

We'll see all you gangsters and flappers
next week in Kansas City!

Register by Friday, Sept. 20, to attend
MPA's 153rd Annual
Convention and Trade Show
at Harrah's North Kansas City Hotel!!



Missouri Press Foundation
Gangsters' and Flappers' Night at the Speakeasy
Sept. 26 * VooDoo Lounge * 7:30 pm
Harrah's North Kansas City

Casino Night
FOOD * DRINKS * MUSIC
Support the Foundation
& win prizes

Best Dressed Costume Contest

\$59 per person register online @
mopress.com/convention



Online Registration Available! Go To: bit.ly/MPAconvention

Kansas City Here We Come! September 26-28, 2019

153rd Annual Missouri Press Convention & Trade Show



**Harrah's
North Kansas City
Hotel and Casino**

Location: 1 Riverboat Dr. N. Kansas City, MO 64116

For Room Reservations
Call 816.472.7777

Tentative Schedule

Thursday, September 26

11AM Registration Open
Noon MPF Board Meeting
2PM MPA/MPS Board Meeting
2PM-6PM Trade Show Exhibitors Setup Time
7:30-9:30PM Missouri Press Foundation's Gangsters' and Flappers' Night at the Speakeasy!

Friday, September 27

7:30AM-6:30PM | Registration and Better Newspaper Contest Displays Open
8AM-3:45PM | **Trade Show Open**
8:15AM | Breakfast Program and Welcome from Kansas City Mayor Quinton Lucas and from The Kansas City Star
8:45AM | Special Address from Governor Mike Parson
9:15AM | General Session - Amalie Nash, Vice President/local news and audience development, USA Today Network
10:00AM | Trade Show Break
10:00AM to 2:00PM | Shuttle to and back from The Plaza for Spouses or Non-Participants (lunch is on own on The Plaza)
10:15AM | General Session - Jeff Butler, "Authentic Marketing and How to Attract Millennials and Younger Generations to Newspapers"
11:15AM | General Session - "Think Green! The Future of Medical Marijuana in Missouri" with Lyndall Fraker, Missouri's Medical Marijuana Director and Jean Maneke, MPA Attorney
Noon | Business Meeting
12:15PM | Lunch Program - Bob Kendrick, President of the Negro Leagues Baseball Museum
1:15PM | **Trade Show Break**
1:30PM | Question and Answer Session with Senator Roy Blunt
2:00PM | General Session - Jeff Butler "Be a Millennial Talent Magnet"
3:00PM | General Session - Updated Reporters Handbook, Courtroom Protocol, Cameras, and case.net Accessibility
3:45-4:15PM **Get social in the hospitality room – enjoy a beverage and snacks with our trade show vendors!**
6:00PM | Hall of Fame Reception
6:20PM | Silent Auction Ends, Last Call for Bids!
6:30 PM | Hall of Fame Dinner | Hospitality Room Open Following Dinner

Saturday, September 28

8:00AM-11:30AM | Registration Open
8:30AM | Breakfast Program on National WWI Museum and Memorial Presentation with Dr. Matthew Naylor
9:15AM | General Session - Subscription Management Solutions with Andrew Morris of Pelcro, Inc.
10AM **Break**
10:15AM | "News in a Box", Digital Solutions Simplified with Bob Moulton-Ely of Lewis County Press
11AM "What's Your KC Q?", Reader Engagement and Transparency Project with Kathy Lu of the Kansas City Star
11:30AM Better Newspaper Contest Awards Luncheon

Online Registration Available! Got To: bit.ly/MPAconvention

Kansas City Here We Come!

September 26-28, 2019

153rd Annual Missouri Press Convention & Trade Show Registration Form



**Harrah's
North Kansas City
Hotel and Casino**

Location: 1 Riverboat Dr. N. Kansas City, MO 64116

For Room Reservations
Call 816.472.7777

and ask for

\$89 Room Rate

+ \$12 Amenity Fee, includes
Valet Parking 1 Vehicle/Day
Call by Aug. 21 for Rooms

Newspaper or Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Visa Mastercard Discover Check

Credit Card Number _____ Exp. Date: _____

Signature of Card Holder _____

Printed Name of Card Holder _____

Register Today! Bring Your Staff!

