



Missouri Press Association Bulletin

No. 1340 — 15 August, 2017

2017 MISSOURI PRESS CONVENTION SOCIAL



THURSDAY SEPTEMBER 28TH 7:00 PM

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Missouri Press Association

Missouri Press Service

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www.mopress.com

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MPA hosting tailgate before Sept. 2 Mizzou football game

From MPA Staff

Prior to the Mizzou Tigers' Sept. 2 football game against the Missouri State Bears, Missouri Press Association will be hosting a pre-game tailgate.

The tailgate will be from 9-10:30 a.m. in the Missouri Press parking lot at the corner of 8th and Elm streets in downtown Columbia. All Missouri Press members are invited to attend.

MPA staff will be hosting snacks and refreshments.

The Sept. 2 season-opening home game is first time in several years that a tailgate has been offered prior to the game.

This is the 27th consecutive year MPA has worked with the University of Missouri Athletic Department on a "football-tickets-for-advertising-trade-out."

If you need help with directions to MPA's parking lot, please contact Matthew Barba at mbarba@socket.net

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.

NNA established this award in 2007 to honor Daniel Morris Phillips, an award-winning writer, photographer and assistant publisher of the Oxford, Miss. *Eagle*, who passed away in 2005 at the age of 47.

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.

Vernon will be the ninth recipient of the Daniel M. Phillips Leadership Award and will be recognized in a future issue of Publishers' Auxiliary.

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 Franker, 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 Tom Foolery and Josephine Magazines

5:30PM | 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 Enterprise.

11:45AM | Better Newspaper Contest Awards Lunch



Newspaper or Company _____

Address _____ City _____ State _____ Zip _____

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Credit Card Number _____ Exp. Date: _____

Signature of Card Holder _____

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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 18.

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 18, 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**



Maneke law column

Delivery charges not subject to sales, use tax

University of Missouri pledging to work better with newspapers

As the last month of summer comes to an end, and the start of school is just around the corner, it's a good time to point out to readers a couple of items which will impact your operations in coming months. I've mentioned that I'm trying to focus these "non-magazine" month columns in that direction, reserving the columns you get in print in the magazine for "big picture" thought pieces. These two items fit perfectly into that scheme for August.

First, Aug. 28 is the standard effective date for new laws passed by our state legislature in its 2017 session. One of those important to you is Senate Bill 16. **That bill puts into statute the provision that delivery charges for newspapers are not subject to sales or use tax.** You can find that language on page 2 of the bill, if you pull it off the Missouri Senate's website, or it will be codified in Section 144.010 1. (4), where the definition of "gross receipts" is now clarified to state "The term 'gross receipts' shall not include usual and customary delivery charges that are stated separately from the sale price." So when you price subscriptions, keep the delivery charges separate from the sales price, and you will not be required to collect sales tax on that sum. Thanks again to Sen. Will Kraus for sponsoring this bill.

While we are talking about legislative changes from the last session, let me mention a couple of other changes – two public notices were added to the statutes, one in regard to significant land purchases anticipated by state departments and another relating to decreasing of county budgets. But, of course, of greater importance when it comes to legal notices is the hard battle that was fought by Missouri Press Association to keep other public notice provisions in the statutes.

Legal notice requirements continue to be under attack and one of the best defenses we can have is for each of you

to ramp up your attention to such notices. Are you handling them with the care and attention they deserve?

Particularly in regard to foreclosure notices, I encourage you to get them done in time to ship a proof off to your customer and get them to approve the proof (including anticipated dates of publication) in writing, so that no mistakes creep into the final published notice. This step protects both you and your customer from mistakes, and just highlights the attention you are giving to this important function of your paper.

Secondly, on the news side, let me point out to you a new system recently put in place by the University of Missouri. Newspapers all over the state regularly request records from the University and in past years, there have been times when these requests created frustration between the University and reporters.

Recently, Paula Barrett, present custodian of records for the University of Missouri System, contacted Missouri Press to let us know that they have in place a new records request portal. She is encouraging reporters who need records from the University to use that portal to facilitate timely and prompt responses to those requests.

"This is part of an overall effort to change the unfavorable perception of Missourians about the University's openness and cooperation in the open records process," she emphasized. Ms. Barrett wants our members' help in getting this message out to the state's residents.

Incidentally, although using this system will help your reporters in getting faster responses, it doesn't change the fact that state law doesn't require an open record request to be in writing in order to be honored. Ms. Barrett assured me that she spends time manually entering requests that come in orally or by email, in order to facilitate

their being responded to promptly and appropriately. The University is helping that this system will keep the requests organized. She also thinks that this system will provide a mechanism for posting in one location many frequently requested documents, thereby minimizing some of their work load.

Missouri Press and the University have always had a close working relationship and we are pleased to know this new effort has been made to facilitate the needs of reporters in our state.



