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No. 1355 — 15 November, 2018

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**DONATION TO THE
MISSOURI PRESS FOUNDATION
INCLUDED IN PURCHASE PRICE.**

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.



CALENDAR

2019

January

28 — Missouri Advertising Managers' Association Best Ad Contest Deadline

April

5 — Missouri Press Better Newspaper Contest Deadline

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)

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

September

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

Member participation

Help judge Colorado's contest

Missouri Press Association is looking for members to help judge the Colorado Press Association's 2019 Better Newspaper Contest.

Each year, Missouri Press Association trades with another state to judge each other's contest. MPA has partnered with Colorado Press for 2019's Contest, a favor they will return

next year for our own contest!

We need about 80 judges to sign up to help by Dec. 7 with judging to start in early January.

It's very important we get an ample amount of judges in order to keep each judge's workload to a minimum.

Sign up to judge Colorado's contest at <https://bit.ly/2OsTkMY>

Mark your calendars: MPA's 2019 Annual Convention is Sept. 26-28

While this year's Annual Convention and Trade Show is still fresh in your mind, please mark your calendars and plan to attend next year's event!

The 153rd Annual Convention and Trade Show is scheduled for Sept. 26-28 at Harrah's North Kansas City Hotel and Casino.

Lots more information will be

forthcoming through Missouri Press in the near future as we have another very exciting event planned for you.

If you would like to participate in next year's Convention or have ideas for the event, please contact Missouri Press staff: Kristie Williams at kwilliams@socket.net; or Michael Harper at jmharper@socket.net

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Missouri Press Foundation

Black Friday. Cyber Monday.

#GIVINGTUESDAY™

November 27, 2018

Silver Dollar City will give up to \$2,500 to match MPF internship program donations.



YOUR



Donation



Double your dollars

Please give today to ensure the future of print journalism.

RETURN TO:

Missouri Press Foundation • 802 Locust Street • Columbia, MO 65201 • 573-449-4167 • Fax: 573-874-5894 • www.mopress.com

The Missouri Press Foundation is a 501(c)(3) general not-for-profit corporation.

YES! I wish to fund an intern, my tax deductible gift is:

- \$1,000 Fund an 8-week internship
- \$500 Fund a 4-week internship
- \$250 Fund an intern for 2 weeks
- \$125 Fund an intern for 1 week
- \$50 Fund an intern for 2 days
- \$25 Fund an intern for 1 day

Other amount: \$

Any amount is welcome and appreciated.

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Please Charge My Credit Card



Name On Card _____

Card Number _____ 3 or 4 digit security # _____

Exp. Date _____ Signature _____

Also Credit _____
How to recognize my gift (ex: NAME OF SPOUSE, ORGANIZATION OR LEGAL NAME OF DONOR)

Make Checks Payable to the Missouri Press Foundation.

You can also call (573) 449 - 4167 ext. 300 to donate by credit card or go online at <http://mopress.com/product/foundation-donation>





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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Help your newspaper get the pulse of America's shoppers

MPS is once again supporting the survey from Pulse Research. Once the research project is complete, Pulse will provide us with results for our members.

This is completely free to Missouri Press Members. All you need to do is run any and all promo ads as you see fit. They make great fillers, and your readers will enjoy the chance to win \$3000!

By getting completed surveys from our Missouri audience, the final results will better reflect your market areas and our state. The purpose is to provide audience data that can be used in local sales presentations.

To help reach the sample goal by the end of December, please consider promoting the survey in your markets.

Here are six ways you can start promoting now:

1. Run a web Intercept

This has proven to be the fastest and most successful way to reach readers.

Some clients are able to get the needed sample in just a day or two. Save this idea for when it is needed.

Contact support@paper.net to get your own custom web intercept.

2. Schedule and run the ROP ad

Consistent print promotion works.

Also try frequent smaller ads in more sections.

Use the ads found online at www.pulseresearch.com/poa.html or

contact Missouri Press Service's Ted Lawrence (lawrencet@socket.net) for assistance.

3. Promote on your Facebook page.

A posting on your facebook page or other social media can get quick results.

See message ideas on Pulse of America's website.

Enter To **WIN**
\$3,000

Newspaper sponsored - Local shopping survey



Enter to win now, go to:

www.pulsepoll.com

4. Send an Email Blast

Contact your readers directly with a message about helping local businesses.

See example text on the Pulse website or contact Missouri Press for help in crafting the perfect message to your readers.

5. Run Banner Ads

This is one of the easiest ways to consistently promote and get sample.

