



Missouri Press Association Bulletin

No. 1372 — 14 April, 2020

2020 BNC DEADLINE EXTENDED TO MAY 3

Missouri Press is constantly evaluating ways we can help our members, particularly in this trying time. Previously we extended the 2020 Better Newspaper Contest deadline, knowing members of many newspapers' staff are working remotely and would appreciate the extra time to get entries prepared.

We also recently announced a reduced-fee pricing structure for the BNC to encourage new entrants to the contest and to show appreciation for those members who continue to enter.

After speaking with this year's judging association, South Carolina Press Association, and our suppliers, we are making the decision to extend the contest deadline one final time. The new deadline is **Sunday, May 3**.

Changes to the 2020 Better Newspaper Contest fee structure include two **FREE** entries. This is offered at no cost to you and if you only want to enter two entries per publication in the 2020 Contest, you are welcome to do that.

We are also offering a discounted fee of \$5.50 per entry for publications that submit 11 or more entries to the contest, with a further reduced price of \$5 per entry after 50 entries per publication.

For example, if your publication submits a total of 10 entries, the total entry fee cost will be \$56, broken down as two free entries and eight entries at \$7 each. However, if your publication submits 11 entries, the total cost will be \$49.50, broken down as two free entries and nine entries at \$5.50 each. Should your publication submit 51 entries, your total cost will be \$245, broken down as two free entries and 49 entries at \$5 each.

Anyone who has already submitted and paid for their contest entries has the option of either being refunded the difference in what they have already paid versus what their cost would be under this new fee structure, or they can submit more entries and have the difference in the entry fee cover the costs of these additional entries.

You can find links to the 2020 BNC rules, entry uploading instructions and the contest website at <https://mopress.com/better-newspaper/>. You can also find a link to the payment form for after you've submitted your entries.

IMPORTANT: It is important to remember BetterBNC is optimized for Google Chrome. If you do not have Google Chrome, download it at <http://www.google.com/chrome>.

DEADLINE: You should not wait until the deadline to upload your entries! **The contest template will close 11 p.m. Sunday, May 3**, and will not accept entries after that -- no exceptions. You may begin uploading your entries now.

ALERT: Please try to keep file sizes under 5mb to aid judges in accessing entry content. For larger files such as Special Sections, options include Dropbox, Google Drive, Scribd or Issuu. Please make sure the file is public or a password is provided and that it can be printed. You cannot upload these large entries directly to the contest template because it has space limitations. If a file cannot be accessed for printing, it will not be displayed with other Better Newspaper Contest entries at the Annual Convention.

THREE TIPS TO MAKE UPLOADING EASY:

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.
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.

Please read the instructions and category listings carefully!



Missouri Press Association

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Your newspaper is still an invaluable teaching tool for families

From Helen Headrick
NIE Director

Now, more than ever, newspapers are there for their readers. People rely on newspapers for in-depth factual information about COVID-19 and its national and local impacts.

Reliable information is important, but we also need to help parents who are now homeschooling their children. Again, newspapers are there to provide teacher validated methods of using newspapers to teach Language Arts, Math, Social Studies and Science. Consider publishing our free series, Read All About It. It was written before our world changed but the activities are still valid, applicable and cover all grade levels. Perhaps area businesses would help support the publication. Ads may

be downloaded from www.mo-nie.com, with the code **readallaboutit**.

Newspapers in Education has a free serial story, *Tales of Marvelous Missouri*, that could be published. The accompanying multi-discipline Teaching Guide has activities across disciplines and grade levels. The 8-chapter series would provide many teaching opportunities for parents. Ads may be downloaded from www.mo-nie.com, with the code **marvelousmo20**.

NIE has many ads that cover all of the disciplines. Some are stand alone, but there are many series too. Visit the NIE Calendar at mopress.com/nie-calendar to see the featured ads for each month.

Readers, parents and children need us. We're all in this together.

Free spec, house and PSA ads available for you to use

From Missouri Press Staff
Missouri Press News

We continue to gather resources for our members to take advantage of and utilize during the pandemic.

Those resources include a series of spec ads you can use to sell to local advertisers.

You can find the ads in one PDF here: <https://bit.ly/3ehaEOc>

Let's be creative in selling ads to our 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.

Here are a few ideas:

- Lawn services
- Gardening shops
- Hardware, home improvement stores
- Paint stores
- Cleaning services
- Restaurants with curbside pickup
- Banks with new operating hours
- Pharmacies

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

Remind advertisers that newspapers are the prime source of reliable local news in your community, whether through print or digital products, in good times and in bad.