STAFF MEMBERS MAY ATTEND LEARNING SESSIONS FOR NO ADDITIONAL COST ONCE NEWSPAPER HAS PAID BASE REGISTRATION FEE!

Base Registration Fee: Active Member Associate/Friend Retired Reg. Fee Total

Choose One – Only pay 1 time/group \$175 \$185 \$50 \$

*Are You ONLY Attending Saturday Awards Lunch and Sessions? Skip Base Registration and Sign Up in Special Box Below

Attendee Name Please Include All Names	Thurs. Recpt. Gangsters & Flappers \$59	Friday Breakfast \$35	Friday Lunch \$40	Friday Banquet \$75	Saturday Breakfast \$35	Saturday Luncheon \$40	*Saturday ONLY Reg. Sessions & Luncheon \$50	Total Per Person

Convention Cancellations received by Sept. 13 WILL be refunded.
Cancellations received after Friday, Sept. 13 will not be refunded.
Cancellations may be emailed to kfortier@mopress.com.

Send form to: Missouri Press at 802 Locust St.

Columbia, MO 65201 • Questions? Call 573.449.4167 ext. 301

Grand Total Due: \$



Missouri Press Association

Missouri Press Service

802 Locust St.
Columbia, MO 65201-4888
(573) 449-4167; FAX (573) 874-5894
www.mopress.com

PRESIDENT: James White,

Benton County Enterprise, Warsaw

FIRST VICE PRESIDENT: Trevor Vernon,

Eldon Advertiser

SECOND VICE PRESIDENT: Liz Irwin,

Missouri Lawyers Media, St. Louis

SECRETARY: Hannah Spaar, *The Odessan,*

Odessa

TREASURER: Amos Bridges,

Springfield News-Leader

PAST PRESIDENT: Carol Stark,

The Joplin Globe

DIRECTORS:

Mary Wilson, *Jackson County Advocate,*

Grandview

Donna Bischoff, *St. Louis Post-Dispatch*

Roger Dillon, *Shannon County Current Wave,*

Eminence

Julie Moreno, *Independence Examiner*

Bryan Jones, *Versailles Leader-Statesman*

Kevin Jones, *St. Louis American*

Beth Durreman, *Perry County*

Republic-Monitor, Perryville

Tianna Brooks, *Mountain View Standard News*

NNA Representative: Sandy Nelson,

The Courier-Tribune, Liberty

MPS PRES.: Jeff Schrag, Springfield

VICE PRESIDENT: Dennis Warden,

Owensville

SEC-TREAS.: Jim Robertson, Columbia

MPS DIRECTORS: Phil Conger, Bethany;

Joe May, Mexico

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jmaneke@manekelaw.com

Helen Headrick: NIE Director

hheadrick@mopress.com

Officers, directors proposed for MPA's 2020 Board of Directors

From Missouri Press Staff

The Missouri Press Association Nominating Committee met recently, finalizing a slate of MPA officers and directors for 2020, effective Jan. 1.

The election of MPA officers and directors is scheduled during the annual MPA business meeting Friday, Sept. 27, at the 153rd annual MPA Convention at the Harrah's North Kansas City Hotel.

Proposed candidates include:

- 2020 President, Trevor Vernon, *Eldon Advertiser*; First Vice President, Liz Irwin, *Missouri Lawyers Media, St. Louis*; Second Vice President, Roger Dillon, *Shannon County Current Wave, Eminence*; Secretary, Ruby Bailey, *Columbia Missourian*; Treasurer, Peggy Scott, *Jefferson County Leader, Festus*.
- Director for two-year terms: Julie Moreno, *Independence Examiner*, (Roger Dillon open position.)

- Directors for three-year terms: Hannah Spaar, *The Odessan, Odessa*; Amos Bridges, *Springfield News-Leader*, and Beth Durreman, *Perry County Republic-Monitor, Perryville*.

