



# 158th Annual Missouri Press Convention and Tradeshow

Hotel Vandivort | 305 Walnut Street  
Springfield

## Sept. 19-21, 2024

To reserve a room at the MPA special rate of \$169,  
please contact group manager Debra Yokum,  
at [sales@hotelvandivort.com](mailto:sales@hotelvandivort.com) or call 417-851-5209.

Deadline for a sleeping room is August 19th.

**EARLY BIRD! Register by August 19th and save \$20-\$50  
on Base Registration!**

### -Tentative Schedule -

#### Thursday, September 19

11AM | Registration Open

Noon | MPF Board Meeting | **Cornerstone Room**

2PM | MPA/MPS Board Meeting | **Ballroom**

6:30-9PM | Foundation Fundraiser  
**Ernie Biggs Dueling Piano Bar**

#### Friday, September 20

7:30AM-6:30PM | Registration and Better Newspaper  
Contest Photo Displays | **Living Room**

8AM-4PM | Trade Show Open | **Living Room**

8:15AM | Breakfast Program and Welcome | **Ballroom**  
Making Your Own Swift Beat  
**Bryan West**, Gannett's Taylor Swift Reporter

9AM | General Session | **Ballroom**  
Tent. Appealing to Young Readers Panel

9:45AM | Break Tradeshow Area | **Living Room**

10:15AM | General Session | **Ballroom**  
Using AI in Ads: Mortality, Machines, and Magic Words  
**Gabriel Cassidy**, 2 Oddballs Marketing

11:15AM | General Session | **Ballroom**  
Earn Your Ad & Press Pass | **Joey and Lindsey Young**

Noon | Lunch

12:15PM | Lunch Program | **Ballroom**  
From Missouri to Outer Space! | **Astronaut Dr. Linda Godwin**

1PM | Business Meeting | **Ballroom**

1:15-1:40PM | Sundae Break | **Living Room**

2PM | Political Forums | **Fox Theater**  
157 Park Central Square

2PM | Gubernatorial

3:20PM | Senate

6PM | Hall of Fame Reception | **Ballroom**

6:20PM | Silent Auction Ends | **Ballroom**  
*Last Call for Bids!*

6:30PM | Hall of Fame Dinner | **Ballroom**

Est. 8:30PM | Hospitality Room Open | **Master Suite**

#### Saturday, September 21

7:30AM-Noon | Registration and Better Newspaper  
Contest Photo Displays | **Living Room**

8:30AM | Breakfast Program | **Ballroom**  
**Susan Croce Kelly**, "Newspaper Women of the Ozarks"

9:15-9:30AM | Break | **Living Room**

9:30-10:15AM | General Session | **Cornerstone Room**  
**Nick Mathews**, University of MO  
Facebook vs. Smalltown Newspapers

10:15-11:15AM | General Session | **Cornerstone Room**  
Free Press? The Marion Co. Record Raid, **Emily Bradbury**

11:30AM | Better Newspaper Contest Lunch | **Ballroom**





**Missouri Press Association**  
**Missouri Press Service**  
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 (573) 449-4167; FAX (573) 874-5894  
 www.mopress.com

**PRESIDENT:** Amos Bridges,  
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**2nd VICE PRES.:** Bryan Chester,  
*Columbia Missourian*  
**SEC.:** Ron Schott, *Wright County Journal*,  
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 Mike Scott, NEMO News Media Group,  
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**MPS PRES.:** Liz Irwin, St. Louis  
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# Final slate of MPA's 2025 officers, directors announced

## *Members will cast votes during September's Convention.*

**From Missouri Press Staff**  
 Missouri Press Association's Nominating Committee met last month and finalized a slate of MPA officers and directors for 2025, effective Jan. 1.

The election of officers and directors is scheduled during the annual MPA business meeting Friday, Sept. 20, at the 158th annual MPA Convention at the Hotel Vandivort in Springfield. See the back cover of this month's *Missouri Press News* for more information about the Convention schedule and how to register to attend.

**Here are the candidates proposed by the nominating committee:**

2025 President, Peggy Scott, Leader Publications, Festus

First Vice President, Bryan Chester, *Columbia Missourian*

Second Vice President, Bryan Jones, *Morgan County Statesman*, Versailles  
 Secretary, Donna Bischoff, Bridge Tower Media, St. Louis

Treasurer, Jaime Mowers, *Webster-Kirkwood Times*, St. Louis

Directors for three-year terms: Ron Schott, *Wright County Journal*, Mountain Grove; Kenneth L. Garner,

Garner Media Holdings, Maryville; and Gary Castor, *Jefferson City News Tribune*

Hannah Spaar, *The Odessan*, Odessa, is being nominated as the National Newspaper Association state chair.

