

Forge a new revenue path for your publication for FREE

A Path to Revenue Growth: Redefining Your Newspaper Business Model with Research

Thursday, Nov. 17 | 2pm | Via Zoom

FREE!

~~\$20 MPA Member Registration for entire staff!~~

\$20 Non-Member Registration

Register now: <https://bit.ly/3NXZsrk>

*You will receive a zoom link upon registration, please share the link with staff members who plan to take part.

Presented by: **Dr. Nick Mathews**

Dr. Nick Mathews is an Assistant Professor of Digital Journalism at the University of Missouri-Kansas City. His research interests focus on the changing rural media environment. His research includes examinations of news deserts, broadband deserts and changing business models within news organizations. Before earning his doctorate degree from the University of Minnesota, Dr. Mathews worked in the newspaper industry for almost 20 years. During his award-winning career, he was the sports editor of the Houston Chronicle and a regional editor-in-chief based in Charlottesville, Va. in the regional editor position.

Missouri Press Advertising and Marketing Executives

MPAME



Dr. Nick Mathews

University of Missouri-Kansas City

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Missouri Press Association Bulletin

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Missouri Press Association

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Applications open for Rural Missouri Newspaper Scholarship

From Missouri Press Staff

Now in its second year, Missouri students can again apply for the Rural Missouri Newspaper Scholarship, a need-based award for up to \$40,000 for a qualifying student attending the Missouri School of Journalism for four years (eight semesters). Students chosen for the program must be pursuing a degree in journalism or strategic communication, and upon graduation students receiving the scholarship will be expected to work for a rural Missouri newspaper for at least two years.

The deadline to apply for the scholarship for the 2023-24 academic year is Jan. 31, 2023. Qualification for need is determined through the federal FAFSA program. Students will also receive an additional \$5,000 summer fellowship funded by the Reynolds Journalism Institute (RJI) and can apply for a further \$1,200 from RJI's Potter Digital Ambassador program.

An application for the scholarship is available on Missouri Press' website, www.mopress.com.

Partnering together, the Missouri Press Foundation (MPF) and the Missouri School of Journalism want to attract Missouri high school graduates to the School of Journalism with the goals of preparing them to take leadership roles at rural Missouri newspapers and helping those students finance college degrees in journalism. This scholarship program is intended to attract such candidates and assist publishers with finding qualified candidates.

Brian Brooks, MPF president and professor emeritus at the Missouri School of Journalism, said the Rural Missouri Newspaper Scholarship will give small newspapers around the state

a leg up when recruiting new hires.

"Every year, rural newspapers around the state struggle with finding journalism-trained staff who can provide the kind of coverage that is critical whether your community is 500 or 5,000 people," Brooks said. "We believe a lot of up-and-coming journalists have the potential to fall in love with rural newspaper journalism. This scholarship will get more well-trained students into newsrooms and help alleviate the anxiety that comes with paying for school and securing post-graduation employment."

Students chosen for the program must pursue a degree in journalism or strategic communication and must take at least one advertising course and one marketing course. Scholarship recipients will be asked to spend a summer working at a rural Missouri newspaper (minimum of 10 weeks) through RJI's summer fellowship program, which includes a stipend of \$5,000.

MPF will work directly with Missouri newspaper publishers to find the best match for a student. The intent is for the student to fulfill the two-year post-graduation requirement at the newspaper where he or she interned, but that may not always be possible. Newspapers will be expected to help the student find housing for the summer internship program and assist with finding housing for the post-graduation period.

The Rural Missouri Newspaper Scholarship application can be accessed directly at <https://bit.ly/3fOn2e3>.

Please contact MPF Director Michael Harper with any questions at (573) 449-4167, ext. 303, or mharper@mopress.com.





DIGITAL TEAR SHEETS ARE A **WIN-WIN-WIN** FOR YOUR NEWSPAPER



Uploading your newspaper digitally to NewzGroup for the purpose of digital tear sheets is now a requirement of Missouri Press Association membership. This change comes following a vote of the MPA membership in September during the 156th Annual Convention and Trade Show in Lake Ozark.

What does this mean for your newspaper?

WIN

Save time by uploading a digital copy of your newspaper with NewzGroup.

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.

This digital copy requirement will be included in Missouri Press Service's 2023 advertising rate agreements that will be distributed to newspapers soon.

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.

Please note, this new 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.



CALENDAR

2022

November

17 — MPAME Webinar: A Path to Revenue Growth, Via Zoom

19 — Missouri Tigers vs. New Mexico State Aggies

24-25 — Missouri Press Offices Closed for Thanksgiving Holiday

December

26 — Missouri Press Offices Closed for Christmas Holiday

2023

January

2 — Missouri Press Offices Closed for New Year's Holiday

March

31 — Newspaper Hall of Fame Nominations Due

June

15 — Missouri Press Foundation First Amendment Golf Classic, Hermann

16 — Missouri Press Board Meetings, Hermann

September

21-23 — MPA's 157th Annual Convention, Sheraton Westport Chalet, St. Louis

Did you know?

