



Missouri Press Association Bulletin

No. 1366 — 16 October, 2024



Be on the lookout for more information soon!

Jumb! is an Association Management System that consolidates Missouri Press' current processes of tracking membership and donor relationships into one platform.



- Membership
- Event Registration
- NIE Stories
- Emailing
- Donations
- Membership agreements
- Newspaper Directory
- More!


How Do I Get Started?



Follow the steps below to get started, and if you have questions, email kfortier@mopress.com.

Step 1

You will receive an email



Hello Devon,

We have recently adopted a web-based association management system called Jumb!. It's a private site for Missouri Press Association where you can renew membership, register for trainings, and access private resources.

Please click on the button below to validate your email and create your password so you can sign in to the member portal and start receiving unique access to trainings and resources.

*Please note that passwords must contain at least 6 characters.

[Click Here to Validate Your Email & Set Password](#)

Our staff may follow up with you so that you can set up your account, edit your account details, and/or add Organization Staff.

In the meantime, if you have any questions, please let us know!

Thank you,
Missouri Press Association

Step 2

Click the link and set up a password to login.

Step 3 Confirm your details

Step 4 Add your staff

What's Next?

October 2024
ONLINE
Newspaper
Agreement
Form

December 2024
ONLINE Membership Renewal

Reach out to schools in your coverage area and offer them access to:



MPA expands access for training tools to high school journalists

Two training tools that have benefited Missouri Press Association members are now being offered to help prepare the next generation of journalists.

Since MPA began offering Earn Your Press Pass and Digiversity.tv as part of its membership, dozens of staffers at member newspapers and adjacent organizations have used these tools to learn and improve their skills.

Now high school students have the opportunity to learn from these resources.

MPA member newspapers are encouraged to talk with local school newspaper and yearbook club advisors to let them know their students can be signed up for Earn Your Press Pass and Digiversity.tv, the Adobe CC-focused training website from Russell Viers.

EYPP, the brainchild of Kansas newspaper publishers Lindsey and Joey

Young, is intended to help newspapers train staff or freelancers who want to write for their newspaper but don't have experience in the profession.

Digiversity.tv is a platform for tips and techniques to use design software more efficiently, focusing on the Adobe suite of products. Russell and Julia Viers tackle a variety of topics using videos, written articles and live webcasts.

The minds behind both programs support offering them to high school newspapers and similar groups. In fact, Lindsey Young, the instructor of Earn Your Press Pass, is a former high school teacher, and Russell Viers has a long history of working with school yearbook publishers.

MPA members wanting more information about providing access to Earn Your Press Pass or Digiversity.tv should contact Matthew Barba at mbarba@mopress.com.



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Stebbins selected as MPA Executive Director

His experience includes journalism education and with international media organizations.

From Missouri Press Staff

Chad Stebbins will become Missouri Press Association's next executive director after the Board of Directors met during the 158th Annual Convention to interview finalist candidates for the role. Stebbins officially begins duties with the Association Jan. 6, and succeeds Mark Maassen, who is retiring in February.

A search committee narrowed the pool of candidates and chose two to be interviewed by members of the Missouri Press Association and Service boards of directors during the Annual Convention, held in late September in Springfield.

Stebbins is currently a professor of communications at Missouri Southern State University in Joplin, where he is also the director of the Institute of International Studies. He has served as executive director of the International Society of Weekly Newspaper Editors (ISWNE) since 1999.

"Chad represents an excellent opportunity for Missouri Press Association to continue the important work of relationship building with our members, as well as with legislators in Jefferson City and with journalism educators across the state," Chair of the Executive Director Search Committee and MPA President-elect Peggy Scott said. "His experience within national and international press organizations will provide more opportunities and partnerships for Missouri's newspapers to gain and share knowledge so they can continue to serve their communities."

In his first year, Stebbins said he plans to visit as many Missouri newspapers as possible and write a regular column for *Missouri Press News*, the Association's monthly magazine that is sent to every

MPA member.

"There are numerous challenges Missouri's newspapers face, such as postage increases and corporate ownership whose stockholders care only about the bottom line. We need to embrace new subscription and business models," Stebbins said.

