

# Missouri Press



# Bulletin

Missouri Press Association

No. 1367 — 14 November, 2019

## funded 9 newspaper summer interns in 2019.

## Can you help us make it 10 in 2020?



Kristen Dragotto  
UM - St. Louis  
Community News

Danielle Williams  
West TX A&M Univ.  
Lincoln Co. Journal

Mckenzie Knapp  
University of Missouri  
Jefferson Co. Leader

Ariel Thibodeau  
Pensacola Christian  
LakeExpo.com

Kara Jeffers  
William Woods Univ.  
Newstime/Centralia

Layne Stracener  
Missouri State Univ.  
The Northeast News

Shelby Henderson  
University of Missouri  
Bolivar Herald-Free Press

(Not Pictured: Shelby Matthews • University of Missouri • Jefferson City News Tribune & Natalee Long • Cottey College • Branson Tri-Lakes News)

## Silver Dollar City will give up to \$3,000 to match 2020 internship program donations to MPF this holiday season.

**YOUR**  **+**  **=** **Double your dollars** 

**Donation**

**YES! I wish to fund an intern, my tax deductible gift is:**

- \$1,000** Fund an 8-week internship
- \$500** Fund a 4-week internship
- \$250** Fund an intern for 2 weeks
- \$125** Fund an intern for 1 week
- \$50** Fund an intern for 2 days
- \$25** Fund an intern for 1 day

Other amount: \$

Any amount is welcome and appreciated.

My Check is Enclosed

Please Charge My Credit Card

**VISA**  **MasterCard**  **DISCOVER**

Name On Card \_\_\_\_\_

Card Number \_\_\_\_\_ 3 or 4 digit security # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

Also Credit \_\_\_\_\_

How to recognize my gift (ex: NAME OF SPOUSE, ORGANIZATION OR LEGAL NAME OF DONOR)

Make Checks Payable to the Missouri Press Foundation.



Return to: 802 Locust St. • Columbia, MO 65201 • Missouri Press Foundation is a 501(c)(3) general not-for-profit corporation.





**Missouri Press Association**  
**Missouri Press Service**  
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 www.mopress.com

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*Statewide market research*

# Help all Missouri newspapers get better market data

**From Missouri Press Staff**

It's time to begin your promotion of the Pulse of America shopping survey! It's easy, it's free to you, and it's a wonderful tool for your sales staff!

Once the research project is complete at the end of December, Pulse will provide the results to Missouri Press members at no cost.

The purpose of the survey is to allow you to provide highly-coveted audience data that can be used in sales presentations. With enough participation from Missouri newspapers and readers, we will receive state-specific survey results.

And your readers will have a chance to win \$3000!

Download your ads, and learn more, at this link: [Pulse of America](#)

**Five ways you can start promoting right away:**

1. Schedule and run the ROP ad.  
 Consistent print promotion works. Also try frequent smaller ads in more sections.
2. Promote on your Facebook page.  
 A posting on your Facebook page or other social media can get quick results.
3. Send an Email Blast.  
 Contact your readers directly with a message about helping local businesses.

Enter To **WIN**  
**\$3,000**

Newspaper sponsored - Local shopping survey



Enter to win now, go to:  
[www.pulsepoll.com](http://www.pulsepoll.com)

4. Run Banner Ads.  
 This is one of the easiest ways to consistently promote the survey.
5. Run Classified Ads.  
 Just set the ad to run in every issue and in a variety of sections.  
 If you have questions, please contact Missouri Press Service Director Ted Lawrence at [tlawrence@mopress.com](mailto:tlawrence@mopress.com)

**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



## 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

# 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](mailto: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](mailto:mbarba@mopress.com)



## CALENDAR

### December

**24 & 31** — Missouri Press' Columbia Office Closes at Noon

### February

**17** — It Can Wait Local Deadline

### March

**31** — Better Newspaper Contest Deadline

**31** — MPA Newspaper Hall of Fame Nomination Deadline

### April

**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

## Missouri newsrooms needed for student projects to help consumer-product challenges

The Missouri School of Journalism is looking for local Missouri newsrooms to collaborate with on consumer-product challenges in the spring 2020 semester.

