

# RETURN TO MISSOURI PRESS BY AUGUST 16 2019 MIZZOU Football Tickets / Newspaper Ad Trade-Out Proposal for MPA Members

**To:** MPA Publishers

**Deadline:** Aug. 16, 2019

**From:** Mark Maassen

For the **29th** consecutive year, the University of Missouri Athletic Department is working through Missouri Press to arrange a “football-tickets-for-advertising trade-out.” The deadline to reply is **August 16, 2019.**

Mizzou’s Athletic Department is offering MPA newspapers an allotment of tickets for the home game with the **Troy Trojans** on Saturday, **Oct. 5.** Game time is to be determined.

You may use these tickets for your newspaper family, for your advertisers, for promotions, etc.

If you want to participate in this voluntary ticket-advertising trade-out, please return the completed coupon (below) by mail or fax or email to the Missouri Press office by August 16, 2019. MPA will send you the tickets, insertion order and ads as soon as they are available. If you have any questions, just contact Missouri Press. Phone 573-449-4167, email [mopressads@socket.net](mailto:mopressads@socket.net), fax 573-874-5894, or mail to: Missouri Press, 802 Locust St., Columbia MO 65201 no later than August 16, 2019.

**Ticket Details:** The Mizzou Athletic Department, through Missouri Press, provides each participating newspaper a minimum of 6, maximum of 20, reserved seat tickets to the **Troy—Mizzou** game at a maximum total value of \$45 per ticket (total maximum value of \$900). These tickets will be outside the 20-yard line in the best available special Missouri Press section. In return, participating newspapers provide Mizzou athletics up to a total of \$900 in display advertising. The total minimum is 6 tickets and total maximum is 20 per publication. This is a first come, first served opportunity. The number of tickets you request, multiplied by \$45, will determine your level of commitment. Display advertising placement will come through Missouri Press. It is expected the ad schedule will run at different intervals between August and December.

Due to the sale of Missouri Press’ parking lot, there will not be a pre-game tailgate.

## COMPLETE THIS FORM TODAY!

**Newspaper Name:** \_\_\_\_\_ **City:** \_\_\_\_\_

\_\_\_\_\_ Number of tickets you are requesting; # of tickets x \$45 = Your commitment

Please consider donating tickets to MPA. Missouri Press may have \_\_\_\_\_ tickets.  
(Donated tickets will be deducted from the number of tickets you are requesting.)

**Address to mail tickets:** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Email address:** \_\_\_\_\_



Missouri Press Association  
**Bulletin**

**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](http://mopress.com/convention)



Online Registration Available! Go To: [bit.ly/MPAconvention](http://bit.ly/MPAconvention)

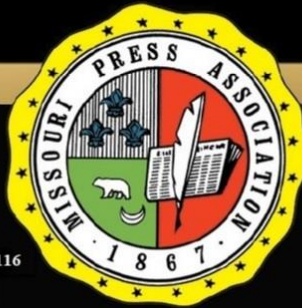
*Kansas City Here We Come!*

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  
and ask for

**\$89 Room Rate**  
+ \$12 Amenity Fee, includes  
Valet Parking 1 Vehicle/Day  
Call by Aug. 21 for Rooms

## 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**  
8:30AM | Breakfast Program and Welcome from Kansas City Mayor Quinton Lucas  
9:00AM | General Session - Amalie Nash, Vice President/local news and audience development, USA Today Network  
9:45AM | Business Meeting  
10:00AM Trade Show Break  
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 | Lunch Program - Bob Kendrick, President of the Negro Leagues Baseball Museum  
1:15PM | **Trade Show Break**  
1:30PM | General Session with Senator Roy Blunt (Tentative)  
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 Lewis County Press  
11AM "What's Your KC Q?", Reader Engagement and Transparency Project with Kansas City Star Editor Mike Fannin  
11:30AM Better Newspaper Contest Awards Luncheon

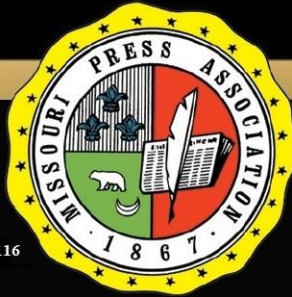


Online Registration Available! Got To: [bit.ly/MPAconvention](http://bit.ly/MPAconvention)

# 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! Early Birds, Reg. by Aug. 21 and Save Up To \$75 on Base Reg.**

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](mailto:kfortier@mopress.com).