He added that Missouri has lots of great examples of newspapers being leaders in the industry.

"Right here in our state there is amazing work being done, whether it's the family-owned weekly focusing on hyperlocal news or publications exploring new ways to engage the community and inform readers about important issues."

Stebbins earned his bachelor's degree in business administration from Missouri Southern State University (MSSU). He earned his master's degree in mass communication from University of Central Missouri and a doctorate in mass communication from Bowling Green State University.

He was advisor for MSSU's student newspaper, *The Chart*, for 15 years.

In addition to serving as executive director of ISWNE, he is a member of Newspaper Association Managers, Newton County Extension Council, the Joplin History & Mineral Museum, the Joplin Historical Society and the Joplin Celebrations Commission.

Stebbins received the Walter Williams Award from the Missouri Writers Guild in 2022 for writing "Joplin's Connor Hotel," published by The History Press. His biography of Arthur Aull, the longtime editor and publisher of the *Lamar Democrat*, was published by the University of Missouri Press in 1998.



Chad Stebbins

Media Literacy: Measure the Quality of a Message

News, it's everywhere, literally at our fingertips. YouTube, Instagram, X, newsfeeds and more. Where do you get your news and how do you evaluate it for accuracy or bias? Can you trust celebrities or random people's information? Are they trained reporters? Do you know their backgrounds to weigh in on a subject? Sure, Major League Soccer players are probably good sources for information on dribbling techniques but political info? Probably not.

You need to train yourself to look deeper at the news, check the background of reporters and not mindlessly repeat or accept information from sources you haven't verified yourself. Let's look at ways to validate information.

Traditional news agencies, which include newspapers, television and radio stations, typically have stories that pass several tests before you even see them. Let's see how we can evaluate an article once published. It's worth mentioning here that this approach of evaluating an article works on the traditional platforms from above as well as social media articles and videos.

1. Who is the author of the article? Is the reporter known to you from other stories or is it possible to search the internet for information on this person? Does what you've found or know give you confidence in the author's research ability?
2. Look for the publication date of the article, which will show you if it's fresh information or an old article. You want to rely on current information, since it may update the story with new material.
3. Who is the targeted audience? Is it the general public or a certain group? If it's the latter, does the feature indicate why that group is being targeted?
4. Is the tone of the article neutral, inflammatory, persuasive and are there implied biases or values? Journalists follow the Who, What, Where, When, Why and How formula, which gives a straight forward, neutral approach to a story.
5. Identify the lifestyles, values and points of view which are represented in the article. Were viewpoints omitted and can you identify why? Look for quotes from multiple sources and understand their connection to the story. Did the reporter include information from both sides or just one? Could that be an indication of bias you need to consider?
6. Look for evidence supporting the details or claims made in the article. Confirm the details or claims are verifiable by other resources.
7. How might other people interpret a story? Stories usually have many angles; social, financial, historical and more. How people are drawn into a story may change the focus, but the journalists should still present all sides.
8. Images may be altered to promote misinformation. Do a reverse image search using Google or another tool to see if visuals have been misrepresented or altered in some way.

There is a lot to consider when consuming media. Practice will help you learn the process. Choose several articles. Review these to see if each of the above points were addressed in each article. If not, think about why not and if you want to cite or trust these articles. Remember, these steps may also be used on social media posts.

Sources:

Pew Research Center - <https://www.pewresearch.org>

Common Sense Media - <https://www.common Sense Media.org>

NAMLE - <https://namle.net>



Missouri Press elects 2025 officers, directors

From Missouri Press Staff

Peggy Scott, publisher of Leader Publications, which includes four community newspapers throughout Jefferson County and St. Louis County, was elected president of the Missouri Press Association Sept. 20, during the 158th Annual Convention in Springfield.

Scott has been with Leader Publications since 1999 and before that, worked for the Southeast Missourian in Cape Girardeau for another 14 years. Previously assistant publisher when she joined the MPA Board in 2020, Scott became the newspaper group's publisher in May 2022.