Continuing on the MPA Board in 2025 will be directors: Kimberly Combs, Better Newspapers Inc., Piedmont; Tim Schmidt, Westplex Media, Montgomery City; Lucas Presson, *Southeast Missourian*, Cape Girardeau; Sandy Nelson, *Courier Tribune*, Liberty; and Mike

Scott, NEMO News Media Group, Kahoka.

Amos Bridges, *Springfield News-Leader*; will serve as immediate past president in 2025.

The nominating committee was chaired by Roger Dillon, *Shannon County Current Wave*, Eminence.

The committee members thank everyone who submitted nominations. If you have questions about the nominating process, contact MPA Executive Director Mark Maassen at (573) 449-4167, ext. 308, or by email at mmaassen@mopress.com.



Peggy Scott

## Earn your press pass through MPA

**From Missouri Press Staff**  
 Earn Your Press Pass provides practical, usable knowledge to participants. Lessons are designed to take the layperson to a functioning newspaper reporter upon completion in a straight-forward and comprehensive approach.

The course provides new hires or freelancers the information and

structure they need to sit down and complete lessons that teach the basics of good journalism.

Learn more at [earnyourpresspass.com](http://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](mailto:mbarba@mopress.com) or [kfortier@mopress.com](mailto:kfortier@mopress.com).

# Missouri Press Foundation Convention Fundraiser

\$65 PER  
PERSON

9/19/24

Dinner &  
2 Drinks  
Included

ERNE BIGGS  
Dueling Piano Bar  
Springfield, Missouri



# Summer miscellanea from the MPA Hotline Attorney

This past month the single most repeated inquiry has been the need for “Paid For By” language. The Missouri Ethics Commission maintains a two-page flier that summarizes the rules on when “Paid For By” disclaimers must be printed on ads. Keep it handy. It does a good job of boiling down what must be done.

But here I now attempt to distill it even further: If any person or thing wants to pay a newspaper to publish anything relative to any candidate or ballot measure, the “Paid For By” language must appear: When in doubt, require the language. This would be a wise in-house policy to adopt.

Why such a conservative approach? While the run-of-the-mill political ad is an easy call, the newspaper will bear the risk of a fine in all borderline cases. The statute at issue requires the language be in any advertisement “relative to” a ballot measure. That’s one of the broadest phrases of the legal world.\* The Ethics Commission might well take a different position than the newspaper, the candidate or even me. The gray areas are gambles.

\*The phrase “arising out of” is the only one that might be more expansive.

Other noteworthy items from last month:

- On August 28, 2024, the new exception to the Missouri Sunshine Law permitting closure of reports of

improper governmental activities to the Missouri State Auditor takes effect.

Ostensibly, this provision should encourage more individuals to come forward and report suspected governmental wrongdoing. But there are already strong whistleblower laws in place to protect state workers from retaliation. This new provision now shrouds those reports in secrecy so long as the state auditor chooses.

It will be interesting to see if the auditor reports any increase in received reports following August 28, 2024.

- Publishers gained a new tool to register a group of news website updates all at once at the U.S. Copyright Office. The office calls it “Group Registration for Updates to a News Website” – or GRNW.

Under this new option, a publisher may in a single instance submit the initial version of a website published in a calendar month, which can then include subsequent updates published the same month. Moreover, the complete contents of the website do not need to be uploaded.



## CALENDAR

### August

19 — Sleeping Room Reservation Deadline for Annual Convention

19 — Early Bird Registration Deadline for 158th Annual Convention, Springfield

### September

19-21 — Missouri Press Association's 158th Annual Convention, Springfield

22-28 — Missouri Photo Workshop, Kennett

26-27 — National Newspaper Association Foundation Annual Convention, Omaha, Neb.

### October

17 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

17 — Ozark Press Association Annual Meeting, Willow Springs\*

\*The August edition of *Missouri Press News* erroneously listed the wrong city for OPA's planned meeting.

### Did you know?

You can find all of the latest registration forms for Missouri Press' events online at [www.mopress.com](http://www.mopress.com).

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

**Reserve your sleeping room for the Convention by Aug. 19!**  
To reserve a sleeping room for MPA's 158th Annual Convention and Trade Show, contact Debra Yokum at [sales@hotelvandivort.com](mailto:sales@hotelvandivort.com) or call (417) 851-5209.  
Aug. 19 is also the deadline for early bird registration.  
We can't wait to see you in Springfield!

# HOST A DIGITAL AMBASSADOR

## WHAT YOU'LL GET

A journalism student from the University of Missouri with experience and training in best digital practices including social media, search engine optimization, email newsletters and more to help you move forward with your digital and social media presence.



