



MPA eBulletin

A resource for Missouri Press Association members

eBulletin for May 7, 2025

[Contact MPA Staff — Click Here!](#)

Contents

- Be aware of who's actually submitting letters and op-eds to your newspaper
- We want to see you in Hermann for the Kevin Jones First Amendment Golf Classic
- Boost your commissions through MPS
- Photojournalism Hall of Fame nominations due May 13
- Tell us what you think about MPAME
- Revenue resources you can use from RJJ
- Share your thoughts on a story series about Route 66
- MPA has received two membership applications



May

13 — Missouri Photojournalism Hall of Fame Nominations Due

June

- 5** — Kevin Jones First Amendment Golf Classic, 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

— Show up for the Show-Me Press meeting, June 6 in Hermann

— Are you coming to Wildwood? MPA's Annual Convention is Sept. 11-13

— Remember, MPA members have free access to training tools

— A digital copy of your newspaper is required

— Promote public notices in newspapers

— Expert columns provide inspiration, training

— Resources you can use

— Don't get SLAPPED: Minimizing the risk of vexatious libel lawsuits

— Trusting News: Copy these ways to tell the story of your team

— 3 ways to measure well-being in news organizations

— Help Wanted / Marketplace



Call 573-449-4167

and Trade Show, The Wildwood Hotel, Wildwood

21-27 — 77th Missouri Photo Workshop, Union

November

13 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

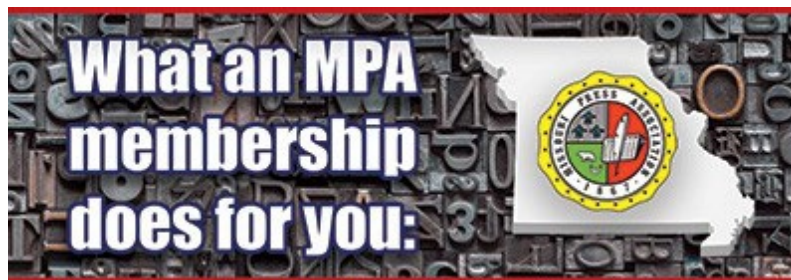




[Pledge your support today.](#)



[Interlink Circulation is the most widely used newspaper-circulation system in America, helping more than 1,550 community newspapers navigate the postal system to obtain the best delivery at the lowest cost.](#)



Be aware of who's actually submitting letters and op-eds to your newspaper

What is your newsroom's policy when it comes publishing letters to the editor and/or op-eds? Do you contact the listed author before publication?

You might want to make sure the name on what's being published is actually the author behind what you're putting in your newspaper or on your website.

Recently, Leader Publications was approached about publishing an op-ed from a statewide business organization regarding Missouri's Proposition A, the minimum wage and sick time law approved by voters in November.

When told that commentary in the form of Letters to the Editor are welcome from individuals in the newspapers' readership area and must include their name and town of residence, the business organization's representative said they would contact a local individual located in De Soto, which is in the newspaper's readership area, to write a letter.

"The letter arrived via email, signed by the local guy," Publisher Peggy Scott said. "We called the alleged letter writer, which also is our policy. He was shocked, confused and obviously did not write the letter. He also doesn't live in De Soto. He hung up and then a few minutes called back to say he was OK with the letter being published under his name."

Scott said the move violates Leader Publications' policy and the decision was made not to publish the letter.

“If anyone else has gotten communication from [a statewide organization] claiming a local person is writing a letter, I suggest editors/publishers check with the actual person. Possibly they did not write the letter and might be shocked if their name is published,” Scott said.

We want to see you in Hermann for the Kevin Jones First Amendment Golf Classic



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

Name _____		Player #1 _____	
Co./Newspaper _____		Player #2 _____	
Address _____		Player #3 _____	
Email _____		Player #4 _____	
Phone _____		Singles and partial teams are welcome and will be grouped into teams by MPF.	Mulligans may be purchased at the course before teeing off.
Daily or Weekly Publication <input type="checkbox"/> Daily <input type="checkbox"/> Weekly		Golf = \$75 per golfer \$ _____	Prizes will be awarded after tournament.
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 _____		TOTAL: \$ _____	

Register online at bit.ly/mopressgolf 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

NEW!

BOOST YOUR COMMISSIONS THROUGH MPS!

EARN AN EXTRA \$35 - \$250 PER WEEK!
Per ad sold

Paid directly from MO Press Service to the sales rep.

