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MPA eBulletin

A resource for Missouri Press Association members

eBulletin for March 26, 2025

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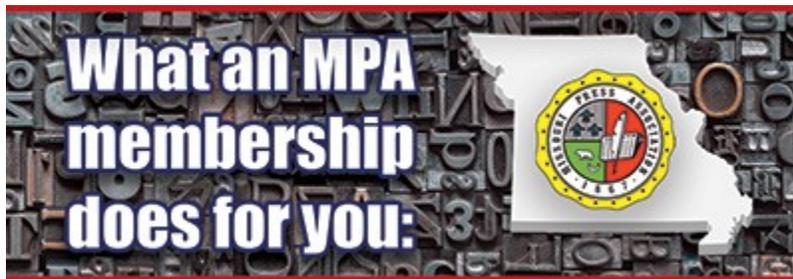
March

- 31** — Last Day for \$7 Entries in Missouri Press' Better Newspaper Contest
- 31** — Last Day to Submit Nominations for Newspaper Hall of Fame, Outstanding Young Journalist Awards

April

- 20** — Missouri Press Foundation Internship Applications Due
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- Tee up your team for this year's Kevin Jones First Amendment Golf Classic
- Save the Date: MPA Annual Convention is Sept. 11-13
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- A digital copy of your newspaper is required
- Promote public notices in newspapers
- Make your pledge to Missouri Press Foundation
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- What to consider when you're a journalist added to a classified group chat
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- Not-for-profit isn't not-for-money
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May

- 13** — Missouri Photojournalism Hall of Fame Nominations Due

June

- 5** — Kevin Jones Memorial First Amendment Golf Tournament | Loutre Shores Country Club, Hermann
- 6** — MPA/MPS/MPF Board Meetings, Hermannhof Inn & The Tin Mill Restaurant
- 6** — Show-Me Press Association Meeting, Hermann

September

- 11-13** — MPA 159th Annual Convention and Trade Show, The Wildwood Hotel, Wildwood
- 21-27** — 77th Missouri Photo Workshop, Union

November

- 13** — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia



Call 573-449-4167

We're nearing the end of \$7 entries for the BNC!

The 2025 Missouri Press Foundation Better Newspaper Contest template is now open and members can begin submitting entries. If you haven't yet, gather your entries for this year's contest now.

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 the Advanced Contest Entry System (ACES) platform: <https://www.newspapercontest.com/Contests/MissouriPressAssociationBNC.aspx>.

Due to the way the ACES platform operates, your PUBLICATION will need to re-register for the 2025 Better Newspaper Contest. Login credentials from the previous year's contest will not be valid for this year's contest template.

Each PUBLICATION requires a unique email address for uploading contest entries. You can re-use the same email address from the previous year's contest when registering for the 2025 Better Newspaper Contest.

While entries will be accepted through Monday, April 7, a tiered fee structure has been put in place with reduced costs for newspapers submitting entries earlier in the contest cycle.

The 2025 BNC entry fee structure is as follows:

Entries uploaded before April 1: \$7 per entry; and
Entries uploaded April 1-7: \$10 per entry.

The template will close automatically at 11 p.m. Monday, April 7, and no entries will be accepted after it closes.



in partnership with
Missouri Press Foundation



Interlink Circulation is the most widely used newspaper-circulation system in America, helping more than 1,550 community newspapers

All categories for Missouri's 2025 Better Newspaper Contest require digital entries. Please familiarize yourself with the template and ask questions about how to use it as soon as possible.

You are also encouraged to consider file-sharing websites, i.e., Dropbox, Google Drive, as a method for sharing your larger entries, such as General Excellence and page design entries. There are many free options available that will also provide benefits to your newspaper outside of entering the BNC.

If you need help entering any category, contact Matthew Barba (mbarba@mopress.com) or Kristie Fortier (kfortier@mopress.com) for assistance.

We ask members not to wait until the deadline to enter your entries in the template.

**Time is running out for your newspaper to win a piece
of A-Mark Foundation's \$15,000**

navigate the postal
system to obtain the best
delivery at the lowest
cost. www.ilsw.com



Dig deep into your investigative reporting for a chance at **\$15,000**

The A-Mark Prize for Investigative Journalism will award a first-place prize of \$5,000 to the winning journalist and \$2,000 to their news organization. Second place awards \$3,000 to the journalist and \$1,500 to the news organization. Third place awards \$2,000 to the journalist and \$1,000 to the newsroom.

