

Join your friends (and make a few new ones)
at this year's Porter Fisher Golf Classic



Missouri Press Association Bulletin

No. 1349 — 16 May, 2018



Name

Co./Newspaper

Address

Email

Phone

Daily or Weekly Publication Daily Weekly

Method of Payment

Check Visa Discover MasterCard American Express

Credit Card # Exp. Date

Name on Card

Player #1

Player #2

Player #3

Player #4

Singles and partial teams are welcome and will be grouped into teams by MPF.

Golf = \$75 per golfer \$ _____

Mulligans \$10 Each \$ _____
(limit 1 per player per side)

Hole Sponsorship = \$50 each \$ _____

Prize Fund \$ _____

TOTAL: \$ _____

Mulligans may be purchased at the course before teeing off.

Prizes will be awarded after tournament

Send registration form & check to Missouri Press Foundation,
802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167.
Make checks payable to Missouri Press Foundation





Missouri Press Association

Missouri Press Service

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

PRESIDENT: Carol Stark, *The Joplin Globe*
FIRST VICE PRESIDENT: James White,
Benton County Enterprise, Warsaw
SECOND VICE PRESIDENT: Trevor Vernon,
Eldon Advertiser
SECRETARY: Bryan Jones, *Versailles Leader-Statesman*
TREASURER: Sandy Nelson, *The Courier-Tribune, Liberty*
PAST PRESIDENT: Jeff Schrag, *Springfield Daily Events*
DIRECTORS:
Mary Wilson, *Jackson County Advocate, Grandview*
Donna Bischoff, *St. Louis Post-Dispatch*
Roger Dillon, *Shannon County Current Wave, Eminence*
Julie Moreno, *Independence Examiner*
Steve Timmen, *Clinton County Leader, Plattsburg*
Liz Irwin, *Missouri Lawyers Media, St. Louis*
Tianna Brooks, *Mountain View Standard News*
MPS PRES.: Dennis Warden, *Owensville*
VICE PRESIDENT: Jim Robertson, *Columbia*
SEC-TREAS.: Phil Conger, *Bethany*
MPS DIRECTORS: Joe May, *Mexico*; Kevin Jones, *St. Louis*

STAFF

Mark Maassen: Executive Director,
mmaassen@socket.net
Matthew Barba: Editor, mbarba@socket.net
Ted Lawrence: Ad Director,
lawrencet@socket.net
Kristie Williams: Member Services,
Meeting Coordinator, kwilliams@socket.net
Marcie Elfrink: Bookkeeping,
melfrink@socket.net
Jeremy Patton: Graphics Designer,
jpatton@socket.net
Keeley Dority: Media Coordinator,
kdority@socket.net

Jean Maneke:
Legal Hotline Counselor
(816) 753-9000
jmaneke@manekelaw.com

Helen Headrick:
NIE Director
hheadrick@socket.net

Are you participating in MPS' statewide networks?

Is your newspaper among the 80+ Missouri Press members that are part of the Online Ad Network?

If not, please take a close look at this exciting program, exclusively for MPA members.

The Online Ad Network operates much like the Statewide Classified Network and the Display Ad Networks.

These Networks are vital to the operation of the Missouri Press Association. The revenues from the Networks help provide services to our members. The revenues help pay for the MPA legal hotline, and they help support MPA's lobbying efforts defending our industry in the state capital.

The benefits from the Online Ad Network are huge:

- Additional revenue streams.
- Create credibility for your newspaper's website.
- Fill an online need.
- Save time and money.
- Offset decline in print classifieds.

With the Online Ad Network, we hope to make up some of our decline in classified revenue. But we need the help of our members.

Once you give us the OK, an ad code is placed on your newspaper website. You choose the ad position(s), and we do all the work. You can choose space that you haven't sold, so this literally won't cost you anything. We create and format the ads in various sizes, place the ads on your site, and take them down when expired. Your reps can sell onto the network, and earn high commissions for your paper.

Missouri Press receives requests from industries such as hospitals, trucking, employment, real estate, internet and cable, and many others. We would appreciate your support of our Online Ad Network.

If you have questions, or would like to sign up, please contact Ted Lawrence, Advertising Director, or one of our Technical Advisors, Tate Mattson or Keeley Dority, at 573-449-4167.

