



29th Annual

**Missouri Press Association and the Associated Press
Day at the Capitol • Jefferson City • January 30 & 31, 2019**

Wednesday, January 30, in Jefferson City

5:00-7:00 p.m.: Reception at Captiol Plaza Hotel, Carnegies Room

Thursday, January 31, in the State Capitol, Jefferson City

8:00-8:30 a.m.: Breakfast for MPA Members
(pastries and coffee), **3rd Floor, House Alcove**

8:30-10:15 a.m.: Meet your legislators.

10:15-10:45 a.m.: Missouri Press Association Meeting and Associated Press
Managing Editors Contest Awards, **3rd Floor, Senate Lounge**

10:45-11:45 a.m.: Day at the Capitol program, **3rd Floor, Senate Lounge**

11:45 a.m.: Program to adjourn. Attendees will leave the Capitol for a brief
walk to the Governor's Mansion.

Noon: Luncheon, **The Missouri Governor's Mansion**

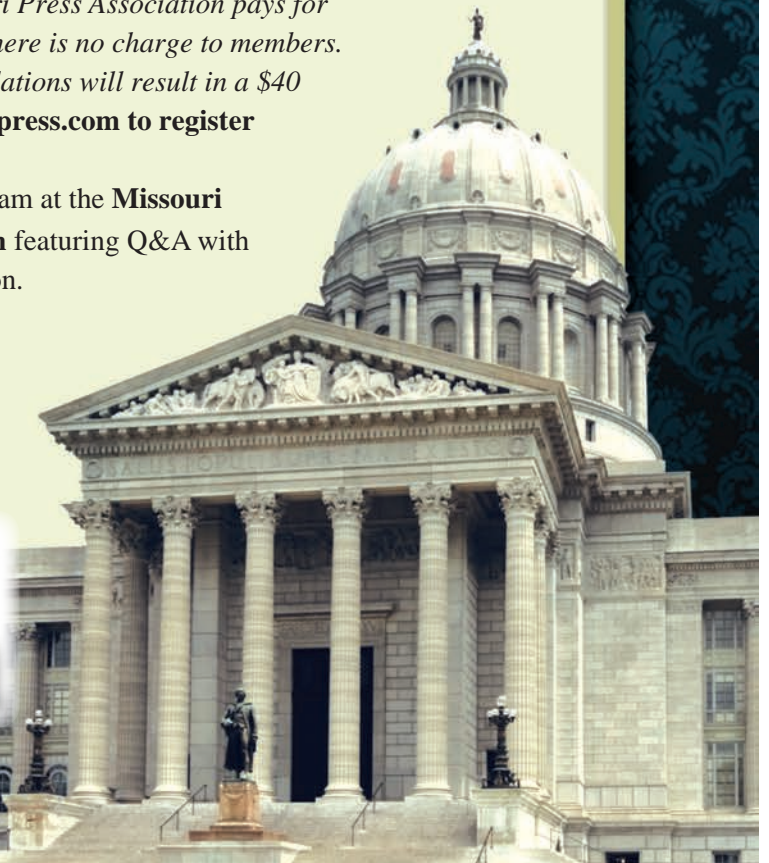
*(You must be registered with Missouri Press Association to
attend the luncheon. Missouri Press Association pays for
breakfast and lunch costs. There is no charge to members.
However, last-minute cancellations will result in a \$40
cancellation fee.)* **Go to: mopress.com to register**

Following lunch, MPA program at the **Missouri
Governor's Mansion** featuring Q&A with
Governor Mike Parson.

