



## eBulletin for June 11, 2025

Contact MPA Staff — Click Here!

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Call 573-449-4167

### October

**9-10** — National Newspaper Association 139th Annual Convention and Trade Show, Minneapolis

## November

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







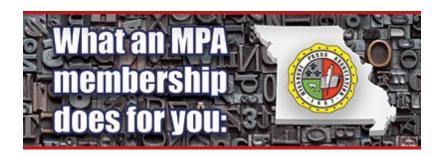




Pledge your support today.



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.



## Don't Miss This! 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







Free webinar with BBB will focus on informing readers about scams

<u>Better Business Bureau</u> — Scams are on the rise and the Better Business Bureau is here to help. The BBB is looking to partner more closely with print and digital-only journalists across their five-state service area to help deliver this free, relevant content to your readers.

The webinar is FREE, but registration is required. Register here: https://us06web.zoom.us/meeting/register/O2dgJLzSQxqtsmTEo5Y4dA1

You will join your colleagues from Kansas, Missouri, South Dakota, Nebraska and Iowa to learn about the free, trustworthy resources for both consumers and business owners, ranging from scam alerts to best practices for building a strong workplace culture.

With journalists increasingly expected to produce multiple stories under tight deadlines, and with scam reports rising sharply, the BBB created this free resource (<u>https://www.bbb.org/local/0714/bbb-mwp-newsroom</u>) to make those jobs a little easier.

The newsroom is designed by TV, radio, print and online journalists and features our region's most requested interview topics. It also includes a monthly write-up of what the BBB has monitored across their service area over the previous 30 days via their Scam Tracker tool. The page will grow to meet journalists' needs and reflect trends in consumer protection matters.

## Each content bundle includes:

- 4K video with BBB spokesperson talking points about the scam
- A plain-language explanation of how the scam works
- Tips to help consumers avoid falling victim
- Steps to take if someone has already been scammed
- A fact sheet with additional background information

Learn more about how to inform your readers about scams here.



## Speaking of scams — Be aware of who is contacting you and why

## MPA's Board president does NOT need you to send Apple gift cards.

Peggy Scott, this year's Missouri Press president, recently contacted the Association to pass along a warning. Earlier this week, she received notice from multiple individuals they had been contacted by an email address that had hijacked her name.

Because the sender of the email explicitly used "Peggy Scott" in the Name field for the email and her name in the body of the email, Scott wants to be sure no MPA members fall victim to scammers' efforts.

The bogus email address also contains a reference to "president" and uses a "@gmail.com" domain, instead of Scott's real email address, which references Leader Publications' web presence, @myleaderpaper.com.

Scott reminds Missouri Press members to be wary of unsolicited emails and cautions newspaper employees of all ranks to exercise care when responding to unsolicited and/or suspicious correspondence.

## A few quick reminders for determining an email's legitimacy:

- Grammar can be one giveaway, as scam emails are often written poorly because the author is not a native English speaker, or they contain overly formal English, which is often generated through translation software.
- Attempts to limit communication to one method, such as email, should also raise suspicion.
- An email address that clearly has nothing to do with the sender should elicit caution, particularly if prior communication used a different email address.
- Requests for payment of anything (dues, fines, registrations, etc.) via gift card should be an immediate red flag.

Ultimately, it is better to be overly cautious when it comes to email correspondence and if you think something is suspect, try reaching out to the alleged sender via other means of communication.

Finally, never open an attachment from someone you don't know, and even then, make sure your computer (and the computers of anyone on staff) have anti-virus software installed.



Demand action from Congress on USPS leadership

<u>National Newspaper Association</u> — Although Louis DeJoy has finally left USPS, the USPS Board has still decided to move forward with his disastrous Delivering for America

plan — including a huge postage rate increase that will go into effect in July for consumers and companies.

**Call to Action:** We need Congress to step in and demand that USPS pause the rate hikes NOW — and mandate a completely NEW USPS Board and a competent Postmaster General! Please take a moment to <u>contact your members of Congress using this easy tool</u>.

