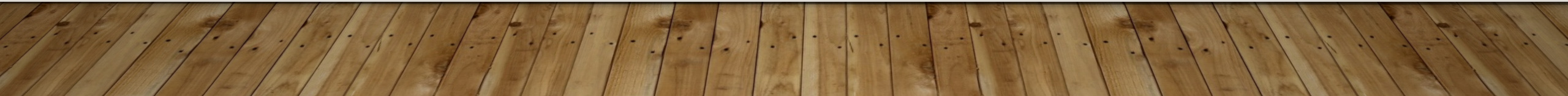


GET AHEAD FOR 2024 ELECTIONS

ELIZABETH STEPHENS, JUNE 2024



DEFINE YOUR MISSION FOR ELECTION COVERAGE

- Create an elections/politics mission statement.
- Create an FAQ page.

Read more from Trusting News: [Define and share your mission for covering the election](#)

WHAT GOES IN A MISSION STATEMENT

- Your why
- Your who
- Your how
- The what

The Columbia Missourian's election coverage will be issue focused and provide critical information to Boone County voters to make informed choices.

RETHINKING THE VOTERS GUIDE

- What is the basic information voters need?

Boone County ✓otes 2022

November 8 – General Election

What's Inside

- State Initiatives
- U.S. House, Senate Races
- Missouri House Seats
- Boone County Races



WHAT DO VOTERS NEED?

- How/where/when to vote
- What the job is
 - What is the job description?
 - How much does it pay (or not)?
 - Why does this position matter to the voter?
- Who the candidates are
 - What experiences and qualities do they bring

Read more from Poynter: [Newsrooms should treat the electorate like the hiring committee it actually is](#)

WHEN DO VOTERS NEED THE INFORMATION?

- Make a production schedule for publishing election information or a voters guide.
- Look ahead to early voting and absentee voting and when they start.

MISSOURI AUGUST PRIMARY

- Last day to register to vote: July 10, 2024
- No excuse absentee voting in person: July 23, 2024 - August 5, 2024
- Application deadline for absentee ballots to be mailed to voter: July 24, 2024
- Election Day: Aug. 6

MISSOURI GENERAL ELECTION

- Last day to register to vote: Oct. 9, 2024
- No excuse absentee voting in person: Oct. 22 to Nov. 4, 2024
- Application deadline for absentee ballots to be mailed to voter: Oct. 23, 2024
- Election Day: Nov. 5

PRINT VOTERS GUIDE

- Publish before or during absentee voting.
- Contact parties and ALL candidates to give them the same opportunity to buy ads.
- Stick to the must know information.
- Make it user-friendly and easy to carry to the polls. (We publish a 16 page tab.)

BOONE COUNTY VOTES 2022

All eyes on commissioner race

BY MAIA BOND
news@columbiainmissourian.com

Voters on Nov. 8 will be asked to select a new presiding county commissioner, a position that is elected county-wide. The current officeholder, Dan Atwill, is retiring after serving for 11 years in the post.

The presiding commissioner job is one of the most powerful in local government as the commissioner chairs the three-member Boone County Commission, which is responsible for county operations and spending decisions. Democrat Kip Kendrick and Republican Connie Leipard are facing off to succeed Atwill. Leipard is a longtime local business owner, while Kendrick is chief of staff for a state senator after serving as a Missouri House member.

Kip Kendrick

Hometown: Columbia
Age: 41
Party: Democrat
Occupation: Chief of Staff for state Sen. Greg Razer.
Education: Bachelor's degree from Columbia College, graduate degree in education leadership and policy analysis from the University of Missouri.
Campaign website: kipkendrick.com
Social media: Facebook, Twitter

Background: After representing House District 45 for six years, Kendrick stepped down at the end of 2020 to be chief of staff for state Sen. Greg



KIP KENDRICK

Razer, D-Kansas City. While in the House, Kendrick served as the ranking minority member of the Budget Committee and said that he plans to use that experience to address the allocation of the county's share of federal American Rescue Plan Act (ARPA) dollars if elected. He said he would also focus on workforce development, specifically by ensuring local government employees receive adequate pay.