One of the benefits of your newspaper running the Missouri Press Service Ad Networks each week is that you qualify to sell ads into the networks. **NOW, this can benefit you the sales rep as well as your newspaper.**

EARN 10% OF WHAT YOU SELL PAID DIRECTLY TO YOU THE SALES REPRESENTATIVE!

With your member newspaper still receiving 50% of the Gross Sale.

HOW IT WORKS

- When you make a sale into the MPS ad Networks, your newspaper will collect the payment from your client.
- The newspaper will keep 50% of the gross sale and send MPS the other 50%.
(Must be prepaid by the Wednesday prior to the first run date.)
- MPS will need the sales rep to fill out a W9 and submit it before receiving a commission check.
- You, the sales rep will receive 10% of the gross sale amount, after submitting a W9.
(If multiple run dates for the same client are ordered, payout date is based on the last run date per order form submitted).
- To submit an ad go to: <https://tinyurl.com/485dh6wr>
- Payment to MPS may be made on-line or called in by credit card. Any payment mailed will have to be received by Missouri Press before the ad can run. **Call CC payments in to Marcie at 573.449.4167 ext. ***
- Please visit <https://tinyurl.com/2r79h5um> for info on participating publications and pricing structure.

For more information please contact Ted Lawrence or Jeremy Patton at
tlawrence@mopress.com / jpatton@mopress.com
www.mopress.com/mo-press-service

Photojournalism Hall of Fame nominations due May 13

Each year, the Missouri Photojournalism Hall of Fame seeks to recognize those people who have made outstanding contributions to Missouri photojournalism, as well as provide an exhibit venue to showcase the work of these visual reporting pioneers.

Nominations for the 2025 class of inductees is open through May 13, and nominees can be either living or deceased.

All nominations should include a statement explaining the nominee's contributions to Missouri photojournalism along with accompanying examples of their work or portfolio. Additional letters of support are also encouraged.

Inductees to the Photojournalism Hall of Fame will be recognized for one or more of the following: outstanding photojournalism achievement; longterm photography for a Missouri newspaper or other publication/journalism outlet; leadership in education;

ethical values and integrity; contributions to community.

Nominations should be submitted to the Missouri Press Foundation by May 13. If you have questions about a nomination, please contact Executive Director Chad Stebbins at (573) 449-4167, ext. 308, or by email at cstebbins@mopress.com.

To view current inductees and their work, visit www.photojournalismhalloffame.org.



Tell us what you think about MPAME

Missouri Press Advertising and Marketing Executives would like to get your feedback and/or suggestions on future ad/marketing meetings. Please take just a couple minutes to complete the following survey.

General Comments: Testimonial - If you attended this year's event, and felt it was worthwhile, could you please provide a short testimonial that may be featured in promotion of future MPAME meetings?

Scan the QR code above or find the survey [here](#).

Revenue resources you can use from RJJ

Boost your newsroom revenue with these tools and tips from the Reynolds Journalism Institute. Check out the flier [here or scan the QR code below](#) to learn more about how you can strengthen your newsroom's operations and sustainability.



Share your thoughts on a story series about 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.



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.

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.

Show up for the Show-Me Press meeting, June 6 in Hermann

Show-Me
PRESS ASSOCIATION

ONLY \$30
Includes Lunch and Happy Hour!

Show-Me What You Need!
June 6, 2025
150 Market Street
Historic Fire Department /
City Hall Building
Hermann

Tentative Agenda

- 11:30 a.m. | Lunch
- 11:45 a.m. | Designing a Great Front Page
- 12:30 p.m. | Investigative Journalism Done Right!
Mark Horvit, University of Missouri Professor
- 2:00 p.m. | Fighting Fake News
Kathy Kiely, University of Missouri Professor
- 3:00 p.m. | Branding Your Newspaper Establishing a Positive Community Relationships | Group Discussion Led by **Peggy Scott**, Leader Publications
- 4:00 p.m. | Happy Hour at Blackshire Distillery

Kathy Kiely

Peggy Scott

Mark Horvit

REGISTER TODAY: <https://tinyurl.com/2zy97shv>

Are you coming to Wildwood?
MPA's 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



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/mvyhxa6>



Remember, MPA members have free access to training tools

[Digiversity.tv](https://www.digiversity.tv) has been revamped, but you still have access through your Missouri Press Association membership. Digiversity.tv focuses on the Adobe Creative Cloud suite of products, with trainers using videos, written articles and live webcasts to tackle various topics.