Enter the contest using the form here: <https://bit.ly/9ChouU>

The contest for the A-Mark Prize for Investigative Journalism is open to all journalists and all news organizations in Missouri. The deadline to enter the 2025 contest will be 11:59 p.m. Central, Monday, April 7, 2025, and no extension will be granted.

This award will recognize excellence in investigative reporting, defined as the development of information about government, organizations, businesses, institutions or individuals not readily available to journalists and which requires exceptional skill and effort by the journalist.

In many cases, the subjects of the reporting wish these topics remain undisclosed to the public. Information presented through the reporting should be presented in a way that gives readers understanding and insight into subject matter that is not generally known to the public.

This contest is open to all news media organizations based in Missouri and their staff members and includes newspapers, broadcast outlets and digital-only platforms. Freelance journalists based in Missouri whose reporting is published or aired by Missouri news media organizations are also eligible to enter.

Entries must have been predominantly published or aired during 2024. Entries must also include a written statement (500 words or less) outlining the background and scope of the entry and highlighting potential outcomes resulting from the reporting. News organizations will be allowed up to three entries for consideration. A fee of \$10 per entry will be assessed.

About A-Mark:
The A-Mark Foundation is a nonpartisan nonprofit founded in 1967. A-Mark is dedicated to supporting and encouraging journalism and investigative reporting through grants to organizations that offer awards recognizing journalistic excellence. One of A-Mark's flagship initiatives is the A-Mark Prizes program, which recognizes and rewards the best investigative journalists in each state.

About Missouri Press Association:
Since its founding in 1857, Missouri Press Association has played a key role in promoting the interests of the state's newspapers, while helping to ensure a more robust journalism profession and greater access to information for all. Missouri Press' 200-plus member newspapers keep readers in communities of all sizes informed while stimulating local economic development. From the founding of the Missouri School of Journalism in 1906 to ongoing scholarship efforts, MPA works to ensure the next generation of journalists are ready to face whatever challenges the industry brings.

   SCAN ME



Nominations for MPA's top awards due March 31

Nominations for the [Missouri Newspaper Hall of Fame](#) and [William E. James Outstanding Young Journalist](#) are available to fill out on the Missouri Press website, www.mopress.com.

Each form contains the relevant nomination criteria and can be found under the "Nomination forms" section at bit.ly/MoPressForms. Both are due back to Missouri Press staff by March 31 to be considered for the current year.

Inductees to the Missouri Newspaper Hall of Fame will be recognized at a special ceremony during the 159th Annual Convention and Trade Show in September. Look for more information about the convention in upcoming Missouri Press newsletters and future editions of the magazine.

Hall of Fame nominations can be submitted to cstebbins@mopress.com.

Recipients of the Outstanding Young Journalist (OYJ) award will receive their plaques and a check for \$500 from Missouri Press Foundation during the Better Newspaper Contest luncheon at the end of this year's Convention.

For information about nominating an OYJ, contact mbarba@mopress.com.



So, about that Signal chat ...

[The Atlantic via MSN](#) — On Monday, shortly after we published a story about a massive Trump-administration security breach, a reporter asked the secretary of defense, [Pete Hegseth](#), why he had shared plans about a forthcoming attack on Yemen on the Signal messaging app. He answered, “Nobody was texting war plans. And that’s all I have to say about that.”

At a Senate hearing yesterday, the director of national intelligence, [Tulsi Gabbard](#), and the director of the Central Intelligence Agency, John Ratcliffe, were both asked about the Signal chat, to which Jeffrey Goldberg, the editor in chief of *The Atlantic*, was inadvertently invited by National Security Adviser Michael Waltz. “There was no classified material that was shared in that Signal group,” Gabbard

told members of the Senate Intelligence Committee.

Ratcliffe said much the same: “My communications, to be clear, in the Signal message group were entirely permissible and lawful and did not include classified information.”

[President Donald Trump](#), asked yesterday afternoon about the same matter, said, “It wasn’t classified information.”

These statements presented us with a dilemma. In *The Atlantic*’s [initial story about the Signal chat](#)—the “Houthi PC small group,” as it was named by Waltz—we withheld specific information related to weapons and to the timing of attacks that we found in certain texts. As a general rule, we do not publish information about military operations if that information could possibly jeopardize the lives of U.S. personnel. That is why we chose to characterize the nature of the information being shared, not specific details about the attacks.