Connie Leipard

Hometown: Columbia
Age: 63
Party: Republican
Occupation: Owner of Quality Drywall Construction.
Education: Hickman High School
Campaign website: connieforboonecounty.com
Social media: Facebook

Background: Leipard has owned Quality Drywall Construction for over 40 years. She serves on a variety of local and national boards, including the Boone County Children Services Board, the Central Missouri Subcontracting Enterprise Board and the National Association of Women in Construction.

Using what she has learned through her board services and what she knows as a business owner, Leipard said she would focus on public safety, infrastructure and economic development if elected.



CONNIE LEIPARD

New Boone County Auditor to be elected after Pitchford retirement

BY TEAGAN KING
news@columbiainmissourian.com

After current Boone County Auditor June Pitchford announced her retirement, two new names will appear on the ballot Nov. 8.

Republican Jason Gibson and Democrat Kyle Rieman, who both ran unopposed in their primaries, are seeking to replace Pitchford as Auditor.

Jason Gibson

Personal: 46 years old. Married to his wife, Ginger, for 17 years. They have three daughters, ages 13, 12 and 6.
Party: Republican
Campaign website: gibsonforboone.com, GibsonforBoone on Facebook.

Occupation: Currently a senior accountant and financial analyst in the Boone County Auditor's office.
Education: Bachelor of Science degree in Business Administration with management and accounting emphasis from Columbia College.

Returned to school to complete enough credits to sit for CPA exam.



JASON GIBSON

Background: Auditor for Midwest Independent Bank, performed external audits for local CPA firm Williams-Keeppers, Boone County Auditor's office for the last 11 years. Has experience in both financial and governmental accounting.

Kyle Rieman

Personal: 34 years old. He and his fiancé, Colleen, have a 14-month-old son, two Australian Shepherd puppies and three cats.
Party: Democrat
Campaign website: kyleriemanforboonecounty.com

Occupation: Currently self-employed as owner of a laundromat and a handful of other properties.
Education: Bachelor's degrees in sociology and economics from Missouri State University.

Background: Elections Specialist for Missouri Secretary of State, Budget and Planning Analyst for Missouri Office of Administration, City of Columbia Budget Officer. Has experience working with enterprise resource planning systems and budget analysis.



KYLE RIEMAN

Incumbent treasurer challenged by Boone County HR director

BY ERIK GALICIA
news@columbiainmissourian.com

Boone County residents will decide between their treasurer and their Human Resources and Risk Management director in this election.

Gov. Mike Parson appointed Dustin Stanton to the position April 12 after former treasurer Tom Darrough left for another job in January.

Stanton co-owns Stanton Brothers Eggs and has served in positions with the Columbia Farmers Market, Columbia Chamber of Commerce and Boone County Farm Bureau.

Jenna Redel is challenging Stanton for the post. Redel has worked with the county for almost nine years. The treasurer is responsible for safely managing the county's \$100 million investment portfolio and for ensuring returns meet the county's cashflow needs, according to the county website.

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Jenna Redel

Residence: Columbia
Age: 47
Party: Democrat
Occupation: Boone County director of Risk Management and Human Resources.
Education: Master's degree in business administration; MU law degree.
Campaign website: jennaredel.com

Background: As a teen, she volunteered in outreach work with women who had experienced domestic violence. She has worked as a police officer while attending MU as a single mother. She became an assistant state attorney general in the civil litigation division. As a state trial attorney, she worked on cases against tobacco corpo-



JENNA REDEL

rations and investment companies that illegally withheld millions of dollars in public employee pension funds. She has been involved in Boone County strategic plan development and evaluating financial records and software. She advocates for secure and ethical investment of county funds and developing systems that keep out mismanagement and have a commitment to anti-corruption. She plans to be a resource for efficient, effective money management.

Background: He has spent his life in Centralia. At age 6, he and his brother founded Stanton Brothers Eggs with six chickens. Within 10 years, the business was designated by the USDA as the largest independent free-range egg operation in the nation.