Use the creatives or the ad script on the Pulse of America website; let us know if you need custom ad sizes.

6. Run classified Ad

Just set the ad to run in every issue and in a variety of sections.

See the example text on the Pulse of America website or contact Missouri Press for help.

Holiday closures for MPA offices

In recognition of the upcoming holiday schedule, the Missouri Press Association office will be closed.

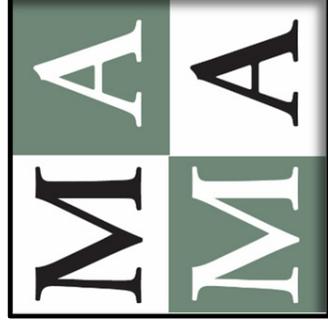
For the Thanksgiving holiday, Missouri Press offices will be closed Thursday, Nov. 22, and Friday, Nov. 23.

For the Christmas holiday, MPA offices will be closed Monday, Dec. 24, and Tuesday, Dec. 25.

The offices will also be closed Monday, Dec. 31, and Tuesday, Jan. 1, for the New Year holiday.

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/>



Letter to the editor

Saving Missouri's weeklies

Request your '19 press cards

Submit requests for 2019 press cards and 2018-2019 MPA auto stickers 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; please include a total number of stickers needed for your organization. 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.

Members can also request copies of the 2019 MPA sticker calendar.

Email distribution list

Are all of your staff who should be receiving Missouri Press emails signed up? Much of the Association's communication with our members is through email, and we want to ensure everyone stays informed.

If your staff changes or we need to add someone, please send the names, job titles and email addresses to Matthew Barba at mbarba@socket.net.

Editor's note: In October, the *Palmyra Spectator*, one of Missouri's oldest newspapers, was expected to close its doors. Mike and Sue Scott, owners of other Northeast Missouri newspapers stepped up and purchased it before the *Spectator* could close.

When I began my brokerage firm more than 21 years ago, one of my pledges or goals was to always be a conduit between clients and buyers, no matter what size the newspaper or shopper was. I wanted to be the conduit on the bridge between the last generation of owners and the soon-to-be new generation. And part of my pledge was to bring the best buyer I could, for the best interests of not only my client, but the community the newspaper served.

When I saw that the oldest weekly in the state of Missouri had announced that they were going to close their doors, my electricity started to flow. I had been familiar with the *Palmyra Spectator*, simply because I had sold neighboring newspaper companies and had seen it on the newsstands years ago. Mark and Patty Cheffey, the owners, had always done an award winning job. But by announcing they were on a time line to close, my electricity had to flow faster than normal.

Needless to say, we had a Purchase Agreement and closing documents within two weeks of listing the company. Mike and Sue Scott, the purchasers, are well established and noted owners in northeastern Missouri and consistently produce strong community newspapers for each community they serve. They were my natural buyers.

So, the *Palmyra Spectator* lives on. Readers in the community and the county now realize what a tragedy it would be to lose the one company that covers their children in sports, writes about their city council and covers what is happening at the local churches. Readers are now calling to show their support and re-subscribe.

Isn't that what should be happening in all strong communities? A community without a newspaper loses part of its identity, part of its soul. The *Spectator* will continue to report and spectate and be a reflection of the objective current history of the community. It excites me every morning going to my office, a feeling of electricity as I continue to strive being the conduit for a new generation of owners.

Edward Anderson, Broker
National Media Associates

Your help is needed!

Volunteer for MPA's Contest Committee

Missouri Press Association is planning to open its 2019 Better Newspaper Contest template in mid-January. In the meantime, we need volunteers to participate on the Association's Contest Committee to discuss potential issues that could affect next year's contest.

If you have an idea you would like to see implemented in the 2019 BNC or if you think there is something that can be done better, please do not hesitate to volunteer for this committee.

Meetings of the Contest Committee can be done via conference call and no travel is required. We usually hold one conference call in December or early January. Discussion via email will also take place.

The Missouri Press Better Newspaper Contest is important to recognizing the state's newspapers for all of the hard work you do each and every day in your communities.

We need representatives from all newspapers types, as well as, from small weeklies to big dailies.

To participate on the Contest Committee, please email Matthew Barba at mbarba@socket.net or Kristie Williams at kwilliams@socket.net

If you previously served on the Contest Committee and would like to continue doing so, please send a short email to either Matt or Kristie confirming your participation.

As always, thank you for all you do as Missouri Press members!

