



**28th Annual**

## Missouri Press Association and the Associated Press Day at the Capitol • Jefferson City • February 8, 2018

**Thursday, February 8, in Jefferson City**

**8:00-8:30 a.m.:** Breakfast for MPA Members and Legislators  
(pastries and coffee), **House Hearing Room 2**

**8:30-8:45 a.m.:** Meeting for MPA Members, **House Hearing Room 2**

**8:45-10:30 a.m.:** Meet your legislators. Team leaders will lead groups to  
visit various offices.

**10:30-11:00 a.m.:** Follow-up meeting for MPA Members, **Senate Lounge  
Third Floor, State Capitol**

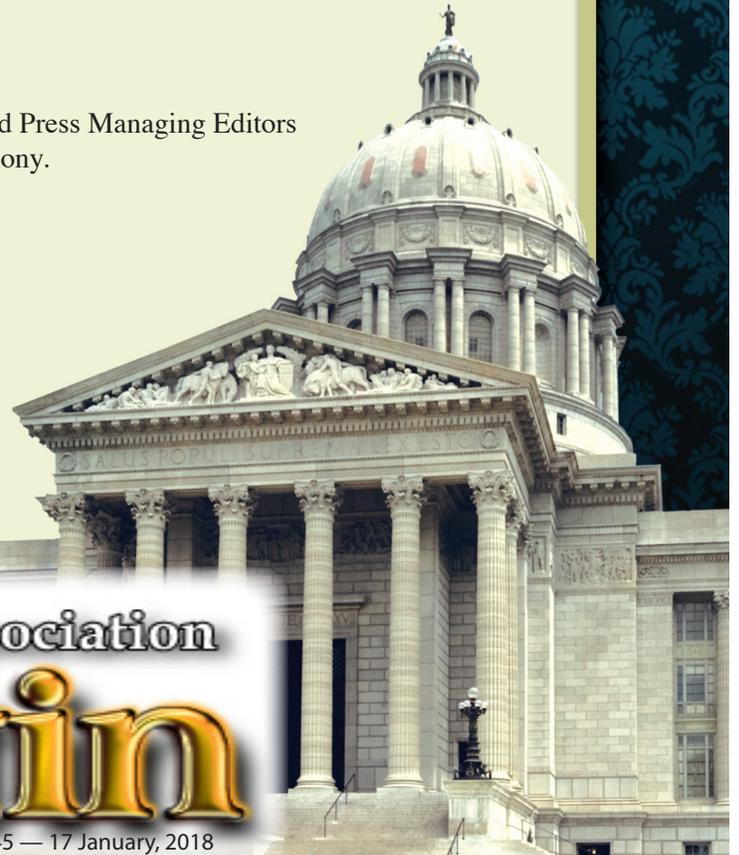
**11:00-Noon:** Day at the Capitol program in the **Senate Lounge**.  
Program will feature statewide officials.  
Other programming to be announced.

**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.)*

Following lunch, MPA program at the **Missouri Governor's Mansion**.

**1:30 p.m.:** Adjourn

**2:00 p.m.:** Missouri Associated Press Managing Editors  
Contest Awards Ceremony.



# Missouri Press Association Bulletin

No. 1345 — 17 January, 2018



## Missouri Press Association

### Missouri Press Service

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www.mopress.com

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# Submit your entries to this year's Best Ad Contest now

## From Missouri Press Staff

The Missouri Advertising Managers' Association is currently accepting entries to this year's Best Ad Contest through Feb. 5.

MAMA will hold its annual meeting April 19-20 at Camden on the Lake Resort in Lake Ozark. Deadline to register for the meeting is April 5, while the deadline to register for a sleeping room at the \$109 room rate is March 19. Call the hotel at 573-365-5620 to reserve a room at the reduced rate.

On this year's agenda is Vince Coultis, a training and development consultant who has helped groups and companies develop their skills to achieve greater performance as a team. Prior to his current work with Propel Coaching and Consulting, Coultis did sales training and development management for The McClatchy Company, which owns The Kansas City Star.

Topics Coultis will cover include: How you sell is as important as what you sell; Understand how others like to be communicated with; Adapt your

style to become more persuasive in your sales communication; Reviewing the sales process that focuses on customer results; Introducing solution-based prospecting; and Creating media solutions that achieve results.

Also presenting at this year's MAMA meeting is Marc Radosevic, national sales director for Local Search Association, who will be sharing information on Co-Op Advertising and how you can facilitate agreements between manufacturers and local retailers.

The Best Ad Ideas session will also be returning, allowing members to share revenue-generating ideas among each other. The Best Ad Contest Awards Banquet will be Thursday night, April 19.

This year, Kevin Jones of the St. Louis American and former MAMA president, will also be outlining some proposed changes to MAMA that will allow the organization to better serve advertising professionals at all levels.

To register for MAMA, visit <http://bit.ly/MAMA2018> or contact Kristie Williams at 573-449-4167.



## Request 2018 press cards, auto stickers

Submit requests for 2018 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; 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 2018 MPA sticker calendar.





