



# **Congratulations**

## **to the winners of 2024's MPF Better Newspaper Contest and MPAME Best Ad Contest.**

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Every year, Missouri Press seeks input from members about how to improve the editorial and advertising contests.

If you have thoughts or questions about either contest, or want to volunteer for the BNC Contest Committee, please contact Matthew Barba at [mbarba@mopress.com](mailto:mbarba@mopress.com) or Kristie Fortier at [kfortier@mopress.com](mailto:kfortier@mopress.com).

The Best Ad Contest is open. Learn more at [www.mopress.com](http://www.mopress.com).

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Remember, only include one item for judging with each entry. For example, if you want to enter three items in Best Sports Photo, you will need to make three separate entries.

Otherwise, please combine your entries that consist of more than one piece of content or more than one page, such as Best Columnist entries. This will make uploading AND judging much easier.

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**Have questions?**

**Always feel free to contact MPA's Matthew Barba or Kristie Fortier for help with either contest.**

Missouri Press Advertising and Marketing Executives

MPAME

2025

BEST AD CONTEST

Enter the 2025 MPAME Best Ad Contest and show everyone the great work you have done to drive revenue and maybe help others out in the process!

## CONTEST INFORMATION

To find full information and rules, go to <https://mopress.com/ad-contest/>

To access the MPAME contest template, please go to [newspapercontest.com/mopress](https://newspapercontest.com/mopress) early to register your newspaper and setup a password. You must re-register each year you enter the contest. The Better Newspaper Editorial Contest is a completely separate contest and you will have to register separately when you enter your editorial entries. Please contact us with any questions, we want to be help you with anything you might have questions on.

Entries must have been published between January 1, 2024, and December 31, 2024.

The contest is open to all staff members of publications holding an Active, Active Online, Friend of, or Specialty Publication membership in Missouri Press Association.

All entries must be submitted as FULL-PAGE electronic tear sheet 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 is to be judged. Please combine PDF's when submitted as one entry.

All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

Note: For large files, you may use an outside file hosting site and submit the URL. **You MUST make sure the file is public, or otherwise shareable and/or that a password is provided, so it can be viewed, printed or downloaded for judging and/or display purposes. Submit smaller files as PDFs within the template.**

**The 2025 Best Ad Contest entry fee structure is as follows:**

**Entries uploaded before Dec. 31: \$7/entry**

**Entries uploaded January 1-24: \$8/entry Entries uploaded January 25-31: \$10/entry**

Payments may 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

**ENTER ONLINE AT: [newspapercontest.com/mopress](https://newspapercontest.com/mopress)**

**Missouri Ad Contest Deadline: January 31, 2025**

**Association Code: MOPRESS**

If you have any questions OR feel your newspaper is in the wrong class, please contact Kristie Fortier at [kfortier@mopress.com](mailto:kfortier@mopress.com) or call 573.449.4167

## AWARDS & MEETING INFORMATION

Make plans now to attend the Missouri Press Advertising and Marketing Executives meeting being held on April 10-11, 2025.

Winners will be recognized, and awards presented **Thursday, April 10, 2025**

Event Registration form will be available in January of 2025, at [www.mopress.com](http://www.mopress.com) under **EVENTS**.



## Missouri Press Association

### Missouri Press Service

802 Locust St.  
Columbia, MO 65201-4888  
(573) 449-4167; FAX (573) 874-5894  
[www.mopress.com](http://www.mopress.com)

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**Doug Crews:** Legislative Director  
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# Sign up now to judge NYPA's BNC

## From Missouri Press Staff

Want to get some new ideas for advertising, photography or editorial coverage in the new year? Well, here's the perfect opportunity to learn by judging the New York Press Association's Better Newspaper Contest.

You can sign up to judge here:  
<https://nynewspapers.com/nypa-better-newspaper-sign-up-form/>.

Like Missouri Press Association, NYPA's contest uses the Advanced Contest Entry System, or ACES.

Please remember, it is a requirement of all MPA members to provide at least one judge per newspaper if you also plan to enter Missouri's Better Newspaper Contest or the Missouri Press Advertising and Marketing Executives Best Ad Contest.

NYPA is seeking approximately 65 judges to assist with the contest, which is scheduled to close in early January. Volunteers will receive their judging assignments by the third week of January, along with log-in directions and rules. You will have two weeks to complete judging.

The sign-up form does allow you to request categories for judging, however, the more flexible you can be, the more helpful it will be to ensuring all entries are reviewed in a timely manner.

