



Missouri Press Association Bulletin

No. 1375 — 15 July, 2020

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VISION
FOR REAL LOCAL NEWS



**154th ANNUAL MISSOURI PRESS
CONVENTION AND TRADE SHOW**
Save the Date: September 24-26, 2020
Capitol Plaza Hotel in Jefferson City



You won't want to miss our jam-packed schedule in the Capitol City!

- **Historical tour of the Missouri State penitentiary** •

The longest operating prison west of the Mississippi River, 1836 to 2004.

- **2020 Legislative Political Forums** •
- **Active shooter training conducted by Missouri State Highway Patrol** •
- **Better Newspaper Contest Awards** •
- **Hall of Fame Induction Ceremony** •
- **Central Dairy Ice Cream** •

To register for the Convention, visit: <https://mopress.com/convention/>



Missouri Press Association

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Share your thoughts on attending Convention

From Missouri Press Staff

Missouri Press Association is looking forward to September and the 154th Annual Convention and Trade Show in Jefferson City. While we remain excited for members to get together, we also are following closely trends in rising cases of coronavirus and the ongoing pandemic.

Because of these issues, we want to hear from the MPA membership about how they feel the Convention could best proceed in September.

Please take the online survey (a link is at the end of this story) and let

us know your plans for attending the Annual Convention in Jefferson City. We want to be as prepared as possible to serve the MPA membership and that means hearing from you about your thoughts on getting together for the Convention.

The 154th Annual Convention and Trade Show is currently scheduled for Sept. 24-26, at the Capitol Plaza Hotel in Jefferson City.

Thank you for your time and stay safe!

Survey link: <https://www.surveymonkey.com/r/QK9MVW5>

What stories are making headlines in your newspaper this summer?

From Missouri Press Staff

We hope everyone continues to stay safe and your summer is going well.

It has been almost a month since Missouri “fully reopened” under Gov. Mike Parson’s Show Me Strong recovery plan. In the weeks since entering phase 2 of the recovery plan, the state has experienced a spike in coronavirus cases, while at the same time trying to conduct business as normal as possible during one of the busiest times for get-togethers and summer activities.

Speaking of summer, Missouri Press News wants to know what are the big stories in your communities? How have summer activities been affected by the coronavirus pandemic? Is the local pool open and if so, how busy is it? Were Fourth of July plans canceled, amended, postponed or carried out as planned?

Because every community is different, Missouri Press would like to hear from its members about what you are seeing as local residents try to recapture something akin to a “normal” summer.

Please share as much as you would like about how your newspaper is covering your community and the stories that are making headlines locally.

Masks

Also in the weeks since entering

phase 2 of the recovery plan, the state has experienced a spike in coronavirus cases and several communities have implemented local requirements for wearing masks when in public.

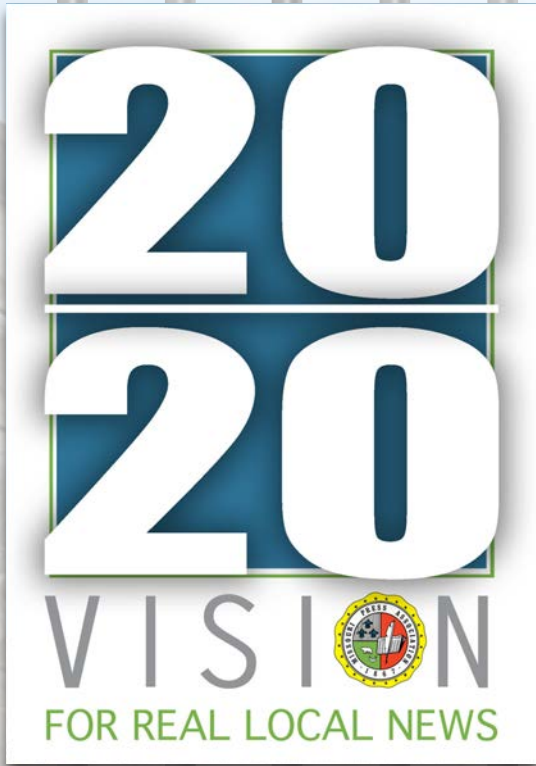
Every community is different and even the ordinances requiring masks are different. Missouri Press would like to hear from its members about what you are seeing locally as a response either to requirements to wear masks in public or, where no local mask requirement exists, the general population taking it upon themselves to wear masks in public.

Are people in your community upset about being required to wear masks or are they accepting it as a necessity to get through the pandemic? Are they speaking out at city council meetings or demonstrating publicly either for or against wearing masks?

Please share as much as you would like about how your local newspaper is covering [no pun intended] masks in your communities.

And, as always, if you have any photos you would like to share with Missouri Press News for either story, feel free to send those along, as well.

