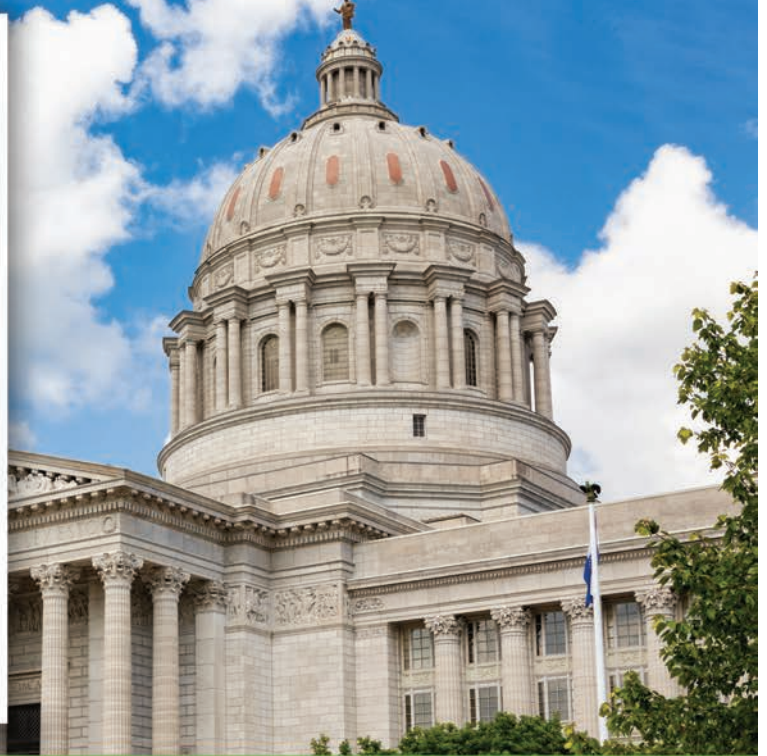


# LOOKING FORWARD TO SEEING YOU

Missouri Press Association  
**Bulletin**  
No. 1373 — 15 May, 2020

**20  
20**  
VISION  
FOR REAL LOCAL NEWS



**154<sup>th</sup> 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** •





**Missouri Press Association**

**Missouri Press Service**

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# More Association events changed in response to COVID-19

**From Missouri Press Staff**  
*Missouri Press News*

Out of concern for our members' health and well-being regarding the ongoing threat posed by COVID-19 and out of respect to our members' primary commitment to provide news and information to the communities you serve, the following events have been canceled or postponed at this time:

- Missouri Press Advertising and Marketing Executives Annual Meeting (MPAME), which was scheduled for April 23-24, in Lake Ozark. This event is being combined with Missouri Press Association's 154th Annual Convention in Jefferson City. The Best Ad Contest awards will be presented during the

Saturday breakfast.

- First Amendment Golf Classic, which was scheduled for June 11, in Lake Ozark. The 2020 event is canceled.

- Show-Me Press Association's Annual Meeting, which was scheduled for June 12, in Lake Ozark. Plans are being made to move this meeting online and more details will be announced soon.

Changes to future events will be announced as decisions to cancel or postpone them are made.

Thank you for your service to your communities during this time. Please reach out to Missouri Press Association if there is anything we can do to help you in your efforts. Please take care!

## Make plans to start the NIE serial story before June 30

**By Missouri Press Staff**

Our 2020 serial story, *Tales of Marvelous Missouri*, is still free so get it now! The story must be printed and distributed within twelve weeks of the final licensing date of June 30, 2020.

And don't forget, your newspaper is an invaluable educational resource for students in your communities during the summer months, even before school was canceled due to the coronavirus pandemic.

If you have any questions, please contact Helen Headrick, NIE Manager, at hheadrick@mopress.com.

### Tales of Marvelous Missouri

When Molly and her family go to Silver Dollar City, she expects roller coasters, rides, lemonade and fun. She gets all of that and something unexpected. From an encounter with an older employee, Molly comes away with a deeper love of the area's history and an insight into how Missouri came to be settled. Accompanied by a multi-discipline Teaching Guide, *Tales of Marvelous Missouri* is sure to engage your readers at home and students at school.

Visit mo-nie.com and use the download code: **marvelousmo20** to access the teacher's guide and all eight chapters.

Brought to you by the National Newspaper Association Foundation, Silver Dollar City, Branson Convention & Visitors Bureau, and the Missouri Press Foundation to engage readers with their community newspapers in 2020.