## We want you!



**Judge New York Press Association's  
Better Newspaper Contest.  
Sign up at: <https://bit.ly/4fDczMc>**

NYPA's members will reciprocate judging for Missouri's Best Ad Contest, which is open now and you can find more information on Page 2 of this month's Bulletin or online at [mopress.com](http://mopress.com), and the Better Newspaper Contest, which will open in January.

# Get 2025 press passes through Jumbl

## From Missouri Press Staff

The time has come to again request press cards and auto stickers, but the process for next year's cards will be a little different. Members will be able to utilize a form on Jumbl to request press cards.

The form will also allow you to request 2025 calendars and "PRESS" auto stickers.

You can find the press pass request in the "Forms" section of Jumbl. For more



information about getting started with that service, please contact [kfortier@mopress.com](mailto:kfortier@mopress.com).





# Missouri Press Foundation

*Preserving the Past. Focused on the Future.*

**Mark Maassen, Executive Director of the Missouri Press Association**

“As you have probably heard by now, after 10 years of service to the Missouri Press Association, I am retiring. Rest assured my heart will still be with Missouri newspapers. I didn't get the reputation for being bullish on community newspapers for no reason.

I wouldn't be retiring now if I didn't have full faith that our industry will continue to be in good hands. I know our newspaper publishers, editors, reporters and photographers will continue to keep our citizens informed so that our vibrant democracy continues to thrive.

And I know that donors like you will keep supporting Missouri Press to build a lasting legacy for the Missouri newspapers we all hold so dear. Your support is key to ensuring we continue vital programs such as Newspapers in Education, college journalism scholarships, summer internship grants, and recognition for journalists who are doing outstanding work.

Missouri Press relies heavily on friends like you to support these programs. As Doug Crews said when he passed the torch to me in 2016, the Missouri Press groups don't work for a newspaper; we work for the newspaper industry and all the issues that come along with it.

**WE NEED YOU** to continue to connect our communities' newspapers with the resources they need to continue addressing the issues in our industry and putting out newspaper issues for all of Missouri's residents. **Your generous gift today to the Missouri Press Foundation will allow us to continue our mission to support the future and honor the past of journalism in Missouri.**

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## **YES! I wish to give to MPF! With my donation, Tell Mark:**

☐ **\$1,000** “We're bullish together!”

☐ **\$125** “We appreciate you!”

☐ **\$500** “Your legacy is safe with me!”

☐ **\$50** “Thank you!”

☐ **\$250** “We will miss you!”

☐ **\$25** “Congratulations!”

Other amount: \$

Any amount is welcome and appreciated.

Make checks payable to  
Missouri Press Foundation  
Return to: 802 Locust St  
Columbia, MO 65201



# Complete your publication's 2025 MPS agreement through Jumbl

## From Missouri Press Staff

The pieces are coming together for Missouri Press members to start using Jumbl, a member management platform that will make it easier for newspapers to provide up-to-date information and Association staff to access it.

What is Jumbl? It is an association management system that for MPA will consolidate our current processes of tracking membership, donor relationships and advertising partners into one platform. It will also be the method for accessing NIE content in the future and how you register for future Missouri Press events, such as Day at the Capitol.

Kristie Fortier, MPA's member services director who has been heading the Jumbl project, said more members are signing up each day and poking around in Jumbl. Their feedback is helping her and MPA's other staff better assist the wider membership in navigating the platform.

"There are a lot of moving parts available with Jumbl but only a few will be required for members to complete," Fortier said. "Something I like about the platform is that depending on how you want to use it for your newspaper, you can do the bare essentials or really provide a lot more information about your publications than MPA has ever gathered before."

One of those "bare essentials" will be something that affects almost every newspaper member of the Association, the agreement between Missouri Press Service and newspapers to place advertising throughout the year.

The move to an all-digital agreement for Missouri Press Service (MPS) embodies the goals that Fortier wants to achieve by adopting Jumbl and its services.

Jeremy Patton, MPS' advertising placement director, has been working with other staff to convert the old paper version into an easy-to-follow digital form that will make it much easier to access and keep track of relevant

**What is Jumbl?**

Jumbl is an Association Management System that consolidates Missouri Press' current processes of tracking membership and donor relationships into one platform.

- Membership
- Event Registration
- NIE Stories
- Emailing
- Donations
- Membership agreements
- Newspaper Directory
- More!

**How Do I Get Started?**

Follow the steps below to get started, and if you have questions, email [kfortier@mopress.com](mailto:kfortier@mopress.com)

**Step 1** You will receive an email

**Step 2** Click the link and set up your account

**Step 3** Confirm your details

**Step 4** Add your staff

**What's Next?**

**October 2024** ONLINE Newspaper Agreement Form

**December 2024** ONLINE Membership Renewal

advertising information.