Plan to run NIE's *Kali* serial soon

The window for running the *Kali*: A Polar Bear's Tale closes September 8. You can double up chapters or even run it during the summer. Parents will be thrilled to have a serial story in the newspaper to share with their children.

If you haven't published this great story yet, download it now at mo-nie.com with the code **kali18**. Missouri Press Foundation also has many other serial stories to entertain readers and reinforce reading skills during the summer months. Descriptions may be found at mopress.com/nie-serial-stories.

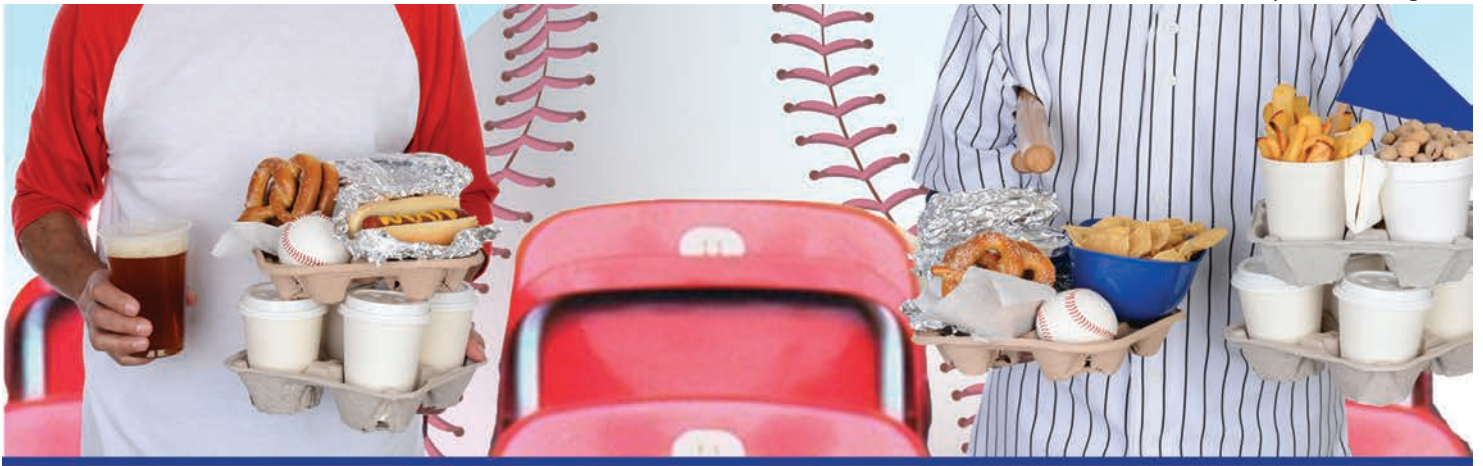
Summer means travel, and Newspapers in Education has two great sets of features for Missouri vacations. Outdoors and Vacationing in Missouri is a two-part series, with the download code of **travelmo**. This series will guide you on a trip across the state, with lots of interesting places to visit. The 11-part series, Missouri Road Trip, covers our state's heroes and their home towns. Use the code **moroadtrip**.

NIE intends to provide a calendar of newspaper activities for each day of the school year, from mid-August to mid-May. We all want students to engage regularly with their local papers and these activities are designed for that.

Math, social studies, science, language arts and general newspaper use will be covered. Teachers can use all or pick and choose to fulfill the needs of their students. Look for those ads to be available in mid to late July.

The NIE Committee met recently and our biggest discussion was about the next serial story, due to be ready for publication by January 1. The committee has had requests from publishers and teachers to develop more STEM content so that will be the theme of the next serial story.

If you have other areas that you would like to see updated or covered, please send your ideas to hheadrick@socket.net.



St. Louis Cardinals -vs- Chicago Cubs *It doesn't get much bigger than this!*

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

**Cardinals vs. Cubs
Busch Stadium Private Party Suite
Friday, July 27
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*, the Foundation is able to offer a limited number of passes as a fundraiser for the Foundation. This is a first-come, first-serve opportunity.

Call 573-449-4167 to reserve your spots today!