Written by Carolyn Mueller and illustrated by Nicole Hartfelder





# Prison Break 20/20

## A Convention Kick-Off Event & Foundation Fundraiser

Jefferson City Penitentiary Tour and  
Prison Brews Food & Drink Reception

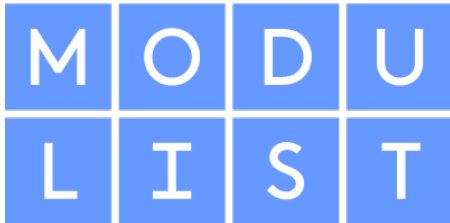
Sep. 24 \* 6 pm \* \$59/Person

\* 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](http://www.mopress.com/convention)



SPONSORED BY





## CALENDAR

### June

11 — First Amendment Golf Classic, Lake Ozark, CANCELED

12 — Show-Me Press Association meeting, Lake Ozark, POSTPONED

### September

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

### October

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](mailto:mbarba@mopress.com)



## Grant funding for the news

# What news organizations should know about seeking grant funding

By Lizzy Hazeltine

*American Press Institute*

Just when news organizations are feeling the weight of unprecedented audience urgency, the numbing sear of burnout, and the effects of cratering ad revenues, foundations are uncorking millions of dollars in support.

This is a precious moment of opportunity in a precarious time for our industry and the communities we serve. But there are substantial questions about how to make the most of these opportunities, and limited time for wading through grant applications or the intricacies of fiscal sponsorship.

Like news organizations, foundations have been rocked by the unexpected arrival of this crisis, the depth of community need, and sudden changes in their programs, budgets and existing grantees. Funders are swamped with rounds of funding they're already managing, and the new demands of our current work-from-home reality.

Regardless of their size, focus, or other characteristics, grantmakers are looking for projects and organizations that square with their governance, bylaws and funding restrictions, and serve their target populations. They're looking for efforts that meet urgent community needs, and many are starting to think beyond their traditional scope.

In the current environment, three things are becoming clear: an expanded range of foundations are considering local news as part of their funding strategy; equity is becoming a forethought; and funders are focused on community impact.

Foundations funding news and information have long cited the knock-on civic value of local news in supporting democratic goals, from ensuring effective use of tax dollars to how many local government incumbents run unopposed.

Quality, credible, trusted local news is clearly more critical than ever, whether

judged by consumption patterns or other evidence. The scale and urgency of audience need has underscored the case for funding news like the critical infrastructure it is. (I made this case, in the odd but welcome company of a Maine senator and Vermont's governor.)

For the first time, funders in public health, community development and rural issues are seeing their priorities aligned with the work local news organizations are undertaking, which is focused on connecting communities, sharing credible information, and providing accountability for policymaking and relief efforts.

This throughline expands the number of funders who are ready to consider funding news and information directly or using their marketing dollars with local news organizations to advance their mandate. News organizations should expand their grant search to include funders whose goals match their work, even if they haven't funded news previously.

This trend continues to evolve, but it's moving quickly. There have already been grants made into news organizations to support local COVID-19 news coverage from foundations that normally focus on direct public health interventions by nonprofits.

The best grant proposals show, rather than tell, a funder why an organization is the right partner to reach communities they want to support in this crisis.

Knowing your audiences and demonstrating that knowledge with qualitative nuance and quantitative confirmation will sharpen your grant application. The more precisely you can describe your audiences, and your newsroom's relationship with them, the better you can articulate that fit with the RFP's stated goals and targeted audiences.

To learn more, find this article in its entirety here: <https://bit.ly/2YXb3Ah>





*Promote yourself*

# Sell your newspaper's services with these spec ads and more

### From Missouri Press Staff

As your communities begin to open up and businesses need to reach their customers, Missouri Press has several options available to members to help you sell your newspaper's services.

To start, you can adapt the ads below for use in your own newspaper. To access these ads, from the digital version of the Bulletin, just click on each ad and it will open your web browser where you can download a PDF of the respective ad.

If you're having trouble clicking on the ads, please feel free to contact Missouri Press Service Advertising Director Ted Lawrence at [tlawrence@mopress.com](mailto:tlawrence@mopress.com)

We also have some house ads you can use to remind your community you are united in your work towards recovery.

You can find the house ads here: <https://bit.ly/35Ysx0z>

### More ads

You can find more options for house and even spec ads to help you sell at

[mopress.com](http://mopress.com).

Some options include a series of spec ads for newspapers to sell to local advertisers. You can find the ads in one PDF here: <https://bit.ly/2WX8Xxu>

Be creative in selling ads to your local businesses. While these ads may not be perfect for you, feel free to use them for inspiration for something that will work in your local market.