**Send form to: Missouri Press at 802 Locust St.  
Columbia, MO 65201 • Questions? Call 573.449.4167 ext. 301**

Deduct \$75 from Active or Associate/Friend or \$20 on retired member base registration fee if you are registering by Aug. 21

**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

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**FIRST VICE PRESIDENT:** Trevor Vernon,  
*Eldon Advertiser*  
**SECOND VICE PRESIDENT:** Liz Irwin,  
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**SECRETARY:** Hannah Spaar, *The Odessan*,  
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 Kevin Jones, *St. Louis American*  
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*Republic-Monitor*, Perryville  
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## 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 Hotel in North Kansas City.

### 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.

<h2>Why Public Notice Should Remain in Newspapers</h2> <p>Along with open meeting and freedom of information laws, public notice is an essential element of the <b>three-legged stool of government transparency</b></p>	<p>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 <b>essential elements of public notice:</b></p>	<p><b>Newsprint is inherently superior to the internet for public notice</b> because reading a newspaper is a serendipitous process.</p> <p>We find things in newspapers we weren't expecting to see. On the internet, we search for specific information and ignore everything else.</p>	
<p><b>Newspapers</b> remain the primary vehicle for public notice in <b>all 50 states</b></p>	<p><b>Accessibility</b></p> <p><b>Independence</b></p> <p><b>Verifiability</b></p> <p><b>Archivability</b></p>	<p><b>Citizens continue to learn about vital civic matters from newspaper notices.</b></p> <p>Documented examples of people taking action and alerting their community after reading a newspaper notice are reported on a regular basis.</p>	<p><b>Significant numbers of people in rural areas still lack high-speed internet access.</b></p> <p>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.</p> <p><b>Moreover, the real digital divide for public notice is growing</b> due to the massive migration to smartphones and other small-screen digital devices</p>
<p><b>This is <u>not</u> about "newspapers vs the internet". It's newspapers and newspaper websites vs government websites</b></p> <p>and newspaper websites have a much larger audience. Moving notice from newspapers to government websites would <b>reduce the presence of public notices on the internet</b></p>	<p><b>Publishing notices on the internet is neither cheap nor free</b></p>	<p><b>Verifying publication is difficult-to-impossible on the web.</b></p> <p>That's why the courts subject digital evidence to far greater scrutiny than evidence published in newspapers</p>	<p>Requiring independent, third-party newspapers to ensure that public notices run in accordance with the law helps <b>prevent government officials from hiding information</b> they would prefer the public not to see</p>
		<p><b>Governments aren't very good at publishing information on the internet.</b> Unlike newspaper publishers, <b>public officials aren't compelled by the free market to operate effective websites.</b></p>	

# Free cybersecurity seminar available to MPA members

**From Missouri Press Staff**

Missouri Press Association's members are invited to a Cybersecurity & Data Privacy Seminar being held Thursday, Aug. 29, in Clayton.

The seminar is being hosted by Lathrop Gage, MPA's lobbying partner in Jefferson City. The agenda includes

presentations on cybersecurity crimes and tactics; managing risk at your business; and a legislative update on data privacy and cybersecurity regulations.

To RSVP for the seminar, fill out the online form here.