Sandy Nelson, *Courier Tribune, Liberty*, is being nominated as the National Newspaper Association state chair.

Continuing on the MPA Board in 2020 will be directors: Donna Bischoff, *St. Louis Post-Dispatch*; Mary Wilson, *Jackson County Advocate, Grandview*; Bryan Jones, *Versailles Leader-Statesman*; and Kevin Jones, *St. Louis American*.

James White, *Benton County Enterprise, Warsaw* will serve as immediate past president in 2020.

Stepping down from the MPA Board in December 2019 is Tianna Brooks, *Mountain View Standard News*. The nominating committee, was chaired this year by Carol Stark, *Joplin Globe*.

The committee members thank everyone who submitted nominations.

Magazine membership category proposed

From Missouri Press Staff

A proposed amendment to the Missouri Press Association Constitution and By-Laws was recently approved by the Board of Directors to allow Magazines active membership in MPA.

According to Article VII Section 1. These Articles of Agreement may be amended at any annual official meeting of the Association by an affirmative two-thirds vote of all active members present, provided that twenty-one days' notice in writing of any proposed amendment is given to all active members of the association.

The amendment will be voted on during the MPA business meeting scheduled for September 27 during the MPA's Annual Convention at Harrah's Hotel in North Kansas City. The following amendment would add another "Class of Membership" under Article V Section 1. Classes of Membership and Designations. Section 1. (f). Magazine Membership.

Requirements for Active Membership shall be as follows:

Each request for Magazine Membership shall be submitted to and must be approved by the Board of Directors of the Association. The publication shall contain an average of at least 25 percent news content in its issues during any 12-month period; the publication must be published and printed in an acceptable magazine format; the publication must be distributed in Missouri with a Missouri office; the publication shall be published for at least three years, regularly and consecutively, prior to application for membership; the publication must be printed a minimum of 4 times annually. Applicant must submit 3 consecutive issues with the application.

Please let MPA Executive Director Mark Maassen know if you have any questions; mmaassen@mopress.com or 573-449-4167



Promote public notices

Public notice info graphics available from PNRC

From Missouri Press Staff

The Public Notice Resource Center created the below graphics to help newspapers educate the public about the need for public notices to remain open and visible through newspapers.

Please feel free to use these public notices, available online here and

here, or by contacting Missouri Press staff. You can also click directly on the images through this newsletter to be able to access each respective page.

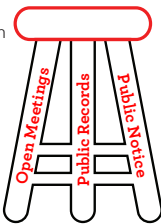
You can publish them in your own newspaper or print them out to have available to educate members of your local community.

Newspapers have long played an important role in the publishing of public notices, and it is vital that Missouri Press members continue to inform their readers about the value of keeping public information in an easily accessible format, such as newspapers.

Why Public Notice Should Remain in Newspapers

Along with open meeting and freedom of information laws, public notice is an essential element of the

three-legged stool of government transparency



Since the first U.S. Congress, public officials have understood that newspapers are the best medium to notify the public about official matters because they contain the

essential elements of public notice:



Accessibility



Independence



Verifiability



Archivability

Publishing notices on the internet is neither cheap nor free



Newsprint is inherently superior to the internet for public notice because reading a newspaper is a serendipitous process.

We find things in newspapers we weren't expecting to see. On the internet, we search for specific information and ignore everything else.

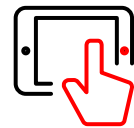


Citizens continue to learn about vital civic matters from newspaper notices.

Documented examples of people taking action and alerting their community after reading a newspaper notice are reported on a regular basis.

Significant numbers of people in rural areas still lack high-speed internet access.

Those who are older than 65 or who have lower incomes or lack high-school diplomas are also cut off from the internet in far higher numbers than the average.



Moreover, the real digital divide for public notice is growing due to the massive migration to smartphones and other small-screen digital devices



Requiring independent, third-party newspapers to ensure that public notices run in accordance with the law helps

prevent government officials from hiding information

they would prefer the public not to see

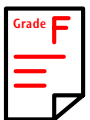
Verifying publication is difficult-to-impossible on the web.

