

# Missouri Advertising Managers' Association Meeting

April 11-12, 2019

Holiday Inn Executive Center | Columbia | Room Reservation Deadline March 8

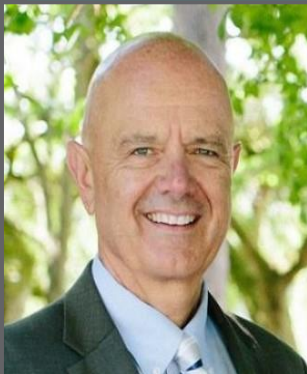
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## Meeting Agenda



### Thursday, April 11

11:00 AM | MAMA Board meeting in The Sports Zone  
1-2:30 PM | "Top 10 Things To Know Before You Go"  
With St. Louis Post-Dispatch Trainer Norm Frain  
2:30PM | Break  
2:45PM | Best Ideas Session | Bring your Best Ad Ideas  
for a Chance to Win CA\$H!  
4:15PM | Meeting to adjourn for the day  
6:00 PM | Reception  
6:30 PM | Best Ad Contest Awards Banquet and Best  
Ad Idea Session Winners Announced  
8:00 PM | Thursday night fun event at the AXE HOUSE!  
Transportation Provided



Speaker  
Norm Frain

### Friday, April 12

8:30AM | Breakfast  
9:00AM | Professional Sales Training from St. Louis  
Post-Dispatch Trainer Norm Frain  
10:30AM | Refreshment Break  
10:45AM | Amplified Digital will Outline New  
Opportunities for Missouri Press



No. 1359 — 15 March, 2019

Go Online to Register at: <https://bit.ly/2TTrtEx>



**Missouri Press Association**

**Missouri Press Service**

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

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# Apply now for a Foundation summer internship

Missouri Press Association newspaper member are encouraged to apply for funding for summer interns. The Missouri Press Foundation will be giving away \$10,000 this year to Missouri newspapers to assist with their intern employment expenses. The Missouri Press Foundation offers Missouri newspapers the opportunity to host summer interns for four, six or eight weeks.

Student interns may work as

reporters, editors, photographers, designers, advertising representatives or web site editors/reporters, depending on the job being offered by the participating newspapers.

Applications are due to the Missouri Press Foundation by April 15. Call 573-449-4167 ext. 303 or email Michael Harper at [jmharper@socket.net](mailto:jmharper@socket.net) for more information or go to <https://bit.ly/2BA2H5b> to download the 2019 summer internship grant application.

## Missouri journalists' help needed for industry trend survey

Your help is needed! Please take five minutes to fill out this independent survey. The purpose: trying to understand trends in the journalism industry and journalist's habits regarding where they

get their industry news. All who complete the survey will be entered to win a \$20 Amazon gift card.

Take the survey here:  
<https://bit.ly/2u72pyw>

## House ads available for MPA's new public notice website

With the launch of its new public notices website, Missouri Press Association has created some ads to help you spread the word about this important service provided by the state's newspapers.

Print and web ads of varying sizes are available on Missouri Press' website here: <https://bit.ly/2Ic0IPC>

Also available is Missouri Press' previous series of Public Notice ads that help inform your readership as to the importance of keeping public notices in the newspaper.

Through public notices, newspapers provide citizens and communities they serve with important information on topics ranging from abandoned property to zoological districts.



# BETTER NEWSPAPER CONTEST

The 2019 Missouri Press Foundation Better Newspaper Contest template is now open and members can begin submitting entries. If you haven't yet, start collecting your entries for this year's contest now.

In response to members' needs, Missouri Press is extending the Contest deadline by one week. Entries **MUST** be uploaded by 11 p.m. Friday, April 5.

In anticipation of scheduling conflicts that might arise due to local elections the first week of April, please make plans to upload your entries **BEFORE** the election. No other extensions will be granted.

All categories for Missouri's 2019 Better Newspaper Contest now require digital entries. Missouri's BNC will no longer accept mailed-in entries for any categories.

If you need help entering any category, including those that previously required mailed-in entries, contact Matthew Barba ([mbarba@socket.net](mailto:mbarba@socket.net)) or Kristie Williams ([kwilliams@socket.net](mailto:kwilliams@socket.net)) for assistance. You can also call 573-449-4167.

The Contest Committee also voted to add a new category: Best Health Story. This category (45) covers health-related stories that member newspapers have produced in 2018, as well as supplementing coverage such as sidebars.

