Sept. 17, with the first at 10:30 a.m. and the second at 3:30 p.m.

```
<fuel-video data-poster-image="https://mysite.com/sample.jpg" data-channel='54af43a8-9aea-42e2-b3db-1ea51e51fobb'></fuel-video>
```

```
<script>
```

```
let script = document.createElement('script');
script.setAttribute('id', 'fuel-player-script');
script.setAttribute('src', 'https://fuel-streaming-prod01.fuelmedia.io/player/1.0/player.min.js?v=' + parseInt(new Date().toISOString().slice(0,10).replace(/-/g, "")));
document.body.appendChild(script);
</script>
```

- **Linking to KOMU.com:** Understanding that some members may have difficulty with the embed option above, KOMU.com will also have a story published on our website at least 30 minutes prior to the start of the forum. You may link to this story. During the test periods, we will also publish a story, but understand that each story is a unique link, so you will need to link to KOMU.com on the day of the debate. This is how non MPA members will have access to the debate, so understand others in your coverage area may choose to link to KOMU.com as well.

Questions about utilizing the livestream on your website can be directed to Matthew Barba at [mbarba@mopress.com](mailto:mbarba@mopress.com)

# Missouri Press Association

## Gubernatorial Forum

Friday, September 25, 2020, 2:00 p.m.

Missouri Theatre, 203 S. 9<sup>th</sup> Street, Columbia

## Media Credential Application:

This form must be filled out and emailed to MPA at [mmaassen@mopress.com](mailto:mmaassen@mopress.com) or Faxed to **573-874-5894**.

(Please bring identification for verification on the day of the forum to ensure entry.)

### Organization Contact Information:

First and Last Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Are you representing: Radio Television Newspaper Digital (circle one)

Organization Street Address: \_\_\_\_\_

City/State/ZIP Code: \_\_\_\_\_

### Attendee Information:

First and Last Name:

E-Mail Address:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Due to University guidelines, an occupancy limit will be enforced.

Questions? Special requests? Contact Mark Maassen, Executive Director, Missouri Press Association.  
573 449-4167, ext. 308, [mmaassen@mopress.com](mailto:mmaassen@mopress.com)



**Missouri Press Association**  
**Missouri Press Service**  
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 Grandview

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

Kevin Jones, *St. Louis American*  
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*Republic-Monitor*, Perryville

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**Helen Headrick:** NIE Director  
 hheadrick@mopress.com

# Here are MPA's proposed 2021 officers and directors

## From Missouri Press Staff

The Missouri Press Association Nominating Committee met recently, finalizing a slate of MPA officers and directors for 2021, effective Jan. 1.

The election of MPA officers and directors is scheduled during the annual MPA business meeting at 3 p.m. Thursday, Sept. 24, via Zoom.

You can vote now via online ballot for this year's officers at <http://bit.ly/MPA21ballot>

Log-in information for the meeting will be announced soon via separate email.

## Here are the candidates proposed by the nominating committee:

2021 President, Liz Irwin, Missouri Lawyers Media, St. Louis; First Vice President, Roger Dillon, *Shannon County Current Wave*, Eminence; Second Vice President, Beth Durreman, *Perry County Republic-Monitor*, Perryville; Secretary, Gary Castor, *Jefferson City News Tribune*; and Treasurer, Ruby Bailey, *Columbia Missourian*.

Director for a one-year term: Jim Van

Nostrand, *Columbia Daily Tribune*.

Director for a two-year term: Mary Wilson, *Jackson County Advocate*, Grandview.

Director for three-year terms: Donna Bischoff, *St. Louis Post-Dispatch*; and Sandy Nelson, *Courier-Tribune*, Liberty.

Peggy Scott, *Jefferson County Leader*, Festus, is being nominated as the National Newspaper Association state chair.

Continuing on the MPA Board in 2021 will be directors: Bryan Jones, *Versailles Leader-Statesman*; Kevin Jones, *St. Louis American*, Hannah Spaar, *The Odessan*, Odessa; and Amos Bridges, *Springfield News-Leader*.

Trevor Vernon, *Eldon Advertiser*; will serve as immediate past president in 2021.