## CALENDAR

### 2018 February

- 8 — Day at the Capitol, Jefferson City
- 23 — Ozark Press Association Meeting, Springfield-Greene County Botanical Center

### April

- 19-20 — Missouri Advertising Managers' Association, Camden on the Lake, Lake Ozark
- 26 — Missouri Press Association Past President and Spouses Dinner, Grand Cru, Columbia

### 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

### July

- 12 — Southeast Missouri Press Association Meeting, Cape Girardeau

## Meet with your legislators

# Day at the Capitol is Feb. 8

### From Missouri Press Staff

Missouri Press Association and Associated Press will host the 28th annual Day at the Capitol Thursday, Feb. 8, in Jefferson City.

The day will begin at 8 a.m. with a breakfast of pastries and coffee for Missouri Press members and legislators in House Hearing Room 2. A meeting for Missouri Press members will follow.

After breakfast, MPA members will be divided into groups to meet their local legislators and discuss issues relevant to Missouri's newspaper industry. Team leaders will lead groups to visit various offices. A debriefing meeting for all members will take place later in the morning to discuss the day's progress.

Following a late-morning program, tentatively scheduled for the third-floor Senate Lounge as in the past, attendees will head to the Governor's Mansion for lunch. While there is no

Register online at [bit.ly/DayattheCapitol](http://bit.ly/DayattheCapitol) to attend this year's Missouri Press Association/Associated Press Day at the Capitol, with lunch at the Governor's Mansion.

charge for breakfast or lunch, you must be registered with MPA to attend the luncheon. Last-minute cancellations will result in a \$40 fee.

For more information about registering for Day at the Capitol, please contact Kristie Williams at 573-449-4167 or visit [bit.ly/DayattheCapitol](http://bit.ly/DayattheCapitol)

## Join us in St. Louis for Missouri Press Association's 152<sup>nd</sup> 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



# KALI: A POLAR BEAR'S TALE

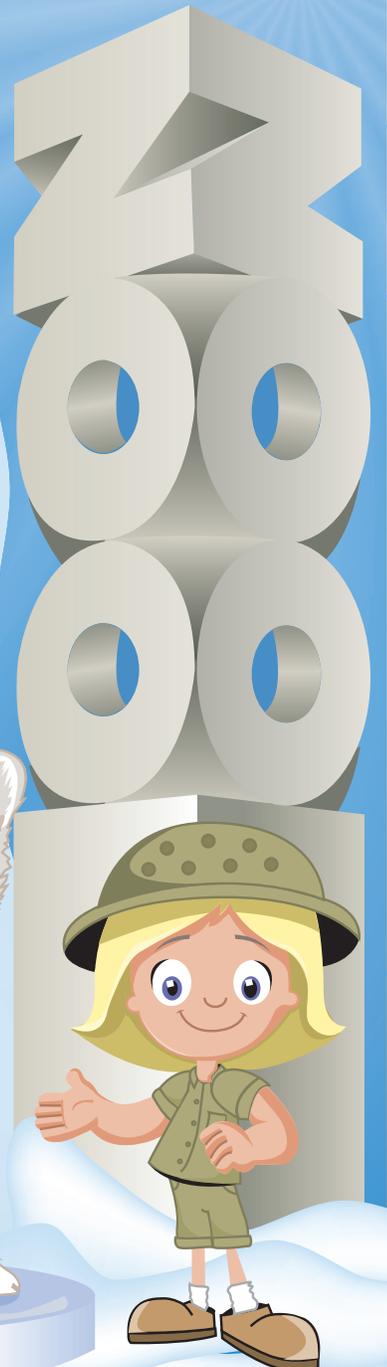


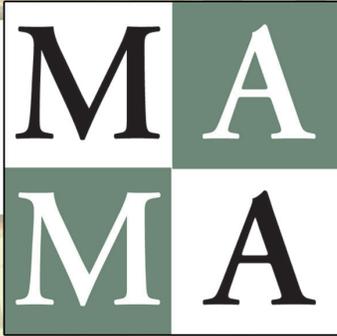
## Reading Across Missouri 2018

Kali, an orphaned polar bear cub, made news across the country when he was just a few months old. Polar bears are known to regularly travel long distances, but Kali may take the record. He was born near Alaska's northwest coast, rode on an ATV to the town of Point Lay, and had three plane trips: to Anchorage, Alaska; Buffalo, New York; and Memphis, Tennessee. At 2 ½ years old, and 850 pounds, the last leg of his trip, to St. Louis, Missouri, was in a customized truck, sized and cooled to polar bear standards.

This heartwarming tale, written by Carolyn Mueller, takes this small cub from one adventure to another as he grows and learns how to be a polar bear. It is being brought to you by Missouri Press Foundation and National Newspaper Association Foundation in an effort to have young readers inside their community newspapers in 2018. Visit [mo-nie.com](http://mo-nie.com) and use the download code: **kali18** to access the rules for publication, promotional ad, and eight chapters.

The teacher's guide is available with the download code: **kaliteachersguide**.