That's why the courts subject digital evidence to far greater scrutiny than evidence published in newspapers



Governments aren't very good at publishing information on the internet. Unlike newspaper publishers,

public officials aren't compelled by the free market to operate effective websites.



Newspapers remain the primary vehicle for public notice in **all 50 states**



This is **not** about "newspapers vs the internet".

It's newspapers and newspaper websites vs government websites

and newspaper websites have a much larger audience. Moving notice from newspapers to government websites would **reduce the presence of public notices on the internet**

Know what's expected of you when covering Missouri's courts

[Two videos](#) from the Missouri Press-Bar Commission can help provide guidance to reporters covering the state's courts.

The judiciary worked with the Press-Bar Commission to create these videos and help reporters understand the legal system and the technicalities of the court process, in hopes it will give reporters what they need to make this task easier.

Another resource for reporters is the [News Reporter's Handbook on Law and Courts](#). A PDF of the handbook is available online at www.mobar.org

You can also view the [handbook](#), as well as a [glossary of commonly used courtroom terms](#), on the Missouri Bar Association's website.



CALENDAR

September

26-28 — MPA 153rd Annual Convention and Trade Show, Harrah's North Kansas City

October

3-5 — National Newspaper Association Annual Convention, Milwaukee

5 — MPA Mizzou Football Ticket Tradeout Game, Columbia

6-12 — National Newspaper Week with Special Missouri Content

17 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

Statewide market research

Pulse of America survey will return later this year

From Missouri Press Staff

Here's a quick reminder about a great opportunity we have coming up this fall. The Pulse of America survey for 2019 will be offered to all of Missouri Press Association, for free, if enough newspapers run some filler ads (space permitting) promoting the survey to readers.

The resulting survey that comes free to you via Missouri Press, breaks down readers' shopping plans by category. Did you know that 28% of your readers are planning to buy a car or truck this year? Do the math according to your readership, and go share that with your local dealers. 28% of your readers purchasing a vehicle at an average price of \$10,000 adds up to a nice chunk of business for any auto dealer. They just may want to start talking to your readers who will soon enter the buying process, through an ad in your paper.

The same type of numbers are available for many other types of businesses, like tire stores, donut shops, ice cream parlors, bowling alleys, massage therapists, antique stores, and community theaters. Do you have any potential advertisers who would like to know what percent of your readers are planning to spend money at their type of businesses in 2020?

Contact Missouri Press Service Advertising Director Ted Lawrence at tlawrence@mopress.com, to fill in the blanks, so you can be an expert with your advertisers.

Next year, with just a few more papers participating, we'll have our own results for the state of Missouri. Remember that it costs you nothing to participate. You'll just run some small (1x2) ads inviting readers to take the survey, and give them a chance to win \$3000 just for filling it out.

grow **Local Engagement...**
connect with **New Business...**
produce **Game-Changing Revenue...**

With **Automated Print & Online Event Calendars**
From **Evnt & Metro**



ONE **Attract Event Marketers & Readers With Free Online Calendar Posting**

Event marketers send and syndicate their events to your online calendar for free with the Evnt online marketing platform.

TWO **Create Revenue With Ready-to-Upsell Add-Ons**

Approach online event advertisers with a variety of ready-to-implement upsell opportunities like print calendar advertising, "featured" placement or "editor's pick" status, voice marketing and more valuable add-ons.

THREE **Reverse-Publish to a Print Calendar Instantly**

Turn your online calendar into a ready-to-publish print calendar with the click of a button.

Ready to revolutionize your local event and entertainment advertising to produce profits of \$50K+ in the first year? Contact partners@evnt.com now!

METRO
CREATE. SELL. PROFIT.

4 joining Newspaper Hall of Fame

From Missouri Press Staff

A group of five newspaper people, which includes one couple and two former Missouri Press Association presidents, will be inducted in September into the Association's Newspaper Hall of Fame.