James White, *Benton County Enterprise*, Warsaw, is stepping down from the MPA Board in December 2020.

The nominating committee, was chaired this year by James White.

The committee members thank everyone who submitted nominations.

# Free multi-part webinar will help you and your team sell digital

## From America's Newspapers

The digital advertising world changes quickly. Is your sales team up to speed on the latest selling strategies?

Join America's Newspapers for a special four-part sales training program developed specifically for sales managers and their teams.

Each one-hour session will focus on a selling skill to compete in today's competitive environment and provides the perfect opportunity for managers to engage with their team members and coach them to improve their digital sales knowledge and grow revenue.

## Four Training Modules:

- Jump Start Sales – Building Your Pipeline; September 16, 11 am  
 - Pricing, Packaging and the Value of

ROI; September 30, 11 am

- Show, Don't Tell – The Power of the Case Study; October 14, 11 am

- Audience, Audience, Audience

October 28, 11 am; These webinars are perfect for Sales Managers and Teams.

By registering, you're eligible for all four sales training modules.

We recommend that you attend the training live to get the full benefit of the sessions and have the opportunity to ask questions. However, the training sessions will be recorded and available for viewing after the sessions are complete.

To register for all four webinars, visit <https://newspapers.org/webinar-multi-media-selling/>





## **Empowering the informed.**

Journalists shed light on vital issues that may otherwise be left in the dark. They expose problems and give citizens the tools they need to make informed decisions about issues that impact everyday life in their community.

**NATIONAL NEWSPAPER WEEK • OCTOBER 4-10**

*The 80th annual National Newspaper Week is a recognition of the service of newspapers and their employees across North America and is sponsored by Newspaper Association Managers.*

*Visit [www.nationalnewspaperweek.com](http://www.nationalnewspaperweek.com) for more content, including editorials, cartoons and ads like the one above that you can run during National Newspaper Week and in the weeks that follow.*

## CALENDAR

### September

23 — MPF Board of Directors meeting, 9 a.m., Via Zoom

24 — MPA/MPS Boards of Directors meetings, 9 a.m., Via Zoom

24 — MPA Business Meeting, 3 p.m., Via Zoom

24 — Better Newspaper Contest and Best Ad Contest Results Videos Released, 3 p.m., Via Email

25 — MPA Gubernatorial Political Forum, 2-3:30 p.m., Live broadcast, Limited attendance, Columbia

### October

1-3 — National Newspaper Association's 134th Annual Convention and Trade Show, Teleconference

4-10 — National Newspaper Week

## Ensure you are receiving MPA emails

### 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

# Potter Digital Ambassadors program taking applications

## From Missouri School of Journalism

The Potter Digital Ambassadors program, which has helped 20 Missouri newspapers upgrade their multimedia and social media presence over the last three years, is adapting to the COVID-19 restrictions this year.

In the past, MU journalism students were paired with community weekly or daily newspapers and spent a week on site training staff in digital tools and practices.

**Because of the risk of asking students and newsrooms to continue that arrangement this year, we are shifting to an online version that will feature two online offerings for newspapers:**

- Two journalism students or recent graduates (former ambassadors) will each work closely with up to FOUR community newspapers to develop strategies for maximizing their digital reach. Depending on the newspaper's needs, the students can study their analytics, develop ideas for social accounts, look for multimedia opportunities, share low-cost digital tools, demonstrate podcasting and describe ways to improve their audience engagement.

All of this can be done using Zoom technology. We are planning to prepare students to have their reports ready to

share by mid-October.

- One journalism student will create a presentation that will introduce new, low-cost, high-quality digital tools and platforms to newspapers that could enhance their social and community presence.

Newsrooms can attend (virtually) the presentation and ask questions via two Webinars, also being held in mid-October. The demonstration will be tailored directly to newspaper needs and will clearly show how these new tools can

be easily adapted to newsrooms for sustainable impact.

There will be no cost to newspapers for either of these options. The Potter Digital Ambassadors program is underwritten by MU alum and community publisher Walt Potter Jr., whose interest is strengthening the position of community newspapers.