Patton anticipates the change will cut down on his and other MPS staff's time following up with members about incomplete agreements.

Fortier added that the digital form will allow members to more easily update information for their newspaper's rates, circulation numbers and even printer throughout the year.

Updating advertising rates will have to be done through the electronic form, accessible via Jumbl, where newspapers will also be able to upload new versions of their rate cards. Phone calls or emails to update rates will not be allowed as changes need to be reflected in the newspaper agreement database.

Any newspaper with questions about completing the agreement can contact Jeremy Patton at [jpatton@mopress.com](mailto:jpatton@mopress.com).

MPA's membership renewal process will also be completed through Jumbl. Membership renewal emails were recently sent, so please look for yours if you haven't already opened it.

For more information about accessing Jumbl, please email Kristie Fortier at [kfortier@mopress.com](mailto:kfortier@mopress.com) or Matthew Barba at [mbarba@mopress.com](mailto:mbarba@mopress.com).



## CALENDAR

### December

**24** — Missouri Press Offices Closed at Noon

**25** — Missouri Press Offices Closed for Christmas Holiday

### 2025 January

**1** — Missouri Press Offices Closed for New Year's Day

### April

**10-11** — Missouri Press Advertising Managers and Executives Meeting, Sheraton Westport Chalet, St. Louis

### June

**June 5** — Kevin Jones Memorial First Amendment Golf Tournament | Loutre Shores Country Club, Hermann

**June 5** — MPA/MPS/MPF Dinner, Hermann Farm Stone Barn

**June 6** — MPA/MPS/MPF Board Meetings, Hermannhof Inn & The Tin Mill Restaurant

### September

**11-13** — MPA 159th Annual Convention and Tradeshow, The Wildwood Hotel, Wildwood

### Did you know?

You can find all of the latest registration forms for Missouri Press' events online at [www.mopress.com](http://www.mopress.com).

The website also has award nomination forms, board of director applications and much more.



# Take a trip through Missouri's history with 2025's NIE serial story

*Set in the village of Arrow Rock, the 8-chapter story will teach about our state's early pioneer history.*

The Missouri Press Foundation supports Newspapers in Education by providing free serial stories, which include chapter related newspaper activities, as well as many educational features. Newspapers publish this content specifically for young readers and to provide resources for their educators. In many communities, local businesses, organizations and individuals partner with their newspaper to provide classroom copies to schools at no charge, promoting literacy and education in their community.

Each year, for the past seventeen years, the Missouri Press Foundation Newspapers in Education creates a serial story in partnership with the National Newspaper Association Foundation to provide content to all newspapers, nationwide.

For 2025, we have chosen to have an 8-chapter series written, that is a continuation of one of our most popular series, *Night at the Capital*. That story introduced Charlie, a young student on a field trip to Missouri's capital in Jefferson City. He managed to leave the tour and began meeting historical ghosts who helped him solve a long-standing mystery.

In the story of 2025, Charlie is now a history teacher taking his students on a field trip to Arrow Rock, Missouri. Arrow Rock is a historic village on the Oregon and Sante Fe trails. The MO Press Association has curated a standing exhibition of early printing presses there. With Charlie involved, you know there will be ghosts and hijinks.

Having Charlie as a reoccurring character allows us to promote the original story as well as the new one and gives us the opportunity of using his character again, in other stories. The download code to access the story is **arrowrock**.

Carolyn Mueller, the author of *Night at the Capital*, also wrote this year's story. She has written several of our stories, which are always well received.

Illustrator Philip Goudeau has created the artwork for several of the serial stories and his work always brings energy and life to the features

This series will be offered free of charge to newspapers in Missouri and across the country, with publication beginning January 1, 2025, and ending June 30, 2025. Newspapers will access the material from our download site, [www.mo-nie.com](http://www.mo-nie.com). Each of the eight chapters will include



Philip Goudeau is again illustrating Missouri Press Foundation's Newspaper in Education serial story. The 2025 serial continues the tale of the main character from the previous NIE story, *Night at the Capital*. (Submitted graphic/Philip Goudeau)

a newspaper activity. Ads will be created for publication in newspapers prior to the series' run to promote interest and will be designed so newspapers can easily add their logo.

We are also offering the 2016 story, *Night at the Capitol*, for free from November 2024 to June 30, 2025. Students will enjoy Charlie's back story, which sets the stage for the current edition. That download code is **capnight16**.