The statements by Hegseth, Gabbard, Ratcliffe, and Trump—combined with the assertions made by numerous administration officials that we are lying about the content of the Signal texts—have led us to believe that people should see the texts in order to reach their own conclusions. There is a clear public interest in disclosing the sort of information that Trump advisers included in nonsecure communications channels, especially because senior administration figures are attempting to downplay the significance of the messages that were shared.

Experts have repeatedly told us that use of a Signal chat for such sensitive discussions poses a threat to national security. As a case in point, Goldberg received information on the attacks two hours before the scheduled start of the bombing of Houthi positions. If this information—particularly the exact times American aircraft were taking off for Yemen—had fallen into the wrong hands in that crucial two-hour period, American pilots and other American personnel

could have been exposed to even greater danger than they ordinarily would face. The Trump administration is arguing that the military information contained in these texts was not classified—as it typically would be—although the president has not explained how he reached this conclusion.

Read more [here](#).



Up your advertising game at MPAME's meeting in St. Louis

Join your fellow newspaper advertising professionals from throughout the state to share ideas and gain information from sales veteran, Mark Millsap, of Tennessee Press Association during this 2 day event! You will also have an opportunity to take part in our roundtable discussions and hear from new MPA Hotline Attorney, Dan Curry! Plus, we'll celebrate all our winners at the Best Ad Contest Banquet!

Register to attend here: <https://tinyurl.com/4krka84p>

Reserve Your Sleeping Room at the Special Rate of
\$159 by March 14! Reserve your room here: <https://tinyurl.com/3jkxatby>



Nominate a Sunshine Hero from your community

The Missouri Sunshine Coalition is seeking nominations for individuals and organizations that have seen success using the Sunshine Law to enact change or who have overcome extraordinary challenges to access information the law normally makes available.

Nominations can be for individuals or organizations and can include members of the general public, media representatives, elected officials or anyone else you believe has gone above and beyond upholding the principles of open and transparent government in Missouri.

To nominate an individual or organization as a Sunshine Hero, submit nominations by April 30. Send nominations and personal stories to Matthew Barba, Missouri Sunshine Coalition executive director, at matthewmbarba@gmail.com. Questions or suggestions? Call Barba at (573) 808-7290.



Union will host the 2025 Missouri Photo Workshop

[Missouri Photo Workshop](#) — **The 77th Missouri Photo Workshop will begin Sunday, Sept. 21, 2025, and end Saturday night, Sept. 27. This year's workshop will be held in Union in Franklin County.**

Missouri Press Association members will have until April 10, to apply for this year's workshop. Find the registration online at: <https://mophotoworkshop.submittable.com/submit>

What is needed:

- A brief letter about yourself and how the Missouri Photo Workshop can help you grow.
- Your résumé
- **A reference letter** from a professional journalist, photo editor, or educator outlining how they think you would contribute to and benefit from the workshop.
- We request that you include a portfolio with twenty (20) images with captions embedded in the image file. See the application for more details.

The Application Deadline for MPA members is April 10, 2025. We may accept applicants who meet the workshop criteria as they are received. Workshop acceptance will be notified by May 1. Scholarships will not be awarded until after this deadline.

Workshop Tuition is \$600. If you are accepted to MPW.77, tuition will be due when you confirm your participation - unless you have been awarded a scholarship.

The Missouri Photo Workshop is a digital workshop and participants must use digital cameras during the workshop. If you have questions or need more information, please contact workshop director [Brian Kratzer](#), kratzerb@missouri.edu

Check out [this story from the Washington Missourian](#) to learn more about this year's Missouri Photo Workshop.



Take our survey about the new mopress.com

Have you seen Missouri Press Association's new website? Still located at www.mopress.com, the website is completely revamped and on an all-new platform through Creative Circle Media Solutions.

Missouri Press has put together a short survey for members to provide feedback about the new website. Check it out [here](#) and let us know what you think of the new mopress.com.

Link for the survey: <https://mopress.jumbl.app/formmanager/formsubmission/create?formId=13>



Route 66, America's "Mother Road," will turn 100 years old next year. In recognition of the upcoming Route 66 Centennial, Missouri Press is exploring producing a series of stories focusing on the route travelers would have taken through our state.