MORE ON ADVERTISING

Ted Lawrence,
Advertising Director
Missouri Press Service



It's estimated that in 1970, the average person was exposed to 500 ad messages per day. Today, the average person is exposed to approximately 5,000. It's a jungle out there, folks, and we definitely need to do all we can to stand out.

On the subject of having to go out and sell those ads, check out these tidbits from a 2018 local advertising survey by Borrell & Associates.

Approximately 78% of traditional media users say they are planning to either decrease or hold the same level of spending next year. *(Not an encouraging number, for those who are setting ad sales goals over and above last year.)*

Approximately 47% of digital media users say they are planning to increase spending next year. *(Good reason to look at some of the digital packages you can sell through Missouri Press.)*

Approximately 10% of digital media users say they are planning to decrease spending next year. *(That means 90% will either increase their spending or hold it at the same level.)*

Instagram, the fastest-growing social platform in America, is now the second most-used. *(Get familiar with it, if you're not already!)*

The top reason for cutting a particular type of media is "It's too expensive". *(We know, don't we, that this means they simply don't see the value in that media. "Expensive" is in the eye of the one who doesn't see a sufficient return on his or her investment.)*

69% of digital advertisers use some sort of specific targeting. *(Geographic targeting is the most common, but with programmatic advertising, it can also help your customer reach very specific groups based on search habits, social interests, etc.)*

46% of small businesses are "trying something new". *(Keep going back with new ideas!)*

Video is the leading choice of those "trying something new". *(MO Press can help you sell video advertising!)*

51% of those who use video marketing see it as "highly effective". *(Video works, and you can make it part of your portfolio, as a great add-on to print sales!)*

90% said: "I am satisfied with the effectiveness of Facebook." *(That's a very high number.)*

36% said: "I am either 'very' or 'extremely' satisfied with Facebook." *(And that number might be even more impressive. In any survey, it's unusual for someone to check the 'very' or the 'extremely' boxes. Let MO Press arm you with some great reasons to share with these advertisers why they should let you (us) handle their Facebook advertising. They are missing out on even better results by doing it themselves.)*

And then there are these responses to the question "WHY ARE YOU INCREASING YOUR SPENDING ON DIGITAL ADVERTISING?"

57% said: "There's more data available about who we're reaching." *(Advertisers need to know they are appealing to the right people.)*

52% said: "It's easier to buy, track, and understand." *(They're spending their hard-earned money. They need to be able to understand what they're doing, and they need to see results.)*

35% said: "It works better than other forms of advertising we've used." *(That's kinda the bottom line, isn't it?)*

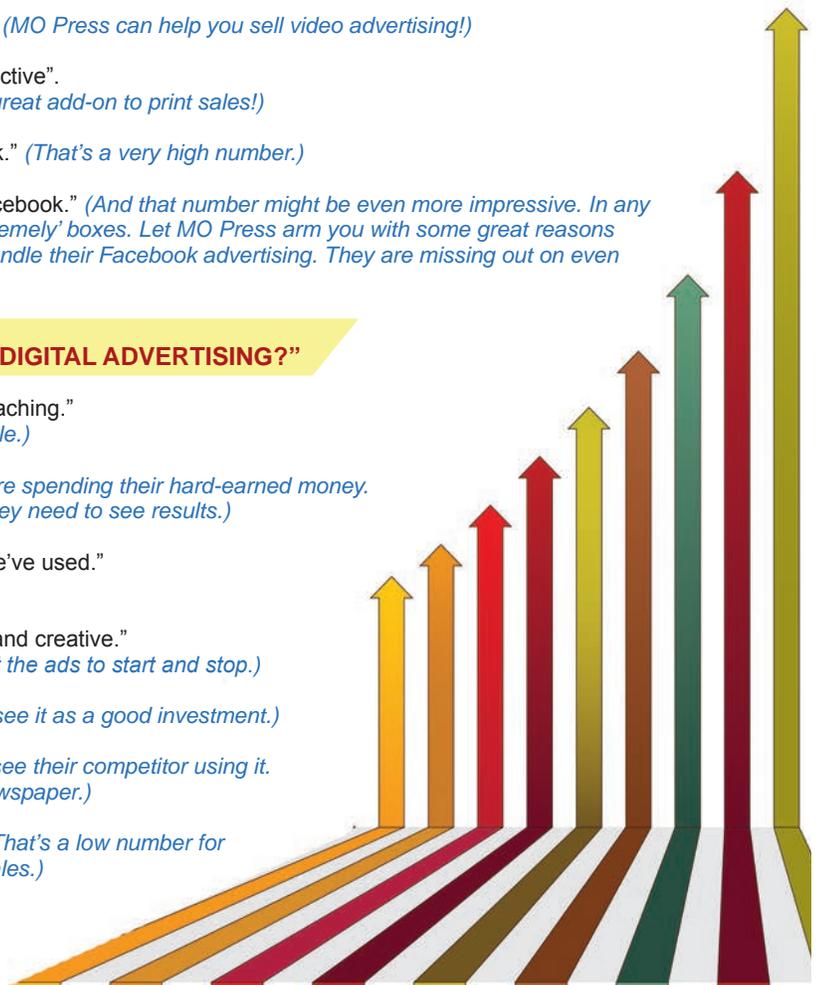
32% said: "We have more control of the budget, timelines, and creative." *(You can get very specific with digital, as far as when you want the ads to start and stop.)*