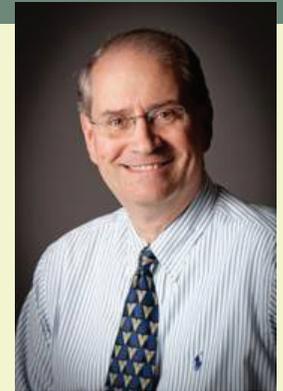




# Missouri Advertising Managers' Association Meeting

**April 19-20, 2018  
Camden on the Lake Resort,  
Lake Ozark**

**\$109 Room Rate, call hotel at 573.365.5620 | Sleeping room deadline March 19  
Meeting registration deadline April 5**



**Vince Coultis**

## Thursday, April 19

**11:00 AM** | MAMA Board meeting in H. Toads Restaurant

**1-2:00 PM** | Co-op Advertising | Marc Radosevic, National Sales Director at Local Search Association will share information on what Co-Op Advertising is and tell you how you can facilitate agreements between manufacturers and local retailers to share advertising costs to create brand name awareness with consumers to drive revenue for all parties.

**2:00PM** | Break

**2:15PM** | How YOU sell is as important as WHAT you sell | Vince Coultis

- Use DiSC to understand your own behavior
- Understand how OTHERS like to be communicated with
- Adapt your style to become more persuasive in your sales communications

**4:15PM** | Best Ad Ideas Session | Bring your best ad ideas and get a chance to win a CASH prize!

**6:00 PM** | Reception

**6:30 PM** | Best Ad Contest Awards Banquet and announcement of Best Ad Idea session winners

**8:00 PM** | Live Music in H. Toads

## Friday, April 20

**8:15AM** | Breakfast | Outlined proposed changes to Missouri Advertising Managers' Association to better serve our members | Kevin Jones of the St. Louis American and former MAMA President and Dee Hamilton Sales Pro of the year winner in 2007.

**8:45AM** | Amplified Digital | Meet Sean Oliver and Jolene Sherman to hear about new services they are offering to Missouri Press Association members and how those products can lead to new revenue sources for your newspaper.

**9:30AM** | Prospecting Business the Easy Way | Vince Coultis

- Reviewing the sales process that focuses on customer results
- Introduce solution based prospecting

**10:20AM** | Refreshment Break

**10:30AM** | Prospecting Business the Easy Way (continued) | Vince Coultis

- Creating media solutions that achieve results
- Effectively anticipate and overcome objections

**Noon Meeting Adjourns**

**Find registration information at [www.mopress.com](http://www.mopress.com)**

Vince Coultis, Training and Development Consultant at Propel Coaching and Consulting, works with leaders on developing their skills to achieve greater performance from their teams.

Prior to Propel, Coultis was the Sales Training and Development Manager for The McClatchy Company, delivering his enthusiasm and passion for the advertising/marketing business for more than 25 years.

With a varied background as a consultant to the newspaper industry at the Sunflower Group and ProMax training as well as senior-level newspaper advertising and training executive experience, Coultis will deliver impactful and instantly applicable sessions on increasing your sales success in your market.

# Ready your entries now for the 2018 BNC



## Digital copies of public notices

### Send digital newspapers to NewzGroup

The 2018 Missouri Press Foundation Better Newspaper Contest template will open Monday, Jan. 22. If you haven't yet, start collecting your entries for this year's contest now.

Don't wait until the March 31 deadline to enter your entries in the template.

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

#### TIPS FOR EASY UPLOADING:

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. 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 of your entries into a "Contest Entries" folder on your desktop.

#### From Mark Maassen

*MPA Executive Director*

Missouri Press Association continues to work to keep public notices in newspapers and in the public's eye. This issue will again be a battle we have to fight in Jefferson City during the General Assembly's 2018 legislative session.

Legislation has already been filed that will place all public notices on a state-run website, rather than requiring they be published by an independent third-party, such as newspapers.

NewzGroup is the company that is archiving our legal ads and public notices.

If at all possible, please send your newspaper digitally to them. This will help get your newspaper's legal notices up on our statewide site more quickly.

The statewide site can be found here: [mopublicnotices.com](http://mopublicnotices.com)

We continue to promote this website to our state legislators in hopes that it will answer their questions regarding

why public notices need to continue to be published by a neutral third-party, such as a newspaper.

Missouri Press has already been doing this for seven years!

Listed below is contact information for Ian Buchanan with NewzGroup:

Ian Buchanan  
 ibuchanan@newzgroup.com  
 Phone: 573-424-6841  
 Toll Free: 800-474-1111

#### Public notice ads

The Missouri Press Association has a series of Public Notice ads available that help inform your readership about the importance of keeping public notices in the newspaper.

These ads are available in color and black-and-white online at [mopress.com/public-notices](http://mopress.com/public-notices)

Other Public Notice resources, such as a searchable database and index of legal requirements, are also available through the MPA website.

# 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](http://miadwizard.com)



# METRO

CREATE. SELL. PROFIT.

800.223.1600  
[service@metro-email.com](mailto:service@metro-email.com)  
[metrocreativeconnection.com](http://metrocreativeconnection.com)

# Ozark Press holding annual meeting Feb. 23

Missouri Press Association Hotline Attorney Jean Maneke will be the featured speaker for the Ozark Press Association's annual meeting Feb. 23 at the Springfield-Greene County Botanical Center in Springfield.