With the new website, signing up for Digiversity.tv has changed. To register, go here: <https://www.digiversity.tv/signup-sa>. **If you register yourself or your staff, please let Missouri Press know separately by emailing mbarba@mopress.com.**

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 and has now been expanded to advertising sales.

The courses provide new hires, freelancers or sales people the information and structure they need to sit down and complete lessons that teach the basics of good journalism and ethical advertising sales. Everything from common newspaper terminology to story writing to media laws are covered in the editorial materials, while the advertising course teaches sales tactics, prospecting and how to conduct a needs analysis.

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 or advertising salesperson 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.

Don't forget: 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.

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.

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](#)



Don't get SLAPped: Minimizing the risk of vexatious libel lawsuits

[Reynolds Journalism Institute](#) — It's old news that threats against freedom of the press are on the rise.

The headlines increasingly tell the story of journalism under attack. Whether it's government officials levying access restrictions or wealthy community members threatening to sue, news organizations face an expanding list of challenges aimed to hamper their reporting.

"In the first 100 days of President Donald Trump's second term, there have been a startling number of actions that, taken together, threaten the availability of independent,

fact-based news for vast swaths of America’s population,” according to a new report out from the Committee to Protect Journalists. “These moves represent a notable escalation from the first Trump administration, which also pursued banning and deriding elements of the press.”

Organizations that advocate on behalf of journalists and news organizations, including CPJ, the Reporters Committee for Freedom of the Press and the Media Law Resource Center, have observed several alarming trends.

Rather than filing defamation lawsuits, some plaintiffs are turning to state consumer protection laws, said Gabe Rottman, the vice president for policy at the Reporters Committee. He pointed to pending lawsuits in Texas against CBS for its interview of Kamala Harris on “60 Minutes” and in Iowa against the Des Moines Register and pollster Ann Selzer.

“Consumer protection laws are crucially important when we’re talking about things like poisoned food,” Rottman said. “But when you’re getting into whether a news organization is consistently following its editorial standards ... consumer protection laws are a poor fit for those types of claims.”

Attorneys often refer to these lawsuits as SLAPPs, or Strategic Lawsuit Against Public Participation. They are often filed by public officials or high-profile individuals who want to punish critics and discourage others from engaging in similar criticism.

Even without the protection of an anti-SLAPP law, Ornstein, Prather and Rottman were all in agreement about the best protection against SLAPP lawsuits: high-quality journalism.

“Best practices are always going to be best practices, and that is true if you’re in jurisdiction with an anti-SLAPP law or one without an anti-SLAPP law,” Rottman said. “Good journalism is the best defense against being sued.”

Learn more [here](#).



Copy these ways to tell the story of your team

Trusting News — Your journalists can be your strongest trust-building asset, especially if your audience gets to know them. By pulling back the curtain on who’s behind the reporting, you can humanize your newsroom and show your community why they can rely on your work.

Whether it’s a “meet the team” page, a note in a story about why a reporter pursued a topic or a dedicated section explaining reporter expertise, these transparency elements give your audience reasons to trust in your work. They also reinforce that your journalism is done by real people — people who care about accuracy, fairness and serving the public.

Below are recent examples of newsrooms sharing information about who their journalists are in an attempt to better connect with audiences and demonstrate credibility.

Gannett's "Meet Our Team"

Through Gannett's "Meet our Team" initiative, community members are getting a closer look at who journalists are. The initiative includes journalist profiles, behind-the-scenes articles and in-person events. Editor and Publisher recently highlighted this work.

Often, the initiative results in local papers publishing articles in which journalists are interviewed about themselves and their work. Some of the questions the journalists answer include:

- How did you get into journalism?
- How do you find stories?
- What's something that would surprise readers about your work?
- What's your favorite phone app?
- What's your next goal you want to achieve?
- If you could interview anyone, who would that be and why?

The questions related to being a journalist help show credibility and experience while the personal questions show the community journalists are similar to them, real people with hobbies, families and a personal history. In the example below, reporter Gene Myers is asked about his personal experience with disability and how that impacts his approach to covering his beat: writing about people with disabilities.

Learn more [here](#).



3 ways to measure well-being in news organizations

[Better News](#) — Here's an idea to steal and adapt: Identify micro-goals to support individual and organizational change.

