



Missouri Press Association Bulletin

No. 1341 — 15 September, 2017

2017 MISSOURI PRESS CONVENTION SOCIAL

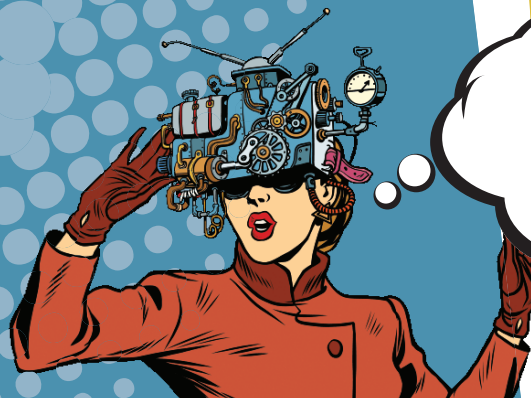


THURSDAY SEPTEMBER 28TH 7:00 PM

215 S. GRANT AVE
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For more information contact
Melody Bezenek at 573.449.4167 EXT. 303
or by email at mbezenek@socket.net



Missouri Press Association
Missouri Press Service
 802 Locust St.
 Columbia, MO 65201-4888
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 www.mopress.com

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Still time to save \$75 on your 151st Convention registration

From MPA Staff

Missouri Press is running a special deal through the end of the day Friday, Sept. 15, to save \$75 on convention registration.

MPA's 151st Annual Convention and Trade Show is Sept. 28-30, at University Plaza Hotel in Springfield. A registration form is available on page 4 of this month's Bulletin and on the back of the September-October edition of Missouri Press News.

University Plaza is also leaving MPA's room block open for convention attendees. The room rate is \$104 per night, includes breakfast, and good for two days before and after the convention.

If you plan to send attendees to the Saturday Better Newspaper Contest awards luncheon only, you can skip the base registration fee and only pay \$50 per attendee. This deal includes all the breakout sessions on Saturday, as well.

Featured sessions during this year's Convention include a Politics 101 panel with political strategists from around the state. This panel begins at 10:15 a.m. Saturday.

Other featured speakers include Secretary of State John R. "Jay" Ashcroft and Speaker Pro Tem Elijah Haahr, who recently received the Republican nomination for Speaker of the Missouri House beginning in 2019.

Trevor Vernon to be recognized at NNA convention in Tulsa, Okla.

From NNA

Trevor Vernon will be honored during the National Newspaper Association's 131st Annual Convention & Trade Show, when he will be presented with the Daniel M. Phillips Leadership Award.

This award is presented to an individual between 23-40 years old who is well respected in his or her community, of good reputation and integrity, provides active leadership in the newspaper industry and is active in his or her state press association and community and whose newspaper is a member of NNA.

Vernon is the third-generation community newspaper publisher of The Eldon, Mo. *Advertiser*. He is a member

of the Missouri Press Association board of directors, a past president of the Show-Me Press Association and is active on the MPA Newspaper in Education Committee. Vernon has served on the Eldon Community Foundation since its inception in 2005.

The award will be presented at the business breakfast, Oct. 7, 2017, which will be held during NNA's Annual Convention & Trade Show in Tulsa, Okla.

All Missouri newspapers attending NNA's convention this year are being offered the group's member rate, including non-member newspapers.

For more convention information, go to www.nnaweb.org/convention

Regional press groups seek volunteers

From MPA Staff

Following the conclusion of this year's regional press meetings held this summer, two of the groups are seeking volunteers from Missouri Press members to serve as directors.

While Show-Me Press and Ozark Press associations have seen regular attendance during their annual meetings, the number of individuals

volunteering to help guide these organizations has fallen off.

Volunteers who serve as directors of the regional press groups help determine topics, speakers and locations for the annual meetings.

Anyone wanting more information about these groups or wishing to volunteer can contact Kristie Williams at kwilliams@socket.net.