We encourage members not to wait until the deadline to enter your entries in the template. If a significant number of people attempt to use the template at the same time, it can slow everyone down and could cause you to miss the deadline window.

All the information about the contest — rules, categories, entry instructions — is online at [mopress.com/better-newspaper/](http://mopress.com/better-newspaper/)

Entries to the Missouri Press Foundation's Newspaper Contest will be submitted using BetterBNC Online Journalism Awards Platform: <https://betternewspapercontest.com/login>

**IMPORTANT:** It is important to remember BetterBNC is optimized for Google Chrome. If you do not have Google Chrome, download it at <http://www.google.com/chrome>.

**DEADLINE:** There is no need to wait until the deadline to upload your entries! The contest template will close 11 p.m. Friday, April 5, and will not accept entries after that -- no exceptions. You may begin uploading your entries now.

**ALERT:** Please try to keep file sizes under 5mb to aid judges in accessing entry content. For larger files such as Special Sections, there are options provided in the contest template. You cannot upload these large entries directly to the contest template because it has space limitations.

## THREE TIPS TO MAKE UPLOADING EASY:

1. If you have entries that consist of more than one piece of content, combine them into one file. This will make uploading and judging much easier. This will apply to Best Columnist, Best Front Page, etc., where an entry is more than one piece. Combine them into one file. Do the same for stories that jump to another page. Combine the pages into one file for uploading.
2. Make the category number the first element in the title of each entry.
3. Put all your entries into a "Contest Entries" folder on your desktop.

**Please read the instructions and category listings carefully!**





## Data reporting

## CALENDAR

### April

**4** — Past President's and Spouses Dinner, St. Charles

**5** — Better Newspaper Contest, Newspaper Hall of Fame and Outstanding Young Journalist Nomination Deadline

**11-12** — Missouri Advertising Managers' Association Meeting, Holiday Inn Executive Center, Columbia

**15** — Local It Can Wait Contest Winners Due to MPA for Statewide Judging

### May

**6** — Photojournalism Hall of Fame Nomination Deadline

**21** — Cardinals vs Royals Fundraiser Baseball Game for the Missouri Press Foundation

### June

**13** — First Amendment Golf Classic, The Cove, Lodge of Four Seasons, Lake Ozark

**14** — Show-Me Press Association, Lodge of Four Seasons, Lake Ozark

### July

**11** — Southeast Missouri Press Association Meeting, Cape Girardeau

**Digital FOOTPRINT**  
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**Contact Ted Lawrence at Missouri Press.**

**lawrencet@socket.net**

**573-449-4167**

# RJI Fellow working on 'future proofing' data-driven news applications

## From Reynolds Journalism Institute

ProPublica's Dollars for Docs is an elaborate data-driven news application that allows readers to interact and engage with it as they learn about the money doctors receive from pharmaceutical companies.

In 50 years, Dollars for Docs may be gone entirely if nothing is done to archive it, says Meredith Broussard, assistant professor at the Arthur L. Carter Journalism Institute at New York University and author of "Artificial Unintelligence: How Computers Misunderstand the World."

Broussard is on a mission to preserve Dollars for Docs and other data journalism projects like it. As a computer scientist turned data journalist, Broussard says she's uniquely positioned to address the issue of what University of Minnesota faculty members Kathleen Hansen and Nora Paul call "future-proofing the news."

Thanks to organizations like the Internet Archive, there is technology to preserve static web pages that contain simple text and data. For more complex interactive sites like Dollars for Docs, the technology does not yet exist, she says.

"Ten years from now, we won't be able to access some of the most exciting database-driven journalism produced today," says Broussard.

Database-backed stories, also known as news applications or news apps, are complex because they have so many parts that require preserving together as a package.

"An easy way to think about it is that a news app has a front end that the public sees on the web, plus a back end where the computing happens and the data is stored," says Broussard.

That's why she's developing a tool that combines front-end web crawling

technology with back end preservation methods used in reproducible scientific research. For this project, which she's tackling during a 2018-19 fellowship at the Donald W. Reynolds Journalism Institute, her team is focused on using ProPublica's Dollars for Docs as a test case.

As someone who has written for the web since the mid-1990s, Broussard knows firsthand how easily work is lost online: her older work has largely disappeared. Websites get shut down. Companies lose content as they update their CMS or switch to a different one. Technology becomes outdated.