Potential projects might involve audience and market research, idea development, product design, prototyping and/or marketing. For instance: exploring an events strategy, a new podcast, a subscription or membership plan; launching a newsletter or defining a social media strategy.

Project work is done by teams of students in school's Convergence Journalism program as part of their Senior Capstone course. The students work as consultants, working with the client to research and define the challenge, as well as the solutions. In

past semesters, the class has worked with the Associated Press, Solutions Journalism, the Kansas City Star, the Berkshire Edge, Raycom Media, Science Friday, PolitiFact, Cox Newspapers, the BBC, Newsy and others.

The client gets three or four students and four months of work with a defined deliverable at the end of the process. The time commitment for a newsroom includes a few up-front meetings to define the project and then semi-regular check-ins as appropriate.

There are two spots currently available and we expect to offer a similar opportunity in the fall as well. If you have any interest, please send an email to the course instructor: Damon Kiesow, the Knight Chair in Digital Editing and Producing — [dkiesow@missouri.edu](mailto:dkiesow@missouri.edu).

## Funds available for local journalists to attend ethics conference

On April 24, 2020, the Center for Journalism Ethics will host its 12th annual journalism ethics conference at the Wisconsin Institutes for Discovery in Madison, Wisconsin.

The Center is also offering travel stipends, providing a way for local news journalists and editors from around the

country to attend and engage with the critical issues facing their communities and newsrooms. They will be offering \$1,000 stipends to 10 people.

If you are interested in learning more, please contact Matthew Barba at [mbarba@mopress.com](mailto:mbarba@mopress.com) or Mark Maassen at [mmaassen@mopress.com](mailto:mmaassen@mopress.com)



# Missouri Press Classifieds: Who is looking for YOU?

**COUNTY SEAT WEEKLY FOR SALE:** 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 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 web site, two face book accounts, subscription list, a paid e-edition list plus computer equipment,

## FOR SALE

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](mailto:wcnews@embarqmail.com) or call 816-640-2251. 8-26

**COUNTY-SEAT WEEKLY:** County-seat weekly newspaper in Missouri for sale. During our 34-year tenure we've worked hard to engage with our community and readers,

developed a strong, award-winning editorial and advertising product and moved the profitable newspaper into a strong digital platform, too. If you are interesting in owning your own publication or expanding your holdings, this is a great opportunity with the ownership committed to a smooth transition. The setting holds many benefits: A profitable business that has invested in its quarters, equipment and employees, great quality of life, a good place to raise a family and recreational opportunities. To make inquiries, write [mbarba@mopress.com](mailto:mbarba@mopress.com) or Missouri Press Association, 802 Locust St., Columbia, MO 65201. 8-5

**SPORTS EDITOR:** Weekly paper in east-central Missouri seeks sports editor to cover multiple high schools in the county. This is a great opportunity to work for a small, family-owned company where community journalism still matters. InDesign and Photoshop experience preferred. Full-time position with benefits package (health, dental, vision). Send resume and samples to Matthew Barba at [mbarba@mopress.com](mailto:mbarba@mopress.com) 11-4

**MULTI-MEDIA CONSULTANT:** The Warrensburg Daily Star Journal is seeking a Multi Media Consultant.

**What do we offer YOU?**

- You will be provided the tools to perform your job well, including training, in and out of the office, to learn marketing on every media platform we offer
- State of the art technology to ensure you are able to perform your job to the highest potential
- An excellent base pay, plus commission
- Great company benefits, including medical, dental, life, PTO and 401(k) package

**What is it like to work for us?**

- As a community-minded company, we aim to help our community thrive by helping local and area businesses grow
- We focus on what it takes to make you successful in your job, preparing you to help your customers receive the most out of their

## HELP WANTED

marketing dollars and reach the largest target audience with their strategy

- As part of a family-owned business, you will develop strong team-building and family-like relationships with co-workers