"We're excited to have Jean Maneke as our main speaker," OPA President Helen Sosniecki said. "She will be discussing hot issues of the day for journalists including ethics and social media, 'fake news' and the 24-hour news cycle, reporting on sexual abuse and harassment issues

and other current topics. Plus, we plan a question-and-answer period at the end of her presentation."

The OPA board voted for a February annual meeting to offer members ideas to help kick-start the new year.

The meeting will include panels and presentations offering news, advertising and circulation ideas and information.

Other panelists and presenters include MPA President Carol Stark, editor of *The Joplin Globe*; Missouri's 2018 National Newspaper Association state chair

Jacob Brower, publisher at the *Cassville Democrat* and *Monett Times*; *Ozark County Times*' owner/publisher Norene Proski; *Christian County Headliner-News* general manager Tricia Chapman; and *Carthage Press* publisher Jamey Honeycutt.

A new feature at the convention will be the Bright Ideas session which will wrap up the one-day meeting. Those attending will be given the opportunity to share additional revenue-generating ideas in a roundtable format.

## 2018 Ozark Press Association Meeting



### REGISTER TODAY to Attend! Friday, February 23, 2018

Springfield-Greene County Botanical Center  
2400 S. Scenic Ave., Springfield, MO

### Free T-Shirt with Early Registration by January 26!

### Registration 8:30 a.m. | Program 9 a.m. – 3 p.m. | Lunch Included

We're planning a winter convention this year! Missouri Press Association Hotline Attorney Jean Maneke will be our luncheon speaker. We also are finalizing panels, presentations and discussions to provide you news, advertising and circulation ideas to help kick-start 2018. Plus, we hope you bring ideas to share during our Bright Ideas exchange.

-----  
Company: \_\_\_\_\_ Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Name(s) of Attendee(s): \_\_\_\_\_

### For those registering by Jan. 26:

Early Registration T-Shirt Sizes: # Small \_\_\_\_\_ # Medium \_\_\_\_\_ # Large \_\_\_\_\_ # X-Large \_\_\_\_\_ # XX Large \_\_\_\_\_

### PAYMENT INFORMATION:

First Attendee Registration \_\_\_\_\_ = \$50  
Number of additional attendees from same newspaper \_\_\_\_\_ X \$25 each = \$\_\_\_\_\_  
**TOTAL DUE \$ \_\_\_\_\_**

**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

# Missouri Press Classifieds: Who is looking for YOU?

## 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](mailto:bruce@bocojo.com) (573)289-2665. 3-30

• **North Missouri newspaper and shopper** for sale. Great potential, untapped sources of revenue. Call 660-626-6308.

## HELP WANTED

**ADVERTISING DIRECTOR:** A southwest Missouri newspaper group of four weeklies and one twice-weekly, all with online and social media presence in solid communities that identify well with their local flags, seeks an Advertising Director to lead the organization into new revenue growth through multiple platforms. These communities are part of the Springfield MSA. The successful candidate will have strong selling skills and experience leading, supporting and motivating successful multimedia advertising/marketing teams. Please email a cover letter and resume to [daveb@phillipsmedia.com](mailto:daveb@phillipsmedia.com), or mail to Publisher, PO Box 330, Bolivar, Mo. 65613-0330. 1-12

**GENERAL MANAGER:** Texarkana Gazette located in Texarkana, AR, "a thriving community that places business at the core of progress," seeks an experienced leader who is innovative and results-oriented. He or she will manage all of the operations for the Texarkana Gazette, a seven day a week newspaper. In addition, in house digital agency. This individual must possess exceptional leadership, marketing and communication skills as well as be dedicated to growing all aspects of a profitable newspaper. The ability to think strategically and work with managers to develop and execute plans is essential. We are looking for a proven leader with excellent organizational, financial and management

skills. Community involvement is also necessary and encouraged. Ideal candidates will have experience as a general manager or advertising sales leader of a newspaper. The Texarkana Gazette is owned by WEHCO Media, an industry leader offering a competitive salary commensurate with experience and a comprehensive benefits package including health insurance, 401K and profit sharing. Please send resume and salary requirements to Broderick Daniels at [bdaniels@arkansasonline.com](mailto:bdaniels@arkansasonline.com). 1-11

**NEWS EDITOR:** The Herald-Whig is seeking an experienced news editor with a clear and compelling vision for how to lead our award-winning reporting staff into the future.

The successful candidate will be a take-charge leader with sound news judgment who:

- Excels in planning and organization to manage both people and content.
- Possesses strong editing, AP style and headline-writing skills.
- Can motivate reporters to go beyond routine coverage.
- Understands how newsrooms must meet shifting audience demands.
- Is a team player who can work effectively with other newsroom editors.
- Is committed to community journalism.
- Can take existing collaborative efforts with our broadcast partners to a higher level.

The Herald-Whig is a seven-day newspaper that is part of a growing, family-owned-and-operated company dedicated to the communities it serves. Our newsroom won 48 awards in 2017 to finish first in general excellence in the Illinois Associated Press Media Editors contest and second in general excellence in the Illinois Press Association contest.

