



Missouri Press Association Bulletin

No. 1344 — 15 December, 2017

THANK YOU

2017 Missouri Press Foundation Page Builders

The Advertiser, Eldon • Arnold Imperial Leader • Bethany Republican-Clipper
Bolivar Herald-Free Press • Boone County Journal • Buffalo Reflex • Call Newspapers, St. Louis
Cedar County Republican, Stockton • Christian County Headliner-News, Ozark • Columbia Daily Tribune
Columbia Missourian • Cuba Free Press • The Daily Events, Springfield • Focus on Oak Grove
Gasconade County Republican, Owensville • Houston Herald • The Index, Hermitage
Jefferson County Leader, Festus • The Joplin Globe • The Kansas City Star
Lebanon Daily Record • The Marshfield Mail • The Mountain Echo, Ironton
North Missourian • The Northeast News • The Odessan
Ozark County Times, Gainesville • Saint James Press • Slater Main Street News
St. Louis American • St. Louis Post-Dispatch • Steelville Star-Crawford Mirror
The Tipton Times • Trenton Republican-Times • Versailles Leader-Statesman
Washington Missourian



We are extremely grateful for the newspapers who participated in the 2017 Page Builders program.

Your generosity allowed us to place six interns at Missouri newspapers this past summer, as well as, recognize two outstanding young journalists, support the Missouri Urban Journalism Workshop for high school students, assist with four regional press meetings, provide support for MPA's annual convention and much more.

In this season of gratitude, we pause to say thank you for your financial support and wish you happy Holidays!

For more information or to participate in the Page Builders program contact Melody Bezenek at 573-449-4167 ext. 303 or email at mbezenek@socket.net



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 www.mopress.com

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Day at the Capitol is Feb. 8

The Missouri Press Association and Associated Press Day at the Capitol is scheduled for Thursday, Feb. 8, in Jefferson City.

Tentative plans include lunch at the

Governor's Mansion.

More information, including a detailed itinerary of the day's events, will be available in the coming weeks in MPA publications and on mopress.com.

152nd MPA Convention is Sept. 13-15

Previously planned for Joplin, Missouri Press Association's 152nd Annual Convention and Trade Show has been moved to St. Louis due to construction concerns with the hotel.

The Sheraton Westport Chalet in St. Louis will host the relocated convention Sept. 13-15, with the theme, "Missouri Newspapers: Beyond Words!" This is the first time since 2007 the convention has been held in St. Louis.

Plans for the convention include hosting candidate forums for U.S. Senate and state auditor races.

The Hall of Fame banquet will be scheduled for Friday, Sept. 14, while the Better Newspaper Contest Awards luncheon will be Saturday, Sept. 15.

Nominations for MPA's Hall of Fame, Outstanding Young Journalists and Photojournalism Hall of Fame are currently being accepted and are due by March 31. Nomination forms are at mopress.com/current-forms-and-event-registration or by contacting Matthew Barba by phone at 573-449-4167, ext. 302, or by email at mbarba@socket.net.

socket.net.

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!

The hotel room rate is \$119 per night and you can make reservations by calling 314-878-1500. You can also visit MPA's unique reservation page at <http://bit.ly/2mzMrvA> to book your room now.

For more information about the convention, contact Kristie Williams at kwilliams@socket.net or 573-449-4167. Also, please look for more information in upcoming MPA publications and mailings.

If you would like to be a sponsor or trade show exhibitor, contact MPF Director Melody Bezenek by phone at 573-449-4167, ext. 303, or by email at mbezenek@socket.net.

Detailed information, including how to register for the convention, will be released in upcoming MPA publications, as well as at mopress.com/convention.

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.

PRESS

MISSOURI PRESS ASSOCIATION
 802 Locust Street, Columbia, MO 65201
 THIS CERTIFIES THAT

MISSOURI PRESS

Is a Member and is entitled to all rights and privileges accorded to a member of the working press.

THIS CARD EXPIRES
 DEC. 31, **2018**


Mark Maassen
 Executive Director



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

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

September

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

MPS serving you better

Data needed for a 'Digital Audit'

From Ted Lawrence

Missouri Press Service

I'd like to make a quick mention of a program we are launching here at MPS that will, at no cost to members, likely lead to some significant new revenue. We also believe it will multiply (or at least solidify) some of your current print dollars.

To get started, I am hoping to collect from all of you any specific demographic information you may have on your readers. Nothing fancy: just the usual survey results, like age, gender, marital status, kids in the home, income, education, home ownership, etc. From the information you provide, we will create a "Digital Audit" of that same reader audience, and then provide some valuable market data and even some "one-sheeters" designed for your salespeople to help start conversations with advertisers.