**Qualified candidates should:**

- Have a Bachelor's degree or equivalent sales experience
- Excellent oral and written communication skills
- Ability to build strong customer relationships
- Must be a self-starter with good time management skills
- Sales, advertising or marketing experience preferred
- Prior experience in digital marketing sales highly desirable

Apply today! email [mendy.kenney@dsjnow.com](mailto:mendy.kenney@dsjnow.com) with resume and cover letter 135 E. Market St., Warrensburg, MO 64093 10-30

**ADVERTISING DIRECTOR:**

Phillips Media Group (Harrison Daily Times) is looking for a highly motivated, creative Multimedia Sales Manager to lead of our print and online advertising sales team. This is a challenging opportunity for an individual who possesses an understanding of marketing and advertising with a proven ability to develop effective and creative sales programs for small and medium-sized businesses. Located in the beautiful Arkansas Ozarks, we

also produce niche publications and a tourism magazine.

This position requires the ability to develop specific market solutions based on client formal needs analysis; have an understanding of accounts business and industry to develop effective advertising programs; good communication skills; multi-tasking skills with strong focus on detail, managing budgets and contracts; the ability to deliver multi-media solutions under pressure of tight deadlines. The ideal candidate should possess a high level of business sales acumen, marketing experience, digital understanding and creative flair.

Our group is comprised of three daily newspapers, six weeklies plus shopper and affiliates. We enjoy a high quality of life and a low cost of living. As a team leader, your voice will be heard and your opinion matters. We offer an excellent pay plan and benefits programs including mileage reimbursement and other expenses, medical, dental and vision plans, paid personal time, life insurance and a 401k program. The typical work schedule is Monday-Friday, 8 a.m. to 5 p.m. Earning potential (salary plus commission) is in the high 40s or greater with success.

To apply for and learn more about this position, send resume with cover letter to [jimp@phillipsmedia.com](mailto:jimp@phillipsmedia.com). Phillips Media Group is an Equal Opportunity Employer. 10-22

**Continued on Page 6**

# Missouri Press Classifieds: Who is looking for YOU?

**GRAPHIC ARTIST:** The St. Louis American, the largest weekly newspaper in the entire state of Missouri, continues to grow. We are looking for a full time, creative Graphic Artist to join our award-winning design team.

In addition to assisting in the design of The St. Louis American newspaper, you will be working directly with the advertising sales team, and design: print ads, online ads, flyers, posters, brochures, invitations, annual reports, tickets, signage, etc.

- Must be fluent in InDesign and Photoshop
  - You will work strictly on a Mac
  - Must be detail oriented
  - Typing skills of at least 40wpm
- Full time. (Includes benefits package).

For information, contact: Kevin Jones, Chief Operating Officer, [kjones@stlamerican.com](mailto:kjones@stlamerican.com) 10-10

**NEWS REPORTER:** The Linn County Leader in Brookfield, Missouri has an immediate opening for a news reporter.

This is an outstanding opportunity for candidates who want to do it all, from

covering community news, to reporting on government, to writing about court cases and everything between. You'll be working in communities hungry for news and who love their newspaper.

Our company offers health, dental and vision benefits, 401K, paid vacation and sick time, and paid holidays.

Send your resume and work samples to Jason Hunsicker at [dailyexpresseditor@gmail.com](mailto:dailyexpresseditor@gmail.com). No phone calls, please. 10-3

**DIGITAL ADVERTISING SPECIALIST:** Would you like to work in a forward-thinking organization that offers its employees an opportunity to master digital advertising within a fun, creative, and problem-solving focused culture? If so, this might be just the opportunity for you! This position will be based out of Branson MO.

We are looking for a digital advertising specialist who fits our culture and understands the importance of determining the need of the potential client and one who will work diligently to find and present a solution to fill that need. The ideal candidate is self-motivated and an outstanding communicator. Someone who thrives

on creativity and innovation. This is an entry-level position with opportunities for growth. This position will have a base salary along with Bonus and commission incentives, based on performance.