CALENDAR 2017

September

2 — Missouri State at Mizzou Football Game, MPA Ticket Tradeout, Columbia, 11 a.m.

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

October

5-7 — National Newspaper Association Annual Convention, Tulsa

19 — Missouri Photojournalism Hall of Fame Induction Ceremony, Reynolds Journalism Institute, University of Missouri, Columbia

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 Millennium Copyright Act.

The Great American Eclipse

On Aug. 21, 2017, a total solar eclipse will cut a swath across Missouri

Ulysses S. Grant became president, Jesse James robbed his first bank, a "golden spike" marked the first transcontinental railroad, the Cincinnati Red Stockings open the season as the first fully professional baseball team) on its path across 12 United States. For about two minutes, the sky within the path, about 80 miles wide, will go dark. This period of darkness is called totality.

A total solar eclipse happens somewhere in the world at least once a year. In the Continental U.S., the last total solar eclipse was in 1979. But it has been 148 years since daylight went out somewhere in Missouri, and 575 years since the last total solar eclipse in the central part of the state.

What was happening in 1620 when Samuel Champlain

A solar eclipse happens when the sun and the moon line up so that the shadow of the moon falls on the earth. People in the moon's umbra experience a total solar eclipse, while those in the penumbra see a partial eclipse (see graphic).

The glowing hot sun behind the eclipse is called the corona. The glow is always there, the eclipse just makes it more visible. Bits of hydrogen gas, called the chromosphere, may be visible to the naked eye.

Total solar eclipse over Missouri
A total solar eclipse will cross the United States from Oregon's South Coast to August 21, 2017. This is the grandest spectacle in the sky and you should see this at least once in your life. To see day turn to night and the majesty of the Sun's corona, head to locations inside the path of the eclipse. Learn more at GreatAmericanEclipse.com

Use Proper Glasses
It's never safe to look at the sun, and the view leading up to the total solar eclipse is no different. Maximum safe viewing is essential.

Create a Solar Eclipse Model
In this activity, you will create a replica of a solar eclipse.

Materials Needed:
Flashlight or Table Lamp (represents the Sun), Soccer or Soft Ball (represents the Earth), Ping Pong Ball (represents the Moon), Wire or String, Tape, 3 People, A Dark Room

Procedure:

1. Use tape to secure the wire or string to the soccer/softball (Earth) and the ping pong ball (Moon).
2. One person will hold the wire with the Earth at arm's length in the middle of the room; one person will hold the wire with the Moon at arm's length, and one person will stand behind the light source against the wall.
3. When the room is completely dark, switch on the light and aim the light source straight at Earth.
4. The moon will need to be between the Sun and the Earth at a distance where it will cast a shadow on the Earth. Once the shadow

NIE feature on Eclipse available to use

On Aug. 21, a total solar eclipse will cut a path across Missouri. For most of the state, this is the first total solar eclipse in 575 years. Over the span of about 17 minutes, the eclipse will cut a swath through the state — leaving those within a 70-mile wide path in the dark for about two and a half minutes. It's a once-in-a-lifetime opportunity

and your newspaper can help readers young — and older — learn about this scientific phenomenon with two Newspaper In Education features. The half-page Great American Eclipse features provide information, maps and activities. To access the new features, visit mo-nie.com and use download code: **eclipse**.

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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

• **Weekly Metro Suburban Publication** for sale. Long established. In Missouri. Revenues near 100K Annually. Owner is nearing retirement, will train and assist in transition. Great as an add-on acquisition or younger couple to own and operate. Serious inquiries only. 816-225-5083 or email: bmassop@massopgroup.com

• **Weekly community newspaper** for sale. Long established. In Missouri. 100K/annual revenue. Serious inquiries only. 660-726-2073 or email: rgsales00769@gmail.com

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

HELP WANTED

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 and sick time, and paid holidays.

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

FEATURES EDITOR/AUDIENCE DEVELOPMENT: *Springfield Business Journal*, an award-winning weekly niche publication in southwest Missouri, is seeking a features editor to manage content in the weekly industry sections and special event publications. Three to five years of reporting/editing, ideally in business and following Associated Press style, is preferred. Requirements include ability to plan and clearly communicate desired

assignment outcomes and to work with writers and their copy, as well as social media proficiency for audience development objectives. The position offers competitive pay and benefits, including health, life and 401(k). Send résumé and clips to Eric Olson, editor, eolson@sbj.net or PO Box 1365, Springfield, MO 65801. 8-11

VERSATILE JOURNALIST: The *Courier-Tribune* is looking for a multi-talented journalist who can be the driving force of our education and county government reporting for print and online. The ideal candidate will have experience writing for a daily or weekly newspaper, have experience with photography and page design, and be familiar with AP style and social media trends. A bachelor's degree in journalism or a related field is preferred. The *Courier-Tribune* is a part of NPG Newspapers, a family-owned company based in St. Joseph, Mo., that offers competitive pay and benefits. Employment is contingent on passage of a drug screening and background check. To apply, send resume, cover letter and 3 to 4 examples each of writing, photography and page design to amy.neal@mycouriertribune.com. 7-25

REPORTER: The *Le Mars Daily Sentinel*, a four-day-a-week newspaper in northwest Iowa, seeks a motivated news reporter who can generate ideas, turn in accurate and well-organized stories, meet daily deadlines and work well with our newsroom.

