



30th Annual

**Missouri Press Association and the Associated Press
Day at the Capitol • Jefferson City • January 29 & 30, 2020**

Wednesday, January 29, in Jefferson City

5:00-7:00 p.m.: Reception at Capitol Plaza Hotel, **Carnegies Room**

Thursday, January 30, in the State Capitol, Jefferson City

8:00-8:45 a.m.: Breakfast for MPA Members
(pastries and coffee), **House Hearing Room 2**

8:45-10:15 a.m.: Meet with your legislators.

10:15-11:45 a.m.: Day at the Capitol program, **3rd Floor, Senate Lounge**

11:45 a.m.: Program to adjourn. Attendees will leave the Capitol for a brief walk to the Governor's Mansion.

Noon: Luncheon, **The Missouri Governor's Mansion**

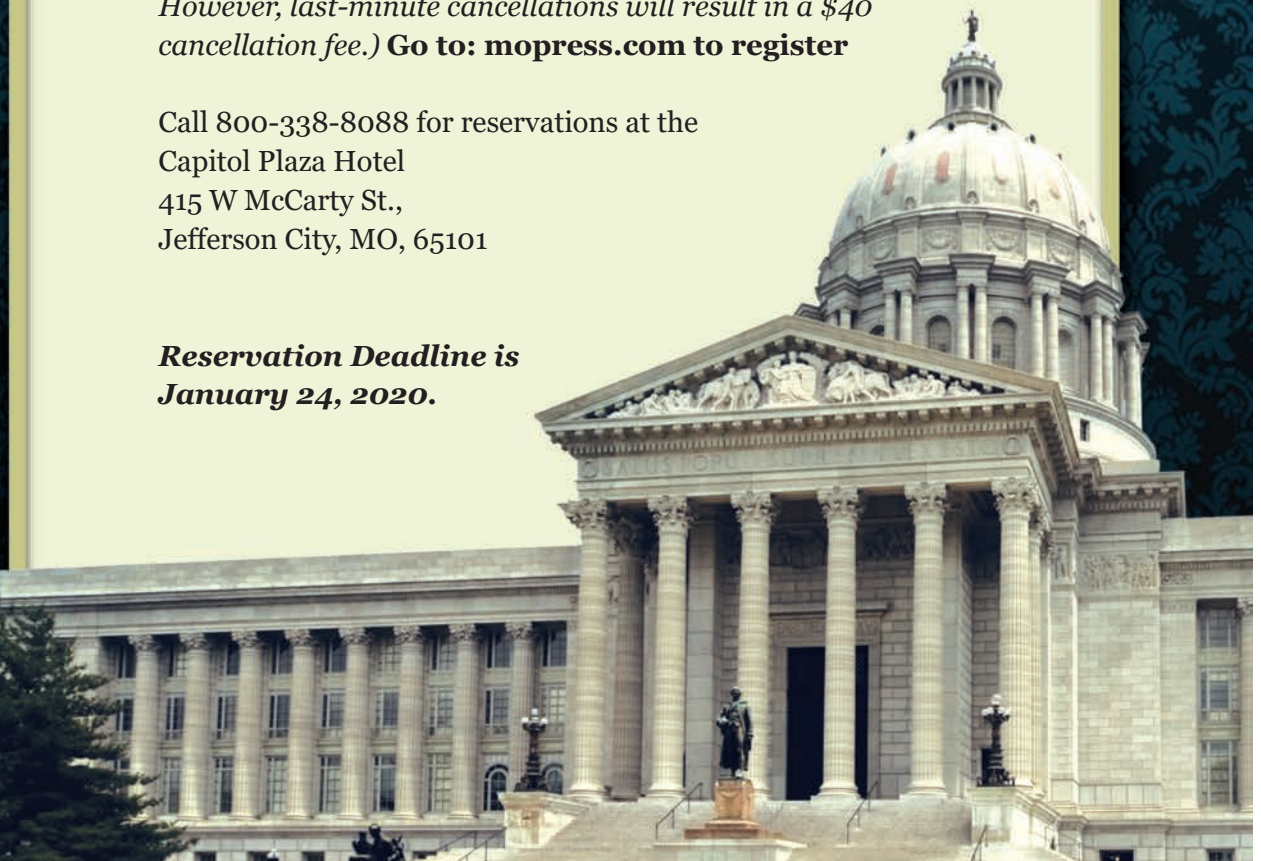
(You must be registered with Missouri Press Association to attend the luncheon. Missouri Press Association pays for breakfast and lunch costs. There is no charge to members. However, last-minute cancellations will result in a \$40 cancellation fee.) **Go to: mopress.com to register**