What does better mental health in the news industry look like to you?

This Mental Health Awareness Month, Better News is sharing ideas for how to reinforce well-being in news organizations and chart healthy pathways for journalists in the workplace. These approaches can be applied any time.

Samantha Ragland, vice president of Journalism Strategy at the American Press Institute, developed the Measuring Well-being challenge to help journalists and news leaders consider, establish and implement best practices to support mental health in

news organizations.

Here's an overview of three frameworks to try:

Craft your 'From/to' statements

When it comes to challenging and changing the culture of local news organizations, Ragland suggests starting with the basics by stepping back from the complexities.

"From/to" statements can help you envision a clear, concise direction. Consider where you are now versus where you aspire to be – in your organization, as a news leader, or as an individual contributor.

Use this formula to start your statement: A WHO + Does a WHAT + For a PERSON, PLACE OR THING

Write two brief statements: one describing where you are today – a present state – and one describing where you aspire to be – a future state.

Learn more [here](#).

HELP WANTED/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 weekly eBulletin and online at <https://mopress.com/job-bank/>. Email ads to mbarba@mopress.com or fill out our online form.

Find the Missouri Press Marketplace online at www.mopress.com

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)

Carl Junction's
Jasper
County **Citizen** 

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

SPRINGFIELD
BUSINESS JOURNAL
YOUR BUSINESS AUTHORITY

MANAGING EDITOR: Springfield Business Journal is an award-winning niche publication in southwest Missouri. It reaches subscribers through weekly print and M-F digital publications. Most readers are decision-makers in their businesses and cite SBJ as their preferred source of business news. Founded in 1980, SBJ is an independent and locally owned small business.

About the Role: SBJ is seeking a managing editor for its newsroom. This is a key role in the planning and production of print and digital news, supporting the team through developing B2B assignments, editing content, coaching reporters and driving readership. This position helps determine daily news coverage, as well as developing deeper coverage and managing special newsroom projects. The ideal candidate has a firm understanding of business reporting, the ability to position content for engagement, and is a strategic thinker. This job is for those who thrive in a dynamic, fast-paced environment and are passionate about delivering high-quality business journalism.

Key Responsibilities:

- Work with reporters, freelancers, photographers in collaboration with the executive editor to identify, assign and develop stories for print and online platforms

- Help communicate and ensure business-to-business filter in all reporting
- Copyedit for style, ensuring accuracy, clarity and maximum impact while identifying reporting gaps, focusing on business intelligence and crafting compelling headlines
- Proof pages as part of the weekly print production cycle
- Contribute content regularly to net and help drive daily business coverage needs
- Participate in overall newsroom strategy and Collaborate with the executive editor to understand and respond to the needs of Springfield region business leaders, driving audience growth and engagement
- Conduct live interviews as needed
- Maintain availability during core business hours: M-F, 9 m.-4 p.m., evening and weekend work as needed
- Participate in other duties as assigned

Skills and Abilities:

- Strong news judgment and a commitment to improving content across all platforms
- Ability to stay organized and level-headed in a deadline-driven environment
- Able to work independently and collaboratively to meet project goals
- Open to feedback, with a growth mindset
- Dependable and detail-oriented

Qualifications:

- Bachelor's or master's degree in journalism or a related field/experience
- Experience in content editing, reporter coaching and project planning
- Proven ability to manage multiple priorities effectively
- Commitment to team members and willingness to support others
- Proficiency in Microsoft Suite (Word, Excel, Outlook, Teams)
- Expertise in AP Style
- Proficiency in content posting to websites, social media platforms
- Excellent written, verbal and interpersonal communication skills
- Commitment to journalistic ethics and standards
- Valid driver's license, state minimum insurance coverage and reliable transportation
- Ability to lift up to 25 and navigate work/job sites

What We Offer:

- Competitive compensation based on experience
- Paid time off for holidays and personal time
- Hybrid work schedule flexibility (manager approval required)
- Comprehensive medical and dental insurance
- Life insurance
- 401(k)
- A supportive, professional team environment

We are proud to be an Equal Opportunity Employer and welcome applicants from all backgrounds to apply.

Ready to join our team? Submit your resume and cover letter today. To apply for this position, please send cover letter and resume to: Executive Editor Christine Temple / ctemple@sbj.net. (4/21/2025)

WANTED TO BUY

This e-mail has been sent to mbarba@mopress.com, [click here to unsubscribe](#).

-