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 résumé, 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

COPY EDITOR: Do you want to be part of the story-planning process from the ground up? Do you have the skills to guide reporters and photographers to ensure stories are presented in the most appealing way? Do you want to be part of an interactive staff that recently launched a redesigned, award-winning website? If so, let's talk about this opportunity.

As a copy editor with *The Herald-Whig*, you join our award-winning team. The ideal candidate brings big ideas and works collaboratively. Our recently reorganized newsroom staff brings more people into the planning process. The position calls for a candidate ready to be a key player in print and online.

Qualifications include strong design and editing skills, a solid knowledge of the AP Stylebook, experience with story and photo planning, and knowledge of Adobe Creative Suite. Web and social media expertise are a must.

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 resume, references and samples of your 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. You may learn more about The Herald-Whig at www.whig.com and about Quincy Newspapers Inc., our parent company, at www.careersatQuincy.com. 6-27

PRODUCTION DIRECTOR:

Under general supervision, supervises all employees; tracks and verifies hours worked; enforces Central Missouri Newspaper, Inc. and departmental safety rules and regulations; follows direction of the General Manager; advises manager on productivity of employees; collects all press run/insert information; maintains and oversees internal postal matters; ensures proper equipment; controls waste; resolves minor problems; ensures timely completion; prepares to assume responsibilities of department Supervisors, determines press orders, bundle sizes, and completes respective reports; and performs other duties as assigned.

Associate degree desired with strong background in commercial printing. Knowledge of labor laws, OSHA and safety regulations and postal regulations required. Must be able to lift up to 40 lbs.

This is a great opportunity to join a great company. Benefits include vacation, sick leave, 401k, profit sharing and medical insurance.

Send résumé to: Todd Frantz at tfrantz@newtribune.com 6-20

CONTINUED ON NEXT PAGE

Missouri Press Classifieds: Continued from P7

PRESSMAN: There's an opening for a pressman with experience at the *Branson Tri-Lakes News* in beautiful Branson, MO. Individuals with operating, maintaining and repairing a 1996 Goss Community press with two-4-highs, two-2-highs, splicers and control panel operations should apply. Contact Keith Hansen, publisher at the *Branson Tri-Lakes News* at khansen@bransontrilakesnews.com. No phone calls please. 6-20

MARKETING EXECUTIVE: Sales executive to represent the *Branson Tri-Lakes News* and a plethora of products that focus on one of the state's liveliest communities. We're interested in talking to individuals with an understanding of legacy and digital media. A successful candidate will have the desire to grow market share and provide a customer-oriented approach to sales.

Branson and surrounding communities offers a vast assortment of entertainment, resort, recreational and traditional businesses.

Send résumé to: Keith Hansen, publisher at khansen@bransontrilakesnews.com 6-20

MULTIMEDIA SALES EXECUTIVE: Missouri Lawyers Media covers legal news, court opinions, verdicts and settlements, foreclosures, and public notices in Missouri. We have an opening for an experienced, strategic, innovative, and results-oriented multimedia sales executive in our St. Louis office. This position is charged with developing, presenting and closing sales for new and existing customers.

Marketing solutions include web and mobile advertising, search engine marketing,

Are you getting MPA emails?

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

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

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

social media solutions, video, behavioral targeting, event sponsorship and print advertising for fulfilling customer needs that span all categories of medium to large local and national businesses.

This position requires a minimum of 2 years in a digital sales role plus successful outside sales experience, a solid digital knowledge, including SEM, SEO, websites, etc. and consultative sales acumen and a proven track record in developing new business and achieving individual sales goals.

Please send your resume and salary requirements to Mike Schwarzhoff, HR Generalist, at mschwarzhoff@bridgetowermedia.com 6-14

CIRCULATION MANAGER: *Texarkana Gazette*, a popular, longstanding newspaper is seeking an experienced, knowledgeable and strategic visionary to lead, manage and direct our circulation and distribution operations. We are looking for someone who is innovative, prepared for hard work, committed to task, resourceful and trustworthy with the ability to develop plans and strategies to grow our home delivery and single copy numbers.

Competitive compensation including bonus opportunities, paid vacation, paid holidays, 401-k, group insurance and profit sharing. Please send resume and cover letter to terril@newtribune.com. 6-12

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