ST. LOUIS POST-DISPATCH



CALENDAR

June

14 — Porter Fisher Golf Tournament, The Ridge at The Lodge of Four Seasons

15 — MPA/MPS/MPF Board meetings; Show Me Press Association Meeting, The Lodge of Four Seasons

15 — Republican State Auditor Candidates Forum, The Lodge of Four Seasons, Lake Ozark

July

12 — Southeast Missouri Press Association Meeting, Cape Girardeau

27 — Cardinals vs. Cubs Missouri Press Foundation Fundraiser Baseball Game, St. Louis

September

1 — UT-Martin at Mizzou Football Game, MPA Ticket Tradeout, Columbia

13-15 — MPA's 152nd Annual Convention and Trade Show, Sheraton Westport Chalet, St. Louis

State auditor candidate forum

Show-Me Press hosting forum for Republican candidates for state auditor

From Missouri Press Staff

The four candidates vying for the Republican ticket for Missouri State Auditor have been invited to participate in a forum during Show-Me Press Association's annual meeting.

Show-Me Press will meet Friday, June 15, at Lodge of Four Seasons Resort at the Lake of the Ozarks. The candidate's forum is scheduled for 1-2 p.m.

Missouri Press Association has reached out to all four candidates to participate in the forum, which will be conducted similar to the Association's election forums during the Annual Convention and Trade Show.

Two candidates have confirmed they will participate in the forum: Paul Curtman, who currently represents District 109 in the Missouri House of Representatives; and Kevin M. Roach, an accountant from Chesterfield.

Sandra McDowell and David Wasinger, both attorneys, are also campaigning to be the Republican candidate who faces off against incumbent Democrat Nicole Galloway, who faces no intraparty opposition for the ticket.

Carol Stark, MPA president, will moderate the forum.

The primary election will be held Aug. 7 and the general election is Nov. 6.

Also on the agenda for Show-Me Press' meeting is Scott Swafford of the University of Missouri School of Journalism. He will be talking about how thorough reporting helps good news stories write themselves, as well as how community journalists can help their audiences make good decisions at the polls.

Full agenda information can be found at the end of this month's Bulletin.

Join us in St. Louis for Missouri Press Association's
152nd Annual Convention and Trade Show!

September 13-15, 2018

Sheraton Westport Chalet Hotel
900 Westport Plaza, St. Louis, MO 63146

The newly revived Westport Plaza area is easy to get to; has tons of specialty shopping, dining and entertainment options; and free/easy parking right outside the hotel!

MISSOURI NEWSPAPERS: BEYOND WORDS!