We are finding that it's oftentimes

more effective and understandable to present digital ad programs as a way to increase the frequency and reach of a print ad.

Advertisers can simply add a digital program to their print schedule and reach those same newspaper readers a second, third, and fourth time by having their ad appear on smart phones, iPads, computers, etc., throughout the week after the ad has been seen in your newspaper. (Great selling point for weeklies!) Think of it as a pick-up ad that reaches customers on various platforms when they are away from their local newspaper.

Easy and free. Two good words in this day of digital confusion. Please email your reader demographic information to: lawrencet@socket.net.

This is solid digital marketing at no charge, compliments of your Missouri Press Service. Let's go. We're all in this together.



Time is running out...

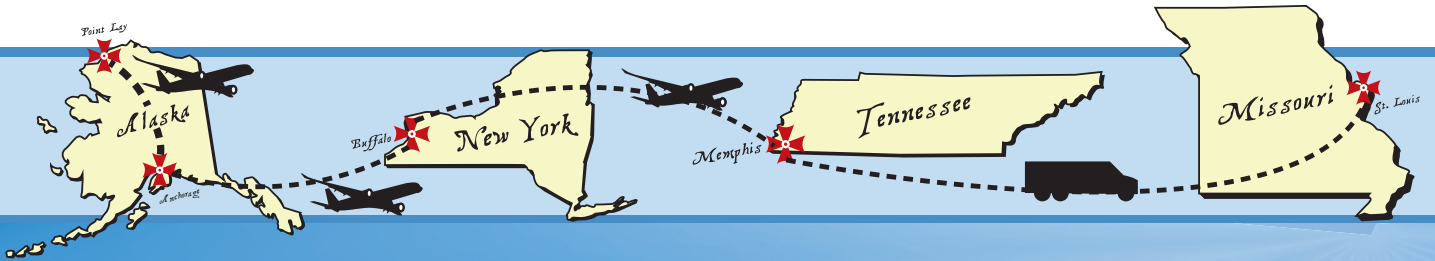
Give your year-end, tax deductible gift by December 31st!

DONATE TODAY!



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.

KALI: A POLAR BEAR'S TALE

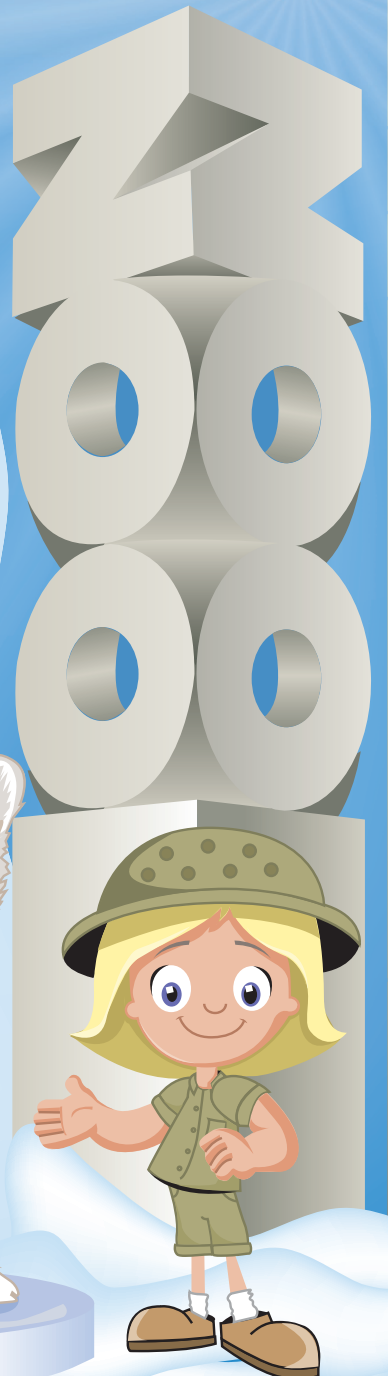


Reading Across Missouri 2018

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 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**.





Maneke law column

Expect takedown requests in 2018

Courts will begin issuing expungement orders on Jan. 1

A few years ago, I remember writing all of you to say you needed to think ahead about how you would handle the first engagement or wedding announcement you received that involved two persons of the same sex. At the time, I knew that was an issue that hardly anyone wanted to be forced to consider and there would be push-back.

Today, I raise another tough subject that publishers need to begin thinking about seriously. Some of you have already faced this. When you've called to tell me you are struggling with what to do and in response have had me raise the issues I mention here, I've had some push-back again. But the need to think about this issue is now literally on our doorsteps.