1:30 p.m.: Adjourn

Missouri Press Association
Bulletin

No. 1357 — 16 January, 2019



Mr. Eads' Bridge

Reading Across Missouri 2019

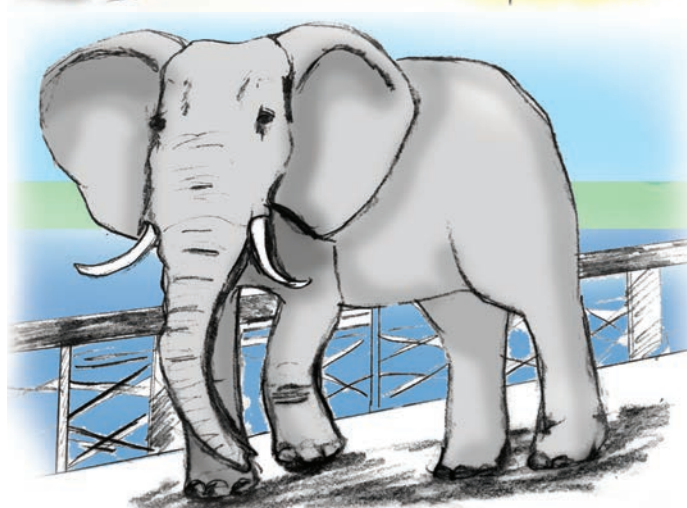
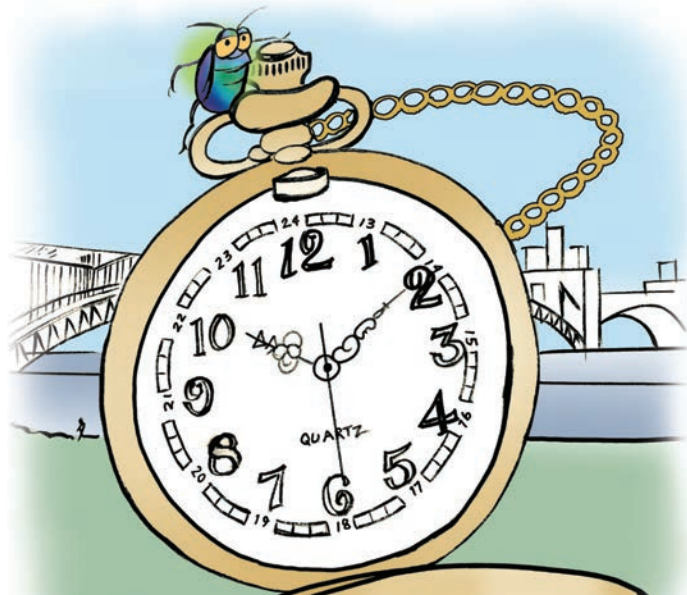
Teachers asked for STEM-related materials and the Missouri Press Foundation's Newspapers in Education answered. The 2019 serial story, Mr. Eads' Bridge, written by Duane Porter, combines STEM and history for an engaging time-travel tale.

An ordinary field trip to the Gateway Arch turns extraordinary when Becky is transported to the 1870s. The creature that sent her into the past wants one thing for her: to learn. She meets the man behind the Eads' Bridge, James Eads, and Laura Ascot, an architecture student. Between the two of them Becky learns a great deal about the science, technology, engineering and math of building a bridge across the Mississippi River.

Students will benefit by learning both from the engaging story and the associated teaching guide. Visit mo-nie.com and use the download code: **2019mreadsbridge** to access the rules for publication, the teacher's guide and all eight chapters.

This story is brought to you by the Missouri Press Foundation and the National Newspaper Association in an effort to engage young readers with their community newspapers in 2019.

We thank the National Newspaper Association Foundation for their generous support to help bring you this story.





Member participation

CALENDAR

January

30 — MPA, MPS, MPF Boards of Director meetings, Jefferson City

31 — MPA Day at the Capitol, Jefferson City

February

22 — Ozark Press Association Meeting, Springfield

April

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

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

June

13 — Porter Fisher Golf Tournament, Lake Ozark (Lodge of Four Seasons course TBA)

Upload your public notice ads now

A change to Missouri Press' public notice website was needed to help combat legislation that has been introduced in recent years attempting to take all public notices out of printed newspapers.

To help protect public notices appearing in printed newspapers, we NEED every member newspaper to be uploading ALL public notices to the new website, mopublicnotices.com.

If you are one of the more than 50

newspapers that has still NOT completed training, you will have a final opportunity at 10 a.m. Jan. 28. Sign up for the training here: <https://bit.ly/2HiZHPJ>

Beginning in February, newspapers will be charged 25 cents for each public notice Missouri Press' third-party vendor has to upload to the new website.

If you need help with the new public notice website, contact Matthew Barba at mbarba@socket.net

Request 2019 press cards, calendars

Submit requests for 2019 press cards and 2018-2019 MPA auto stickers, calendars today by going online or emailing staffers' names to Kristie Williams at kwilliams@socket.net.

There is no charge for press cards or auto stickers for MPA members.