Any newspapers needing help planning, promoting or publishing this series, should contact Helen Headrick, Missouri NIE Coordinator for support, [hheadrick@mopress.com](mailto:hheadrick@mopress.com).

Our goal is to have young readers across the nation reading their community newspapers in 2025 and realizing what may be found there.



# Are you using these resources?

## *Expand and enhance your editorial coverage.*

### **From Missouri Press Staff**

#### *Missouri Press News*

As a local newspaper, nobody knows your community like you do because it's YOUR beat. But what about statewide coverage, or business news, or the ongoing effects of policies long-since signed into law?

Much commentary has been written in recent years about the collaborative future of journalism, but in many ways local newspapers have always relied on collaboration

to keep the community informed. Remember country correspondents? Or how about running photos a parent took at the game your staff couldn't attend?

That's how you get the job done for your local community, but what if you want to expand your coverage beyond the city, county or region?

There are several statewide and even national services your newspaper can take advantage of and, in some cases, even help contribute to the stories being produced.

### **Capitol Report**

Each legislative session the Missouri School of Journalism sends reporters to Jefferson City for the State Government Reporting Project. The 2025 legislative session begins Jan. 8.

The Capitol Report is available to all MPA members for republishing. A weekly recap of the stories produced by reporters in the Capitol is distributed to MPA members by Missouri Press staff and stories of particular note are sometimes distributed separately.

Newspapers wanting a more localized approach to statehouse reporting are encouraged to contact Fred Anklam with story ideas or requests for comment from legislators in response to specific legislation or state policy. Anklam can be contacted by email at [anklamf@missouri.edu](mailto:anklamf@missouri.edu).

To receive the Capitol Report weekly emails, email Matthew Barba at [mbarba@mopress.com](mailto:mbarba@mopress.com).

### **Missouri Business Alert**

A digital newsroom providing business news from across the state while training University of Missouri students in new technology and methods, giving them hands-on experience in business reporting, marketing and other skills.

Sign up for the Morning Minutes newsletter to get a rundown of statewide business news. Content from the Missouri Business Alert newsroom is available for republication with attribution, similar to other Missouri School of Journalism projects.

Visit [missouribusinessalert.com](http://missouribusinessalert.com) to subscribe to the newsletter or contact Managing Editor Michael Stacy at [stacyjm@missouri.edu](mailto:stacyjm@missouri.edu) with questions about content.

### *Missouri Independent*

The *Missouri Independent* is a nonpartisan, nonprofit news organization covering state government, politics and policy. It is staffed by veteran Missouri reporters and is dedicated to investigative journalism that sheds light on how decisions in Jefferson City are made and their impact across the Show-Me State.

*Missouri Independent's* work is free for other news outlets to republish. Requirements for republishing include only editing for style or to shorten a story's length, provide proper attribution and a link to the *Missouri Independent* website, <https://missouriindependent.com>.

### **Free poetry-focused column**

Missouri Press, on behalf of the Springfield News-Leader, has made available a year's worth of columns focused on poetry. The columns are available for newspapers to republish online or in print at no charge.

A full list of the column's installments is available on Missouri Press' website.

The column was initiated at the request of David L. Harrison, Missouri's poet laureate, who has published more than 100 books for young people and educators, and features insight from many more acclaimed poets.

### **The Conversation**

Faculty from research universities throughout the U.S. contribute articles on pressing news topics, which are available for free republication by news outlets and organizations at [theconversation.com](http://theconversation.com).

Stories are published from editorial areas that include politics, economy/business, education, environment and energy, health, science and technology.

Republishing guidelines for online and in print are available at <https://theconversation.com/us/republishing-guidelines>.



thebeaconnews.org



## FREE TO REPUBLISH. ANYWHERE.

The Beacon is a nonprofit, independent and nonpartisan news organization aiming to improve civic life by keeping the public informed and engaged.

**We're creating a network of digital newsrooms across Kansas and Missouri to tackle the local news crisis, ensuring everyone has access to the critical information they need.**

We want our stories shared widely (for free!) by other news organizations. This means we welcome and encourage you to republish our reporting.

**POST ANY BEACON STORY ON YOUR WEBSITE OR IN PRINT UNDER A CREATIVE COMMONS LICENSE.**

### COVERAGE AREA

Our reporters are based in **Wichita, Topeka, Kansas City** and **Jefferson City**

### STORY TOPICS

- Kansas Government
- Missouri Government
- Education
- Elections
- Health Care
- Housing & Labor
- Local Government

**TAKE YOUR PICK OF THE  
BEACON'S LATEST STORIES.  
JOIN THE LISTSERV:**