Despite help and reforms from Congress in 2022, USPS has racked up losses over \$16 billion and counting in just two years. At the same time, service has declined. We can't allow that to continue.

There's no doubt that DeJoy's Delivering for America plan has been a total failure. The plan's excessive and unprecedented twice-a-year rate hikes — plus horrible customer service and mail delays — have unsurprisingly caused USPS to hemorrhage customers and lose revenue because mail is its biggest moneymaker. But USPS leaders still are following DeJoy's lead.

Every voice counts, and it only takes a minute to make a difference.

Take Action



## Nominations needed for MPA's 2026 board of directors

The Missouri Press Association nominating committee will meet during the summer to decide on candidates for 2026 MPA Second Vice President, Secretary, Treasurer and four Directors.

The terms of current directors Mike Scott, NEMONews Media Group, Kahoka; and Tim Schmidt, Westplex Media, Montgomery City; are expiring Dec. 31, 2025. MPA Secretary Donna Bischoff, Bridge Tower Media, St. Louis; and MPA Treasurer Jaime Mowers, Webster-Kirkwood Times, St. Louis; are serving one-year terms that also expire Dec. 31, 2025.

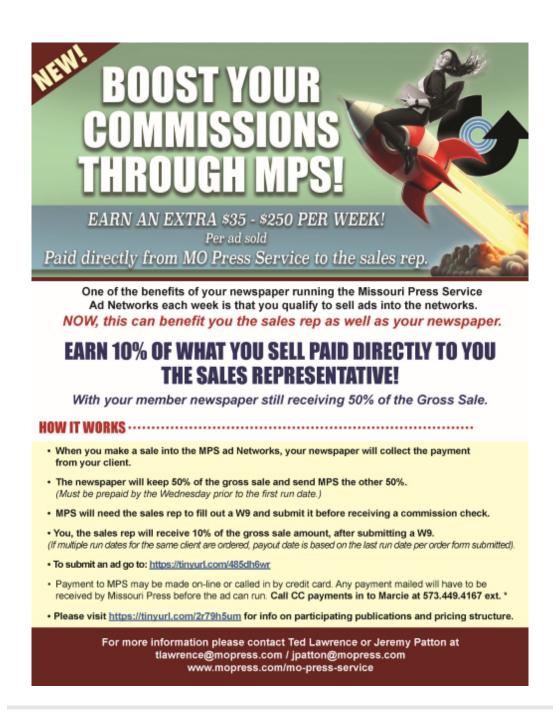
A director's position formerly held by Lucas Presson of the Southeast Missourian, Cape Girardeau, and another Director position left vacant by the election of an existing Board member to Second Vice President will also need to be filled. Presson's term would have expired on Dec. 31, 2025.

Anyone wanting to be considered for any of the positions, including those currently serving members whose terms are expiring, must complete a nomination form and return it to MPA by July 1.

A copy of the nomination form is available here or by contacting members of Missouri Press staff.

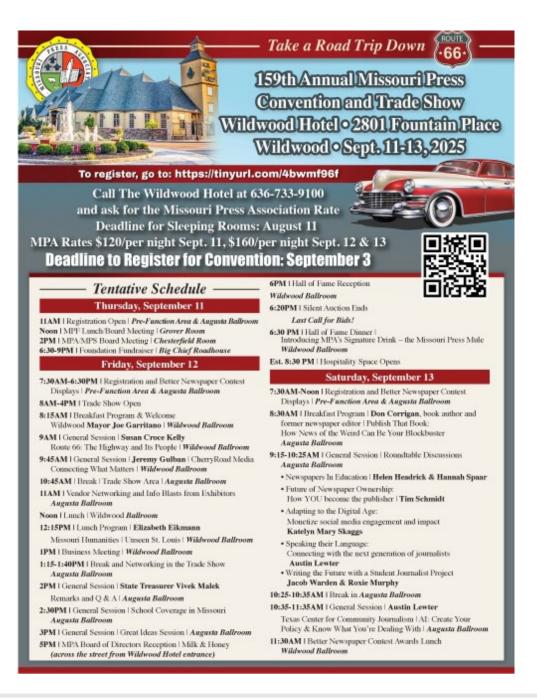
Amos Bridges, Spring-field News Leader, immediate past president of MPA, is chairman of the nominating committee this year. Elections will be held during the MPA Business Meeting on Friday, Sept. 12 in Wildwood during <u>MPA's 159th Annual Convention</u>.