House ads

We also have some house ads you can use to remind your community that you are working with them to come out of this pandemic stronger.

You can find the house ads here: <https://bit.ly/2K3dCrG>

PSAs

The News Media Alliance has partnered with the Ad Council to provide print and digital PSAs for newspapers' use to help raise awareness about practicing social distancing during the coronavirus pandemic.

Access the PSAs from NMA's website here: <https://www.newsmediaalliance.org/alonetogether-ads/>

TIME IS RUNNING OUT!

**DEADLINES
APPROACHING**



Nominations are being taken now for the top awards of the
Missouri Press Association:

Missouri Newspaper Hall of Fame

Outstanding Young Journalist

Nominations must be in by April 30

DOWNLOAD NOMINATION FORMS AT

bit.ly/MoPressForms *(case sensitive)*

Each of the nomination forms includes the criteria for selection.

Contact Matthew Barba by email at
mbarba@mopress.com with questions.

**Applications for the Internship Grants Program
must be received on or before April 20.**

If your newspaper is interested in applying for an internship grant,
please go to mopress.com/missouri-press-foundation-internships

If you have questions please call
573-449-4167 ext. 303





CALENDAR

April

17 — Better Newspaper Contest
Deadline Extended

30 — Missouri Newspaper Hall of Fame
Nomination Deadline Extended

June

11 — First Amendment Golf Classic, Lake
Ozark

12 — Show-Me Press Association
meeting, Lake Ozark

September

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

October

15 — Missouri Photojournalism Hall of
Fame Induction Ceremony

Promoting subscriptions

America's Newspapers launches free campaign to promote subscriptions

America's Newspapers, an association of approximately 1,500 local papers of all sizes, has launched a campaign to remind communities about the essential role their local newspapers play in providing critical information during the COVID-19 pandemic.

The first of these public service ads carry the theme: "Newspapers have your back." It pays tribute to first responders and front-line workers and points out that – in critical times – newspapers, as the provider of vital information, have their communities' back.

Most importantly, the campaign urges people to support their local newspaper by subscribing in print or online.

"The surging traffic to local newspaper websites during this coronavirus crisis

shows that communities depend on newspapers for accurate and trustworthy information," America's Newspapers CEO Dean Ridings said.

"This America's Newspapers campaign is intended to reinforce the message that both now – and when this crisis ends, local newspapers deserve the support of the people they serve through print or digital subscriptions," he said.

These PSAs are available to any newspaper free of charge, and in a variety of print and digital formats and sizes. The print ads include space for the name or logo of the newspaper publishing them.

These ads were produced in partnership with Sandpaper Marketing.

To access ads in the campaign, register here: <https://conta.cc/2RvUGWI>

Please ensure you are receiving MPA's emails

From Missouri Press Staff

Missouri Press News

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

Apply for funding for a summer intern by April 20

By Missouri Press Staff

Missouri Press News

Missouri Press Association newspaper members are encouraged to apply for funding for summer interns in 2020. Missouri Press Foundation will be giving away \$13,000 this year to Missouri newspapers to assist with their intern employment expenses. The Foundation offers Missouri newspapers the opportunity to host summer interns for four, six or eight weeks. Funding will be provided, but newspapers are welcome to augment the funds provided by the Foundation.

Student interns may work as reporters, editors, photographers, designers, advertising representatives or web site editors/reporters, depending on the job being offered by the participating newspapers.

Eligible students must be enrolled in a post-secondary academic, professional or vocational newspaper journalism program in Missouri. Newspapers that are approved for funding of internships will be responsible for hiring their interns. In addition to earning a salary, interns may receive institutional credit, if their school allows it. Interns must assume responsibility to arrange credit with their institution.

CONTACT INFORMATION

If your newspaper is interested in receiving a grant to host an intern, please fill out the application below. Applications are due April 20. If you have questions, please contact Michael Harper at 573-449-4167 ext. 303 or email mharper@mopress.com

Applications can be downloaded at <https://mopress.com/missouri-press-foundation-internships/>

SEEKING NOMINATIONS

Missouri Photojournalism Hall of Fame



The Missouri Photojournalism Hall of Fame endeavors to recognize those people who have made outstanding contributions to Missouri photojournalism and to provide an exhibit venue to showcase these visual reporting pioneers and the work of current photojournalists. The nomination process is now open.