If you have questions about the event, contact Kara Thompson at [kthompson@lathropgage.com](mailto:kthompson@lathropgage.com)





*Statewide market research*

**CALENDAR**

**August**

**16** — MPA Mizzou Football Ticket Tradeout Agreement Deadline

**29** — Cybersecurity & Data Privacy Seminar, Lathrop & Gage, Clayton

**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

**17** — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

**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](mailto: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](mailto:partners@evnt.com) now!**





## Maneke law column

# Advertising firearm sales is allowed, but publish what you are comfortable

The recent tragic incidents relating to shootings have brought gun issues to the forefront of the news again. Perhaps this is a good time to rehash with members the laws in Missouri regarding gun sale advertising. Periodically there will be a call to the hotline relating to whether it is permissible to run a “classified” ad from a private person selling a gun - sometimes a handgun, sometimes an automatic rifle or a similar device.

Publishers struggle with whether they should be running an ad from a private individual gun seller, as opposed to running an ad from a gun dealer or a gun show coming through their community. Many states have a number of provisions that restrict sales of various kinds of guns or sales to unlicensed individuals, all of which complicate this issue of accepting advertising in those states.

Missouri is different. Our state has very limited restrictions in terms of gun sales. Having or not having a Federal Firearms License is not a qualification in Missouri in terms of purchasing a gun. The only restriction I am aware of is related to a buyer known by the seller to be prohibited from purchasing a firearm. And that would not be something the newspaper could know at the time the ad was published.

Therefore, at this point in time and under current legal standards, it appears that there are no restrictions in Missouri in terms of a newspaper publishing an ad regarding the sale of a weapon.

That means it is simply up to the paper to make its own decision as to what kinds of advertising it accepts. Of course, each paper can decide for itself

whether to run gun ads or not, and under what conditions. If your newspaper chooses to limit advertising from private individuals, the paper should probably have a written advertising policy regarding such matters, either in its rate card or perhaps even being published as a small notice in that section of your classified ads. Illinois Press Association has drafted an advertising policy it suggests for its members which might be helpful if you are pondering this issue. While the language below is definitely particular to that State alone, it will at least give you a place to start thinking about language, if you are considering this issue.

“It is not the role of a newspaper to monitor compliance with gun registration laws enacted by the federal, state, or local governments. However, because of potential claims arising from non-compliance with these laws, and to ensure that only firearms advertising in this newspaper are legal to sell in the state of Illinois, this newspaper adopts the following policy on the advertisement of firearms:

“This newspaper will accept advertising which includes firearms for sale when placed by the following advertisers: a) bonded auction houses that include firearms on a sale bill; b) licensed gun shows, and c) antique firearms collectibles. We regret that we are not able to accept other firearms advertisements.”

Finally, a quick heads up about another issue that is beginning to be discussed industry-wide. There is some litigation in other jurisdictions regarding

website compliance with the Americans With Disabilities Act. Certain businesses that fall under Title 1 of the Act (relating to size of the business) or that are held to be “public accommodations” under Title III are covered by the ADA and supposedly should have a website that is accessible to those who are blind, deaf, or who rely on speech navigation, screen readers or other assistive technologies in order to access web information. A newspaper might potentially fall under the portion of that law that governs private businesses that are used by the public.

There are no clear government regulations relating to this rule.

This issue has not arisen in Missouri litigation yet, but lawsuits over this are already well underway in other jurisdictions. These cases bear some resemblance to the “copyright troll” cases which have proliferated in Missouri in recent years. Most of these ADA lawsuits appear to be driven by one law firm which has reportedly been looking for quick financial settlements for its clients. One federal court decision of the 7th Circuit appellate courts recently upheld the dismissal of one of these cases, but it was on procedural grounds, not substantive grounds. It’s likely this isn’t the last we’ll hear of these matters.



## 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](http://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.



# 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](mailto:kfortier@mopress.com) for more information.

For information about being a Convention sponsor, contact Michael Harper at [mharper@mopress.com](mailto:mharper@mopress.com)



## Member participation

# Consider writing an editorial for National Newspaper Week

## From Missouri Press Staff

Every year, National Newspaper Week is observed in early October to recognize the service of newspapers and their employees. Sponsored by Newspaper Association Managers, the event gathers editorials, editorial cartoons, promotional ads and other materials for newspapers across North America to publish at no cost.