If you have any questions about the <u>nomination</u> process, please contact MPA Executive Director Chad Stebbins at (573) 449-4167, ext. 308, or at <u>cstebbins@mopress.com</u>.



Check out the agenda for this year's Annual Convention, Sept. 11-13

Get ready for what is going to be one WILD time!





Is your newspaper accessing this FREE training? You should!

<u>Digiversity.tv</u> 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: <u>https://www.digiversity.tv/signup-sa</u>. If you register yourself or your staff, please let Missouri Press know separately by emailing <u>mbarba@mopress.com</u>.

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

## 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 <u>mbarba@mopress.com</u> or <u>kfortier@mopress.com</u>.

## 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 thirdparty 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

- <u>Online Media Campus</u>

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

- Earn Your Press Pass
- <u>Digiversity.tv</u> Adobe CC training with Russell Viers
- America's Newspapers webinars and training
- Better News American Press Institute
- Reynolds Journalism Institute



## Journalists were injured — and maybe even targeted — while covering immigration protests in Los Angeles

<u>Poynter</u> — One particularly disturbing moment was caught on camera over the weekend during the media coverage of the immigration protests in Los Angeles. A television reporter from Australia was shot by someone in law enforcement using nonlethal rubber bullets. It's not clear which agency the officer was with.

Lauren Tomasi, a correspondent for 9News, was doing a live report when the officer standing behind her clearly took aim at her and shot her in the leg. Tomasi, holding a microphone and talking into a camera, was clearly a journalist.

After being hit in the leg with the bullet, Tomasi jumped and yelped in pain, while an unidentified voice yelled, "You just (expletive) shot the reporter!"

Another voice asked Tomasi if she was OK, and she responded by saying, "Yeah, I'm good. I'm good."

The Associated Press' Keiran Smith reported that Tomasi later said on air, "I'm OK. My cameraman Jimmy and I are both safe. This is just one of the unfortunate realities of reporting on these kinds of incidents."

Smith wrote, "9News is part of Nine, one of Australia's largest media companies, which operates across television, radio, print and digital channels. Its major platforms include free-to-air Channel Nine and leading newspapers like The Sydney Morning Herald and The Age."

In a statement, Nine said, "Lauren Tomasi was struck by a rubber bullet. Lauren and her camera operator are safe and will continue their essential work covering these events. This incident serves as a stark reminder of the inherent dangers journalists can face while reporting from the frontlines of protests, underscoring the importance of their role in providing vital information."

Learn more here.



## The power of intergenerational storytelling to solidify community and effect change

<u>American Press Institute</u> — In Pueblo, Colo., a hemp-mâché horse named Lucky stands proudly in the city's Heritage Museum. He has survived flood and fire — literally.

In 1921, a deadly flood from rising waters of the Arkansas River devastated Pueblo, killing hundreds of people and causing damage that would take years to repair. The deluge also took Lucky, who was serving as a model in a saddle shop. After the waters receded, Lucky was found about 15 miles away, wedged in the branches of a cottonwood tree, a bit bedraggled but, miraculously, intact. With some restoration, he was able to serve again as a saddle-shop model. But in 1989, when a nearby carpet factory went up in flames, firefighters had to rush in and again save Lucky.

Today, children love Lucky because he's a life-size fake horse with spots, and a good story. Older people love him because he is a symbol of resilience in the face of adversity.

In other words, he brings generations together.