Call 800-338-8088 for reservations at the
Capitol Plaza Hotel
415 W McCarty St.,
Jefferson City, MO, 65101

***Reservation Deadline is
January 24, 2020.***



Missouri Press Association
Bulletin
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Tales of Marvelous Missouri

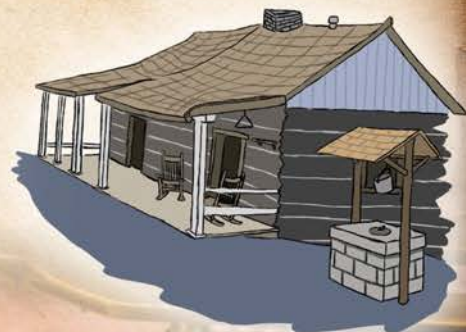
When Molly and her family go to Silver Dollar City, she expects roller coasters, rides, lemonade and fun. She gets all of that and something unexpected. From an encounter with an older employee, Molly comes away with a deeper love of the area's history and an insight into how Missouri came to be settled. 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





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Missouri Press Service**

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Contest judging

SO MUCH help needed for contest judging

From Missouri Press Staff

It's that time of year again! Missouri Press Association still needs A LOT of help judging the South Carolina Press Association's News Contest!

Our goal is to have about 60-80 volunteers to try to keep each judge's work manageable! We currently only have a fraction of that number.

You can use the online form at <http://bit.ly/35QgHUn> to register to judge.

If you have multiple judges from the same organization, please fill out a form for each volunteer.

You will receive your judging

assignment(s) soon and you will be given two weeks to complete your judging. If you receive assignment(s) you feel you won't be able to complete, please notify MPA or the contest administrator from South Carolina ASAP!

South Carolina does a separate ad contest much like Missouri does, we will be asking for judges to help with advertising entries in June 2020.

By volunteering to judge, you can save \$10 off the total cost of your own entries to the Missouri Better Newspaper Contest.

As always, thanks for your help!

Day at the Capitol is Jan. 30

Come to the Capitol and meet with lawmakers

From Missouri Press Staff

Plan to attend the 2020 Missouri Press Association Day at the Capitol on Thursday, Jan. 30, in Jefferson City.

Members are encouraged to attend the event at the State Capitol building and meet with their local legislators about issues important to Missouri newspapers.

Missouri Press leaders and our lobbying partners will be on hand to help guide you through talking points on issues that are critical to the Association,

and the newspaper industry, this year.

The day will also include lunch at the Governor's Mansion. Gov. Mike Parson is currently scheduled to address our group.

There is no cost for Association members to attend, however, any cancellations must be received by Jan. 24. Members who sign up but do not attend the luncheon will be charged for their meal.

To register to attend one or more events, visit <http://bit.ly/2Nslvqm>

Make Your Voice Heard!
Show-Me Press Association would like your input on future events!
Go to: <http://bit.ly/showmesurvey>

Save the Date!
2020 Show-Me Press Meeting
June 12 at Lodge of Four Seasons, Lake Ozark



BETTER NEWSPAPER CONTEST

The 2020 Missouri Press Foundation Better Newspaper Contest template is now open and members can begin submitting entries. If you haven't yet, start collecting your entries for this year's contest now.