In all requests, please include mailing information for your newspaper. Because

staffing changes occur throughout the year, MPA does not keep a list of cards previously issued.

Email distribution list

Are all your staff who should receive Missouri Press emails signed up? If we need to add someone, please send the names, job titles and email addresses to Matthew Barba at mbarba@socket.net.

Create, Sell, Profit...Instantly!

A new revenue tool, MiAD Wizard generates targeted print, online and mobile **spec ads in seconds** to close more sales with every appointment.

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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) or Kristie Williams (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/

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!



Missouri Press Association

Missouri Press Service

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

PRESIDENT: James White,

Benton County Enterprise, Warsaw

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Missouri Lawyers Media, St. Louis

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Odessa

TREASURER: Amos Bridges,

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Register for Day at the Capitol

The Missouri Press Association / Associated Press Day at the Capitol is scheduled for Thursday, January 31. Governor Parson has confirmed he will join us for the luncheon at the Governor's Mansion.

On Wednesday, January 30, at noon, the Missouri Press Foundation will hold its Board Meeting, followed

by the Missouri Press Association and Missouri Press Service Board Meeting at 2 p.m. The meetings will be held at the Capitol Plaza Hotel in Jefferson City.

A \$99 room rate at the Capitol Plaza Hotel is being offered until Jan. 18. Call 800-338-8088 for reservations.

To register for Day at the Capitol, go here: <https://bit.ly/2VVJljm>

Make plans to attend MAMA April 11-12 in Columbia

Your readers have been responding to your ads all year. Now it's time to let the contest judges have their turn. Enter TODAY and be RECOGNIZED by your peers. The contest will be judged by Colorado Press Association.

Make plans now to attend the Missouri Advertising Managers' Meeting being held April 11-12, at Holiday Inn Executive Center in Columbia. Winners will be recognized, and awards presented Thursday, April 11.

Norm Frain, director of sales development and training at the *St. Louis Post-Dispatch*, will be the featured speaker at this year's meeting. He was recently a presenter at Missouri Press Association's Convention in St. Louis.

An event registration form will be

available soon at www.mopress.com under EVENTS.

You can enter the 2019 Missouri Advertising Best Ad Contest at betternewspaperscontest.com.

The deadline to enter the best ad contest is 11 p.m. Jan. 28.

More details about entering the contest can be found on pages 6-7 of this month's Bulletin, as well as at mopress.com.

If your newspaper has not entered before, if you don't have your login information, or if you feel your newspaper may be listed in the wrong circulation division, please contact Kristie Williams at kwilliams@socket.net or 573-449-4167, ext. 301; or Matthew Barba at mbarba@socket.net; ext 302.



RJI accepting applications for fellowships through Jan. 31

The current class of fellows at the Donald W. Reynolds Journalism Institute is busy improving VR news and advertising, giving middle American high school students a voice in journalism, and developing a playbook to cover disasters. Among other things!

RJI is now taking applications for its next group of fellows. RJI is looking to advance new products, services, ideas and storytelling techniques with funding, mentoring, testing and promotion.

One of those projects could be yours.

RJI offers three types of fellowships. Residential fellows earn \$80,000 and spend eight months at the Missouri School of Journalism. They also offer \$20,000 non-residential fellowships. Newsrooms and civil society organizations can apply for institutional fellowships that offer \$20,000 stipends. All three options include additional funds for travel, technical development and marketing.

The application deadline is Jan. 31. To learn more about applying, visit <https://bit.ly/2UXpRtY>

Missouri Advertising Managers' Association

[2019 BEST AD CONTEST]



Your readers have been responding to your ads all year.

Now it's time to let the contest judges have their turn. Enter TODAY and be RECOGNIZED by your peers.

The contest will be judged by Colorado Press Association.

Enter online at: Betternewspapercontest.com; find the 2019 Missouri Best Ad Contest and find your newspaper listed by city name first.

If you need your password or email reset or feel your newspaper is not listed in the correct circulation category, contact Kristie Williams at kwilliams@socket.net

Entry deadline: Monday, January 28, 2019 by 11PM.

[DETAILS]

Make plans now to attend the Missouri Advertising Managers' Meeting being held on April 11-12, 2019 at Holiday Inn Executive Center in Columbia. Winners will be recognized and awards presented Thursday, April 11th, 2019. Event Registration form will be available after January 10, 2019, at www.mopress.com under EVENTS.