He served as president of the Columbia Farmers Market and co-chairman on the Columbia Chamber of Commerce. Priorities include transparency of funds, accountability of county expenditures and oversight of investments in bonds. He also intends to combat inflation and attract funding for MU, secondary education and broadband access expansion.

12 // Columbia Missourian // October 30-31, 2022

Dustin Stanton

Residence: Centralia
Age: 30
Party: Republican
Occupation: Boone County Treasurer, Stanton Brothers Eggs co-owner
Education: Bachelor's degree in agricultural business management from MU.
Campaign website: dustinstanton.com



DUSTIN STANTON

BOONE COUNTY VOTES 2022



Beverly Brain sorts through ballots to double check the voting machine's counting at the Boone County Clerk's Office in Columbia.

Political newcomers face off in race for Recorder of Deeds

BY EVY LEWIS
news@columbiainmissourian.com

The Recorder of Deeds is the county official whose office keeps track of land ownership, issues marriage certificates and manages various other records. The current Recorder, Democrat Nora Dietzel, who has held the office since 2015, will be retiring this year, leaving the office open.

Two candidates are running: Republican Shamon Jones and Democrat Bob Nolte. Neither candidate has previously held political office, but both say they will bring other relevant experience from their lives to the job.

Shamon Jones

Residence: Columbia
Age: 42
Party: Republican
Occupation: FedEx regional solutions consultant.
Education: Associate's degree in business administration from Columbia College.
Campaign website: shamonjonesforboonecounty.com

Background: Jones is passionate about local Black history and genealogical research. She presented about her family's history at this summer's Juneteenth celebrations, and can trace her lineage in Columbia back six generations.

If elected, she says she would focus on helping people discover and preserve their family and community histories via publicly available tools and information, and on bringing healing to Columbia's Black community through leadership.

Currently, she is a marketing consultant for FedEx covering the mid-Missouri, Iowa and Arkansas areas.

Bob Nolte

Residence: Columbia
Age: 34
Party: Democrat
Occupation: Educational administrator.
Education: Bachelor's degree in history at Binghamton University, master's degree in educational administration at the University of Southern California.
Campaign website: bobnolte.com
Social media: Facebook

Background: Nolte was an administrator for MU Athletics' Compliance Office for almost 10 years, and now hopes to turn that extensive experience to serving a larger population.

He won the Democratic primary for the nomination against two opponents, and his campaign has focused on canvassing and door-to-door voter outreach, with over 5,500 doors knocked leading up to the primary election.

If elected, he says he will work on modernizing the office's technology, prioritize customer service and support those seeking marriage licenses in Boone County, especially if marriage equality comes under threat.



BOB NOLTE



SHAMON JONES



ONLINE VOTERS GUIDE

- Post it early and keep adding/updating it.
- Use keywords for races and candidate names.
- Add links to all coverage and keep adding them.
- Most traffic will be the day of and day before Election Day but establishing the story and content early will help build search

A NOTE ABOUT SOCIAL MEDIA

- Meta is downgrading political content on its platforms.
- Make sure your audience knows where to find information for elections and encourage directly accessing your content via print, the website, a newsletter, etc.
- Instagram stories have a better shot at getting attention than Facebook and Instagram feed posts.



Political content

Political content is likely to mention governments, elections, or social topics that affect a group of people and/or society at large.

[Learn more](#)

Limit political content from people you don't follow

You might see less political or social topics in your suggested content.



Don't limit political content from people you don't follow

You might see more political or social topics in your suggested content.



This affects suggestions in Explore, Reels, Feed Recommendations and Suggested Users. It does not affect the content from accounts you follow. This setting also applies to Threads.

POTTER DIGITAL AMBASSADORS

- A Mizzou journalism student will spend a week in your newsroom helping with digital priorities.
- No cost to the newsroom.
- Jan. 13-17
- Fill out an interest form to be considered: bit.ly/mizzouambassador