## WHEN THEY'LL COME

Jan. 13-17

## HOW TO PARTICIPATE

Fill out an interest form or email [stephensec@missouri.edu](mailto:stephensec@missouri.edu)

[bit.ly/mizzouambassador](https://bit.ly/mizzouambassador)



"Thank you so much for providing this service. Our small newspaper has had a difficult time in the past understanding some of these more technical issues online."

— Skye Pournazari, Maryville Forum

"I'll be honest, I did not know how much benefit we would actually get from having an ambassador, but I was very pleased with how it all went and what I learned. I was most impressed with our ambassador's knowledge of all things analytics."

— Kyle Troutman, Cassville Democrat

# Missouri Press Marketplace



**WEEKLY NEWSPAPER:** The only newspaper in Andrew County, just north of St. Joseph. Debt-free turnkey operation. Underperforming paper with strong potential.

Savannah is the county seat with a population of 5,076, a thriving community and home to a new satellite campus of North Central Missouri College. Owner retiring. Will consider

## FOR SALE

all viable offers. Contact publisher@thesavannahreporter.com for more information. (7/15/2024)

## FAYETTE ADVERTISER

**WEEKLY NEWSPAPER:** Award-winning weekly newspaper in Howard County. Locally owned since 1840. Loyal advertising and readership. Excellent staff. Debt free.

Fayette is the county seat with a population of approximately 2,600, and home to Central Methodist University. Coverage area includes Fayette, New

Franklin, Armstrong, Harrisburg, Higbee, and Glasgow.

Email [jaddison@fayettenews.com](mailto:jaddison@fayettenews.com) for more information. (7/15/2024)



**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](mailto:jascocitizen@gmail.com) for more information. (5/1/2024)

## HELP WANTED

**CONTRACT PRESSMAN:** Independence, Mo.-based religious non-profit is seeking a pressman experienced on Ryobi 524HE on an irregular basis, two-three days per month, plus a week or two during the year for envelopes on a Jet press. Requirements include journeyman experience, a passion for quality, self-starter, and able to commute to Independence, Mo. Will consider night and weekend work for right candidate. Interested parties should contact Phillip Buttram at [plb.gts@gmail.com](mailto:plb.gts@gmail.com) for more information. (7/31/2024)



**REPORTER:** Houston Herald, a weekly newspaper with a strong digital presence in Houston, Mo., is looking for candidates for a part-time (15-20 hours per week) reporter position.

The position will have the potential to become full-time. Candidates should possess writing, sports, photography and social media knowledge. Clear and efficient communication skills along with a willingness to learn are crucial

Click here for the most up-to-date listings or visit [mopress.com/job-bank](http://mopress.com/job-bank).

Job ads on Missouri Press' website, or in the eBulletin and Bulletin are free to the Association's members.

Email your marketplace ads to [mbarba@mopress.com](mailto:mbarba@mopress.com) or fill out the online form on the web page linked here.

for the position. The ideal candidate would be willing to work alongside the editor to meet the needs of any given day/week, which could evolve. This is an hourly wage-based position.

Please submit your resume to Isaiah Buse, P.O. Box 170, Houston, Mo. 65483, or by email to [ibuse@houstonherald.com](mailto:ibuse@houstonherald.com) for consideration. (7/8/2024)



**EDITOR:** We are seeking a talented Managing Editor to oversee our editorial team and ensure the timely delivery of high-quality content. The ideal candidate will have a strong background in technical and creative writing, possess exceptional editing skills, and be proficient in various writing styles.

## \*\*Duties:\*\*

- Manage the editorial team in creating engaging, informative content
- Edit, proofread, fact-check, and ensure content meets quality standards
- Implement editorial guidelines to maintain consistency in style and tone
- Conduct research to support content creation and ensure accuracy
- Collaborate with writers, designers, and other team members to produce compelling content
- Oversee the publication schedule and meet deadlines consistently

## \*\*Experience:\*\*

- Bachelor's in English, Journalism, Communications, or related field
- Proven experience as an editor or managing editor in a publishing environment
- Proficiency in Word processing software and familiarity with AP Style
- Strong communication skills to effectively convey feedback and ideas
- Ability to multitask, prioritize assignments, and work efficiently under pressure

This is a full-time position with opportunities for professional growth. If you meet the qualifications above and are passionate about producing high-quality content, we encourage you to apply for this exciting opportunity.

To apply for the position, email a cover letter, resume and work samples to [jamilak@sedaliademocrat.com](mailto:jamilak@sedaliademocrat.com). (6/3/2024)