Click here or scan the QR code to learn more and take a survey to help Missouri Press better determine how to approach this project.

Thank you for your feedback.

Speaking of surveys, what would you think of a story series on Route 66?

Route 66, America's "Mother Road," will turn 100 years old next year. In recognition of the upcoming Route 66 Centennial, Missouri Press is exploring producing a series of stories focusing on the route travelers would have taken through our state.

The Association wants to gauge members' interest in such a series about Route 66, including helping to produce content and/or identify potential sponsors to help cover the cost of creating this series.

Please fill out the survey [here](#) to help Missouri Press better plan for the Route 66 Centennial.



MPA has received two membership applications

Active Member Application

The Missouri Press Association has received an Active Membership application for The Chariton Marquee. It is owned by J3 Marquee Ventures LLC and published by Melanie Latamondeer.

A weekly newspaper, The Chariton Marquee is located at 110 E 2nd Street, Salisbury, MO 65281. The newspaper is online at charitonmarquee.com. Contact information includes email: editor@charitonmarquee.com; and telephone: 660-388-6397. It is published weekly with a circulation of 800 and has a nonpartisan political affiliation.

The *Chariton Marquee* is currently a "Friend of" MPA member.

Active Online Member Application

The Missouri Press Association has also received an Active Online Newspaper application for *Springfield Daily Citizen*. It is published by David Stoeffler.

An online digital publication, the *Springfield Daily Citizen's*

website is sgfcitizen.org/. Contact information includes mailing address: Springfield Daily Citizen, 901 S National Ave., Springfield, MO 65897; contact email: dstoeffler@sgfcitizen.org, and telephone: 417-837-3664.

The *Springfield Daily Citizen* is also currently a "Friend of" MPA member.

Membership applications are considered by the MPA Board of Directors at its first meeting after this notice has been published in at least three issues of the MPA Bulletin, eBulletin and/or the Association's magazine, Missouri Press News. The next meeting of the MPA Board is scheduled for June 6, 2025, in Hermann.

Comments about these applications can be sent to MPA Executive Director Chad Stebbins at cstebbins@mopress.com.



**Join the fight for truth at this year's
Media and the Law seminar**

Lies and propaganda are nothing new. But the ability to spread deliberately false information far and wide is at an all-time high. "Deepfake" videos, AI-generated content, anonymous online trolls, and conspiracy theorists are flourishing on social media and the internet, wreaking havoc on civic discourse and the public's ability to discern fact from fiction. At the same time, the First Amendment provides some degree of protection for false speech and even outright lies, creating friction between the search for

the truth, on the one hand, and the need to protect expression on the other. All of this is unfolding amid escalating attempts from those in power to discredit critical reporting by news media as “fake news” and to cast truth-seeking journalists as “enemies of the people.”

Join us for our annual Media and the Law Seminar, where we will convene a panel of legal experts and thought leaders to discuss topics including the impact of a second Trump term on the news media and actual-malice standard, current legal strategies for combating disinformation, emerging IT platforms to address disinformation, the potential for legislation or modifications in jurisprudence to help adapt to the surge of disinformation, ethical pitfalls attorneys face in fighting for the truth and more.

Learn more [here](#).

**Tee up your team for this year's
Kevin Jones First Amendment Golf Classic**

KEVIN JONES
1st Amendment Golf Classic

JUNE 5, 2025
11 AM LUNCH • NOON SHOTGUN START

2025 Kevin Jones 1st Amendment Golf Classic
The Loutre Shore Country Club • Hermann, MO

Name	Player #1
City/Newspaper	Player #2
Address	Player #3
Email	Player #4
Phone	Singles and partial teams are welcome and will be grouped into teams by MPF.
Daily or Weekly Publication <input type="checkbox"/> Daily <input type="checkbox"/> Weekly	Golf = \$75 per golfer \$ _____
Method of Payment	Mulligans \$10 Each \$ _____
<input type="checkbox"/> Check <input type="checkbox"/> Visa <input type="checkbox"/> Discover <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express	Hole Sponsorship = \$75 Each \$ _____
Credit Card # _____ Exp. Date _____	Prize Fund \$ _____
Name on Card _____	TO TAL: \$ _____

Mulligans may be purchased at the course before teeing off.
Prizes will be awarded after tournament.