The ambassadors will be selected through a process that emphasizes their skills background, as well as their personal background. Some may be former Potter ambassadors who already understand the needs and resources of community newspapers.

We welcome any and all applications from newspapers to participate in either or both of these programs. Please send an email with your interest by Sept. 20 to Jeanne Abbott; [abbottjm@missouri.edu](mailto:abbottjm@missouri.edu)



## Keep promoting the second wave of the Pulse COVID shopping survey

### From America's Newspapers

#### Missouri Press News

Pulse Research's second wave of its COVID Shopping Survey is still underway, with more than 7,500 surveys completed.

The goal is to capture an even greater sample than the initial effort launched earlier this year. The survey has been

extended to learn about shopping intent in more than 500 shopping categories — double the spring survey — based upon feedback and requests.

A \$1,000 incentive is available to one respondent who completes the survey and shares their email.

Promotional materials are here: [www.pulseresearch.com/covidsurvey](http://www.pulseresearch.com/covidsurvey)





# NIE is the constant in a school year with many changes

School has started and new features have been posted or planned for Newspapers in Education.

## September

### Tips for Parents and Families

– School may be very different for your children this year, but these tips from the Missouri State Teachers Association for parents and families will help start the new school year off on the right foot. From homework to how to work together with the teacher to help your child, you’ll want to check out these six features. (Download code for all: *tipsforparents*)

**Read All About It** – These features are a great way to engage your students or children with their local newspaper now so that they’ll be engaged for life. These work well for classrooms as well as at home.

Each feature covers two weeks and offers activities for a variety of disciplines and grade levels for every day of the school year. Check back often, as fresh ads will become available regularly. (Download code: *readallaboutit*)

**Book Buzz & Novel Ideas** – These book columns are on hiatus until October. The return of these columns will be announced on [mopress.com](http://mopress.com).

**Constitution Day** – Celebrated on the 17th. Among the many available features, is Separation of Powers, a two-parter which includes The Wisdom of the Framers and The Framers Never Wanted a King. Insights into why the Framers felt that separation of powers was important enough to be embedded in our Constitution. (Download code: *separationofpowers*).

There are Constitution Quizzes, a feature about the Fair Housing Act and more to choose from.

**\*\*Coming soon\*\*** Celebrate the 100th Anniversary of the

ratification of the 19th Amendment. The Nineteenth Amendment to the United States Constitution prohibits the states and the federal government from denying the right to vote to citizens of the United States on the basis of sex. (Download code: *NineteenthAmendment*)

**Tales of Marvelous Missouri** – In this extraordinary time, the Missouri Press Foundation’s Newspapers in Education program is proud to announce that the 2020 serial story, Tales of Marvelous Missouri, will continue to be available for free until 2021.

This 8-chapter story tells the tale of one girl’s adventure at Silver Dollar City and how it led to a deep love of the area’s history and an insight into how Missouri came to be settled. (download code: *marvelousmo20*)

## October

**National Newspaper Week 2020** – Join us as we celebrate National Newspaper Week 2020, Oct. 4-10, 2020. Journalism is relevant and vital to our communities and country. (Download code: *npweek*)

**Famous Missouri Journalists** – To continue celebrating newspapers, we are offering this series which highlights 9 Missouri journalists and MPA. Use a few or all: Field, Bluford, Charles, Twain, Keeley, Pulitzer, Williams, Cronkite, Switzler, MPA. (*mojournalists*)

**Vote Missouri** – This 12-part series covers the who, what, when, where, why and how of voting in Missouri. (Download code: *votemo*)

## November

**People of Our Place** – Germans, Scots and French settlers found Missouri to be a welcome home. Celebrate Geography Awareness Week, Nov. 15-21, with this 3-part series. (Download code: *people*)

**Habitats** – Bring your readers more geography information. They

are sure to enjoy this updated two-art series about habitats and how Missourians can protect the environment. (Download code: *habitathero*)

**Celebrate Veterans Day, Nov. 11, with these features:**

**Stars and Stripes Military Newspaper 2019** – Learn about the enduring military newspaper that got its start right here in Missouri. (Download code: *starsandstripes*)

**Military Decorations 2018** – Learn about decorations awarded to our country’s service members. (Download code: *decorations2018*)

**Honoring Our Veterans** – (Download code: *veterans*)

**Honoring Our Flag** – (Download code: *usflag*)

## December

**Celebrate Bill of Rights Day, December 15, with any or all of these features:**

**You have the Right to Remain Silent** – This feature discusses the Miranda Warnings, which derive from the Fifth Amendment. (Download code: *miranda16*)

**You Have the Right to an Attorney** – The right to an attorney is found in the Sixth Amendment. (Download code: *Right2*)

(The features listed below all use the same download code: *rights*.)