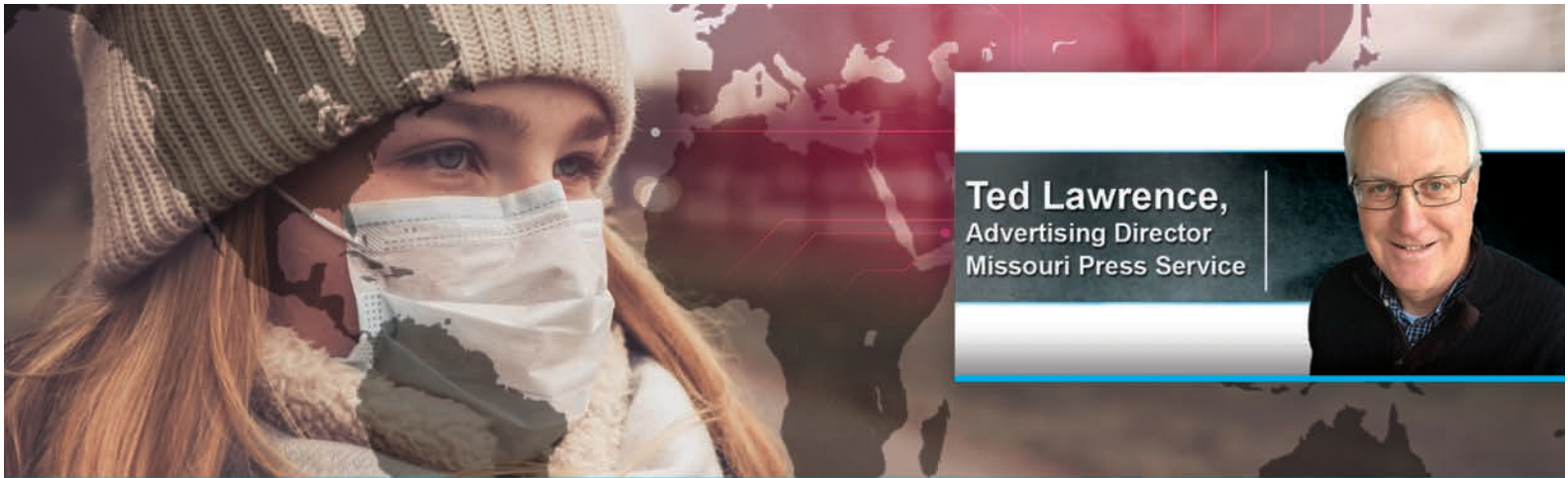


Dan White: "Protest" A protester works on a sign during the Umbrella Revolution in Hong Kong in 2014.

Nominations must be received by May 11.

Inductees will be recognized at a ceremony on Oct. 15, 2020, at SHSMO in Columbia, MO, and examples of their work will be displayed at the Missouri Press Photojournalism Hall of Fame exhibit.

**To download the registration form,
visit www.photojournalismhalloffame.org**



Ted Lawrence,
Advertising Director
Missouri Press Service



MORE ON ADVERTISING Crisis Management Tips for a Small Business

ZDnet.com offers crisis management tips for small businesses. To be an effective example to those you are around, stay calm and confident, while taking precautions. I'm hoping one or two of these thoughts will give your ad salespeople some ideas of how they might approach their advertisers in the midst of the unknown.

PROVIDE REASSURANCE.

Everybody's life is being disrupted. Some more unfairly than others. In your online and social media presence, spread a message of optimism, about getting through this as a community. Also, equally important, that your place of business is taking extra precautions to maintain a clean environment (and mean it).

PEOPLE ARE CRAVING FOR SOME NORMALCY TO RETURN.

Help provide some of that for them. Customers' routines are disrupted. Level up your customer service game by having a remote / off-premise service game plan.

REACH OUT TO YOUR LENDERS TO NEGOTIATE SHORT-TERM RELIEF.

This could either be in the form of deferred payments or extended credit lines. The median small business holds 27 cash buffer days in reserve. Government agencies have announced several relief programs, which make it easier for lenders to have these conversations with small businesses. But as a small business owner, you need to be proactive in reaching out before the situation snowballs into a bigger financial challenge.

REACH OUT TO YOUR VENDORS TO CONFIRM SUPPLY CONTINUITY.

Some of these could be small businesses as well and could be facing their own hardships. Some of them could offer you deferred payment terms as well. And while you are at it, please consider doing the same for your customers if you happen to be a business-to-business shop.