Partnering with NAM, Missouri Press Association is asking its members to consider writing an editorial that will be shared nationally and internationally as part of this year's National Newspaper Week materials.

The theme this year focuses on the five freedoms of freedom of press, freedom

of speech, freedom of religion, freedom of peaceful assembly and freedom to petition the government, collectively the First Amendment.

Specifically, editorials should focus on how newspapers serve as a community forum and how members of your community utilize the newspaper to exercise their freedoms. Feel free to draw on local examples of how your community is better because members exercised their freedom and how your newspaper has facilitated community interaction to bring about change.

If you have any questions about submitting an editorial for National Newspaper Week, please contact Mark Maassen at [mmaassen@mopress.com](mailto:mmaassen@mopress.com)

## Congratulations, Missouri newspapers!

### From Ted Lawrence

Missouri Press Service Director

As you may already know, the State Treasurer's office recently announced that they set an all-time record for dollars returned in Unclaimed Property in 2019. We know it wasn't a coincidence that our website, [mopublicnotices.com](http://mopublicnotices.com), set an all-time record for page views at the same time.

A National Newspaper Association's survey shows that 75% of adults say

they read public notice advertising. At the same time, 80% say they have never visited a local government website. Those numbers support what we see in real life every day.

Thank you for publishing public notices in your newspaper, and for uploading them to the new site. Your readers want them, and the Missouri Press website, [mopublicnotices.com](http://mopublicnotices.com), makes them available.

It's a record-breaking combination!



Missouri Press  
Foundation

## SAVE THE DATE

# 2019 Induction Ceremony

## Center for Missouri Studies Columbia, Mo. October 17, 4 p.m.

# KANSAS CITY CHIEFS

## TICKET FUNDRAISER



SAN FRANCISCO 49ERS  
AUGUST 24

HOUSTON TEXANS  
OCTOBER 13

OAKLAND RAIDERS  
DECEMBER 1

BALTIMORE RAVENS  
SEPTEMBER 22

GREEN BAY PACKERS  
OCTOBER 27

DENVER BRONCOS  
DECEMBER 15

INDIANAPOLIS COLTS  
OCTOBER 6

MINNESOTA VIKINGS  
NOVEMBER 3

LOS ANGELES RAIDERS  
DECEMBER 29

\*TICKETS AVAILABLE AT \$30 & UP

**PURCHASE YOUR TICKETS AT**  
[WWW.CHIEFS.COM/TICKETS/TICKETFUNDRAISER](http://WWW.CHIEFS.COM/TICKETS/TICKETFUNDRAISER)

**PROMO CODE: MOPRESS** (ALL CAPS)

**\$10**

**DONATION MADE TO MISSOURI  
PRESS FOUNDATION FOR EVERY  
TICKET PURCHASED WITH CODE.**

THE MISSOURI PRESS FOUNDATION IS A 501(C)(3) NON-PROFIT ORGANIZATION. OUR MISSION IS TO HONOR THE PAST, PROTECT THE PRESENT AND BUILD THE FUTURE OF JOURNALISM IN GENERAL AND MISSOURI NEWSPAPERS IN PARTICULAR AS A VIBRANT FORCE IN A DEMOCRATIC SOCIETY. YOUR DONATION WILL PROVIDE TRAINING OPPORTUNITIES, INTERNSHIPS, SCHOLARSHIPS AND AWARDS FOR OUTSTANDING JOURNALISM.





