



MPA eBulletin

A resource for Missouri Press Association members

eBulletin for May 21, 2025

[Contact MPA Staff — Click Here!](#)

Contents

— Mark your calendars: Northeast Missouri courts and the press training is June 12

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

— Boost your commissions through MPS

— Share your thoughts on a story series about Route 66

— Show-Me Press has what your newspaper needs!

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

— Revenue resources you can use from RJL



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

12 — Covering the Courts Training, Marion County Courthouse, Hannibal

September

11-13 — MPA 159th Annual Convention and Trade Show, The Wildwood Hotel,

— Your staff 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

— News outlets over-rely on the phrase ‘critics say,’ this critic says

— Trust Tip: Rethink some word choices to be more hearable

— Funders of local history initiatives can find partners in local media

— Help Wanted / Marketplace



Call 573-449-4167



[Pledge your support today.](#)

Wildwood

21-27 — 77th Missouri Photo Workshop, Union

November

13 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia



LocalMedia
Association



[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.](#)



Northeast Missouri courts and the press training is June 12

Speak directly with judges, media coordinators and fellow journalists. This is a great opportunity to grow working relationships and for station employees to ask questions about court coverage, such as audio/video recording protocol.

10 a.m. June 12, at the Marion County Courthouse in Hannibal

No registration required.

Learn more at: <https://www.missouribroadcasters.org/event/covering-the-courts-training/>



Covering the Courts Training



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.
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 _____	TOTAL: \$ _____

Mulligans may be purchased at the course before teeing off.

Prizes will be awarded after tournament.



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

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-Me Press has what your newspaper needs!

Investigative journalism, page design and building community relationships are some topics at Show-Me Press meeting, June 6 in Hermann.



Show-Me What You Need!

June 6, 2025
150 Market Street
Historic Fire Department /
City Hall Building
Hermann

ONLY \$30
Includes Lunch and Happy Hour!

Tentative Agenda

11:30 a.m. | Lunch

11:45 a.m. | Designing a Great Front Page
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>

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.



Your staff 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](#)



News outlets over-rely on the phrase ‘critics say,’ this critic says

STOP THE PRESSES — A lot of today’s journalists are scared of facts.

They don’t like to state things as flat-out true. They’d rather play it safe and employ a cop-out phrase like “observers say” or “critics claim,” even when the facts are not in serious doubt.

It’s a common issue in political journalism – whether to state something as objectively true or put an assertion “in someone else’s mouth.” The problem is that when journalists attribute a known fact to “critics,” it diminishes that fact, turning it into a mere opinion. And that benefits the bad guys.

Here’s a recent ABC News headline: “Trump has taken steps to make his campaign promise to seek ‘retribution’ reality, critics say.”

Really, ABC? Trump has sicced federal investigators on many people who have investigated him and contradicted his lies. But that’s not enough evidence for you? Pro tip: If you can cut the words “critics say” and it’s still undoubtedly true, then you should cut the words “critics say.”

Last year, CNN wrote a headline stating, “Florida residents can no longer elect to change their gender on their driver’s license. Critics say the policy targets transgender people.”

After complaints on social media, CNN changed that second sentence to: “Transgender people feel targeted by the policy.”

Still not good enough. The policy did target transgender people. They weren’t imagining things. Who else would the policy have targeted? Cartoon characters at Disney World?

I’ve joked about the New York Times having a “euphemism desk” that removes the word “lies” and replaces it with phrases like “a penchant for dispensing with the facts.” In a similar way, I wonder if the Times runs its headlines through software that actually softens them – that undersells the reporting with couched language like “critics say.”

Learn more [here](#).



Trust Tip: Rethink some word choices to be more hearable

Trusting News — At a recent training I attended, a journalist shared that they had faced pushback after using the term undocumented immigrant in their coverage. To some people, the use of this term signaled bias.

While this isn't all that surprising, it does underscore the weight behind journalists' language choices.

We know from research that journalists' language and framing can convey a sense of where they are coming from and how they feel about the sources and ideas presented in their stories. People said factors like simple word choices can make coverage feel polarizing and turn them off before they even engage with the story.

That's why we frequently encourage journalists to be mindful about how their language will land with different audiences.

The end goal isn't to appease everyone. That's not reasonable. (I'm also not suggesting you stop using the term undocumented immigrant. More on this below.) But as journalists, we can make our coverage less polarizing by being more mindful about our language — and then explaining our decisions to our audience.