The ads are 3 col x 5 and can be reduced to 2 col x 4.

**We asked the people of  
(Your Town Here \_Arial Black\_)**

***“What local news sources are you using the most?”***




**More than 7 out of 10 answered:  
“THE LOCAL NEWSPAPER”\***




Call today for the best way to share what  
(Your Town Here \_ArialBold\_)  
needs to know about your business.

**XXX-XXX-XXXX**

\*Pulse research, April, 2020



**Now more than ever, you need to connect with your customers.**

**Keep them in-the-know... bring them into your plans of how you are keeping your business moving.**

**They trust this newspaper more than they trust any other form of mass communication.**

***Let us help you connect.***

**Newspaper Name**

# Missouri Press Classifieds: Who is looking for YOU?

**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](mailto:fstopaccounts@centurytel.net). 1-6

**WEEKLY PAPER FOR SALE:** County-seat weekly newspaper situated in the Missouri Ozarks. Located in a progressive community where new jobs are arriving, a new high school gymnasium and municipal

**FOR SALE**

swimming pool are under construction and businesses are investing in new buildings. This provides a unique situation where the owner is retiring from a profitable and award-winning publication that has both a digital and print focus. To make inquiries, write [mbarba@mopress.com](mailto:mbarba@mopress.com) or Missouri Press Association, 802 Locust St., Columbia, MO 65201. All inquiries will be held in strict confidence. 12-9

**WEEKLY NEWSPAPER FOR SALE:** Newspaper for Sale in Fast-

growing Platte County. Lively, growing town on Missouri River, but owners of this prize winning community newspaper are ready to retire. Paid circulation, active website, two Facebook accounts, subscription list, a paid e-edition list plus computer equipment, printers and copiers, desks and chairs, file cabinets, archives and lots more. Great opportunity for someone who wants an active, fulfilling and involved small town lifestyle. Rent or buy building, or move to your preferred location. For more information email [wnews@embarqmail.com](mailto:wnews@embarqmail.com) or call 816-640-2251. 8-26

**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, Quarkzpress, 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](mailto:tlatos@pikecountynews.com) or [hacmgr@lcs.net](mailto:hacmgr@lcs.net)

**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](mailto:hacmgr@lcs.net) 5-1

**REPORTER:** Full-time reporter for Troy Missouri. Small town, low crimes, fun events to cover.

Health, vision, 401K, vacation. Good staff to work with.

Send resume to [hacmgr@lcs.net](mailto:hacmgr@lcs.net) 5-1

**CIRCULATION DIRECTOR:** Phillips Media Group an opportunity for an experienced circulation person to move into our top circulation management position. This person will manage a consolidated circulation department of 9 newspapers (3 dailies and 6 weeklies) in Southern Missouri and North Arkansas. Heavy emphasis

**HELP WANTED**

on postal and digital experience as well as some independent contractor management important. Position will manage a group of CSRs and clerical staff of 15. Experience with Newzware circulation software helpful.

To apply please send your resume to: [jim@phillipsmedia.com](mailto:jim@phillipsmedia.com) 3-10

**DIGITAL PRODUCT MANAGER:** The Herald-Whig is looking for a creative collaborator to lead our digital products initiative.

As Digital Product Manager, you will develop, enhance and maintain all aspects of the Herald-Whig's interactive platform; along with combined sister-company platforms including website, mobile platforms and social media. This is an exciting time in the digital world as we keep pace with current technology trends, test new initiatives, and use available tools to enhance our digital product.

The ideal candidate has the ability to utilize multiple source platforms, prototype and build interactive sites, and collect and analyze data. The Digital Product Manager must be a strong multitasker with the ability to create engaging content and define and implement our brand voice.

Knowledge of commonly used concepts, practices and procedures within a newsroom, newspaper and/or television station is beneficial. A

bachelor's degree in digital media, English communications or related fields is preferred, along with 2-5 years of experience.

The Herald-Whig is a seven-day newspaper and part of a growing, family-owned media company, dedicated to the communities it serves. Our newsroom has won dozens of awards in recent years from the Illinois Press Association, Illinois Associated Press Media Editors and Missouri Press Association, including second place for the best website in the 2019 IAPME competition.

Our comprehensive benefit package includes all you would expect plus 401(k) with employer match.

If you think you have what it takes, please send a resume, samples of your work 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](mailto: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) 3-9

**Let Missouri Press help you find the right candidate for any role in your organization!**

**Classified ads on Missouri Press' website and in the eBulletin, Bulletin are free to members.**

**Email your job ads to [mbarba@mopress.com](mailto:mbarba@mopress.com)**