DISCOUNTS ARE A WIN-WIN.

While discounts are typically used as an instrument to promote store traffic, remember that several of your customers may have had their employment hours cut and are probably facing a personal cash flow crunch. Any discounts that help customers manage their expenses better, even for a short while, is bound to earn you loyalty in the long run.

WEAR GLOVES. (For food service businesses.)

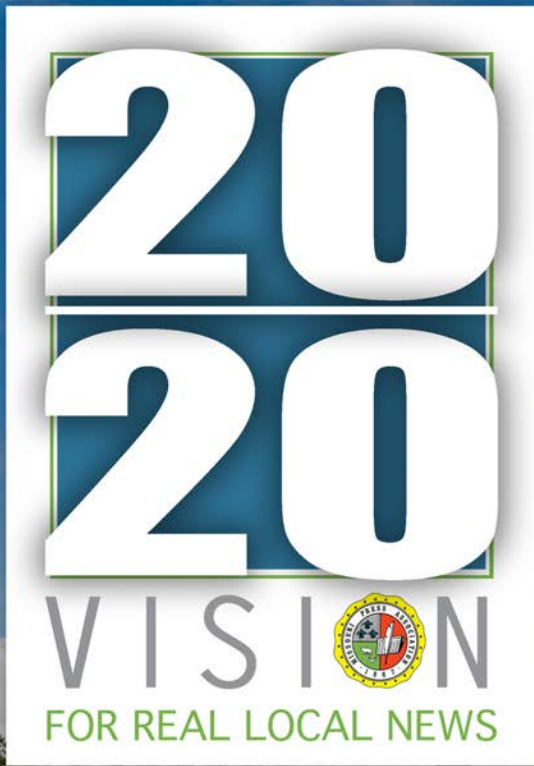
While this may seem obvious, it may be tempting to do this only while handling food or any consumables. All employees should wear gloves, especially at the point of sale -- you want your customers to be comfortable with the physical proximity of exchanging cash at the point of transaction. You can also place floor markers to show a minimum separation per social distancing guidelines (6 to 10 feet) while patrons are in your business for pickup and delivery.

BE EMPATHETIC IN REDUCING EMPLOYEE HOURS.

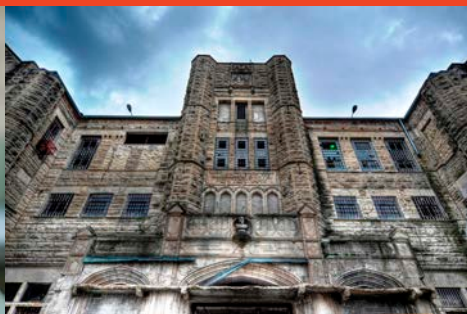
You may reach a stage where some of your employees' hours will need to be reduced. Talk to your employees about their situation. You may be pleasantly surprised by the solidarity that people display during tough times, by self electing to reduced hours, thereby saving you from cutting down the hours for those who may be more dependent on the income from your business.

FLOOR MARKERS IN STORES PROVIDE REINFORCEMENT FOR SOCIAL DISTANCING GUIDELINES.

As active contributing members of your respective communities, please consider shopping small and local during this time of crisis, while prioritizing your safety and well-being.



**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** •

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. 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 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 wcnews@embarqmail.com or call 816-640-2251. 8-26

CIRCULATION DIRECTOR: Phillips Media Group has 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 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 3-10

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

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 multi-tasker 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.

Our comprehensive benefit package

HELP WANTED

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. Learn more about The Herald-Whig at www.whig.com and about Quincy Media Inc., our parent company, at www.quincymediareers.com 3-9

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.

If you think you have what it takes to be our next reporter, 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. Learn more about The Herald-Whig at www.whig.com and about Quincy Media Inc., our parent company, at www.quincymediareers.com 2-19

MULTIMEDIA EDITOR: The Courier-Tribune is seeking a Multimedia Editor to lead our news team.

The ideal candidate will be proficient in key media platforms (print, online and social media) and possess a strong understanding of and passion for community journalism. You will create and implement story and visual content strategies that reflect the communities we serve in Clay County.

Required skills include a solid understanding of AP Style, story writing and digital strategies. The ideal candidate also must possess the communication and organizational skills needed to manage an award-winning newsroom.

At least five years of relevant experience is preferred.

Job offers competitive salary and benefits, including medical, dental, vision, retirement and paid time off.

Send resume and samples of relevant work to news@mycouriertribune.com. 2-17