Gregory Howell, the publisher of the Pueblo Star Journal, sees Lucky's intergenerational appeal, and he's running with it.

The Star Journal, with grant funding from the Colorado Housing and Finance Authority, is creating a "mobile journalism" (MoJo) training program. The initiative will put Lucky at the center of an effort to connect young and older residents in the city, encouraging participants to create stories on whatever platform they choose. They will then partner with the Pueblo Regional Film Commission (where Howell is a co-founder) to replicate

the program in the future with local school districts, the Boys and Girls Club, and online academies.

The idea is to inspire storytelling from all ages, perhaps creating professional career pathways for young people who take to it, while bringing together people who might not otherwise cross paths.

Learn more here.



## Trust Tip: Covering politics? Act on these key research findings

<u>Trusting News</u> — With political coverage being a major driver of distrust, we know many journalists are looking to reimagine what improved coverage of politics and government could look like.

That's why in today's newsletter, we're excited to share some recent research that highlights how newsrooms were able to evolve their political coverage (plus strategies and an invitation for how you can take this work back to your newsroom).

## The research (how we know it works!)

New research shows journalists who went through the Advancing Democracy fellowship — a nine-month training led by Trusting News, Hearken and Solutions Journalism Network to help newsrooms create better election coverage — saw an increase in transparency and solutions coverage in their political coverage. Download the study free here.

Researchers analyzed almost 1,400 news stories from the 22 news organizations that participated in the fellowship in 2022 and found that newsrooms that went through the trainings:

- Produced fewer horse-race frame stories, meaning less coverage that framed elections as battles, games or a competition between candidates.
- Boosted their engagement practices, meaning that coverage was based on or involved some kind of community feedback, outreach and listening with the community.
- Included more transparency elements in stories, such as content alongside the story that explained how the story came to be, sharing ethics involved in the reporting process, and how many sources were consulted.
- Increased their solutions-oriented coverage.

The researchers also have completed a few audience studies — experiments and focus groups — that show people really respond to this type of content as well. That research should be out in a few months.

Learn more here.



## News sites are getting crushed by Google's new Al tools

Wall Street Journal — The Al armageddon is here for online news publishers.

Chatbots are replacing Google searches, eliminating the need to click on blue links and tanking referrals to news sites. As a result, traffic that publishers relied on for years is plummeting.

Traffic from organic search to HuffPost's desktop and mobile websites fell by just over half in the past three years, and by nearly that much at the Washington Post, according to digital market data firm Similarweb.

Google's introduction last year of Al Overviews, which summarize search results at the top of the page, dented traffic to features like vacation guides and health tips, as well as to product review sites. Its U.S. rollout last month of Al Mode, an effort to compete directly with the likes of ChatGPT, is expected to deliver a stronger blow. Al Mode responds to user queries in a chatbot-style conversation, with far fewer links.

"Google is shifting from being a search engine to an answer engine," Thompson said in an interview with The Wall Street Journal. "We have to develop new strategies."

The rapid development of click-free answers in search "is a serious threat to journalism that should not be underestimated," said William Lewis, the Washington Post's publisher and chief executive. Lewis is former CEO of the Journal's publisher, Dow Jones.

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



**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

## MCDONALD PRESS

**PART-TIME REPORTER:** Part-time contract reporter to cover and write stories on meetings, events, and news in McDonald County, Missouri, and write feature stories for the Bella Vista, Arkansas, area. Candidates must be able to attend meetings and events, take photos, and write news stories with accurate and correct spelling, punctuation and grammar and submit items for editing and publication in a timely manner. Pay is \$60 per published story, with the expectation being two or three stories per week with photos and one feature story with photos. Applicants must be able to provide their own transportation and means of writing, taking photos and submitting them in digital format for publication. Interested applicants should email a resume, cover letter and writing samples to miones@nwaonline.com. (6/3/2025)

# BUSINESS JOURNAL

**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 weakly print production evolution
- 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
- bility 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.