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

To apply, send a cover letter outlining your vision, resume, references and samples of appropriate work by mail to Christina Wilson/Human Resources, The Quincy Herald-Whig, P.O. Box 909, Quincy, IL 62306, or by email to [cbwilson@whig.com](mailto:cbwilson@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.careersatQuincy.com](http://www.careersatQuincy.com).

**EDITOR:** Missouri Lawyers Media seeks an editor to develop and manage content for our wide array of digital and print news and information services for Missouri attorneys.

Missouri Lawyers Media covers legal news, court opinions, verdicts and settlements, foreclosures, and public notices in Missouri. Products include [molawyersmedia.com](http://molawyersmedia.com), 4 small daily and 1 weekly papers that carry public notices, and our flagship newspaper Missouri Lawyers Weekly devoted to the coverage of the legal community in Missouri. A winner of state and national awards, we're committed to the highest standards of journalism ethics and excellence.

Responsibilities include: managing the content and navigability of our websites, [molawyersmedia.com](http://molawyersmedia.com) and [mlmcounties.com](http://mlmcounties.com); assembling daily and breaking news alerts; continually working on features and innovations to serve readers and build paid audience; leading the preparation of our daily newspapers, weeklies and special publications; regular copyediting; serve as the company's top editorial representative at each of our events throughout the year including Missouri Lawyers Awards, Women's Justice Awards, Up & Coming, etc. Public speaking at each required.

The position requires: strong journalism skills, particularly news judgment, copyediting and accuracy on deadline; presentation skills, using words, graphics and multimedia to convey information and engage users; strong audience development instincts; the ability to work collaboratively; can-do, hands-on ability to complete projects; strategic thinking; effective management of people and process; the ability to manage multiple assignments and prioritize workload; strong organizational skills; some technical skills, particularly proficiency with WordPress and HTML.

Missouri Lawyers Media is part of BridgeTower Media, provider of law and business news and information in markets across the country. We offer competitive pay, great benefits and a great team atmosphere.

If you are interested in this position and meet the qualifications please send your resume to: [apply-a2n5qet3ko6g@applicantstack.com](mailto:apply-a2n5qet3ko6g@applicantstack.com)

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

**Continued on Page 9**

# Missouri Press Classifieds: Continued from Page 8

**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.

The Lake Sun/LakeNewsOnline offers a wide range of experiences for a reporter wanting to develop community news skills, who likes working with the public and can work independently or as a team member. A challenging position for the right candidate.

Lake of the Ozarks is a unique place to call home. The area is known for boating, outdoor recreation, entertainment, wineries and offers a unique small town atmosphere amidst a major tourist destination within easy driving distance to every large city in the state.

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 12-18

**ADVERTISING SALESPERSON:** Advertising salesperson to sell advertising from home. Strong niche publication with a loyal advertiser following. Please send resume to [contact@ruralmessenger.com](mailto:contact@ruralmessenger.com) 12-18

**EDITOR:** The Morgan County Press - Stover's Weekly Community Newspaper - is seeking an editor. Applicant should be community-minded, people-oriented, available to work nights and weekends.

Duties include writing and editing news stories and a weekly editorial or personal column, taking photographs, and attending meetings. Newspaper writing experience or journalism education helpful, but not required.

40 hours/week. Paid vacation. Starting pay based on experience (minimum \$440/week). Office located in Versailles, near Lake of the Ozarks.

Send resumé and writing samples to: Bryan E. Jones, Publisher, Pipistrelle Press, Versailles Leader-Statesman and Morgan County Press, P.O. Box 348,

Versailles, MO 65084; or email [bjones@leader-statesman.com](mailto:bjones@leader-statesman.com) 12-14

**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. The position offers competitive pay and benefits. Send resume and clips to Eric Olson, editor at [eolson@sbj.net](mailto:eolson@sbj.net). 12-6

**WEB PRESSMAN:** *Branson Tri-Lakes News* has an immediate opening for an experienced pressman to run and maintain a newer 12 unit (two 4-highs and two 2-highs with splicers on each end and on the dinky) GOSS Community web press with console controls. We offer a competitive wage and benefit package. We work Monday through Friday and primarily days.

Branson, Missouri is in the Entertainment Capital of the Missouri Ozarks and offer great lifestyle with fishing, golf and boating. Branson is a thriving community.

Submit your resumé with three references to: Keith Hansen, publisher@[bransontrilakesnews.com](mailto:bransontrilakesnews.com). 12-6

**REPORTER:** The *Cedar County Republican*, based in Stockton, MO, is seeking a journalist with a passion to report on news in Cedar County.

Sports reporting and web experience would be a plus. If you possess skills befitting a community news organization we would like to talk with you. EOE

Please submit an application with resume' and samples to: by email to: [marilyne@CedarRepublican.com](mailto:marilyne@CedarRepublican.com); by fax to: 417-276-5760; by mail to: Reporter Position; P.O. Box 1018; Stockton, MO 65785. Or pick up an application at: 26 Public Square; Stockton, MO; 8 a.m. – 5 p.m. Monday – Friday. 11-29

**EXECUTIVE EDITOR/PROFESSOR:** The University of Missouri School of Journalism is seeking a visionary leader ready to help transform a newsroom and inspire the next era of great journalists at the world's top-ranked journalism school.