**Requirements:**

- 1 to 2 years of sales experience.
- Some familiarity with digital advertising.
- Open to learning additional advertising platforms.
- Ability to communicate effectively with team members and clients.

**Responsibilities:**

- Manage an established digital sales account list.
- Visit new clients and grow this list on a daily basis.
- Design creative and write compelling ad copy.
- Implement and manage campaigns.
- Manage advertising spends and controls advertiser expectations.
- Always meets internal and client-facing deadlines.
- Be a part of a team that encourages creativity, innovation, and personal / professional growth.

Interested candidates should forward a resume and cover letter to: [Rex@bransontrilakesnews.com](mailto:Rex@bransontrilakesnews.com). 9-6

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!





Promote public notices

# Public notice info graphics available from PNRC

From Missouri Press Staff

The Public Notice Resource Center created the below graphics to help newspapers educate the public about the need for public notices to remain open and visible through newspapers.

Please feel free to use these public notices, available online here and

here, or by contacting Missouri Press staff. You can also click directly on the images through this newsletter to be able to access each respective page.

You can publish them in your own newspaper or print them out to have available to educate members of your local community.

Newspapers have long played an important role in the publishing of public notices, and it is vital that Missouri Press members continue to inform their readers about the value of keeping public information in an easily accessible format, such as newspapers.

## Why Public Notice Should Remain in Newspapers

Along with open meeting and freedom of information laws, public notice is an essential element of the **three-legged stool of government transparency**

Since the first U.S. Congress, public officials have understood that newspapers are the best medium to notify the public about official matters because they contain the **essential elements of public notice:**

- Accessibility**
- Independence**
- Verifiability**
- Archivability**

**Publishing notices on the internet is neither cheap nor free**

**Newsprint is inherently superior to the internet for public notice** because reading a newspaper is a serendipitous process.

We find things in newspapers we weren't expecting to see. On the internet, we search for specific information and ignore everything else.

**Newsprint remain the primary vehicle for public notice in all 50 states**

**Citizens continue to learn about vital civic matters from newspaper notices.**

Documented examples of people taking action and alerting their community after reading a newspaper notice are reported on a regular basis.

**Significant numbers of people in rural areas still lack high-speed internet access.**

Those who are older than 65 or who have lower incomes or lack high-school diplomas are also cut off from the internet in far higher numbers than the average.

**Moreover, the real digital divide for public notice is growing** due to the massive migration to smartphones and other small-screen digital devices

**This is not about "newspapers vs the internet". It's newspapers and newspaper websites vs government websites**

and newspaper websites have a much larger audience. Moving notice from newspapers to government websites would **reduce the presence of public notices on the internet**

**Verifying publication is difficult-to-impossible on the web.** That's why the courts subject digital evidence to far greater scrutiny than evidence published in newspapers

**Requiring independent, third-party newspapers to ensure that public notices run in accordance with the law helps prevent government officials from hiding information** they would prefer the public not to see

**Governments aren't very good at publishing information on the internet.** Unlike newspaper publishers, **public officials aren't compelled by the free market to operate effective websites.**

## Know what's expected of you when covering Missouri's courts

[Two videos](#) from the Missouri Press-Bar Commission can help provide guidance to reporters covering the state's courts.

The judiciary worked with the Press-Bar Commission to create these videos and help reporters understand the legal system and the technicalities of the court process, in hopes it will give reporters what they need to make this task easier.

Another resource for reporters is the [News Reporter's Handbook on Law and Courts](#). A PDF of the handbook is available online at [www.mobar.org](http://www.mobar.org)

You can also view the [handbook](#), as well as a [glossary of commonly used courtroom terms](#), on the Missouri Bar Association's website.



# KANSAS CITY CHIEFS

## TICKET FUNDRAISER



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DENVER BRONCOS  
DECEMBER 15

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DECEMBER 29

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**PROMO CODE: MOPRESS** (ALL CAPS)

**\$10**

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PRESS FOUNDATION FOR EVERY  
TICKET PURCHASED WITH CODE.**

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