HEADLINING TOMORROW

The Future of Missouri Newspapers

151ST ANNUAL MISSOURI PRESS CONVENTION

UNIVERSITY PLAZA HOTEL
333 S. John Q Hammons Parkway
Springfield, MO 65806
SEPTEMBER 28-30, 2017

AGENDA

THURSDAY, SEPTEMBER 28

Noon | MPF Board Lunch Meeting

2PM | MPA/MPS Board Meeting

6:30-10:30PM | Shuttle to Mother's Brewery making trips to and from University Plaza's North Ballroom Entrance

7-10PM | Mother's Brewery with Twisted Mikes Food Truck. Music provided by local musician Barak Hill.

FRIDAY, SEPTEMBER 29

(Breakfast at hotel restaurant is included in sleeping room rate)

8AM-4:30PM | Trade Show / News Café / Better Newspaper Contest displays in the hotel lobby/registration area

8:30 AM | Welcome from Ken McClure, Mayor of Springfield

General Session: Leading your Future Leaders, Chris Zervas. Strategizing and discuss hiring, assimilating and building relationships with your future leaders.

9:45AM | Business Meeting

10AM | Breakout Sessions

- Building Next Generation Loyalty through Sustaining Innovation, Zach Ahrens of the *Topeka Capital-Journal*. The Newspaper industry is experiencing tremendous disruption. But we also hold the vital components that will keep us relevant and thriving into the future. This presentation will discuss audience engagement, attracting/retaining/reaching millennials as employees and customers and innovative solutions that can be applied at the smallest weekly or the largest daily newspaper.
- 13 "Wow"erful Communication Tips to Springboard your Sales and Leadership, Chris Zervas Are you looking to build long-term relationships with your customers and avoid single transactions? Do you want to connect more with your team? Come learn how to communicate powerfully and uncover tips to be relaxed before stressful meetings, learn the number one question to ask in communication and discover skills to engage your audience.

11AM General Session: Three Surefire Revenue Ideas that Get Results, Zach Ahrens of *Topeka Capital-Journal*

11:45AM - 1PM | Luncheon Program: Jerald Andrews of the Missouri Sports Hall of Fame Presentation

1PM | **General session:** Remarks from Secretary of State, John R. "Jay" Ashcroft followed by remarks from Speaker Pro Tem Elijah Haahr

2PM | Public Notice Panel Discussion hosted by Liz Irwin with Panelists: Jay Wasson, State Senator (Nixa); Mike Cunningham, State Senator (Marshfield); Crystal Quade, State Representative (Springfield) and Lyndall Fraker, State Representative (Marshfield)

3PM | **General session:** The rise of Regional Magazines Panel Discussion

John Fennell as Moderator, Panelists: Catherine Neville of Feast Magazine; Gary Whitaker of 417 Magazine; Missy Pinkel of LO Profile; and Jennifer Hall of Tomfoolery and Josephine Magazines

6:00PM | Hall of Fame Reception

6:30PM | Hall of Fame Banquet and awards ceremony

Est. 8:30PM | Hospitality suite open

SATURDAY, SEPTEMBER 30

(Breakfast at hotel restaurant is included in sleeping room rate)

8:30AM | **General Session:** "Reporting by Storytelling" Jennifer Moore of Missouri State University

9:30AM | **General Session:** Taking Flight: Ethics, Liability and Best Practices of Drone Journalism, Prof. Leonard Horton of Missouri State University and Jason Preston of 417 Drone Imaging

10:15AM | **General Session:** "Politics 101, the Insiders Game!" with moderator Jeff Schrag and panelists Jon Ratliff of Palm Strategic Group, Travis Smith of Axiom Strategies, James Harris of the J. Harris Company and Joe Lakin of Victory Enterprises.

11:45AM | Better Newspaper Contest Awards Lunch



Newspaper or Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Visa Mastercard Discover Check

Credit Card Number _____ Exp. Date: _____

Signature of Card Holder _____

Printed Name of Card Holder _____

REGISTER TODAY! • BRING YOUR STAFF

STAFF MEMBERS MAY ATTEND LEARNING SESSIONS FOR NO ADDITIONAL COST ONCE NEWSPAPER HAS PAID ONE REGISTRATION FEE!
Please visit MOPRESS.COM/Convention for online hotel room reservations!
 Missouri Press Association Rate of \$104.00 per night, **Breakfast Included!** Call 417-864-7333 or reserve online by August 25.