"Everything online breaks," she says. "I realized that in 20 years nobody is going to be able to see the amazing online journalism that's being produced right now. That is going to be a big problem for future historians because history is based on the idea that you can look back and see artifacts from the media. More has disappeared online than most people imagine."

"Today, I can read a whole print newspaper on any day from 1899, but I can't read everything that The Boston Globe published in print and online for any day in 2007."

In addition to packaging up apps like Dollars for Docs, Broussard is also creating an electronic repository where the packages may be deposited. Saving one copy on a computer desktop is not good enough.

"Computer scientists refer to it as the truck problem," she says. "As in, if you get hit by a truck and you have all this knowledge in your head, then the knowledge disappears."

Newsrooms interested in archiving or preserving their complex or award-winning data journalism are encouraged to get in touch with Broussard via [meredithbroussard.com](mailto:meredithbroussard.com).

Learn more at: <https://bit.ly/2IYDvLR>

# TIME IS RUNNING OUT!

# DEADLINES APPROACHING



Nominations are being taken now for the top awards of the Missouri Press Association and Foundation:

**Missouri Newspaper Hall of Fame**

**Outstanding Young Journalist**

*Nominations must be in by April 5*

**Missouri Photojournalism Hall of Fame**

*Nominations must be in by May 6*

**DOWNLOAD NOMINATION FORMS AT**  
[bit.ly/MoPressForms](http://bit.ly/MoPressForms)

Each of the nomination forms includes the criteria for selection.  
Contact Matthew Barba by phone at 573-449-4167, ext. 302,  
or by email at [mbarba@socket.net](mailto:mbarba@socket.net) with questions.



**Applications for the Internship Grants Program  
must be received on or before April 15.**

If your newspaper is interested in hosting an intern, please go to  
[bit.ly/MoPressForms](http://bit.ly/MoPressForms) to download the intern form.

If you have questions please call  
573-449-4167









## Be Treated Like *Royalty* In *St. Louis*

You are invited to join the Missouri Press Foundation for a night of baseball in a private party suite at Busch Stadium.

Cardinals vs. Royals  
Tuesday, May 21  
Game Time 7:15 p.m.  
\$199 donation per person

Unlimited buffet with Hunter hotdogs, brats, BBQ beef, baked Italian chicken, pasta salad, nachos and cheese, mixed greens salad, cookies and brownies.

In-suite bartender to serve Bud, Bud Light and Coca-Cola products.



Thanks to the *St. Louis Post-Dispatch*, Missouri Press is able to offer a limited number of tickets as a fundraiser for the Foundation. This is a first-come, first-serve opportunity. Deadline for purchasing tickets is May 10. Call Foundation Director Michael Harper at (573) 449-4167 ext. 303 or email [jmharper@socket.net](mailto:jmharper@socket.net) to reserve your spot today.

**ST. LOUIS POST-DISPATCH**



## **In partnership with Missouri Press' member newspapers**

**What:** It Can Wait campaign between AT&T, Missouri Press Association and Missouri newspapers

**When:** Spring 2019, with a local deadline of April 15

**Who:** Missouri high school-age students

**What:** Have students write an essay or produce a video with transcript about the dangers of distracted driving. Entries should answer the question, "What is the most persuasive argument to convince people not to drive distracted?"

Solicit local entries and choose an essay winner and a video winner from those individuals. Local winners will then be passed on to Missouri Press Association for statewide judging.

**Prizes:** The statewide essay winner will receive \$1,000; video winner will receive \$500

For more information, contact Matthew Barba at  
mbarba@socket.net or 573-449-4167



# Missouri Press Classifieds: Who is looking for YOU?

## HELP WANTED

**NEWS EDITOR:** The Herald-Whig is looking for an eager, aggressive journalist willing to step into newsroom leadership. The news editor is the No. 2 position in the newsroom and oversees The Herald-Whig's award-winning daily coverage, as well as various special sections and magazines.

The ideal candidate has a strong nose for news and stays informed about the state and the world from multiple sources. The news editor also seeks out new ways to report and deliver the news to our readers, using the latest metrics to guide their decisions. Have a mind for data? We want you.

The Herald-Whig offers a comprehensive employee benefits package with everything you expect and more. The Herald-Whig is an equal opportunity employer.