- **Celebrating the Bill of Rights**  
- **Bill of Rights A Reason to Celebrate**

- **Our Voices Need to Be Heard**  
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Look for the 2021 calendar in December.



Helen Hendrick,  
Education Services Director  
Missouri Press Foundation

# Missouri Press Classifieds: Who is looking for YOU?

**STAFF WRITER:** Salem Publishing Company, which publishes The Salem News and Phelps County Focus in Salem and Rolla, Missouri, respectively, has an opening for a staff writer in Salem. Our print and web products are award-winning, as well as our acclaimed staff. Recent accolades include Missouri Press Association Young Journalist of the Year and an E&P 25 Under 35 honoree.

Job description includes print and digital coverage of local entities and editing, along with the opportunity to work on in-depth feature, enterprise and investigative stories that are a staple of our news products. Photography, social media, and page design skills are a plus.

Some experience is preferred. Send resume and samples of work to Catherine Wynn, Managing Editor, catherine@thesalemnews.com or P.O. Box 798, Salem, MO 65560. 9-10

**REPORTER:** Do you love digging deeper? Do you have a passion and flair for the written word? If your answer is “yes”, then you may have a future career as a Herald-Whig REPORTER.

Herald-Whig reporters pride themselves in their attention to detail. We have the most in-depth coverage in the area. Whether your passion is politics or crime, agriculture or local events, the Herald-Whig has the tools to feed your passion.

As a Herald-Whig reporter, you would be responsible for writing concise, fair and accurate stories as assigned. You would research background information and conduct interviews in person and by phone. Covering breaking news and taking accurate notes is a must! Our reporters also contribute to television and radio broadcasts on occasion and contribute to our interactive platform.

**Qualifications include:**

- College degree
- Three or more years of experience as a reporter or editor with demonstrated language and reporting skills necessary to provide coverage and insights into local events and issues.

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

opportunity employer.

If you think you have what it takes to be our next reporter, send a resume, samples and a letter outlining how you would approach the job to:

Nicole Stevens/Administration, The 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](http://www.whig.com) and about Quincy Media Inc., our parent company, at [www.quincymediacaers.com](http://www.quincymediacaers.com) 8-28

**EDITOR:** Family-owned, county newspaper, located in southwest Missouri, is seeking an editor for its weekly publication. Must have a passion for community journalism and be willing to be part of the local community. Must be a self-starter and able to work independently while working on several projects at a time. Position will require writing, photography, social media and layout skills. Experience with InDesign is preferred but will train if you possess excellent writing and computer skills.

Please send resumes, sample work, and references to [billing@cranechronicle.com](mailto:billing@cranechronicle.com) 8-12

**SPORTS WRITER:** The Joplin Globe is seeking a full-time sports writer, with a degree in journalism and experience covering games a must. The candidate also should have design and photography experience, and be capable of writing analysis columns as well as event coverage. Contact Andy Ostmeier, Editor, The Joplin Globe, at 417-627-7281, and send clips, contact information and references to

[aostmeyer@joplinglobe.com](mailto:aostmeyer@joplinglobe.com). 8-11

**MANAGING EDITOR:** The Mexico Ledger has a new editor position open for someone who can direct its editorial coverage and restore its newspaper to its past glory. The perfect candidate will be able to handle all editorial functions — in print and online. This is a great position for someone who wants to work for an independent, family-owned company that values community journalism. Some experience is preferred, but recent graduates with excellent writing and photography skills are welcome to apply. Send resumes, samples and references to Publisher Tim Schmidt at [tim@mystandardnews.com](mailto:tim@mystandardnews.com) 8-4