A vocal proponent of community newspapers, Scott likes that journalists are "in the know," usually before everyone else.

"As journalists, we get to find out things first and then tell everyone," Scott said. "Our work helps the people and organizations and businesses that make up our communities."

She embraces the challenges that newspaper work brings and looks forward to helping other publishers tackle problems around the state.

"We know we have the power to change our neighborhoods. We need to find ways to work together and use that power to sustain our businesses," she said.

Part of that change is finding the best ways to serve younger readers online. "Younger readers consume news differently. As legacy print producers, we need to find ways to deliver our

products on the platforms they are using," Scott said.

Scott lives in Crystal City with Rob, her husband of almost 40 years. Together, they have four grown children. She will officially take office as MPA president Jan. 1.



Peggy Scott

Amos Bridges, editor-in-chief of the *Springfield News-Leader*, will continue on the MPA Board of Directors through 2025 as past president.

Other 2025 MPA officers and directors elected Sept. 20, include First Vice President, Bryan Chester, *Columbia Missourian*; Second Vice President, Bryan Jones, *Morgan County Statesman*, Versailles; Secretary, Donna Bischoff, Bridge Tower Media, St. Louis; and Treasurer, Jaime Mowers, *Webster-Kirkwood Times*, St. Louis.

Directors for three-year terms include 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, was elected as the National Newspaper Association state chair.

Continuing on the MPA Board in 2025 will be directors: Kimberly Combs, Betters 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.



CALENDAR

October

- 17 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia
- 17 — Ozark Press Association Annual Meeting, Willow Springs

- 21 — Deadline to Reserve Sleeping Room for MPA Past Presidents Dinner

November

- 14 — Past Presidents and Spouses Dinner, Park Restaurant, Columbia
- 30 — Deadline to Complete MPS Advertising Agreement via Jumbly

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.

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 Marketplace

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.

FOR SALE

Coverage area includes Fayette, New Franklin, Armstrong, Harrisburg, Higbee, and Glasgow.

Email jaddison@fayettenews.com for more information. (7/15/2024)

SOUTHWEST GROUP: Three weekly newspapers in Jasper County

Carl Junction's
Jasper County **Citizen**

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 for more information. (5/1/2024)

HELP WANTED

DAILY AMERICAN REPUBLIC

SPORTS EDITOR: Do you love high school and small college sports and believe there's much more than covering games? Then you're the person we're looking for!

The Daily American Republic seeks a talented sports editor interested in helping create compelling local sports content and craft the newspaper's daily sports section. This candidate will be working for a family-owned media company in Poplar Bluff's downtown. Our community includes wonderful retail and outdoor amenities, small-town charm, and Three Rivers College.

We want our next sports editor to share stories about the athletes and coaches in both print and digital format and not just rely on game coverage to fill the pages.

We are also looking for someone who will be an active part of our newsroom, coachable, and can communicate well with others and understand at times it's better to pick up the phone and call someone instead of texting and emailing.

PERKS: We offer the standard full-time benefits, including medical, vision and dental insurance, 401K and free life insurance. We also offer flexible work schedules and an opportunity to become part of a growing community. Salary range for this position is \$35,000 to \$40,000 per year.

To apply for the position, email a cover letter and resume, along with examples of your work, to applications@darnews.com. (10/1/2024)

THE JOPLIN GLOBE

PUBLISHER: The Joplin Globe seeks an innovative, ambitious newspaper executive to lead its daily newspaper in southwest Missouri.

Our publisher will direct and manage the day-to-day activities of our newspaper operation to ensure profitability by meeting revenue and expense targets. We are looking for a revenue-producing star and creative thinker with a track record of bringing concepts to reality. The successful candidate will be a champion at leadership and community involvement.

Our publisher will work closely with all departments with special attention given to audience development and advertising sales, fostering new products and events to further strengthen this award-winning Tuesday-Saturday publication. This person will coach, manage and engage in advertising sales alongside team members to drive revenue in print, online and through new event opportunities.