If you think you have what it takes to be our next news editor, please send a resume, samples of your work and a letter outlining how you would approach the job to:

Nicole Stevens/Human Resources, The Quincy Herald-Whig, P.O. Box 909, Quincy, IL 62306, or by email to [nstevens@whig.com](mailto:nstevens@whig.com). Learn more about The Herald-Whig at [www.whig.com](http://www.whig.com) and about Quincy Media Inc., our parent company, at [www.quincymediacaers.com](http://www.quincymediacaers.com). 3-12

**BUSINESS 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. Send resume and clips to Editorial Director Eric Olson at [eolson@sbj.net](mailto:eolson@sbj.net). 3-12

**PHOTOGRAPHER & PAGE DESIGNER:** Springfield Business Journal, an award-winning weekly niche publication in southwest Missouri, is seeking an editorial photographer and page designer. Proficiency in Adobe InDesign and expertise in typography 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. Send résumé and photo / design

samples to Eric Olson, editor, [eolson@sbj.net](mailto:eolson@sbj.net). 3-12

**INSIDE SALES:** Missouri Lawyer's Media is Missouri's largest and most expert legal news operation. We publish several niche newspapers including Missouri Lawyer's Weekly, St. Louis Daily Record, The Daily Record, Kansas City, and others. Our website, [molawyersmedia.com](http://molawyersmedia.com), is updated daily and contains all the news and information lawyers rely on. We have an opening for a strategic, innovative, and results-oriented Inside Sales Representative in our St. Louis office. This opportunity is for a candidate who has at least one year of print advertising sales. It is essential that the candidate employs sales techniques and the ability to multi-task successfully. You will be making outbound calls, prospecting for potential new business and receiving inbound calls for current client needs. Excellent verbal and written communication skills are a must. 2-21

**COMMUNITY MINDED LEADER:** Lakeway Publishers of Missouri has an immediate opening for a Publisher/GM 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.

If you are a goal oriented, motivated, 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. 2-12

**COMMUNITY - FOCUSED SALESPERSON:** HELP YOUR NEIGHBORS MAKE MONEY! That's what this job is really all about. We aren't looking for a sales rep, we're looking for someone who cares about their community, who wants their local businesses to SUCCEED, who understands that great marketing includes the local newspaper, specialty publications AND a healthy dose of digital. If this sounds like you, Lakeway Publishers of Missouri wants to talk! We have positions open in several markets across our broad coverage area. (Our coverage area stretches from Wentzville to Bowling Green, from

Monroe City to Hermann, from Elsberry to Centralia!) Email VP Jeffrey Peyton at [jpeyton@lakewaypublishers.com](mailto:jpeyton@lakewaypublishers.com) if you want to earn while HELPING YOUR NEIGHBORS SUCCEED. 2-12

**EDITOR/REPORTER:** The Bowling Green Times is looking for an experienced individual willing to jump in head-first into delivering breaking and developing news in our community. Ideal candidate should have experience with photography and page layout, and would cover local, city, county, school, sports, for both print and digital media. The right person should be social media savvy, be able to work independently and on strict deadlines. Must have dependable transportation and be willing to relocate to our area. Please send resume and writing samples along with photo, to [btgpub@lcs.net](mailto:btgpub@lcs.net) or [tvlpub@lcs.net](mailto:tvlpub@lcs.net) 2-1

**FULL-TIME REPORTER:** The Lake Sun/LakenewsOnline.com is looking for a full-time staff reporter to cover community news at Lake of the Ozarks in central Missouri.

The successful candidate will be joining a family of print and digital publications covering news and sports.

Responsibilities will include gathering news for print and digital, handling photography, video, social media, content management on the digital platform and assisting with page building using Quark.

Position requires a journalism or related degree. Experience is helpful. Pay and benefits are competitive. Position is available immediately.

Please send resume and clips to [jmiller@lakesunonline.com](mailto:jmiller@lakesunonline.com) or mail to 918 North Business Route 5, Camdenton, MO. 65026. No phone calls. 1-17

**REPORTER/PHOTOGRAPHER:** The Rolla Daily News is looking for a staff reporter/photographer. Responsibilities will include gathering news for print and digital, handling photography, video, social media, content management on the digital platform and assisting with page building using Quark.

Position requires a journalism or related degree. Experience is helpful. Pay and benefits are competitive.

Please send resume and clips to [jmiller@lakesunonline.com](mailto:jmiller@lakesunonline.com) or mail to 918 North Business Route 5, Camdenton, MO. 65026. No phone calls. 1-17

*Kansas City Here We Come!*

~ Save the Date ~

September 26-28, 2019



153rd  
Missouri Press Association  
Annual Convention  
& Trade Show

Harrah's North Kansas City