If you're an innovative, creative, community-minded journalist, we're offering an opportunity to put all of your talents to work at the *Columbia Missourian*, one of the nation's first daily newspapers and part of the famous "Missouri Method" where students

learn by doing in a 24/7 digital and print news environment. You'll work with a dedicated faculty and smart, motivated students. You'll lead the effort to use new techniques and tools to make relevant, thoughtful and engaging content for your audience.

The ideal applicant must have a solid foundation in journalistic storytelling with a proven track record of meeting news consumers with vital information, where and how they want it. We're looking for someone who has helped transform news organizations, with a track record of hiring and mentoring diverse and talented staff and making a difference for people you've served.

Your teaching role will be enhanced and powered by the Missouri Community Newspaper Management Chair endowment, which you will help guide and oversee. This chair position and endowment, along with the Walter B. Potter Fund for Innovation in Local Journalism endowment at the school's Reynolds Journalism Institute, are two primary programs in the Missouri School of Journalism's support of community and local journalism.

This benefit-eligible, renewable, 12-month faculty position carries the academic rank of Professional Practice Professor (non-tenure track) and will serve as the Missouri Community Newspaper Management Chair and Executive Editor of the *Columbia Missourian*. The anticipated start date for the position is July 2018.

As the Missouri Community Newspaper Manager Chair and Executive Editor you must have:

- At least 5 years' experience of writing, editing and managing staff in a digital publishing journalism environment.
- The ethical judgment and skill to teach young journalists how to make tough calls in the 24/7 audience engagement environment.
- A proven track record of implementing budgets.
- A deep, applied understanding of how to use visual and audio journalism, digital video, and social media to enhance journalistic storytelling.
- Strong interpersonal and collaborative problem-solving skills.
- The ability to juggle a vibrant daily newsroom's many needs with ambitious, long-term projects.
- A bachelor's degree.

For questions, please contact Mark Horvit, search committee chair, at [horvitm@missouri.edu](mailto:horvitm@missouri.edu) 11-22

Missouri Press Association  
Newspaper Hall of Fame  
**NOMINATION FORM**



**To the MPA Hall of Fame Committee:**

I am pleased to nominate the following person (nominees from the previous two years are automatically eligible for consideration this year. They need not be renominated).

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Name

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Newspaper or organization

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Address

### Eligibility Criteria

1. Nominee has shown exemplary contributions to the newspaper industry during a period of at least 20 years prior to being nominated, or, if nominee died while still active in promoting the newspaper industry, the nominee displayed exemplary contributions during a period of at least 10 years.
2. Nominee has lived honorably.
3. Nominee has influenced unselfishly.
4. Nominee has thought soundly.
5. Nominee has displayed community involvement

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Nominated by:

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Date Submitted

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Print Name

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Your Signature

---

Newspaper or organization

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Address

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Phone

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Email

Attach biographical information of your nominee to assist the Hall of Fame Committee with its evaluation. Include a photo of the nominee, if available. Provide any information you think will help the Committee choose inductees. Letters of support from associates and acquaintances of the nominee assist the committee. You may renominate a person you nominated in a previous year. Confidentiality is extremely important for all nominees. The selection committee thanks you for your participation and assistance.

Annual deadline for nominations is **March 31**. Inductees will be honored at the fall MPA Convention. Return this form to Missouri Press Association, Hall of Fame, 802 Locust Street, Columbia, MO 65201. Nominations received after the deadline will not be considered. You may nominate more than one person. Copy this form if necessary.

# Nominee Information

## Missouri Photojournalism

### Hall of Fame



Application Submitted By (Name): \_\_\_\_\_

Contact Phone & Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Nominee's Name: \_\_\_\_\_

Occupation: \_\_\_\_\_ Employer: \_\_\_\_\_

#### Nominee is Nominated for...

*(Please check any of the following)*

- |   |   |
|---|---|
| <input type="checkbox"/> Outstanding photojournalism achievement  | <input type="checkbox"/> Leadership in education        |
| <input type="checkbox"/> Long-term photography for a Missouri newspaper or other publication or journalism outlet | <input type="checkbox"/> Ethical values and integrity   |
|   | <input type="checkbox"/> Contributions to the community |

#### This packet must include...

*(Photograph samples can be prints or digital .jpg files on a CD or thumb drive)*

- Statement explaining nominee's contributions
- Examples of work
- Letters of support

#### Suggested Inclusions

*(Optional)*

- Resume or work history

Send nominations by **March 31** to:  
Missouri Photojournalism Hall of Fame  
C/O Missouri Press Foundation  
802 Locust Street  
Columbia, MO 65201

## [ 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 defines 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, 2017 and December 31, 2017.

A fee of \$7 per entry must be mailed or 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.)