31% said: "It's inexpensive." *(Results must be good. They see it as a good investment.)*

20% said: "There is competitive pressure to do so." *(They see their competitor using it. This is a good reminder of how important ad count is in the newspaper.)*

9% said: "We're following the advice of media sales reps." *(That's a low number for those of us who like to think the sales rep is the key to most sales.)*

9% said: "We're following the advice of business peers." *(Reminder: get testimonials, and show them to prospects! It's better to have someone else sing your praises than do it*



Missouri Press Classifieds: Who is looking for YOU?

FOR SALE

EQUIPMENT FOR SALE: An extensive selection of printing equipment, including a five-unit Harris V-15A newspaper press, will be on sale online until Nov. 28, 2018, at belauction.com. The press equipment must be sold during the liquidation of Printcraft Inc., a newspaper plant located in Lamoni, Iowa, which printed several publications in northern Missouri and southern Iowa. The BCL Auction website has a full description of the equipment. Click on current auctions with listing under Bethany Printing Company. 11-2

PRINTING EQUIPMENT: Salem Publishing Company is selling some equipment from a press operation closed earlier this year. Anyone interested can contact Donald Dodd at donald@thesalemnews.com

Kodak Achieve T-400 Platesetter S-Speed with XPO TDL

Factory upgrade Autoloader option

Kodak Compact Stacker

As far as the Rip, we have Xitron Navigator GPS Bundle, which could go with the machine

Kansa, Model 4602 (480) five-station inserter refurbished by Kansa in 2012, in good working condition

Conveyor extension

Single sheet kit with needle

Mail base, vacuum belt

Label head

Kansa four-stack newspaper carts. We have eight or nine to sell. 11-1

PRICE CUT! Weekly Newspaper For Sale – The Boone County Journal, in Ashland – one of the fastest-growing markets in Missouri – is still for sale....at a lower price and the best deal you will find. The Journal is increasing its revenue and maintains a growing cash flow. Small facility could be leased or purchased. Seller is semi-retired, wants to be fully retired soon. Contact bruce@bocojo.com (573)289-2665.

WANTED TO BUY

VENDING MACHINES: We are looking for 2 used newspaper vending machines to be placed outside convenience stores in Barton County. Please contact Melody Metzger, Editor, at melodymetzger@lamardemocrat.com if you have some spares. The closer to Lamar distance-wise, the better.

HELP WANTED

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.

The position is ideal for someone ready to meet new people and share their stories through feature stories while covering events including local government, education, and community projects, that are important to our readers.

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

DESIGN SUPERVISOR:

BridgeTower Media is seeking a full-time design supervisor for the ad design team in the Creative Services department headquartered in St. Louis, Missouri.

BridgeTower is one of the country's leading business-to-business media companies, covering legal, financial, real estate and government affairs sectors with 44 print and digital publications in more than 20 different U.S. markets. We provide various design and production services to editorial, marketing, sales, circulation, and event teams. Additional, we provide custom publishing services for our properties' clients and partners.

The right candidate will be adept at fast-paced deadline work and creative solutions, detail-oriented and a team player. Good written and verbal communication skills are also important. Experience with Adobe InDesign, Photoshop, Acrobat Reader, and Illustrator is required. This position

will report directly to the Creative Services Manager.

Responsibilities:

Supervise a team of designers in a multi-market production hub.

Collaborate with designers and provide art direction where needed.

Communicate with internal and external teams to ensure production schedules run smoothly.

Effectively manage and prioritize numerous projects with various deadlines.

Delegate and assign tasks as appropriate.

Coordinate staffing levels and workloads to meet production needs.

Track performance metrics and feedback received from customers

Ensure quality standards are met or exceeded.

Encourage adherence to protocols and procedures.