Register online at bit.ly/imopressgolf or send form & check to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167. Make checks payable to Missouri Press Foundation.

Save the Date: MPA Annual Convention is Sept. 11-13

Save the Date

159th Missouri Press Annual Convention & Trade Show

September 11-13
Wildwood Hotel, Wildwood

Take a Road Trip Down ROUTE 66

HIGHLIGHTS

- MPF fundraiser at Big Chief Roadhouse
- Trade show
- Hall of Fame banquet and introduction of the MPA Mule!
- Better Newspaper Contest awards
- Industry-leading speakers and topics
- Roundtable discussions
- Networking
- And, of course, fun, fun, fun!

Know of a potential exhibitor or sponsor?
Share our sponsorship info:
<https://tinyurl.com/mv9thxak6>



Your newspaper has free access to training tools

Digiversity.tv has been revamped, but you still have access through your Missouri Press Association membership. Along with Earn Your Press Pass, Digiversity.tv is offered free of charge.

With the new website, signing up for Digiversity.tv has changed. To register, go here: <https://www.digiversity.tv/signup-sa>.

Digiversity.tv focuses on the Adobe Creative Cloud suite of products, with trainers using videos, written articles and live webcasts to tackle various topics.

In addition to training and explaining, you can submit questions directly to Digiversity staff through the website here: <https://www.digiversity.tv/checkin-the-mail>.

Earn Your Press Pass

A web-based course that teaches the fundamentals of journalism, Earn Your Press Pass helps fill the gaps for newspapers having difficulty recruiting trained journalists.

The course provides new hires or freelancers the information and structure they need to sit down and complete lessons that teach the basics of good journalism. Everything from common newspaper terminology to story writing to media laws are covered in the materials.

Not intended as a college-level course, the goal of Earn Your Press Pass is to impart practical, usable knowledge to participants. Lessons are designed to take the layperson to a functioning newspaper reporter upon completion in a straight-forward and comprehensive approach.

Learn more at earnyourpresspass.com and find out what the course can offer your publication and staff.

To sign up for the course and get added to the Missouri Press group, send an email to mbarba@mopress.com or kfortier@mopress.com.



A digital copy of your newspaper is required

Uploading your newspaper digitally to NewzGroup for the

purpose of digital tear sheets is a requirement of Missouri Press Association membership.

What does this mean for your newspaper?

WIN — Save time by uploading your newspaper to NewzGroup. Provide Missouri Press with login information for your website or e-edition to save even more time.

WIN — Save money on postage. With a digital edition uploaded to NewzGroup, you no longer need to mail a physical copy to the Association.

WIN — Digital tear sheets can help get you paid FASTER! If you currently upload digital copies of your newspaper with NewzGroup, please continue.

Begin uploading your digital copies now. If you are not uploading digital copies of your newspaper, contact Ted Lawrence at tlawrence@mopress.com or by phone at (573) 449-4167, ext. 312, for more information or to provide MPS with login information.

Please note, this requirement for a digital version of your newspaper is separate from and does not circumvent the need to continue uploading to Missouri Press' public notice website, mopublicnotices.com. Uploading your public notices to the Association's website is one of newspapers' best defenses against efforts to remove them from third-party publications.



Promote public notices in newspapers

Missouri newspapers continue their efforts to ensure public notices remain in printed publications, as well as online at mopublicnotices.com for all citizens to easily access.

Missouri Press Association has partnered with the **Public Notice Resource Center** to create a [set of ads](#) you can use in **print and online** to inform readers about the importance of keeping public notices in a forum that provides **third-party accountability**.

The message of the ads is intended to convey incredulity about items and records those in power would often rather see go unnoticed by the public and unreported by the press. They can be downloaded [here](#).

Check out the [ads](#) for yourself and make plans to put them in regular rotation to help readers understand why it is **critical** public notices not be relegated to a government-run website with no obligation to keep citizens informed about decisions that directly impact them.

Through the link, you will also find folders with the InDesign files so you can make further changes to the ads and adapt them for your publication and website.

Also, be sure to check out this [short video](#) for a comprehensive breakdown of why public notices are important to keeping everyone informed.

If you have questions or need more information, please contact MPA Executive Director Mark Maassen at (573) 449-4167, ext. 308, or at mmaassen@mopress.com.