**NEWS REPORTER:** The Branson Tri-Lakes News is seeking a general assignment reporter to join our award-winning editorial staff that is dedicated to providing our readers with the Tri-Lakes area local news and information. The ideal candidate will be able to handle all editorial functions, including writing, photography and have a working knowledge of social media platforms, as well as being able to meet deadlines on multiple projects at a time. You must be a self-starter and have the ability to develop sources and become involved in the community. This is a great position for someone who is looking to slow down in their career or a recent graduate looking to gain experience. If interested contact by email or by mail: Cliff Sain, Managing Editor, The Branson Tri-Lakes News, P.O. Box 1900, Branson, MO 65616. 7-13

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## Missouri Press has safety vests available for purchase

**From Missouri Press Staff**

Now available and value priced for our members! Missouri Press has safety vests in various sizes ranging from Medium-XXL in stock.

They are worn by reporters when covering accident scenes, sporting events or any place where visibility for a news organization’s staff is a necessity. “NEWS MEDIA” is printed on the back.

There are no logos on the vest.

Order yours from Missouri Press’ store here: <https://mopress.com/product/safety-vest-m-xl/>

Due to the ongoing protests and other events around the country, Missouri Press has recently seen an increase in purchases of these vests from news organizations outside of the state.

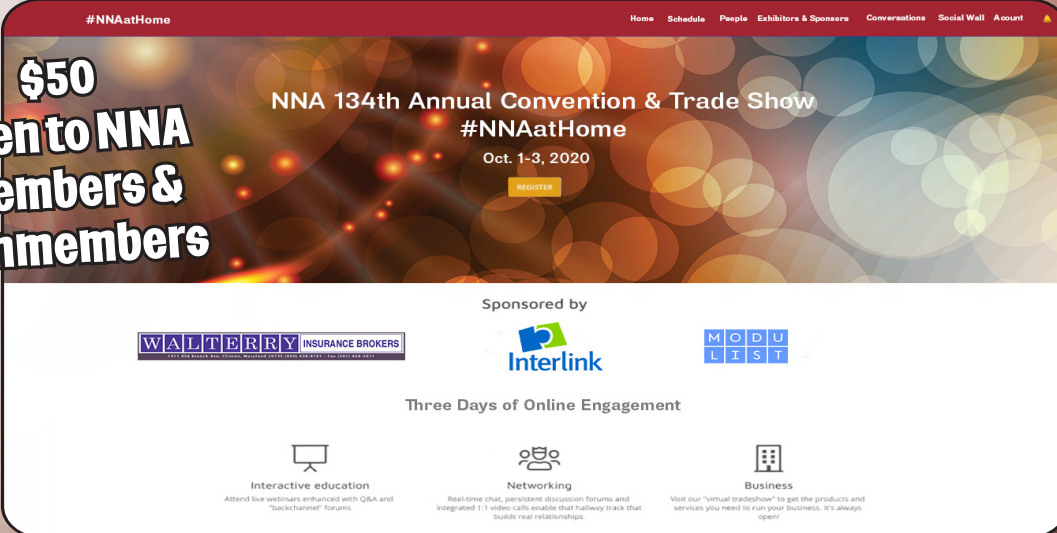
# #NNAatHome

Meet us online for this year's NNA Convention and Trade Show, October 1-3, 2020!

**LEARN** what it takes for a community newspaper to succeed in today's environment

**HEAR** from and network with owners and publishers at publications across the U.S.

**VISIT** our online exhibitors and learn about the valuable solutions they provide



#NNAatHome

Home Schedule People Exhibitors & Sponsors Conversations Social Wall Account

**\$50**  
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**nonmembers**

NNA 134th Annual Convention & Trade Show  
#NNAatHome  
Oct. 1-3, 2020  
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**Online networking**

**Virtual trade show booths where you can have live conversations**



Established in 1885, the National Newspaper Association (NNA) is a not-for-profit trade association representing the owners, publishers and editors of America's community newspapers.

Join us for **NNAatHome!**

**NNA.org/convention**