# Missouri Press Classifieds: Who is looking for YOU?

## FOR SALE

### 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

### 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). 8-9

**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

**SPORTS AND COMMUNITY REPORTER:** The Jackson County

Advocate, an award-winning publication covering Grandview and South Kansas City, is looking for a talented, dynamic, team-oriented individual to join our staff. This person will be the primary point-of-contact for local sports coverage, and will produce stories and photos for the weekly publication. In addition to sports, this person will also cover community events and local government (schools, city, etc.). Ideal for a multi-tasker who can meet regular deadlines and thrives in a fast-paced environment. We are looking for someone who understands that working in a small business means we all chip in and help when necessary. Ideal candidate will have knowledge of publishing software, including InDesign and Photoshop, the ability to work a flexible, full time schedule, and have a passion for community journalism. If interested, please send cover letter and resume to: mwilson@jcadvocate.com. The Jackson County Advocate is an equal opportunity employer. 7-11

**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

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# Missouri Press Classifieds: Who is looking for YOU?

- 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

- Support collection of receivables
- Build and enhance sales skills, to include effective story-telling, prospecting and relationship-building, negotiation, closing

- 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

- Professional appearance a must

- Reliable transportation, valid driver's license and a satisfactory driving record

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](mailto:jpeyton@lakewaypublishers.com) 7-10

**COMMUNITY - MINDED PUBLISHER:** Lakeway Publishers of Missouri has an immediate opening for a Publisher to lead three small community weeklies. Based in Bowling Green, Mo., the successful candidate is someone who understands community newspapers and understands that we're not "selling ads," we're helping our neighbors SUCCEED.

We need a revenue-focused people person to lead a young team as we

launch new digital products and help our communities prosper. Preference will be given to candidates with proven abilities to help newspapers grow.

If you are a goal oriented, organized self-starter with proven skills, we want to hear from you. Advertising sales experience preferred.

Please email a cover letter, your resume and professional references to VP Jeffrey Peyton at [jpeyton@lakewaypublishers.com](mailto:jpeyton@lakewaypublishers.com) for immediate consideration. 6-28

## **EXPERIENCED EDITOR:**

The Norman Transcript seeks an experienced editor versed in print and digital journalism for our top newsroom position in one of Oklahoma's newsiest communities.

The editor is responsible for news and opinion content for our seven-day, 8,000-circulation newspaper, digital platforms, bi-monthly magazine and other niche publications.

Applicants need a collaborative newsroom management style, a passion for local news, strong editing and writing skills, and the ability to drive significant enterprise journalism. We also require proven ability to communicate clearly up, down and across; organize time and plan efficiently; set high standards, and motivate the staff to produce journalism readers want, need and value.

The editor directs a staff of 12 journalists and is a key member of the paper's senior management team, with a strong voice in strategic initiatives to engage audience and drive results.

Norman is 20 miles south of Oklahoma City and the home of the University of Oklahoma. It features

an excellent public school system, the National Weather Center, a vibrant economy and many recreational and cultural activities.

Applicants should apply online to publisher Mark Millsap at [mark@normantranscript.com](mailto:mark@normantranscript.com). Include a detailed resume, and a cover letter on why you are qualified for the top editor's position. A few PDF pages representative of your current work can also be submitted.

The Norman Transcript is a member of the CNHI newspaper group, a leading U.S. publisher of local news and information. We are an equal opportunity employer and offer competitive salary and benefits. 6-24

## **OUTSIDE SALES**

**OPPORTUNITY:**The Marshall Democrat-News has an outside sales position available. A strong candidate must have motivation; reliable transportation and insurance; good communication skills; organization skills; and able to work within deadlines. The full-time position offers 40 hours/week, insurance benefits, commission, and the opportunity to work in a family oriented and owned business. Submit a resume/application to General Manager Sarah Gray at [sgray@marshallnews.com](mailto:sgray@marshallnews.com) or mail to The Marshall Democrat-News, P.O. Box 100, Marshall, MO 65340. 6-17

Send job ads for publication to Matthew Barba at [mbarba@mopress.com](mailto:mbarba@mopress.com)

House ads are available for Missouri Press' public notice website. These ads help inform readers about this important service from the state's newspapers. Ads of varying sizes are available at <https://bit.ly/2lc0IPC>