The induction reception and banquet are scheduled for 6 p.m. Friday, Sept. 27, during MPA's 153rd Annual Convention and Trade Show at Harrah's North Kansas City Hotel. This will be the 29th group to be inducted into the Newspaper Hall of Fame, which was established by MPA in 1991.

This year's inductees are the late Thomas Benton White, founder and publisher of the Benton County Enterprise; the late Frank Stufflebam, editor and publisher of the Bolivar Herald; former MPA President Phil and Kathy Conger, owners and publishers of the Bethany Republican-Clipper; and the late Carol Stark, long-time editor of the Joplin Globe and former MPA president.

Hall of Fame inductees or their families receive Pinnacle Awards in honor of the inductees' service to the Missouri newspaper industry and their communities.

Inductees' plaques will join the permanent display of inductees in the MPA office in Columbia and in the student lounge in Lee Hills Hall at the Missouri School of Journalism.

If you would like to attend this year's Convention and Trade Show, as well as be present at the induction ceremony to acknowledge these individuals or their families, and their contributions to Missouri newspapers, you can register by filling out the form on page 4 of this issue of the Bulletin.

Those who are only wanting to attend the Hall of Fame dinner can contact Kristie Fortier at kfortier@mopress.com for more information.

For information about being a Convention sponsor, contact Michael Harper at mharper@mopress.com



Member participation

Plan to promote yourself for National Newspaper Week

From Mark Maassen

Missouri Press Executive Director

Dear Missouri Press members,

I am this year's chairman of National Newspaper Week, Oct. 6-12, 2019, the annual recognition of the service of newspapers and their employees across North America and which is sponsored by Newspaper Association Managers.

A content kit for the 79th Annual National Newspaper Week can be found online at nationalnewspaperweek.com

The content kit contains editorials, editorial cartoons, promotional ads and more; all available for download at no charge to daily and non-daily newspapers across North America. Of particular note is Missouri's contribution to this year's content kit, including items from Jack "Miles" Ventimiglia of the The Richmond Daily News and The Excelsior Springs Daily Standard; Kathy Kiely, Lee Hills Chair in Free Press Studies at the University of Missouri School of Journalism; and John Darkow of the Columbia Missourian.

This year's theme is "Think First — Know Your 5 Freedoms"

PLAN TO CELEBRATE National Newspaper Week by downloading these materials and devoting as many column inches as possible to reinforce the importance of Newspaper to your



communities.

PLEASE ALSO MAKE IT LOCAL by editorializing about your newspaper's unique relevance. This can be about your duties as government watchdog, your role as a community forum and coverage of community events, publication of timely public notices, etc.

Additional materials for use by newspapers promoting NNW will be posted on the nationalnewspaperweek.com website as they become available so be sure to check back before the week of Oct. 6-12.

Thank you for all you continue to do to support newspapers' mission in Missouri and beyond.



Missouri Press
Foundation

SAVE THE DATE

2019 Induction Ceremony

Center for Missouri Studies

Columbia, Mo. October 17, 4 p.m.

Missouri Press Classifieds: Who is looking for YOU?

FOR SALE

WEEKLY NEWSPAPER FOR SALE: Newspaper for Sale in Fast-growing Platte County. Lively, growing town on Missouri River, but owners of this prize winning community newspaper are ready to retire.

Paid circulation, active web site, two face book accounts, subscription list, a paid e-edition list plus computer equipment, printers and copiers, desks and chairs, file cabinets, archives and lots more. Great opportunity for someone who wants an active, fulfilling and involved small town lifestyle.

Rent or buy building, or move to your preferred location. For more information email wnews@embarqmail.com or call 816-640-2251. 8-26

COUNTY-SEAT WEEKLY: County-seat weekly newspaper in Missouri for sale. During our 34-year tenure we've worked hard to engage with our community and readers, developed a strong, award-winning editorial and advertising product and moved the profitable newspaper into a strong digital platform, too. If you are interesting in owning your own publication or expanding your holdings, this is a great opportunity with the ownership committed to a smooth transition.