On January 1, Missouri courts will begin issuing Orders of Expungement/Sealing of Criminal Records. Instead of the limited expungement that existed in Section 610.140, this new law will allow for the sealing of criminal records relating to infractions, ordinance violations, misdemeanors and some felonies. "The new law will help more people who were previously convicted of nonviolent, low-level offenses by sealing the public record," points out the Missouri Bar. "This new law works to improve the lives of Missourians by helping them move forward after paying for their mistake. Sealing low-level, nonviolent offenses in criminal records can help individuals

get back on track, especially when it comes to securing a job," said Missouri Bar president Morry Cole, St. Louis.

So once these formerly public records are sealed in court, these same folks are going to become more aware that an online search for their names will still turn up references in your newspaper archives to their court convictions. They will be beating a path to your door demanding you remove the stories about their convictions from your websites.

What do you do? That's what I'm asking you to think about today.

There are sites online that compile such data and charge a fee to remove it. You'll be asked if you would accept money to take down these stories. You will search around for an ethics code for newspapers that deals with this subject, but you'll find it doesn't exist.

Some newspapers across the country are forming in-house panels who meet periodically to review such requests and make case-by-case determinations. Some papers have adopted a policy of leaving the story accessible in their archives but breaking the link that allows search engines to bring it up in a general online search, a process that is referred to in some cases as "de-indexing the story."

(In fact, some time ago I wrote about a case where a circuit court judge in Missouri demanded this same thing in regard to a defamation case that

was pending in that court pending a judgment being issued.)

I have even read about cases where a sham lawsuit was filed against a defendant with a name somewhat similar to the publication and a court judgment rendered against the fake defendant ordering the story taken down. Then the plaintiff attempted to use that judgment in an effort to force the actual publisher to take down the story from the Internet.

I fortunately don't have to render decisions on ethical issues. What you will or won't do in regard to such stories are, more or less, all ethics issues. Those are yours to wrestle with. I do know that from a defamation position, if the story as it is reported was true when published, that fact is not changed by the subsequent removal of the court proceeding from court records. One cannot "undo" their arrest, even if they were subsequently not charged. (I will note, some newspapers add a note to the original story that charges were subsequently not filed or otherwise clarify the original story.)

And history is not changed by subsequent acts that seal information about what really happened in a case years ago. Formerly public facts do not become "private facts" because they are now sealed records based on a court order.

In short, there's no legal solution to this problem which I can offer you. But I encourage you to consider the question in your newsrooms and start early in considering how you will respond when this first request arrives at your offices, because I believe after January 1, you'll begin getting them.

"This new law will allow for the sealing of criminal records relating to infractions, ordinance violations, misdemeanors and some felonies."



Register your online copyright by Dec. 31



Complete the online registration form to file this information with the U.S. Copyright Office. Effective beginning December 2016, that office no longer accepts paper copies of these notices. From now on, that information will only be accepted through their online portal and effective December 31, 2017, only the registrations done through the online system will be considered valid.

You will want to see who you have listed at the copyright office as your agent for receipt of copyright violation notices. The contact information for that person must also be listed on your website.

You can find more information about this portal and system at <https://www.copyright.gov/dmca-directory/> and to file a registration, you will need to create a login account (see the right hand side of the website). To reiterate, you will have to do this before the end of 2017 to protect your rights under the Digital Millennium Copyright Act.

Digital copies of public notices

Send digital newspapers to NewzGroup

From Mark Maassen
MPA Executive Director

One issue that was brought up during this year's session of the Missouri state legislature is the timeliness of the posting of public notices to our statewide website.

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

We have been promoting this website to our state legislators in hopes that it will answer their questions regarding why public notices need to be moved to a website but that is maintained by a neutral third-party, such as a newspaper.

At Missouri Press, we are already

doing that! And we have been for seven years!

Listed below is contact information for Lee Brooks, who is with NewzGroup and is helping us update our list of newspapers uploading their digital copies to the public notice website:

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 here: 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.

Make Sales Soar Like Magic

Improve your close ratios to 70% or more with the **New MiAD**

WIZARD!

It's a fact that spec ads help close more sales— and yet spec ads are used less than 20% of the time. Now, with the real-world magic of MiAD® Wizard, personalizing and presenting spec ads for EVERY prospect is as easy as 1-2-3!

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No more tough sells.**

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800.223.1600
service@metro-email.com
www.metrocreativeconnection.com
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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 (573)289-2665. 3-30

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

HELP WANTED

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 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. 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. 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; 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

REPORTER: The *Buffalo Reflex*, a community newspaper that still enjoys great loyalty and interaction with its reader and advertiser base, is in need of a full-time reporter to replace one who was needed at home to care for elderly parents. Please send resume to Paul Campbell, editor and general manager, at PaulC@BuffaloReflex.com 11-28

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, across a variety of platforms.