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 above rules will not be accepted, and entry fees will not be refunded. If you have any questions, call 573-449-4167 or email [kwilliams@socket.net](mailto:kwilliams@socket.net).

## [ 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

[ **ENTRY DEADLINE IS Monday, February 5, 2018.** ]

**Awards will be presented during the MAMA conference at  
Camden on the Lake, Lake Ozark April 19-20, 2018.**

MISSOURI ADVERTISING MANAGERS' ASSOCIATION

## [ 2018 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.

Make your plans now to enter the MAMA Best Ad Contest.

Contest rules begin on page 2 and entries are to be submitted through [betterbnc.com](http://betterbnc.com)

**Deadline: February 5, 2018.**

The contest will be judged by Illinois Press Association

## CONTEST CATEGORIES

- 01. Best Full Page Ad**  
Judging based on originality, layout, copy and creativity. NO HOUSE ADS. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).
- 02. Best Ad Smaller Than A Full Page, No Smaller Than 1/4 Page**  
Judging based on originality, layout, copy and creativity. NO HOUSE ADS. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).
- 03. Best Ad Series**  
(3 or more ads) - Each entry will consist of at least three ads with a continuing theme for a single advertiser. Judges will consider the basic idea, layout, copy, typography and originality. Two classes. DAILY and WEEKLY.
- 04. Best Single House Ad**  
Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).
- 05. Best Ad Smaller than 1/4 Page**  
Judging based on originality, layout, copy and creativity. Two Classes. DAILY and WEEKLY.
- 06. Most Creative Use Of Full Color In An Ad**  
Non-paid section covers do not qualify. Two classes. DAILY and WEEKLY.
- 07. Best Regularly Scheduled Section**  
Regular Section in newspaper published monthly (or more frequently). Judging based on originality, layout, copy and creativity. Two classes. DAILY and WEEKLY.
- 08. Best One Time Special Section**  
Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).
- 09. Best Single Classified Display Ad**  
Judging based on originality, layout, copy and creativity. Two Classes DAILY and WEEKLY.
- 10. Best Single Classified Line Ad**  
Judging based on originality, layout, copy and creativity. Two Classes DAILY and WEEKLY.
- 11. Best Classified Section**  
Each entry will consist of tear sheets from three (3) classified sections from three consecutive issues from either July 2017 OR December 2017. Judges will consider organization and attractiveness of pages, headings, etc. Two classes DAILY and WEEKLY.
- 12. Best Newspaper Promotion**  
Awarded in recognition of the best ORIGINAL newspaper promotion idea. To be judged on reader appeal, originality and creativity in promoting your newspaper. Limited to three entries per newspaper, either single idea or series. Two classes DAILY and WEEKLY.
- 13. Best Shared/Signature Page**  
Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).
- 14. Best Advertising Sales Tool**  
Sales tools may include, but are not limited to the following: research studies, promotion calendars, fliers, newsletters, rate cards, etc. - anything used by the sales staff to aid its selling activities. Two classes DAILY & WEEKLY.
- 15. Best Ad Designer**  
Submit portfolio of 3-5 examples by the same designer. Entry can include examples of paid ads and/or house ads. Any number of designers may enter this category. Two classes DAILY and WEEKLY.
- 16. Best Online Ad Designer**  
Submit hard copies of 1-3 examples by the same designer. Entry can include examples of paid ads and/or house ads. Any number of designers may enter this category. Two classes DAILY and WEEKLY.
- 17. Best Ad Content Entire Publication**  
Submit 3 issues of ENTIRE publication. One copy shall be from month of May 2017, one issue from month of August 2017 and one issue of your choice. 2 classes DAILY and WEEKLY.
- 18. Best Advertising Idea or Promotion**  
Entry may be a single advertisement, series campaign, special page or issue or any other idea. These entries will be judged based on originality of idea or promotion; selling power of copy; makeup; layout and design; use of art and photos.
- 19. Best Idea to Grow Revenue**  
Submit explanation of marketing strategies and activities used to grow advertising revenue during the contest period. Advertising can be in digital media such as websites, mobile, social networks AND/OR in print such as display advertising or classifieds, OR integrated advertising buys across both platforms. Submit samples and links as needed. Two classes DAILY and WEEKLY.
- 20. Best Digital Campaign**  
Submit description of digital campaign series during the contest period of the newspaper's website, mobile site, tablets, apps, text alert service, video, rich media, social network, or the marketing of features related to these digital assets. Use samples and links as needed. Two classes DAILY and WEEKLY.
- 21. Best Print Campaign**  
Submit description of print campaign series during the contest period of the newspaper along with samples and links as needed. Two classes DAILY and WEEKLY.
- 22. Best Newspaper-Produced Insert**  
Judging based on originality, layout, copy and creativity. Note: you may use Dropbox, Google Drive, Scribd or Issue to create a remote digital file for large files. Please make sure the file is public or a password is provided and that it can be printed. Two classes DAILY and WEEKLY.

## DETAILS

Winners will be recognized and awards given on Thursday, April 19th, 2018 during the annual Missouri Advertising Managers' Association meeting at Camdeon on the Lake, Lake Ozark. Make plans now to attend.