The setting holds many benefits: A profitable business that has invested in its quarters, equipment and employees, great quality of life, a good place to raise a family and recreational opportunities. To make inquiries, write mbarba@mopress.com or Missouri Press Association, 802 Locust St., Columbia, MO 65201. 8-5

NEWSPAPER FOR SALE: Small town weekly for sale in northwest Missouri, good subscription list (about 1,500); extremely popular with town businesses and citizens, needs equipment update.

Print elsewhere. The Lawson Review, Asking \$40,000. Call 816-296-3412. 6-10

HELP WANTED

DIGITAL ADVERTISING SPECIALIST: Would you like to work in a forward-thinking organization that offers its employees an opportunity to master digital advertising within a fun, creative, and problem-solving focused culture? If so, this might be just the opportunity for you! This position will be based out of Branson MO.

Think Tank Media, is a digital advertising agency utilizing multiple platforms and programs, including programmatic advertising, targeted display advertising, OTT and CTV advertising along with many others to support campaigns for clients in various local businesses. We're known for delivering a positive ROI.

• While we have specialists working in several states this will be our first venture of this magnitude in MO so we are seeking a go getter, who understands the importance of volume and persistence when it comes to making presentations.

• We are committed to, and believe in hiring adaptable, driven, problem solvers and thinkers.

The ideal candidate is self-motivated and an outstanding communicator. Someone who thrives on creativity and innovation. This is an entry-level position with opportunities for growth. This position will have a base salary along with Bonus and commission incentives, based on performance.

Requirements:

- 1 to 2 years of sales experience.
- Some familiarity with digital advertising.
- Willingness to challenge others and be challenged.
- Open to learning additional advertising platforms.
- Ability to communicate effectively with team members and clients.
- Capable of working on a team and independently.

Responsibilities:

- Manage an established digital sales account list.
- Visit new clients and grow this list on a daily basis.
- Work alongside other sales reps to help to grow the digital advertising base.
- Closing the sale.
- Design creative and write compelling

ad copy.

- Implement and manage campaigns.
- Manage advertising spends and controls advertiser expectations.
- Always meets internal and client-facing deadlines.
- Be a part of a team that encourages creativity, innovation, and personal / professional growth.

Interested candidates should forward a resume and cover letter to: Rex@bransontrilakesnews.com. 9-6

SPORTS REPORTER: The Versailles Leader-Statesman and Morgan County Press are looking for a sports reporter.

• Applicant should be community-minded, people-oriented, self-motivated, have good interpersonal communication skills and be available to work nights and weekends.

• Duties will include writing sports stories for Versailles and Stover newspapers, taking game photos, attending athletic events, posting scores online and some general assignment work. Must have interest in sports and understand basic sports concepts. Newspaper writing experience helpful but not required.

• 40 hours/week. Paid vacation, holidays and personal leave. Starting pay based on experience (minimum of \$350/week). Office located in Versailles.

Send Resumé and Writing Samples/Photos to: Sports Reporter, Versailles Leader-Statesman, PO Box 348, Versailles, MO 65084

or email: bjones@leader-statesman.com 8-30

VERSATILE EDITOR SOUGHT: Small weekly paper in eastern Missouri seeks editorial person who can balance coverage of sports, community, news, cops and courts with good small-town diplomacy skills. Full-time position is about 55 percent sports coverage and one news beat, community features, processing of submitted material from schools and community, and proof-reading. InDesign experience helpful. Full-time position with benefits package (health, dental, vision, IRA). Send resume and samples to Matthew Barba at mbarba@mopress.com 8-9

Continued on Page 10

Active Membership applications for consideration

The Missouri Press Association has received Active Membership applications for four publications.

The following publications are all published by Pam Wingo: *St. Louis City Monitor*, 200 N. 13th St., St. Louis, MO 63103, pam@pulselegal.com, 816-221-2552. It is published daily with circulation of 241.

St. Louis County Legal Ledger, 7730 Carondelet, Suite 101, Clayton, MO 63105, pam@pulselegal.com, 816-221-2552. It is published daily with circulation of 342.