* * *

Link to ads:

www.dropbox.com/sh/r43h7pw5ddjhzw4/AADXvxorH2O9cYEDdhds4UBga?dl=0

Link to video:

<https://www.youtube.com/watch?v=oUeICwmWqMc>

Don't forget you can download ads

Don't forget — Member newspapers can access their network ads from www.mopress.com. Just look for the links on the right side of the home page (no username or password is needed).

**Make your pledge to Missouri Press Foundation**

Support Missouri's newspaper industry with a pledge to the Missouri Press Foundation's Society of 1867 or the Page Builders fund-raising campaign. Installment payments can be made on pledges, and you can use a credit card. Join your Missouri newspaper associates in support of your industry.

Fliers explaining the program and levels of giving can be downloaded [here](#).

Resources you can use

Because Missouri Press promotes the programs of these organizations, they allow MPA members to get their training webinars and programs at reduced or member rates. Visit these sites to find out about the latest webinars offered and/or to explore archived webinars.

- [Local Media Association](#)
- [Online Media Campus](#)

Also visit these organizations for more resources to help your newspaper:

- [Earn Your Press Pass](#)
- [Digiversity.tv](#) — Adobe CC training with Russell Viers
- [America's Newspapers webinars and training](#)
- [Better News — American Press Institute](#)
- [Reynolds Journalism Institute](#)



What to consider when you're a journalist added to a classified group chat

[Poynter](#) — Given the move-fast-and-break-things mentality of the second Trump administration, Atlantic editor-in-chief Jeffrey Goldberg may not be the last journalist [accidentally looped](#) into top-secret war plans.

While nothing comes close to the jaw-dropping breach that Goldberg wrote about Monday, much lower-stakes breaches have happened in the past, and the ethical playbook is the same. Lawyers have released [unredacted documents](#), rather than redacted versions. Officials sometimes [use weak technology](#) to redact information. Journalists have received [emails](#) intended for someone else.

We in journalism should be prepared for fresh varieties of this self-inflicted government leaking. What if, say, Health

and Human Services Secretary Robert F. Kennedy Jr. decides to plan out a national ban on antidepressants and he starts by getting input from his pals on NextDoor? Or what if the acting head of the Federal Aviation Administration convenes a brainstorm on addressing the recent spate of near misses via Instagram group chat and your mom gets an invite? Should you look over her shoulder?

No matter how ludicrous the scenario, journalists need to think through the ethical implications. Here's a framework of questions journalists should ask themselves as they figure out what to do should they encounter another careless (or maybe it's intentional, who knows?) release of information.

Is this real?

That was Goldberg's first question. Even in his column, he allows for the possibility that the conversation was a trap. There are many ways to confirm authenticity. They might include direct communication with someone in the group chat or a source on their staff, and verifying publicly known details, like the fact that Vice President JD Vance mentioned a political event in Michigan.

If attempts to verify details turn up inconsistency or doubt, that should be considered a big red flag. Remember the [Trump dossier](#) in 2017? Journalists trying to verify the information found it, at best, unreliable. When BuzzFeed released it, the credibility of the entire news media took a hit.

Learn more [here](#).



Trusting News: Talk about your ownership and funding

[Trusting News](#) — Recent [research from Jacob Nelson](#) at the University of Utah shows people’s distrust of the news industry largely stems from a perception that journalists value profit more than the truth.

In [an article for The Conversation about his research](#), Nelson writes that people felt “news organizations report the news inaccurately not because they want to persuade their audiences to support specific political ideologies, candidates or causes, but rather because they simply want to generate larger audiences — and therefore larger profits.”

While of course news organizations need revenue to stay in business, clearly there’s a disconnect between the public service we as journalists aim for and what the public perceives about our integrity and intentions. This disconnect between journalists and the public is one we talk about a lot at Trusting News.

We believe one of the foundational steps to bridging this perception gap is for newsrooms to get clear about their business model and if it influences coverage. In today’s newsletter, we’re sharing three strategies for how journalists can do this.

1. Get clear about who owns you – and if they control content

Newsroom ownership has been making national headlines recently due to [Jeff Bezos’ overhaul of the Washington Post’s opinion content](#).