Assist with recruitment and hiring new designers.

Train and assist with the orientation of new team members.

Log and report tasks as completed.

Qualifications:

2 or more years experience supervising the work of others.

2 or more years of relevant experience with print design and publishing.

Bachelor's degree preferred.

This position follows a typical Monday through Friday work schedule, although hours may vary depending on production schedules.

We offer competitive compensation and a comprehensive benefits program. Go online to apply: <https://ghm.applicantstack.com/x/apply-bridgetowermedia/a2n5qetk2cg7>

BridgeTower Media and all subsidiaries are Equal Opportunity Employers and value diversity in our workplace. 11-12

GENERAL ASSIGNMENT

REPORTER: Salem Publishing Company, which publishes The Salem News and Phelps County Focus in Salem and Rolla, respectively, has an opening for a general assignment news reporter. We have award-winning print and web products, and one of our current staff members was in 2017 named Missouri's Outstanding Young Journalist by the Missouri Press Association.

Continued on Page 10

Missouri Press Classifieds: Continued from Page 9

Job description includes print and digital coverage of local entities, along with the opportunity to work on in-depth feature, enterprise and investigative stories that are a staple of our news products.

Photography and page design skills are a plus. A great position for any reporter who desires more than writing about meetings, accidents and disasters. The position offers competitive pay, including life, short-term disability and profit sharing. Send resume and samples of work to Donald Dodd, publisher, donald@thesalemnews.com or P.O. Box 798, Salem, MO 65560. 11-2

GENERAL ASSIGNMENT

REPORTER: The Missouriian, an award-winning twice-a-week community newspaper, is seeking a reporter to cover municipal, school and county beats. This position requires substantial reporting responsibilities and fluency in digital and

social media. Experience in community journalism is preferred, but will consider recent graduates. Solid reporting background and photography skills required.

Community newspaper background preferred. This position requires some night and weekend work.

Sick of working for a chain? Come to work for a family-owned and operated newspaper that values enterprise journalism and rewards hard work.

The Missouriian is 14,000 paid circulation paper with a great, team-oriented staff located about 50 miles west of St. Louis.

Good pay and benefits, including health insurance, 401K plan and profit sharing.

Send resume, qualifications and clips to Susan Miller Warden, 14 W. Main St., Washington, MO 63090, or email to millers@emissourian.com. When applying, mention you saw this opening listed with the MPA. 10-3

GENERAL ASSIGNMENT

REPORTER: The Daily American Republic in Poplar Bluff, Missouri, is looking for a general assignment reporter to join our news team. An ability to write clean, concise copy on a deadline, with a passion for community and regional reporting is important. Photography skills are a plus.

This job includes occasional night and weekend hours.

The 150-year-old DAR publishes five days a week as part of Butler County Publishing, which also includes three weekly papers. We are situated in a growing community, surrounded by multiple state and national parks.

Poplar Bluff is also within easy driving distance of St. Louis, Memphis and Little Rock.

Candidates should send their resumes and salary expectations to editor@darnews.com. 9-10

Is all of your staff getting Missouri Press emails?

Missouri Press emails range from statewide classified ads to the weekly eBulletins with information about journalism and the newspaper industry, as well as information about legislative issues that could affect newspapers.

To ensure all members are receiving communications

from MPA, we ask that you share this message with members of your staff who should be receiving communication from Missouri Press.

If someone needs to be added, they can contact Editor Matthew Barba at mbarba@socket.net to be included.

MEMBER NOTICE: 2019 Missouri Press Association Dues Restructuring



Your newspaper received a letter late last year with a notice of an MPA dues restructure starting in 2019.

MPA has only had one dues increase since 2001.

Missouri Press Association values your membership and is working hard for you. Some of the benefits of active membership include: Legal advice from MPA hotline attorney Jean Maneke; Newspapers in Education story discounts; advertising campaigns; discounts to attend Missouri Press events; and lobbying at the State Capitol in Jefferson City to promote newspapers' interests. The costs to provide these services have risen significantly since the last dues increase in 2008. We want to ensure we can continue to offer these services and help Missouri's newspapers remain strong moving forward.

Updated dues structure:

2% of Advertising revenue placed by Missouri Press Service in your newspaper from Nov. 1, 2017 to Oct. 31, 2018

PLUS the net to paper cost of a full-page ad in your newspaper

Cap of \$5,000 for two metro newspapers | Cap of \$1,500 for non-weeklies | Cap of \$750 for weeklies

You will receive your official 2019 dues invoice by late November.