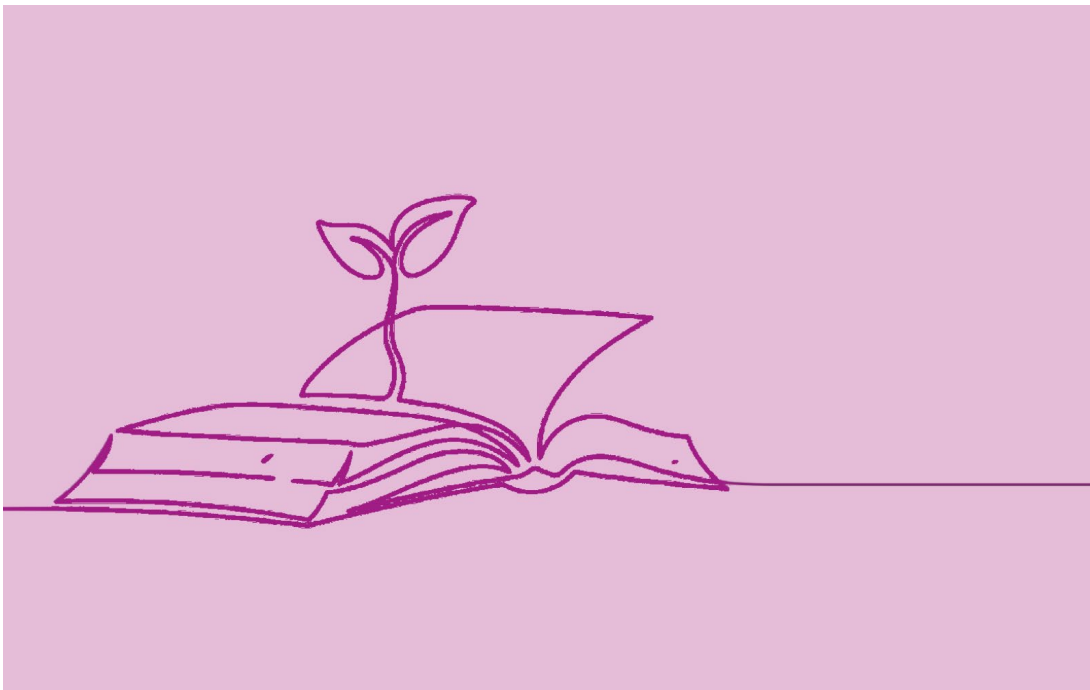
Here are two examples that highlight how journalists are doing this.

Tangle's use of 'unauthorized migrant'

The team at Tangle News, a daily newsletter aimed at reaching people across the political spectrum, is really thoughtful about how language plays a role in polarization.

Here's an example: Noting that neither the term undocumented migrant nor illegal alien felt neutral to their wide audience, the team opted to use a third, legal term: Unauthorized migrant.

Learn more [here](#).



Funders of local history initiatives can find partners in local media

American Press Institute — Virginia, the American Press Institute's home state, is filled with communities steeped in history. As we approach the nation's 250th anniversary, local news can play a part in raising such history in our collective consciousness. And humanities-focused funders may find alignment with the growing experimentation in how local news intersects with local identity.

Local news organizations across the country are embarking on history-based projects to serve community needs and help sustain the business.

Cardinal News, a nonprofit news site in Virginia, has launched Cardinal 250, a podcast, newsletter and editorial strategy to report and spotlight overlooked contributions within the state that mattered to America's march to independence. It shares "stories often absent from classroom history books," beyond the well-known founders' stories. Recent headlines touch on how the music of the revolution was played by both founders and enslaved musicians, the story of the first woman to publish a newspaper in Virginia, and the youth of those leading the revolution. Grants and sponsorship have helped enable this work.

That opportunity to both deepen a community's ties to its roots and find new ways to build revenue matters in today's local news landscape — where, as one data point shows, papers are closing at a rate of over two a week.

The intersection might be an opportunity for the effort to rally new philanthropic support for local news. If supporters of this cause want to attract new kinds of funders, this may be one such path.

We heard many opportunities for collaboration at our recent API Local News Summit on Local Identity, History and Sustainability. If news leaders want to engage history today, they might:

- **Re-report history and engage wider parts of their community in how the past affects the present.** Participants spoke of newsletters and reporting initiatives that delve into local history, the good and the bad. Some discussed how partnerships with universities have helped increase the opportunities via student reporting programs. People have donated to such causes.
- **Partner with historical societies and museums to boost support and additional opportunities.** Finding common cause, local media can hold fundraisers or joint membership with local history groups, expanding the reach of

each. Museums were discussed as a strong collaborator and venue for events, as more news media embrace the role of convener.

- **Lead history tours to make the past tangible and build support.** Some media organizations have found opportunity in leading ticketed tours of a community's history or organizing events that showcase diversity of food.
- **Tap into news and community archives for relevant products and storytelling.** Many news organizations sit on rich and sometimes century-old archives, which can be drawn upon for merchandise, books and other products — or re-used in editorial strategies to uplift the past.
- **Help their community share their history in their own words.** As in the tradition of oral history, news organizations can and do facilitate sponsorable and ticketed storytelling events. These events can build connection in addition to revenue.
- **Use AI to make new connections and engagement.** As technology develops, it may become easier to surface relevant stories in archives or in document troves. This might expand what's possible in terms of engagement, support and knowledge.

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)



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](#).