Event Registration form will be available after January 18, 2018, at [www.mopress.com](http://www.mopress.com) under EVENTS.

See MAMA entry instructions for uploading to the online contest platform.

ENTER TODAY!

Contest Deadline is Monday, February 5, 2018

There will be **NO** deadline extension

## THE NEWSPAPER CONTEST TEMPLATE IS NOW OPEN

Suggestion: Gather all of your entries into one folder on your desktop and label them so you know what category they go in before beginning to upload your entries.

Please combine parts of an entry into one file before uploading whenever possible. This makes uploading and judging easier.

### Missouri Press Foundation 2018 Newspaper Contest Entry Instructions

Entries to the Missouri Press Foundation's Newspaper Contest will be submitted using BetterBNC Online Journalism Awards Platform. If you have questions contact Matthew Barba at Missouri Press, (573) 449-4167, [mbarba@socket.net](mailto:mbarba@socket.net).

**IMPORTANT:** 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 at 11 p.m. Thursday, March 31, and will not accept entries after that -- no exceptions. You may begin uploading your entries now.

**FOLLOW THESE STEPS, IN ORDER Login:** Go to <http://www.betterbnc.com>.

Click one of the **Contestant Login** buttons.

If you are the single point of contact for your organization, select **Contestant Manager**. **NOTE:** Once you have submitted 2 entries, you will receive an email validating your Contestant Manager account, enabling you to create an **Authorized Entrant** account to make entries on behalf of your newspaper. If you have received an email authorizing you to submit entries, select **Authorized Entrant** the next time you log on.

In the **Select a Contest** menu, select **2018 Missouri Better Newspaper Contest**.

From the **Select Media Organization**, choose your newspaper (if your newspaper is not in the menu, contact Missouri Press immediately).

Enter the temporary **Password**, which is "bnc" for all new entrants, and click **Login**. The first time you log in, the system will prompt you to create a secure password. If you entered the contest in 2017, your previous year's password will remain valid. If your contact person has changed and you need your password and/or email reset, please email [kwilliams@socket.net](mailto:kwilliams@socket.net) or [mbarba@socket.net](mailto:mbarba@socket.net).

**Submitting Entries:** Select in the template the same **division/circulation code** for each of your entries, according to whether your newspaper is a daily or a weekly, and your circulation. Your paper is in the circulation division according to

your circulation reported in the 2017-2018 MPA Newspaper Directory. All papers in each division/circulation class will use the same code in the template.

**Dailies Circulation Classes & Codes** to enter in the template: 0-5,000 (D1); 5,001-15,000 (D2); 15,001 and over (D3).

**Weeklies Classes & Codes:** 0-2,000 (W1); 2,001-5,000 (W2); 5,001 and over (W3).

These codes allow the software to divide entries into the appropriate group for judging.

On the **Manage Entries** page, click **Submit Entry** (left side). Select the appropriate Division (grouping of categories -- Writing, Photos, General, etc.). Select the appropriate Category.

IF APPLICABLE: Read the corresponding Category Note (directly below the Category selection box), describing the category's requirements. Complete the Headline/Title field.

**Add entry content:** Suggestion: Gather all of your entries into one folder on your desktop and label them so you know what category they go in before beginning to upload your entries.

To upload entries that are **digital files** (other than audio/video), click **Browse**, navigate to the desired file, and select Open. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG.

Please combine parts of an entry into ONE file before uploading whenever possible. This makes uploading and judging less time-consuming. If more than one attachment is required for an entry, click Attach More and repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit set by your contest administrator. In this event, delete your entry, combine the parts into a single file and upload the new file.

**NOTE:** 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.

**IF APPLICABLE: To add web content or audio/video entries**, copy and paste the content's web address into the provided Website URL field. To host your content online, either upload it to a free *streaming content* website (e.g. YouTube) or talk to your IT person about adding it to your website. Make sure the content will be accessible online throughout the contest and awards process. Here are some examples of free *streaming content* websites where you can upload audio and video content: **Audio:** [www.kiwi6.com](http://www.kiwi6.com), [www.tindeck.com](http://www.tindeck.com); **Video:** [www.youtube.com](http://www.youtube.com).

**IMPORTANT:** Ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. **Judges may disqualify your entry** if work samples are inaccessible.

**VERY IMPORTANT: Pay for your entries!** Pay your contest fees by check postmarked by the entry deadline or credit card. **Failure to pay will result in your entries being disqualified.** The fee is \$7 per entry, NOT PER UPLOAD. Make checks to Missouri Press Foundation/BNC and mail to 802 Locust St., Columbia, MO 65201-4888 or pay by credit card by calling Missouri Press at (573) 449-4167.

**NEW PAYMENT METHOD:** An item has been added to the Missouri Press Association website's store at a cost of \$7 (the cost of a BNC entry). To use this method of payment, set the quantity of the item you purchase to your number of entries for the contest. Add the item with adjusted quantity to your cart and check out as normal.

The item on MPA's website store can be found here:

[mopress.com/product/better-newspaper-contest-entries/](http://mopress.com/product/better-newspaper-contest-entries/)