To download this document and categories, go to: <http://mopress.com/mama-contest/>

[CONTEST RULES

The contest is open to all staff members of publications holding ACTIVE or ACTIVE ONLINE membership in the Missouri Press Association.

All entries must be submitted as FULL-PAGE electronic tearsheet files. Please name the file(s) in a way that clearly identifies the ad(s) being submitted for judging. You may also circle or include other graphic markings to indicate which ad(s) is/are to be judged.

All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

Entries must have been published between January 1, 2018 and December 31, 2018.

A fee of \$7 per entry must be paid online, mailed, called in by time of entry deadline. (NOTE: When more than one page or pages constitute an entry, the fee is \$7 for the combined single entry.)

If mailing payment, please mail check to: MAMA Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167.

Entries submitted that do not conform to the rules or category descriptions will not be judged, and entry fees will not be refunded. If you have any questions, call 573-449-4167 or email kwilliams@socket.net.

[CLASSES

Weeklies

Class 1 | 0-2000

Class 2 | 2,001-5,000

Class 3 | 5,001 and Up

Non Weeklies (Publishing 3 or more times a week)

Class 1 | 0-10,000

Class 2 | 10,001 and Up

[DEE HAMILTON SALES PRO AWARD

Criteria:

- Served as Ad Director or in Ad Sales for 10 years or more
- Excellent management/sales skills
- Past or present member of MAMA
- Nominee must be employed with a member newspaper at time of presentation
- Nomination form must be submitted, along with supporting documentation why this person is deserving of the award

ENTER ONLINE AT: betternewspapercontest.com, 2019 Missouri Advertising Best Ad Contest | Deadline Jan. 28, 2019



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 30

Who: Missouri high school-age students

What: Have students write an essay or produce a video with transcript about the dangers of texting while driving. 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.

Each statewide winner will receive a prize

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

Missouri Press Classifieds: Who is looking for YOU?

HELP WANTED

EDITOR/REPORTER: Louisiana Press-Journal 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 (2 schools) 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 Publisher Ron Schott, bgtpub@lcs.net or tvlpub@lcs.net 1-2

SHEET FED PRESS OPERATOR: The Branson Tri-Lakes News is currently seeking a Full-time experienced Press Operator to operate a Ryobi sheet-fed press at a journeyman level. The successful candidate will join an experienced crew printing multiple commercial products. Duties include, but are not limited to, outputting plates, installing plates on

press, setting color registration and correct ink and water balance, measuring quality and adjusting equipment, as well as the operation of bindery equipment.

Requirements for a good fit include:

- Sheet-fed offset printing experience or a combination of education and experience demonstrating ability to perform the job
- Knowledge of all aspects of operating an offset printing press and bindery machinery
- Mechanical and troubleshooting ability
- Ability to work in a deadline-driven, team environment
- Ability to follow directions through to completion
- Ability to lift up to 50 lbs. occasionally
- Good color perception with ability to register 4-color process
- Ability to work a flexible schedule if needed

The Branson Tri-Lakes News offers a professional work environment and a full benefits package. All applicants must pass preemployment drug screening process.

If interested please send a resume and salary requirements to the Branson Tri-Lakes News, PO Box 1900, Branson, MO

65615. Attn: Robert Erickson, or e-mail rerickson@bransontrilakesnews.com. 12-13

MULTIMEDIA JOURNALIST: Have you ever thought of living in wonderful Branson MO? The Branson TriLakes News is seeking a full-time, multi-skilled journalist to cover a variety of news in our growing communities.

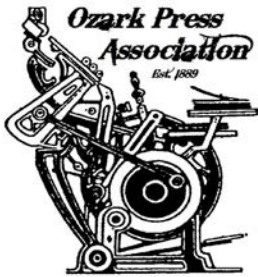
We're looking for someone with a passion for journalism and community news who is ready to showcase Branson MO and the surrounding area through their writing and photography skills with a total focus on LOCAL content. Layout, Design, and Social media skills are a plus for this position.

This is an excellent opportunity for an experienced journalist looking to make their next move or a recent college graduate with the desire to get their foot in the door.

A journalism degree is preferred. The hourly reporter position includes a full benefits package with medical insurance, vacation, sick, and holiday pay.