Entries **MUST** be uploaded by 11 p.m. Tuesday, March 31. No extensions will be granted.

All categories for Missouri's 2020 Better Newspaper Contest now require digital entries. Missouri's BNC will no longer accept mailed-in entries for any categories.

If you need help entering any category, including those that previously required mailed-in entries, contact Matthew Barba (mbarba@mopress.com) or Kristie Williams (kfortier@mopress.com) for assistance. You can also call 573-449-4167.

We encourage members not to wait until the deadline to enter your entries in the template. If a significant number of people attempt to use the template at the same time, it can slow everyone down and could cause you to miss the deadline window.

All the information about the contest — rules, categories, entry instructions — is online at mopress.com/better-newspaper/

Entries to the Missouri Press Foundation's Newspaper Contest will be submitted using BetterBNC Online Journalism Awards Platform: <https://betternewspapercontest.com/login>

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: There is no need to wait until the deadline to upload your entries! The contest template will close 11 p.m. Tuesday, March 31, 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. 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.

Please read the instructions and category listings carefully!

Missouri Press Advertising and Marketing Executives



2020 Best Ad Contest

Your readers have been responding to your ads all year.

Now it's time to let the contest judges have their turn.

Enter TODAY and be RECOGNIZED by your peers.

The contest will be judged by South Carolina Press Association.

Enter online at: Betternewspapercontest.com; find the **2020 Missouri Best Ad Contest** and find your newspaper listed by city name first. The deadline to enter is **Feb. 3, 2020**.

The contest is open to all staff members of publications holding ACTIVE or ACTIVE ONLINE membership in the Missouri Press Association. All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

All entries must be submitted as FULL-PAGE electronic tearsheet files. Please name the file(s) in a way that clearly identifies the ad(s) being submitted for judging. You may also circle or include other graphic markings to indicate which ad(s) is/are to be judged.

Note: For large files, you may use Dropbox, Google Drive, Scribd or issuu to create a remote digital file and share the url. Please make sure the file is public, made shareable or that a password is provided, so it can be printed for judging and display purposes. For smaller files, you can use PDF or Word Documents.

A fee of \$7 per entry must be paid online, mailed or called in by time of entry deadline. Pay online at: <https://bit.ly/2Lg6FVe>. If mailing payment, please mail check to: MPAME Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167 ext. 300. Entries submitted that do not conform to the rules or category descriptions will not be judged, and entry fees will not be refunded.

If you have any questions, need your password or email reset for betterbnc.com OR feel your newspaper is in the wrong class, please contact Kristie Fortier at kfortier@mopress.com or call 573.449.4167 ext. 301

Send requests for 2020 press cards

By Missouri Press Staff

Submit requests for 2020 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 2020 MPA sticker calendar.

Email distribution list

Are all your staff who should be receiving Missouri Press emails signed up? Much of the Association's communication with our members is through email, and we want to ensure everyone stays informed. 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

RJI to host immersive journalism training

First Draft will be hosting an immersive event including a state-of-the-art live simulation training that is designed to help journalists mitigate the threat disinformation poses.

Through this live simulation, presentations, and masterclasses you will build core competencies in identifying disinformation online and develop protocols for responding to information emergencies by building institutional capacity and provide tools and resources for navigating the complexities of information disorder online.

Due to space limitations, we are inviting anyone interested in attending to apply to attend this free event. Preference will be given to journalists currently employed by a newsroom. We

invite other interested parties to apply as well and give us a reason for your interest, but please note: by applying you are not guaranteed a spot. A member of RJI staff will reach out to confirm your attendance.