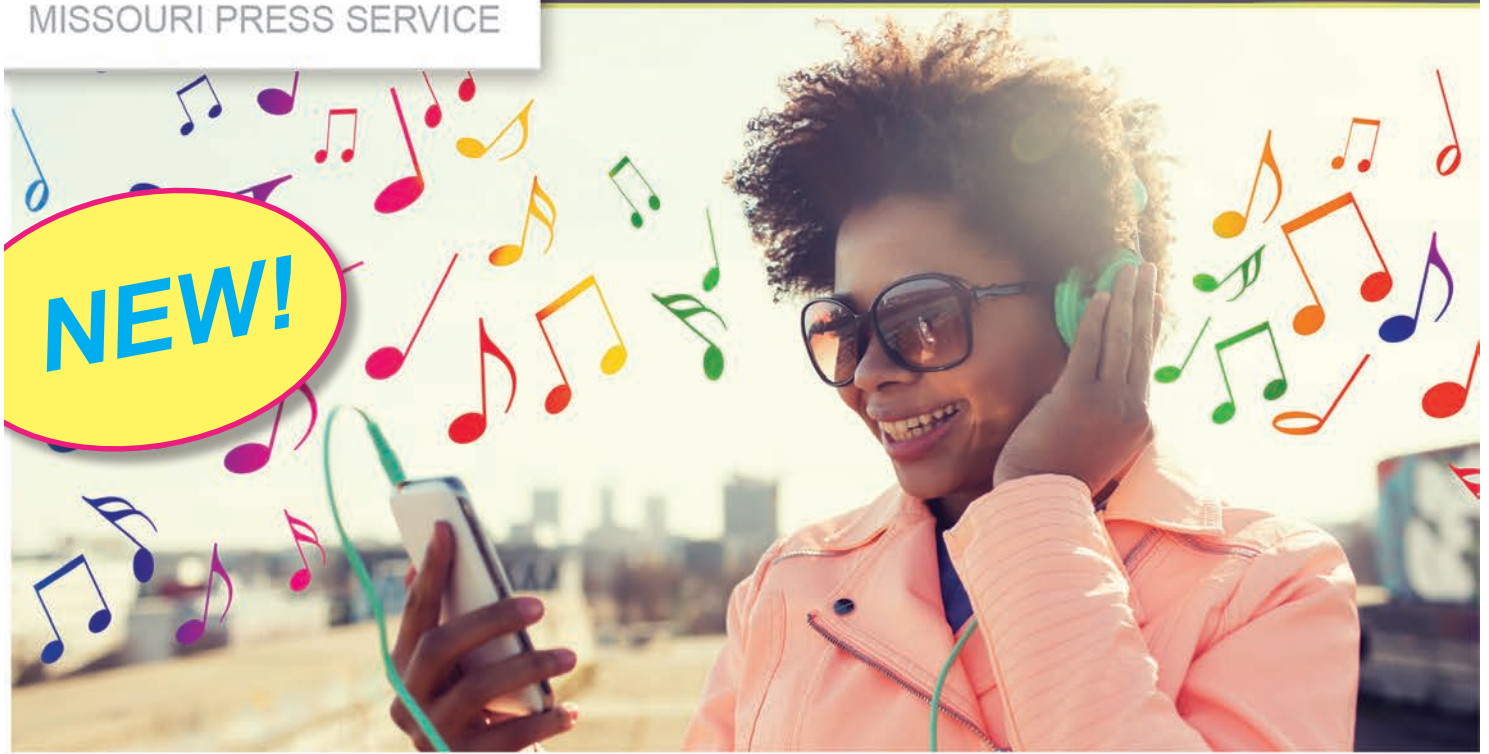
Hotel Room Rate: \$119, to make hotel reservations call 314.878.1500





MISSOURI PRESS SERVICE

www.mopressservice.com



SELL DIGITAL RADIO

Through MPS, you can now sell Digital Radio spots. Networks like Spotify and I-Heart Radio are very targeted, and make a great addition to any print buy.

Ask MPS, and we'll help you sell it!

Call 573.449.4167 ext. 312 for all
your **PRINT** and **DIGITAL** needs.

An affiliate of Missouri Press Association



Missouri Press Classifieds: Who is looking for YOU?

HELP WANTED

NEWS EDITOR: Excelsior Springs Standard, a 189-year-old community newspaper, is seeking a hands-on News Editor to oversee the coverage of Excelsior Springs (population 11,000), which includes municipal, county, courts and school beats. This position also requires reporting responsibilities for county and city government.

We strive to provide a high-quality news product, which serves as a government watchdog and a champion for readers. Also, we are community minded. The successful candidate will also be of the same mindset, as he or she will be one of the public faces of our organization in the community.

The position requires excellent organizational and people skills, a strong knowledge of AP style and copy editing, and excellent grammar and spelling. Good news judgment is paramount. Photography experience is required.

This position will also coach and coordinate assignments for a reporter and stringers.

The position requires some flexibility in time, as some night and weekend work is needed.

Send your cover letter, resume and clips (or link to clips) to JoEllen Black, executive editor at jobs@richmond-dailynews.com. 5-8

GENERAL ASSIGNMENT

REPORTER: The Richmond News, the recipient of Missouri Press Association's 2017 General Excellence Award, and The Excelsior Springs Standard (sister papers) are looking for a gifted, versatile journalist who specializes in news and enterprise reporting.

This individual will write stories assigned by the managing editor, and will be responsible for coverage for a variety of city and county governments and school districts. This reporter will also be required to develop contacts and sources to develop his/her own stories.

A qualified candidate will have these qualities:

- 2+ years experience writing for a news publication;
- Editorial photography experience;
- Thorough and accurate reporting, utilizing AP style;

- Organized, collaborative and motivated;

- Working knowledge of Adobe InDesign a plus.

This full-time position is an excellent opportunity for someone looking to gain valuable experience with veteran editors. We offer competitive wages and vacation.