Registration Fee	Active Member	MPA Associate or	Non-	Retired	Registration
Select one category for your group (pay registration fee once per group)	Newspaper	Friend Member	Member	Member	Fee
	\$175	\$185	\$200	\$50	\$ <input style="width: 50px;" type="text"/>

Name/Newspaper (Please include all names)	Thursday Foundation Fundraiser at Mother's \$65	Friday Lunch \$35	Friday Hall of Fame Banquet \$65	Saturday Awards Luncheon \$40	*Saturday only Sessions & Luncheon \$50	Total Per Person

***Saturday only - skip registration fee and pay only \$50 total per person to attend Saturday sessions and lunch**

Convention Cancellations: cancellations received by Friday, August 18, 2017 WILL BE entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to kwilliams@socket.net. Cancellations received after August 18, 2017 are NOT entitled to a refund.

Deuct \$75 Active/Friend/Associate Registration Fee or \$20 off Retired Member Registration if registration is post marked by August 25, 2017.
Pay base registration once per group.

Grand Total Due: \$

Please return this form along with check or credit card information to:
 Missouri Press Association • 802 Locust Street • Columbia, MO 65201 • 573-449-4167 • Fax: 573-874-5894 • kwilliams@socket.net



Judges needed to help with Michigan Press newspaper contest

Each year, Missouri Press Association trades with another state to judge one another's contest.

Michigan Press Association members volunteered their time and resources to judge the Better Newspaper Contest this year and it's our turn to return the favor!

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

Michigan Press Association's contest entries will be ready for us to judge starting mid-November.

If you are willing to take a few categories, please let us know! Send judges' names and email addresses, along with the types of entries you would like to judge to kwilliams@socket.net.

Category examples are editorial, photography, sports writing, websites and advertising.

Statement of ownership due Oct. 1

The deadline is on or before Oct. 1 for giving your postmaster your Statement of Ownership, Management, and Circulation (PS Form 3526). The filing and publication of the information on this form are required if you have a Periodicals mailing permit.

You can download the form from the Postal Service website.

PS Form 3526 allows you to include electronic subscribers. Electronic subscriber figures are not to be entered directly onto the PS Form 3526, as the figures on this form only include printed copies. Line 16 of the form has a box you will check if your total circulation includes electronic subscribers.

The actual figures for electronic

subscribers are to be entered on a worksheet, PS Form 3526-X, an attachment to Form 3526. Complete PS Form 3526-X only if you want to show electronic subscribers, which is

optional. If you do not include electronic subscribers, submit only



Form 3526.

Weekly papers need to publish the information in Form 3526 in any issue in October. Publications issued more frequently than weekly should publish the information by Oct. 10.

A copy of your filled-out Form 3526 can be published, or the information contained on the form can be published.

Keep a copy of Form 3526 with your postal records.

Friend of Missouri Press Membership Application For Consideration

The Missouri Press Association has received a Friend of Missouri Press Membership application from:

The Missouri Times, publisher Scott Faughn, 34 N. Brentwood, Ste. 212, Clayton, MO 63105, 573-429-5770.

Membership applications are considered by the MPA Board of Directors at its first meeting after this notice has been published in at

least three issues of the MPA Bulletin, eBulletin or magazine. The next meeting of the MPA Board is scheduled for Sept. 28, 2017, during MPA's 151st Annual Convention and Trade Show in Springfield.

Anyone with comments about this application should email them to MPA Executive Director Mark Maassen at mmaassen@socket.net.

CALENDAR

2017
September

15 — Deadline extended to save \$75 on MPA's 151st Annual Convention registration

28-30 — MPA's 151st Annual Convention and Trade Show, University Plaza, Springfield

October

1-7 — National Newspaper Week

5-7 — National Newspaper Association Annual Convention, Tulsa

19 — Photojournalism Hall of Fame, Reynolds Journalism Institute, Columbia

Active Membership Application For Consideration

The Missouri Press Association has received an Active Membership application from:

West Side Leader, publisher Pam LaPlant, 503 N. 2nd St., PO Box 159, Festus, MO 63028, pamlaplant@leaderpublications.biz, 636-937-7501.