Please send comments for either story to Missouri Press News Editor Matthew Barba at mbarba@mopress.com



Prison Break 20/20

A Convention Kick-Off Event
& Foundation Fundraiser

Jefferson City Penitentiary Tour and
Prison Brews Food & Drink Reception

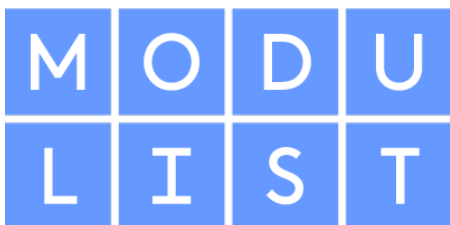
Sep. 24 * 6 pm * \$59/Person

* Free trolley service provided to and from Capitol Plaza Hotel, the Penitentiary and Prison Brews microbrewery

Make a break for it and enjoy some social togetherness!
Register online at www.mopress.com/convention



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CALENDAR

September

24-26 — 154th Annual Convention and Trade Show, Jefferson City

26 — Missouri Press Advertising Managers and Executives Best Ad Contest Awards Breakfast, Jefferson City

October

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

15 — Missouri Photojournalism Hall of Fame Induction Ceremony

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

Help judge South Carolina's Palmy Ad Awards

From Missouri Press Staff

Missouri Press Association is looking for 20-25 members to help judge the South Carolina Press Association's 2020 Palmy Advertising Contest. Judging is a great way to see what other newspapers are doing and get new ideas for your newspaper!

Each year, Missouri Press Association trades with another state to judge each other's contest. MPA has partnered with South Carolina Press for the 2020 Contests and their

members have gone above and beyond in judging our contests already.

We need about 20-25 of our members to sign up to help judge theirs by July 20.

Judging will start on July 27 and judges will be given until August 10 to complete assignments. It is very important we get an ample amount of judges in order to keep each judge's workload to a minimum.

Please sign up here: <https://mopress.wufoo.com/forms/mpy6cz10aqk8xn/>

Student journalism project is providing stories you can use

From Missouri Press Staff

Madison Conte and the Missouri Community Information Corps project developed by the Missouri School of Journalism want to remind attendees of the Show-Me Press Meeting about the offer for Missouri newspapers to use the project as a resource for stories. The project was discussed during the Zoom meeting last month and many editors stated they had used the stories and customized them to appeal to local readers.

To gain access to the stories, all you need to do is email Madison at: mrcnr4@mail.missouri.edu If you have already signed up, there is no need to contact her, you should already have access and that won't change. The stories are also distributed by Missouri Press staff as they become available.

To refresh your memory, or if you did not attend that Zoom session, here is the information about the project:

With the generous support of the Walter B. Potter Fund for Innovation in Local Journalism and the Reynolds Journalism Institute, the Missouri School of Journalism is launching a summer pop-up newsroom staffed by 10 current MU journalism students and recent graduates.

We are calling this effort the Missouri Community Information Corps. It is a

way MU can help our state, by adding information resources at a time of great public need. And we also see it as a way to benefit our students: it provides them with jobs and a sense of purpose in a time when both might be scarce.

The team will work from May to August to cover the impact of COVID-19 across Missouri, with an emphasis on stories of statewide interest originating in smaller towns and counties that may be uniquely challenged by a lack of local media, local healthcare resources and broadband internet.

The stories, multimedia and data the team collects and produces will be made available for free to be used by any Missouri news outlet. This mirrors the approach taken by the school's Statehouse Bureau in Jefferson City.

We are calling this new effort a pop-up newsroom (a term brought to us by RJI Fellow Fergus Bell last year) because it was created in response to the COVID-19 public health crisis and is currently expected to operate for three months.

Partners include many within the University of Missouri and from around the state.

The team is led by Madison Conte and Ty Stewart as Managing Editors and supported by MU faculty including Kathy Kiely and Damon Kiesow.

Ad campaign promotes newspapers as THE trusted source in the community

From America's Newspapers
Missouri Press News

In print or in their many digital products and marketing strategies, advertising in a local newspaper works.

The latest marketing campaign being rolled out by America's Newspapers highlights the value of newspaper advertising — as the trusted source in the local community.

Newspapers can download this series of print and social media ads at no cost. The print ads include space for the name or logo of the newspaper publishing them.

To download the ads, fill out the online form here:
<https://conta.cc/38X4Hnj>

“Had enough of Facebook? So have more than 500 national brands that don't want their ads placed next to hateful, divisive or fake content,” the ads read.

“Local newspapers are focused on delivering the news fairly and accurately and have a proven track record of delivering results for advertisers. It's why they are trusted in their communities.”

These ads were produced in partnership with Sandpaper

ADVERTISE WITH THE
TRUSTED SOURCE
YOUR LOCAL
NEWSPAPER

Marketing.

If you have any difficulty accessing the files, email Greg Watson at America's Newspapers here: gwatson@newspapers.org

Relevance Project partners with Metro Creative for new newspaper ad campaign

From Missouri Press Staff

The Relevance Project has announced an ongoing partnership with Metro Creative Graphics, Inc., the leading source of creative materials for advertising and news content for the newspaper media industry.