About us: The Richmond News is a twice-weekly newspaper in the county seat of Ray County, Mo. The Excelsior Springs Standard is a weekly newspaper in Clay County, suburban Kansas City, Mo. Our newsrooms are about 15 miles apart. We are 100-percent local, community newspapers and proud of it.

Send resume and cover letter, at least five examples of work, plus three professional references to JoEllen Black and Brian Rice at jobs@richmond-dailynews.com.

EOE 4-18

REPORTER: The Missourian, 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 Missourian 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@missourian.com.

When applying, mention you saw this opening listed with the Missouri Press Association. 3-21

ADVERTISING SALESPERSON: Experienced salesperson to sell ads, for a niche publication, from home. Popular

weekly rural-interest publication. Large initial list of current and historical advertisers provided. Great opportunity to work from home in your pajamas. Call Mike at 620-966-7557. 3-20

PUBLISHER: We are looking for a community-minded leader with the ability to drive profitable revenue. The Branson (MO) Tri-Lakes News is a twice-weekly paid community newspaper in the Live Entertainment Capital of the World, Branson, Missouri. This individual must be an innovator who is ready to take this multi-media operation to the next level, realizing the opportunity we have through print, digital, and a growing commercial print operation.

The new publisher would report directly to the owners of the company, a family-owned community media group with 18 companies in seven states. This family has owned community newspapers since the 1960s, and is firmly focused on the future. Operations are in the states of Georgia, Kentucky, Mississippi, Texas, Missouri, Iowa and Arkansas.

World-famous Branson, Mo., built its reputation in the 1990s with its star-filled music shows, and continues that tradition today. The town has a population of only 10,000, but sees more than 8 million tourists annually.

In addition to the newspaper, we also publish a variety of shoppers, a free weekly entertainment publication, a free monthly visitor publication, a monthly real estate publication, an assortment of special sections and a full array of digital options for our advertisers.

We also have our own glossy sheet-fed printing operation which opens up many other possibilities for advertising solutions for our customers.

The new publisher will earn a competitive salary with a very generous bonus tied directly to operating profit. Other benefits such as free family health insurance, vehicle allowance, vacation, life insurance, etc. are all in the employment package. The owners wish to fill this important position quickly. Please apply online to John Lancaster, Vice President, Lancaster Management, Inc., at john@lminews.com. Be sure to include your resume, references, salary requirements and your goals for the future. 3-13

Missouri Press Classifieds: Continued from Page 7

EDITOR: SkillPath (located in Mission, KS) is seeking an Editor for our instructional design department. Reporting to the Vice President of Instructional Design, the person in this newly created role will get the opportunity to interface with a variety of different department heads while making a strong impact within our marketing and sales teams in a writing, editorial and management capacity.

Responsibilities Include:

- Prepare white papers, case studies, e-newsletters and other content marketing materials
- Work daily with instructional design team, General Manager of Enterprise Solutions sales team, Enterprise Solutions Marketing Manager, Corporate Director of Corporate Communications, General Manager of Public Seminars/Star12 and General Manager of Educational Products
- Work with instructional design team to develop articles for publication
- Work with instructional design team to develop speeches and public presentations
- Manages two writers

Qualified Candidates Must Have:

- Strong writing and editing skills
- Experience managing personnel
- Expertise in developing editorial calendars and plans, as well as content strategy
- Knowledgeable of content marketing principles
- Microsoft Office 2016 skills (Word and PowerPoint)
- A good understanding of social media channels
- Experience with sourcing freelance writers
- Exposure to working with graphic designers, artists, and photographers

Please submit your application and resume along with your salary history to <https://www.skillpath.com/careers/jobapplication.html/j/3918>

SkillPath offers a competitive compensation package. Our benefit program is one of the best full time benefit packages in the Kansas City area including: medical, dental, prescription, flexible spending accounts, an unparalleled 403B retirement plan and much more! (AA/EOE/m/f/v/h) 3-12

FOR SALE

• **Weekly Newspaper For Sale** – Boone County, Missouri’s only independent newspaper and website for sale in the fastest growing housing market in mid-Missouri. This property has positive cash flow, a solid financial track record and plenty of growth opportunities. This market’s central location makes for a great opportunity to add to your group or become your own boss. Small building could be leased or purchased. Seller looking to retire, contact bruce@bocojo.com (573)289-2665.