West Side Leader is published weekly (Thursday) and has a circulation of 10,100.

Membership applications are considered by the MPA Board of Directors at its first meeting after this notice has been published in at least three issues of the MPA Bulletin, eBulletin or magazine. The next meeting of the MPA Board is scheduled for Sept. 28, 2017, during MPA's 151st Annual Convention and Trade Show in Springfield.

Anyone with comments about this application should email them to MPA Executive Director Mark Maassen at mmaassen@socket.net.

Register your online copyright by Dec. 31

You 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.

Complete the online registration form to file this information with the U.S. Copyright Office. Effective in December 2016, that office will no longer accept 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 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 Millenium Copyright Act.



Please return your completed card to the Springfield CVB table. One completed card will be drawn at 4:30 p.m. and the winner awarded a \$100 Amazon Gift Card. You need not be present to win.

MPF offering chance at \$100 gift card

With the 151st Annual Missouri Press Convention and Trade Show two weeks away, Missouri Press Foundation wants you to have a chance at a special prize.

During this year's Trade Show on Friday, Sept. 29, attendees will receive a special Passport. Attendees will be required to visit Trade Show booths and have their Passport stamped.

Completed Passports returned to the Springfield Convention and Visitors Bureau Trade Show table will then be entered into a special drawing, and one

lucky winner will be drawn to receive a \$100 Amazon gift card.

Springfield Convention and Visitors Bureau is sponsoring this year's Trade Show.

MPA's 151st Annual Convention and Trade Show is Sept. 28-30 at University Plaza Hotel in Springfield.

Agenda and registration information can be found on pages 3-4 of this Bulletin. Those interested in attending can save \$75 on registration through Friday, Sept. 15.

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National Newspaper Week is Oct. 1-7

From NNA

This year marks the 77th anniversary of National Newspaper Week (NNW), Oct. 1-7. The annual observance celebrates and emphasizes the impact of newspapers to communities large and small all over.

Materials for NNW will be available for download at www.NationalNewspaperWeek.com in late September.

The NNW content kit will contain editorials, editorial cartoons, promotional ads and more, all available for download at no charge to daily and non-daily newspapers across North America. NNW is sponsored by Newspaper Association Managers, Inc., the consortium of North American trade associations representing the industry on a state and provincial, regional and national basis.

This year's theme is "Real Newspapers ... Real News!" The aim is to applaud and underscore newspaper media's role as the leading provider of news in print, online or via mobile devices.

National Newspaper Week participants will be able to download materials and are encouraged to devote as many column inches as possible to reinforce the importance of newspapers to your communities.



Prepare for the convention

27th Hall of Fame class includes four

By Missouri Press Staff

Missouri Press Association's Newspaper Hall of Fame induction reception and banquet are scheduled for 6 p.m. Friday, Sept. 29, during the 151st annual MPA Convention at University Plaza in downtown Springfield. This will be the 27th group to be inducted into the Newspaper Hall of Fame, which was established by MPA in 1991.

This year's inductees are the late Kenneth G. Meuser, former publisher of

the Monett Times; the late Arthur Aull, former publisher of the Lamar Democrat; Vicki Russell, past MPA president and former publisher of the Columbia Daily Tribune; and Bob Mitchell, former publisher of the Cassville Democrat.

Hall of Fame inductees or their families receive Pinnacle Awards in honor of the inductees' service to the Missouri newspaper industry and their communities.

Panels will look at newspapers' future

The 151st Annual Convention and Trade Show will feature several special general sessions which will discuss how certain issues will affect the future of newspapers and journalism.

Beginning at 2 p.m. Friday, Sept. 29, a panel discussion featuring several Missouri state lawmakers will look at public notices. Panelists for the discussion will include:

Jay Wasson, who represents the 20th Senatorial District in the Missouri State Senate, which includes Christian County and parts of Greene County.

Mike Cunningham, who represents the 33rd Senatorial District, which includes Douglas, Howell, Oregon, Ozark, Ripley, Texas, Webster and Wright counties. He currently chairs the Fiscal Oversight Committee.

Crystal Quade, who represents Missouri House District 132, which includes parts of Greene County.