You can find all of the latest registration forms for Missouri Press' events online at www.mopress.com.

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

Send requests for 2023 press cards

By Missouri Press Staff

Submit requests for 2023 press cards and 2022-2023 MPA auto stickers today by going online or emailing staffers' names to Kristie Fortier at kfortier@mopress.com

There is no charge for press cards or auto stickers for MPA members; please include a total number of stickers needed for your organization. In all requests, please include mailing information for your newspaper.

Because staffing changes occur throughout the year, MPA does not keep a list of cards previously issued.

Members can also request copies of the 2023 MPA sticker calendar.

Email distribution list

Are all your staff who should be receiving Missouri Press emails signed up? Much of the Association's communication with our members is through email, and we want to ensure

MISSOURI PRESS ASSOCIATION

802 Locust Street, Columbia, MO 65201
THIS CERTIFIES THAT

BEST MPA MEMBER EVER!

Is a Member and is entitled to all rights and privileges accorded to a member of the working press.

THIS CARD EXPIRES
DEC. 31, **2023**



Mark Maassen
Executive Director

everyone stays informed. We also distribute statewide ads via email each week.

If your staff changes or we need to add someone, please send the names, job titles and email addresses to Matthew Barba at mbarba@mopress.com.

2023 Better Newspaper Contest

If you are interested in volunteering for Missouri Press' Contest Committee to help with the 2023 Better Newspaper Contest, please email Matthew Barba at mbarba@mopress.com.

Make sure you fill out your 2023 MPS rate agreements

By Missouri Press Staff

Missouri Press Service is preparing to distribute the 2023 advertising rate agreements to member newspapers.

It is imperative you fill this form out FULLY and with ALL of your information.

A copy of the agreement form will be available electronically on the Missouri

Press website, www.mopress.com, to download and complete.

Newspapers should submit their completed agreement forms by Friday, Dec. 16, to Advertising Placement Director Jeremy Patton via email at jpatton@mopress.com.

Only forms that have been fully filled out will be accepted.

Let Missouri Press help you find the right candidate for your organization!

Classified ads on Missouri Press' website and in the eBulletin and Bulletin are FREE to members.

Email job ads to mbarba@mopress.com.



Missouri Press Advertising and Marketing Executives



Congratulations

to the winners of Missouri Press Foundation's
2022 Better Newspaper Contest and
MPAME's Best Ad Contest

Begin preparing your entries now for the
2023 editorial and advertising contests!

Details will be announced in the coming weeks but below are some tips to help you prepare.

- Put all your entries into a "Contest Entries" folder on your desktop.
- If you have entries that consist of more than one piece of content, combine them into **one file. This will make uploading and judging much easier. This applies to several categories** and if you have any questions, please contact the Missouri Press staff for **help. Do the same for stories that jump to another page.**

If you have any questions please contact Matthew Barba at mbarba@mopress.com
or Kristie Fortier at kfortier@mopress.com

Missouri Press is also seeking staff from member newspapers who want to participate **on the Better Newspaper Contest Committee. There are several topics to be discussed** for the coming year and input from members who compete in the contest is appreciated.

Contact Matthew Barba at mbarba@mopress.com if you would like to be part of the Contest Committee.

Missouri Press Marketplace: Who is looking for YOU?

FULL-TIME SPORTS EDITOR:

The Joplin Globe, an award-winning daily newspaper in Southwest Missouri that is part of CNHI, is seeking a full-time sports editor. A degree in journalism and daily experience as a sports editor at a newspaper are a must.

The candidate should:

- Be able to manage and schedule a sports staff.
- Have design and photography experience.
- Be capable of writing and editing sports analysis columns, sports feature stories, enterprise stories as well as traditional event coverage.
- Have a knowledge of metrics and analytics in order to increase digital audience.

Salary negotiable. Benefits included.

For more information, contact Andy Ostmeyer, editor, The Joplin Globe, at 417-627-7281. Send clips, contact information and references to aostmeyer@joplinglobe.com. (11/9/2022)

GENERAL ASSIGNMENT REPORTER: The Star-Journal is an 1,800-circulation twice-weekly newspaper in Warrensburg, Missouri. The Star-Journal has a 156-year history of providing quality journalism to Warrensburg and Johnson County. We are looking to fill a vacant news reporter position in the newsroom. This person would report to the editor. Primary duties include covering several hard news beats and contributing to coverage of community events and features. This position also includes taking photos, producing content for special sections, and assisting with social media.

Minimum requirements include a college degree in journalism, communication or a related area of study and/or experience as a journalist at a news publication. Experience with Microsoft Office and Adobe Photoshop is helpful. Candidates must be willing to have a flexible schedule, have basic photography skills, attention to detail, the ability to meet a nightly

HELP WANTED

deadline, work well in partnership with coworkers and community members, and be able to produce content for both our online and print products.

Send a resume and work samples to Editor Nicole Cooke at nicolec@warrensburgstarjournal.com.