While it's not uncommon for owners to weigh in on opinion content, it can be problematic when people assume owners have the same level of oversight and sway when it comes to straightforward news content. But as journalists, we can help change these assumptions by explaining our ownership and getting clear about how much control they have over content.

Learn more [here](#).



Not-for-profit isn't not-for-money

[Reynolds Journalism Institute](#) — It grates on Eric Barnes when another leader of a nonprofit news organization professes ignorance about the business side of their operations.

That happens with some regularity, he says, at gatherings where he and other local news executives gather. I emphatically agree with Barnes, CEO and founder of The Daily Memphian, who spoke with me over coffee near his home base in Memphis, Tennessee.

“No money, no mission!” is his succinct and oft-repeated summation of the business imperative.

Lessons from Memphis

New local news organizations are often structured as nonprofits and get charitable funding to launch. Their

founders then face the challenge of how to continue operations into the future far beyond what that funding will cover. The solution varies according to the mission and the community.

The stated mission of the Daily Memphian, [previously profiled by RJI](#), is to deliver “impactful, high-quality local news reporting” in its region. The Memphis area has just under a million people, major corporate headquarters and offices, well-endowed local foundations, and a large number of high-net-worth individuals. The city proper, with more than 600,000 people, is [said to be](#) the largest majority Black city in the U.S. and has a [poverty rate](#) of 22.6%, much higher than the country as a whole.

In 2024, the Daily Memphian’s primary revenue source was subscriptions, accounting for about 52% of income, Barnes says. Last April, it raised the yearly price from \$109 to \$168 to make up for what he calls a “mistake” in keeping prices flat for two years after Covid subsided. The Daily Memphian then lost hundreds of subscribers but increased total subscription revenues, and has continued to build the number of subscribers back — to about 17,500 by January. In future years, the company will raise prices incrementally to help cover increasing expenses, he says.

About 23% of revenue comes from advertising. Most of the remaining 25% is from philanthropy, a proportion Barnes wants to bring down to 20% this year so as to be even closer to full self-reliance.

“If all the philanthropy went away tomorrow, it wouldn’t be fun, but we would continue to survive,” he says.

Read more [here](#).

JOBS & MARKETPLACE

Members of Missouri Press Association may place ads

FREE in the Marketplace section if the ad is for a position with a Missouri newspaper. Non-members please call or email Matthew Barba for pricing, (573) 449-4167 or mbarba@mopress.com

Ads appear in the MPA monthly Bulletin, weekly eBulletin and [online](#). Email ads to mbarba@mopress.com or scroll down to fill out an [online form](#).

WANTED TO BUY

FOR SALE



FOUR PUBLICATION GROUP: Publisher of four-publication, south-central Missouri newspaper group is planning his retirement and ready to sell. Three weekly newspapers and a TMC product covering a two-county area. All are well-established with the three papers having been in publication for a combined 236 years. 2024 revenue was \$800,000. For serious inquiries, email SCMOPapers@icloud.com. (1/17/2025)



SOUTHWEST GROUP: Three weekly newspapers in Jasper County are offered for sale as a group. One covers the county seat, the other two are long-time established newspapers. All are legal publications. Owners wish to retire. Email: jascocitizen@gmail.com. (5/1/2024)

THE FAYETTE ADVERTISER
Howard County's News Leader Since 1840

WEEKLY NEWSPAPER: Award-winning weekly newspaper in Howard County. Locally owned since 1840. Loyal advertising and readership. Excellent staff. Debt free. Owner plans to re-locate.

Fayette is the county seat with a population of approximately 2,600. and is the home of Central Methodist University. Coverage area includes Fayette, New Franklin, Armstrong, Harrisburg, Higbee, and Glasgow.
Email: jaddison@fayettenews.com (6/19/2023)

HELP WANTED



FREELANCE SPORTS AND GENERAL INTEREST

WRITERS — In search of freelance sports and general interest writers in Warrensburg Missouri. The Warrensburg Star-Journal is looking for freelance writers to cover local news and sports in Warrensburg (and Johnson county). General interest writers should specialize in covering issues important to residents of rural areas, including energy, agriculture, healthcare, population growth, wildlife, outdoor recreations. Sports writers should be skilled in covering high school, community college and university sports. Writers should have at least 2 years' experience covering news and sporting events. Freelancers are independent contractors (self-employed).

If interested, contact joea@warrensburgstarjournal.com.
(1/30/2025)

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