St. Charles County Journal, 330 N. Main St., St. Charles, MO 63301, pam@pulselegal.com, 816-221-2552. It is published daily with circulation of 156.

Jefferson County Reporter, 284 Main St., PO Box 564, Hillsboro, MO 63050, pam@pulselegal.com, 816-221-2552. It is published weekly (Friday) with circulation of 133.

Membership applications are considered by the MPA Board of Directors at its first meeting after this notice has been published in at least three issues of the MPA Bulletin, eBulletin or magazine. The next meeting of the MPA Board is scheduled for Sept. 27, 2019, during MPA's 153rd Annual Convention and Trade Show in Kansas City.

Comments about applications can be sent to MPA Executive Director Mark Maassen at mmaassen@mopress.com

Missouri Press Classifieds: Who is looking for YOU?

SPORTS EDITOR: Sports Editor for small-town weekly newspaper. Immediate Opening. Coverage includes area high schools and an NAIA college along with occasional miscellaneous general assignment reporting and weekly trip to print facility. Great opportunity to cover Toni Harris (first female position player to earn a football scholarship), who has become a national sensation. Applicants should have knowledge of InDesign, photo editing software, and Mac OS. Must have reliable transportation. Camera provided by newspaper. Applicant should be self motivated and able to meet deadlines. Must be able to work with a small, yet effective team. Experience preferred. Salary. Send cover letter and resume to: jaddison@fayettenews.com. 8-5

COMMUNITY REPORTER: Community-minded reporter needed for Missouri weekly group. All the advantages of country living just a short drive outside of the St. Louis metro area and all it has to offer! This is not a desk job – we need someone willing to dive in and provide our readers with the community coverage they want – names and faces, content in context, in print and online! Photography and layout experience helpful! Email VP Jeffrey Peyton at jpeyton@lakewaypublishers.com for immediate consideration. 7-29

REPORTER: Springfield Business Journal, an award-winning weekly niche publication in southwest Missouri, is seeking a reporter.

Expertise in AP style is required; three to five years of reporting, ideally in business, is preferred. Work for the leading authority of business news and information in the Springfield region. The SBJ is family owned and is growing. We are increasing print readership as well as digital platforms. Over 70 percent of our readers are owners, CEOs, partners, general managers or other executive level positions; 86 percent of readers are in a decision making role and they overwhelmingly cite the Springfield Business Journal as their preferred source for business news.

Send resume and clips to Editorial Director Eric Olson at eolson@sbj.net. 7-12

ADVERTISING SALES: The Lincoln County Journal is looking for an enthusiastic, motivated Sales Consultant who can exceed revenue goals by designing creative client campaigns that drive desired business results. We are looking for someone who can connect with clients and help them achieve their business objectives through effective print and digital advertising.

In this position, you will:

- Generate revenue for two newspapers and meet monthly goals through effective outside sales techniques
- Develop new business and create results for clients through creative and effective targeted campaigns
- Establish trusting relationships with clients and community and meet all commitments with adequate

preparation, delivery and follow-through

- Grow your book of business in alignment with goals while identifying companies that are expanding, relocating, hiring

- Meet or exceed revenue targets for existing, new, and digital business, as well as corporate initiatives and develop a strategy to support achievement of goals

- Grow share of clients' advertising spend while increasing their overall spend

- Develop capabilities to produce creative and effective campaigns

The ideal candidate will have the following skills:

- Passion for contributing to a sales team with a positive mindset

- Driven by practical results, opportunities to learn, and opportunities to assist others with intention

- Effective relationship building, customer service, communication and negotiation skills

- Superior business acumen related to new media, digital interactive initiatives and social media required

- Ability to quickly recover from adversity

- Ability to effectively communicate, build rapport and relate well to all kinds of people

Our Sales Consultants earn a generous commission on all sales. If you are interested helping the businesses in your community thrive, we want to hear from you! Send resume to jpeyton@lakewaypublishers.com 7-10