ATTENTION

Missouri Press members

Results for the 2018 BNC will not be released until late June or early July, depending on when Illinois’ judges complete their assignments.

MPA will announce results as soon as possible so you can make plans to attend the Annual Convention Sept. 13-15 in St. Louis.

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.

MiAD Wizard

- ★ No training.
- ★ No time wasted.
- ★ No more tough sells.

Go to miadwizard.com



METRO

CREATE. SELL. PROFIT.

800.223.1600

service@metro-email.com

metrocreativeconnection.com

REGISTER NOW for Show-Me Press on June 15 at Lodge of Four Seasons Resort at Lake of the Ozarks!!!



Call by May 14 for Reservations \$125 / Double room or
\$135 / King Room Missouri Press Room Rate for June 14

Newsroom &
Political Writing
Speaker

Scott Swafford,
Reynolds
Journalism
Institute



Show-Me

PRESS ASSOCIATION

Show-Me Press Meeting and Missouri Press Events
June 14-15, 2018 | Lodge of Four Seasons

Room Rate: \$125 - \$135 | Room Deadline May 14 | Call: 888-265-5500

Tentative Schedule of Events

Thursday, June 14

- 11 a.m.** Lunch for Porter Fisher Golf Tournament | The Cove
- Noon** Porter Fisher Golf Tournament | The Cove at Lodge of Four Seasons | See Separate Form for More Details
- 7:30 p.m.** MPA/MPS/MPF Board Dinner | Bentley's Restaurant | 3100 Bagnell Dam Blvd. Lake Ozark

Friday, June 15 | All Events Held at Lodge of Four Seasons, Lake Ozark

- 8-11:30 a.m.** MPA/MPS Board Meeting
- 11:45 a.m.** Missouri Press Foundation Board Lunch and Meeting
- 10 -11:30 a.m.** It's All in the Details: How Thorough Reporting Helps Good News Stories Write Themselves | Scott Swafford
- 11:30 a.m. – Noon** | Local Election Reporting: How Community Journalists Can Help Their Audiences Make Good Decisions at the Polls | Scott Swafford
- 12-1:00 p.m.** Show-Me Press Luncheon Program with Missouri School of Journalism Newspaper Interns and Hosts
- 1-2:00 p.m.** Republican State Auditor Candidates Forum | Moderated by Carol Stark, MPA President and Joplin Globe Editor

Registration Fee \$40.00/person including lunch prior to June 1 | \$50.00/person after June 1 deadline

Company: _____ Address: _____

Phone: _____ email: _____

Name(s) of Attendee(s): _____

Please send registration and payment to Show-Me Press Treasurer Sandy Nelson | sandy.nelson@npgco.com
The Courier-Tribune | 104 N Main | Liberty MO 64068 | Office: 816-454-9660 • Fax: 816-414-3340

Southeast Missouri

Annual Meeting:

Thursday, July 12, 2018

Registration starts at noon



Press Association

University Center

Southeast Missouri State University

Cape Girardeau

12:30 p.m. - Board meeting, introductions

1 p.m. - Legislative update with Speaker of the House Todd Richardson, and State Senator Wayne Wallingford

2 p.m. - Publisher Roundtable, led by the Southeast Missourian's Jon Rust

2:30 p.m. - Higher education panel - Area college presidents will discuss the role higher education plays in the region. Presidents from Southeast Missouri State University and Three Rivers College have been invited.

3:30 p.m. - Public notices and MPA update with Mark Maassen

4 p.m. - An update on the university's Southeast Arrow newspaper

4:30 p.m. - MPA Hotline Attorney Jean Maneke will discuss hot legal topics of the Sunshine Law

5 p.m. - Build revenue and engage the community with events, led by Peggy Scott of Leader Publications and Lucas Presson of the Southeast Missourian

Attendance is free to SEMO Press members. SEMO Press membership is \$100 per newspaper.

Please send dues with this form to Michelle Friedrich, Treasurer

Daily American Republic • 208 Poplar Street • PO Box 7 • Poplar Bluff, MO 63901 • 573-785-1414 • Fax: 573-785-2706

Newspaper: _____

Contact Name: _____

Mailing Address: _____

Email Address: _____

Phone: _____

Meeting Attendees: _____