Warrensburg is best known as the home of the University of Central Missouri Mules and Old Drum, man's best friend. PMG is an equal opportunity employer, the Star-Journal offers a competitive salary and benefits in a comfortable working environment. (10/19/2022)

LOCAL NEWS REPORTER: The St. Louis Post-Dispatch is looking for a strong journalist and storyteller to cover a range of communities in our vibrant, diverse region. This reporter will need the drive to expose corruption and injustice and also the vision to see great stories in city council agendas and everyday people.

This job, which will focus on St. Louis County communities, must put breaking news in context, spot trends, pursue great human tales, watchdog governments, find news that others have overlooked and gauge the pulse of the residents we cover.

This is a chance to produce first-rate, hard-hitting journalism covering a region of 2.8 million people.

To apply, please submit a resume, cover letter explaining your approach to the job, and six stories that best show your abilities to dhunn@Post-Dispatch.com. (10/10/2022)

DATA REPORTER: We are looking for a reporter who can use data to find and deliver great stories, and understands the impact that local news can have in a community. The reporter will join forces with beat reporters and editors to produce daily stories, enterprise, graphics and sophisticated data projects, and must be able to balance it all. Knowledge of public

records laws and the ability to negotiate for data are essential.

The ideal candidate will have a good understanding of statistics and data analysis and must have experience using spreadsheet software, SQL, and Python or R. Familiarity with QGIS or other mapping software is preferred.

To apply, please submit a resume, cover letter explaining your approach to the job, and six stories that best show your abilities to dhunn@Post-Dispatch.com. (10/10/2022)

SPORTS EDITOR: The Herald-Whig is looking for an experienced journalist to oversee the sports department's goal of providing top-level coverage of the area's prep and college programs on all digital and print platforms.

The sports editor oversees an award-winning two-person staff that recently won two national awards from the Associated Press Sports Editors Association. The Herald-Whig provides blanket coverage of 26 high schools, four colleges, one Prospect League team and community events.

The ideal candidate will be able to build a sports section that engages the reader and guide a staff hungry to tell the stories that make this sports-savvy area unique. Do you know how to develop stories that go beyond the game? Then we want to talk to you.

The Herald-Whig is a five-day newspaper that is part of a growing media company dedicated to the communities it serves.

The Herald-Whig offers a comprehensive employee benefits package with everything you expect and more. The Herald-Whig is an equal opportunity employer.

Send a resume, samples of your work and a letter outlining how you would approach the job to:

Matt Hopf / Executive Editor, The Quincy Herald-Whig, 130 South 5th Street, Quincy IL, 62301 or by email to mhopf@whig.com Learn more about The Herald-Whig at www.whig.com (8/24/2022)



There are still a few weeks left to learn with Digiversity.tv

Through the end of December, Missouri Press Association members have FREE access to Digiversity.tv, Russell Viers' training website where he explains the ins and outs, and quirks, of the Adobe Creative Cloud suite of products.

Have you ever been frustrated with laying out a special section? Do you want your image files to have more versatility? Do you know how to make quick spec ads that look good?

Digiversity.tv can help your staff of graphic artists and designers make the hard days easier with complete answers and solutions to everyday challenges and more.

In addition to the training and explaining in the videos and articles on the Digiversity.tv website, Russell regularly answers viewers' questions, so feel free to reach out to him directly at russell@digiversity.tv.

Missouri Press Association members have been learning from Russell Viers for 25 years, and the training videos on Digiversity.tv follow the same engaged, energetic teaching style many MPA members have come to associate with Russell over the years.

As your entire staff has free access to Digiversity.tv through the end of the year, it is preferred every user signs up with a unique email address.



How to sign up:

Go online to bit.ly/DigiversityMPA
OR send an email to mbarba@mopress.com.

Check your spam and junk folders just in case the activation email ends up there.

Tell us your thoughts!

Missouri Press wants your feedback on Digiversity.tv, its usefulness to your staff and what you learned from Russell and company. The more information we can collect, the better we will be able to offer training opportunities that address your needs. Send your thoughts to Matthew Barba at mbarba@mopress.com.

NEWSPAPER ADVERTISING DELIVERS THE HIGHEST ROI

Strong memory retention of ads in news products delivers, in the short term, \$5.50 for every \$1 invested...

...which is

57%

better than radio...

...and

20%

more than search...

...and

10%

better than social.

ABOUT THIS RESEARCH: Newspaper effectiveness is universal, so that's why we're sharing benchmark research from an Australian cooperative of publishers, ThinkNewsBrands, that also appeared as an E&P magazine article. The latest installment is called The Social chapter.

Source: 'Demand Generation', Feb 2021, Mindshare/MediaCom/Wavemaker/GroupM/Gain Theroy.
The payback series analyzed the ROI of 60 brands with annual turnover of \$23b, and \$450m in advertising.
Data is based on 14 finance brands. Total News is primarily based on print and magazine data.

Relevance Project



NEWSPAPER POWER.
Print, Digital & Social Solutions for our advertisers.