To register for the training, visit <http://bit.ly/2Rerlzf>

First Draft is an internationally renowned nonprofit that exists to provide support and training to those on the frontlines, working to address the challenges relating to truth and trust in the digital age. We conduct groundbreaking research and innovative fieldwork worldwide including our pioneering network CrossCheck which has been deployed to support democracy in elections in multiple countries worldwide.

grow **Local Engagement...**
connect with **New Business...**
produce **Game-Changing Revenue...**

With **Automated Print & Online Event Calendars**
From **Evnt & Metro**



ONE **Attract Event Marketers & Readers With Free Online Calendar Posting**

Event marketers send and syndicate their events to your online calendar for free with the Evnt online marketing platform.

TWO **Create Revenue With Ready-to-Upsell Add-Ons**

Approach online event advertisers with a variety of ready-to-implement upsell opportunities like print calendar advertising, "featured" placement or "editor's pick" status, voice marketing and more valuable add-ons.

THREE **Reverse-Publish to a Print Calendar Instantly**

Turn your online calendar into a ready-to-publish print calendar with the click of a button.

Ready to revolutionize your local event and entertainment advertising to produce profits of \$50K+ in the first year? [Contact partners@evnt.com](mailto:partners@evnt.com) now!

METRO
CREATE. SELL. PROFIT.

Missouri Press Classifieds: Who is looking for YOU?

WEEKLY 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 gymnasium and municipal 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

FOR SALE

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

COUNTY SEAT WEEKLY: Missouri — County seat weekly, strong cash flow and profit, 2,500 paid circulation; great location near metro area, limited competition. Contact Dennis DeRossett at (217) 725-5900. 10-14

WEEKLY PAPER 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 web site, two face book 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 wcnnews@embarqmail.com or call 816-640-2251. 8-26

HELP WANTED

PRINT PERSONNEL: Growing regional printing facility seeking personnel for operations.

Positions in management and general operations.

Skill sets required: leadership, materials, management, supervisory, safety, mechanical background, estimating.

Send resume to job512541@gmail.com 12-20

SMALL TOWN EDITOR: Editor needed in what was voted the Most Beautiful Town in Missouri. Hermann MO is looking for an editor for our small town paper. Benefits include 401K, health insurance, paid vacations and time off.

This small office brings a family feel to local news. Candidate will be in charge of all writing in print and digital. This job would make a great stepping stone for a new reporter or great pace to make a permanent home.

Send resume to publisher Cathi Utley at hacmgr@lcs.net 11-26

MULTIMEDIA SPORTS WRITER: Begin a career you are proud of as a Multimedia Sports Writer
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, mileage 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 sports-minded creative self-starter and storyteller, publication experience helpful

- Have strong two-way communication skills, oral and written

- Understand photography techniques and social media trends; Adobe Creative Cloud experience a plus

- Be able to manage time and effectively multi-task

Apply today! Email amy.neal@mycouriertribune.com with resume, cover letter and writing samples. 11-25



CALENDAR

January

30 — Day at the Capitol, Jefferson City

February

3 — Best Ad Contest Deadline
17 — It Can Wait Local Deadline

March

31 — Better Newspaper Contest Deadline
31 — MPA Newspaper Hall of Fame Nomination Deadline

April

16 — MPA Past President and Spouses Dinner, Arrow Rock
23-24 — Missouri Press Advertising and Marketing Executives, Lake Ozark

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, Columbia



In partnership with Missouri Press' member newspapers

What: It Can Wait campaign between AT&T, Missouri newspapers

When: Spring 2020, with a local deadline of February 17

Who: Missouri high school-age students

What: Have students write an essay or produce a 60-90 second video with transcript about the dangers of distracted driving. Entries should answer the question, "What is the most persuasive argument to convince people not to drive distracted?"

Students must also create a Twitter campaign message of up to 280 characters

Solicit local entries and choose an essay winner and a video winner from those individuals. Local winners will then be passed on to Missouri Press Association for statewide judging.

Prizes: Each statewide winner, essay and video, will receive \$750
For more information, contact Matthew Barba
at mbarba@mopress.com or 573-449-4167