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 the 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 11-22

Continued on Page 8

Missouri Press Classifieds: Continued from Page 7

GENERAL MANAGER: Central Missouri Newspapers, Inc. located in Jefferson City, Missouri, “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 *Jefferson City News Tribune*, a seven day a week newspaper; *The Fulton Sun*, five days per week; and *The California Democrat* which is weekly. In addition, they will oversee a large commercial print operation and an 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. Central Missouri Newspapers, Inc. 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 Tammy Hartley at tammy@newstribune.com. 11-13

MANAGING EDITOR: Weekly newspaper, located in the county seat of a Midwest rural community, is looking for a full-time managing editor. The editor must be able to inspire and maintain a team-oriented environment, as well as produce high-quality, interesting content for the print newspaper and e-edition website.

Responsibilities include oversight of all office processes on a daily basis. Tasks involve timely production of the newspaper print edition and digital edition, with successful distribution to readership.

Responsibilities also include facilitating interviews and writing stories, such as human interest columns, commentary, in-depth features, timely news items and local sporting events.

College degree in journalism or related field is preferred, with 5-10 years of experience in the newspaper publishing environment. Experience on a Goss Community press considered a plus.

A flexible but driven personality is key. Must be capable of handling all personnel

issues quickly and efficiently.

To apply, please submit resume along with samples of or links to your work to jobs@douglascountyherald.com 11-13

SPORTS EDITOR: *Excelsior Springs, (Mo.) Standard*, a 128-year-old weekly newspaper in Clay County, seeks a sports editor to cover Excelsior Springs High School athletics. This position would also cover youth athletics and other related events.

The successful candidate should have at least two years of experience, a degree in journalism, communications or related field, and a demonstrated proficiency in reporting and writing community sports journalism.

This position requires a self-motivated individual who possesses strong organizational and time management skills. This individual also knows how to develop working relationships with administrators, coaches and student athletes.

Ability to understand scorebooks is required, as is AP style. Photography skills are strongly desired.

Be a part of a community that values its school and its athletics in the Northland of suburban Kansas City, Mo.

Tell us about yourself in a cover letter and send resume and references to: JoEllen Black, Richmond News Publisher, P.O. Box 100, Richmond, MO 64085, publisher@richmond-dailynews.com 11-7

MARKETING - ACCOUNT REPRESENTATIVE: Two award-winning Northland publishing companies experiencing growth are seeking an experienced, results-driven individual for its marketing-sales representative.

Excelsior Publishing Company, a 128-year-old news leader in Clay County, and Richmond News, Inc., the Voice of Ray County since 1914, are seeking an experienced marketing-sales individual to lead and oversee joint sales of these companies, as well as develop and implement marketing-sales plans.

As a marketing-sales representative, you'll work with businesses in our market area, as well as media agency groups. You'll work closely with our publishers for development and implementation of sales proposals and packages, as well as business plans. Our need is for an individual who is organized and can multi-task, exudes a confident, calm and engaging persona, and prides themselves on customer service and the ability to successfully market to businesses.

Job responsibilities include:

- Obtain and retain established business accounts for print and online products of the two companies, which include The Richmond News, The Excelsior Springs Standard, total market products Town & Country Leader and Leader East, plus niche products and special sections;

- Develop and implement compelling sales packages and proposals;

- Develop business plans that work for businesses, both for local and agency buys.

We offer:

- Base salary plus commissions;

- Monthly and quarterly bonus structure

- Paid time off and holidays

- A fun environment.

Tell us about yourself in a cover letter and send resume and references to: JoEllen Black, Richmond News Publisher, P.O. Box 100, Richmond, MO 64085, publisher@richmond-dailynews.com 11-7

NEWS EDITOR: *Richmond News*, a 103-year-old county seat newspaper, is seeking a hands-on News Editor to oversee the coverage of central and eastern Ray County, which includes municipal, county, courts and school beats. This position also requires reporting responsibilities for county government and the city of Richmond.

Richmond News is the recipient of Missouri Press' first place General Excellence this year, as well as awards for news and business reporting, features, sports and design.

We strive to continue 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 is also of the same mindset, as they 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, as well as excellent grammar and spelling. Good news judgment is paramount, as well. Photography skills are a big plus.

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

Competitive pay with paid vacation and sick time.

Email resume, qualifications and work examples to JoEllen Black, publisher, at publisher@richmond-dailynews.com, or mail to P.O. Box 100, Richmond, MO 64085. 11-7

[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.

[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 Friday, February 4, 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

Deadline: February 4, 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 tearsheets 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 creativeness 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 AdContent 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 under EVENTS.

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

ENTER TODAY!

MAMA Contest Deadline is Friday, February 4, 2018

There will be **NO** deadline extension