The first initiative of this collaboration is the roll-out of the “All Together Now” campaign centered on business recovery and reopening amid the covid-19 pandemic and the critical role of newspaper journalism during the public health crisis.

The ads are available to newspapers free of charge and may be accessed via the following links:

[All Together Now/Hard at Work](#)

[All Together Now/Open](#)

[All Together Now/Let's Face It](#)

The Relevance Project is a strategic partnership uniting state and provincial press associations to speed the resurgence of community newspapers in North America. It's proud of newspapers and what they represent.

The Relevance Project seeks to convert local expertise into national prominence. And proudly shouts out on behalf of the newspapers in the United States and Canada.

Missouri Press Association Executive Director Mark Maassen, a member of Newspaper Association Managers, was on the committee that helped create the Relevance Project and MPA donated to get the project started.



ALL TOGETHER NOW.

We've been hard at work reporting the latest news and informing you about a pandemic that's disrupted everyone's lives. We're proud of our brand of trusted journalism.

Now, as our nation looks to reopen, rebound and resurge, our advertising representatives are here to help your business. Hire us to help get your customers back and your employees ready. Nobody cares more about your success than us.

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.

Newspapers are your best investment.
We care about local.



NEWSPAPER POWER.

Print, Digital & Social Solutions for your advertisers.

Missouri Press Classifieds: Who is looking for YOU?

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 to: Cliff Sain, Managing Editor, The Branson Tri-Lakes News, P.O. Box 1900, Branson, MO 65616. 7-13

NEWS STAFF: Locally-owned Salem Publishing Company, which publishes The Salem News and Phelps County Focus in Salem and Rolla, Missouri, respectively, has an opening for a news staff member who will not only cover news and write features, but be instrumental in content management for the print and web products and social media. We have award-winning print and web products, with a staff that includes a recent Missouri Press Association Young Journalist of the Year and a 40 under 40 selection by Editor & Publisher. Feature, enterprise and investigative stories are a staple of our news products. Photography skills are a plus. Some office duties will also be a part of this position. Located in our Rolla office, this is a great opportunity for any writer. Send resume and samples of work to Catherine Wynn, managing editor, catherine@phelpscountyfocus.com 7-9

REPORTER/EDITOR/SPORTS: The Mound City News is seeking a general assignment reporter/sports/photography to help our weekly newspaper grow. The candidate will be able to handle all editorial functions, including sports writing, sports photography and some page design. You must be a self-starter and have the ability to 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.

Located north of St. Joseph, MO, the cost of living is low with city amenities nearby. Don't work for a corporate chain when you can join an family-owned company that values community journalism and its employees and is poised for future growth.

This full-time position includes a competitive salary; benefits including retirement. To apply, please contact Will Johnson at moundcitynews2@yahoo.com or cell: 660-572-0733 for immediate consideration. 7-7

SALES: Full time salesperson needed — Troy Missouri is looking for salespeople to help the community to bring back to what it was before this terrible virus.

Great clients, friendly staff, Health, vision, 401K and vacation.

Send resume to hacmgr@lcs.net 6-29

EDITOR: Editor needed for the Lincoln County Journal in Troy, Missouri. Small community, low crimes, fun events to cover.

Health, vision, 401K, vacation.

Good staff to work with.

Send resume to hacmgr@lcs.net 6-29

LEADERSHIP ROLE: The Montgomery Standard is seeking our next leader to help our weekly newspaper grow and reach the next level. The perfect candidate will be able to handle editorial functions, while also being comfortable in handling ad sales. This

position requires an individual who is not afraid to roll up their sleeves and get work done leading a small community, rural weekly. This is a great position for someone who wants to deal with all aspects of the newspaper business with an independent, family-owned company! Email resume to Tim Schmidt at tim@mystandardnews.com. 6-1

VARIOUS STAFF POSITIONS: Growing publication in south KC metro area is in need of experienced help in newsroom and sales. The South Cass Tribune is a three-year-old community paper that has grown faster than our expectations. We are dedicated to providing local news and being as reader friendly as possible. This could be a great opportunity for young professional wanting to learn, semi-retired professional, someone looking for part-time or someone wanting some freelance work. If interested contact by email or by mail to: Dennis Minich, Managing Editor, The South Cass Tribune, P.O. Box 275, Harrisonville, MO 64701 5-26

GRAPHIC DESIGNER: Local facility (Bowling Green) seeks an individual that is able to meet deadlines, has good people skills & is a team player. Applicant should have experience in Windows, Quarkxpress, Photoshop & InDesign. Internet experience is a plus. This is a full time position with complete benefit package available including insurance, dental, and 401k. Please send resume with salary history to: tlatos@pikecountynews.com or hacmgr@lcs.net 5-26

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.