Interested candidates please submit your resume along with three to four work samples to publisher@bransontrilakesnews.com. 11-12

2019 Ozark Press Association Meeting



REGISTER TODAY to Attend!

Friday, February 22, 2019
Springfield-Greene County Botanical Center
2400 S. Scenic Ave., Springfield, MO

Register by Jan. 25: \$25 per person | Registration after early deadline is \$35 per person
Registration 8:30 a.m. | Program 9 a.m. — 3:30 p.m. | Lunch included

This year's convention will help you learn how to take the lead in your community, what you can do to maintain subscriptions, how to plan events that will have people talking and ways you can dream big for your newspaper. We hope these topics will help you kick-start your 2019. You also are encouraged to bring your ideas and share them during our Bright Ideas exchange!

Company: _____ Email Address: _____

Phone: _____ Names of Attendees: _____

Attendees: _____

Payment Information: Number of attendees: _____ X \$25 each = \$ _____

For each attendee registering after Jan. 25, please add \$10 per registration to the total

Make checks payable to Ozark Press Association | Send form and payment to Tricia Chapman, OPA Treasurer
Christian County Headliner-News, P.O. Box 490, Ozark, MO 65721; Phone 417-581-3541

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



Missouri Press Foundation

Thank You to Everyone

who gave to the Foundation's internship fundraiser this year. Because of you, we raised over \$10,000 for Missouri newspapers to hire college interns this summer. We are so very grateful to Silver Dollar City and everyone who made a donation to this program.

Deborah Baker
Clyde Bentley
Dave Berry
Donna Bischoff
Marjorie Blosser
Brian Brooks
Laura T. Bryant
Janice Creamer &
Cheryl LaNore
Doug & Tricia Crews
Family of Thelma Blumberg
Linda Whelan Geist
Lila G. Gunn
Jim Hamilton
Tom & Margaret Hall
Michael Harper
Helen Headrick

Herald Publ. Co.
Roger Hurlbert
Greg Jackson
Jo Kent
Judy Kent
Sarah Kent
Kathy Kiely
Pam LaPlant
Leader Publ.
Annie Lewis
Mark Maassen
Susan Mattson
Marilyn Miller
Missourian Publ. Co.
Daryl Moen
NPG Newspapers
Ozark County Times

Karen Philp
Pulse Legal Publ.
Don Ranly
Paul Ratcliffe
David Rees
Lucas & Liz Riojas
Jim Robertson
Silver Dollar City
R.B. "Bob" &
Patricia Smith
Hannah Spaar
Wallace Vernon
Rob Viehman
Dennis & Connie Warden
Andy & Suzette Waters
Carlene Williams
Kristie Williams

THANK YOU 2018 PAGE BUILDERS

The Advertiser • Arnold Imperial Leader • Bethany Republican-Clipper • Bolivar Herald-Free Press • Branson Tri-Lakes News
Buffalo Reflex • Call Newspapers • Cedar Co. Republican • Christian Co. Headliner-News • The Courier-Tribune
Cuba Free Press • The Current Local • Focus on Oak Grove • Gasconade Co. Republican • Houston Herald • The Index
Jefferson County Leader • The Joplin Globe • The Kansas City Star • Laclede County Record • The Marshfield Mail
Mound City News • The Mountain Echo • North Missourian • Northeast News • The Odessan • Ozark County Times
The Republic-Monitor • Saint James Press • St. Joseph News-Press • St. Louis American • St. Louis Post-Dispatch
The Salem News • Sedalia Democrat • Shannon County Current Wave • Steelville Star-Crawford Mirror • The Tipton Times
Trenton Republican-Times • Unionville Republican • The Unterrified Democrat • Versailles Leader-Statesman
Warrensburg Daily Star-Journal • Warren Co. Record • Washington Missourian • Missouri Press Service



Each year, many Missouri newspapers unite to build a foundation for preserving the past, protecting the present, and focusing on the future of our industry. The generous support we receive from these newspapers is the backbone of the Missouri Press Foundation, allowing us to accomplish much more together than we ever could apart:

- Summer Internship Program Grants
- MO Photojournalism Hall of Fame
- MO Press Convention Trade Show
- Journalism College Scholarships
 - Better Newspaper Contest
 - Newspapers in Education
 - Young Journalist Awards

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to build with us

BE A PAGE BUILDER