Lyndall Fraker, who represents parts of Webster and Greene counties for House District 137.

Public notices and how they are published were the subject of several

pieces of legislation during the 2017 Missouri General Assembly legislative session.

Politics 101

Also included in this year's panels is a Saturday morning general session titled, "Politics 101, the Insiders Game!" Featured on the panel will be a group of the state's top political advisors, including Jon Ratliff of Palm Strategic Group, Travis Smith of Axiom Strategies, James Harris of the J. Harris Company and Joe Lakin of Victory Enterprises.

Collectively, the panelists have represented everyone from statewide office seekers to presidential candidates.

Board President Jeff Schrag will moderate the public notice panel. The panel was organized as an opportunity for members of the press to learn more about Missouri's political machine.

The Politics 101 panel starts at 10:15 a.m. Saturday, Sept. 30, just before the Better Newspaper Contest awards lunch. Holding the session at this time will allow reporters and editors coming for the awards luncheon who come early to sit in on the panel's discussion.

Photojournalism Hall of Fame will induct five in October

The Missouri Photojournalism Hall of Fame in Columbia will induct five award-winning photojournalists and teachers of photography and journalism on Oct. 19.

This will be the 13th group of

inductees since the founding of the Hall of Fame in 2005. Inductees are Art Phillips of Florissant; Rita Reed of Columbia; Jim McCarty of Union; the late Garland D. Fronabarger of Cape Girardeau; and the late Wilson Hicks.

Photographs made by the inductees will be on display during the 4 p.m. ceremony and reception in the Palmer Room at the Reynolds Journalism Institute on the University of Missouri campus in Columbia.

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

GENERAL REPORTER: The *Christian County Headliner News* is seeking a journalist with a passion to report news and feature stories happening in Christian County, Missouri.

If you possess the skills, experience and degree befitting a weekly print and 24/7 online news publication, we want to hear from you!

Please submit your resume and writing samples to: Headliner News, attn: Tricia Chapman, P.O. Box 490, Ozark MO 65721 or email to triciac@ccheadliner.com 9-1

ADVERTISING EXECUTIVE: The *Christian County Headliner News* has a rare opening for an energetic, friendly, honest, customer service expert that is hungry for success! The perfect candidate will appreciate a team effort, but won't be afraid to make cold calls by themselves.

Our full-time position offers a salary, plus commission and bonuses.

Please submit your resume and references to: Headliner News, attn: Tricia Chapman, P.O. Box 490, Ozark MO 65721 or email to triciac@ccheadliner.com 9-1

SPORTS REPORTER: Immediate Opening — Located in the heart of the Ozarks and surrounded by natural beauty and lots of football games, the *Harrison Daily Times* is seeking a sports reporter with a taste for action. Duties will include general sports assignments as well as feature writing assignments. Photography skills are a plus. This is a full-time position. We pride ourselves on promotion from within as opportunities arise throughout the company.

We are an equal opportunity employer. Please send resume to Publisher Jim Perry, PO Box 40, Harrison, AR 72602 or email to jimp@phillipsmedia.com 8-18

NEWS REPORTER: The *Linn County Leader*, a Tuesday-Thursday-Saturday newspaper in Linn County, Missouri, has an immediate opening for a news reporter.

This is an outstanding opportunity for candidates who want to do it all, from covering community news, to reporting on government, to writing about court cases and everything in between.

Our company offers health, dental and vision benefits, 401K, paid vacation, sick time, and paid holidays.

Send your resume and work samples to Jason Hunsicker at dailyexpresseditor@gmail.com. No phone calls, please. 8-16

REPORTER: The *Le Mars Daily Sentinel*, a four-day-a-week newspaper in northwest Iowa, seeks a motivated news reporter. The ideal candidate must have experience using InDesign and be comfortable with digital photography.

Starting salary is \$23,000 annually. The *Daily Sentinel* also offers a solid benefits package.

Please forward resumé, cover letter and clips to Kim Fickett, senteditor@gmail.com, or mail to Editor, Le Mars Daily Sentinel, 41 First Ave. N.E., Le Mars, IA, 51031 7-11

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