Candidates should have a bachelor's degree or equivalent in a related field and a minimum of five years' related work experience. A proven history of successful leadership, sales ability, creativity, problem-solving, innovation and staff management are critical.

Interested candidates should send their resume, a cover letter explaining

why they are qualified for the position to Bill Hanson at bill.hanson@newsandtribune.com. (9/19/2024)

SEDALIA DEMOCRAT

FREELANCE WRITERS: Do you like to write? Are you located in the Warrensburg or Sedalia areas? We are looking for freelancer writers to cover occasional news and sports stories at The Sedalia Democrat and Warrensburg Star-Journal. If interested, email us at joea@warrensburgstarjournal.com or jamilak@sedaliademocrat.com. (9/9/2024)

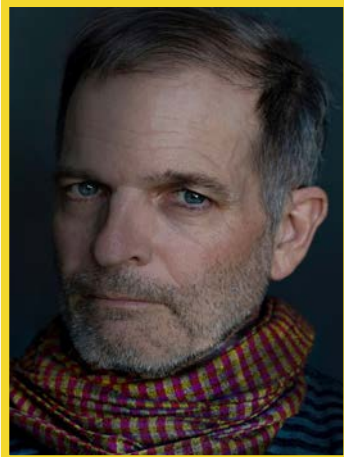
HOUSTON HERALD

REPORTER: Houston Herald, a weekly newspaper with a strong digital presence in Houston, Mo., is looking for candidates for a full-time reporter position. Candidates should possess writing, sports, photography, page design and social media knowledge. Clear and efficient communication skills along with a willingness to learn are crucial 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 for consideration. (9/9/2024)



Missouri Press Foundation

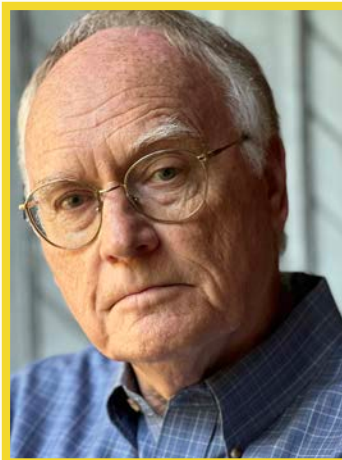
CONGRATULATIONS! TO OUR 2024 INDUCTEES



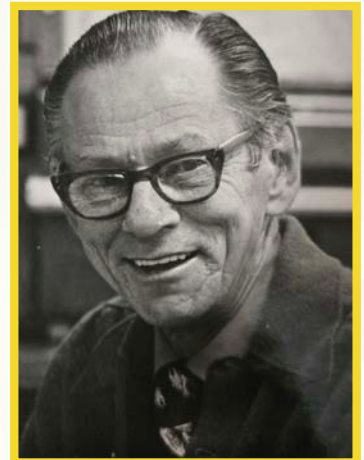
John Trotter



David Eulitt



Talis Bergmanis



Bill Straeter Jr.

Missouri Photojournalism Hall of Fame Ceremony

State Historical Society of Missouri • Columbia • Oct. 17, 4 p.m.

R.S.V.P. online at bit.ly/mophotoj or email mharper@mopress.com

EVENT SPONSORS





thebeaconnews.org



FREE TO REPUBLISH. ANYWHERE.

The Beacon is a nonprofit, independent and nonpartisan news organization aiming to improve civic life by keeping the public informed and engaged.

We're creating a network of digital newsrooms across Kansas and Missouri to tackle the local news crisis, ensuring everyone has access to the critical information they need.

We want our stories shared widely (for free!) by other news organizations. This means we welcome and encourage you to republish our reporting.

POST ANY BEACON STORY ON YOUR WEBSITE OR IN PRINT UNDER A CREATIVE COMMONS LICENSE.

COVERAGE AREA

Our reporters are based in **Wichita, Topeka, Kansas City and Jefferson City**

STORY TOPICS

- Kansas Government
- Missouri Government
- Education
- Elections
- Health Care
- Housing & Labor
- Local Government

**TAKE YOUR PICK OF THE
BEACON'S LATEST STORIES.
JOIN THE LISTSERV:**

