



Missouri Press Association Bulletin

No. 1339 — 14 July, 2017



Be Treated Like *Royalty* In *St. Louis*

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

Cardinals vs. Royals

Busch Stadium Private Party Suite

Thursday, August 10

Game Time 6:15 p.m.

\$199 donation per person

Unlimited buffet with Hunter hotdogs, brats, BBQ beef, baked Italian chicken, pasta salad, nachos and cheese, mixed greens salad, cookies and brownies.

In-suite bartender to serve Budweiser and Coca-Cola products.



Thanks to the *St. Louis Post-Dispatch*, the Foundation is able to offer a limited number of passes as a fundraiser for the Foundation. This is a first-come, first-served opportunity.

Contact Melody at mbezenek@socket.net or 573-449-4167 to reserve your spots today!

ST. LOUIS POST-DISPATCH



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

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Mark Maassen: Executive Director,
 mmaassen@socket.net

Doug Crews: Legislative Director,
 dcrews@socket.net

Mark Nienhueser: Ad Director,
 mdnienhueser@socket.net

Matthew Barba: Editor, mbarba@socket.net

Melody Bezenek: Missouri Press Foundation
 Director, mbezenek@socket.net

Karen Philp: Receptionist, Bookkeeping,
 kphilp@socket.net

Kristie Williams: Member Services,
 Meeting Coordinator, kwilliams@socket.net

Jeremy Patton: Graphics Designer,
 jpatton@socket.net

Ted Lawrence: Marketing,
 lawrencet@socket.net

Lauren Kliethermes: Digital/Social Media,
 laurenmariek@socket.net

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

Helen Headrick:
 NIE Director
 hheadrick@socket.net

Political insiders panel to be featured at 151st Convention

From Missouri Press Staff

There are less than three months until Missouri Press Association members will travel to Springfield for the 151st Annual Convention and Trade Show and discuss the future of journalism in the state.

This year's convention's theme is "Headlining Tomorrow," and many of the panels and speakers will be focusing on how newspapers can prepare both their business and personnel for the future.

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.

MPA Executive Director Mark Maassen sees this panel as an invaluable opportunity for members of the press to learn more about Missouri's political machine.

"Given the outcome of last year's presidential election and being as

this is an off-year for national and statewide politics, we thought it would be interesting to hear from the people who actually guide political campaigns," Maassen said.

Each of the panelists has made a name for himself in big-budget political races. Collectively, they have represented everyone from statewide office seekers to presidential candidates.

"Certainly there has been discussion nationally about the media's role in elections," Maassen said. "By offering a panel like this, we want our members to learn more about the way political dialogues are changing and how they can better adapt to this new political scene."

The Politics 101 panel is being held 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.

More agenda and registration information about this year's Convention can be found below and on pages 9-10 of this Bulletin.

151st MPA Convention is Sept. 28-30

After celebrating Missouri Press Association's milestone 150th Annual Convention and Tradeshow, this year's convention will look toward the future of newspapers and journalism in Missouri.

MPA's 151st Convention is Sept. 28-30 at University Plaza in downtown Springfield. More details about specific activities for each day will be announced in the coming weeks.

The Hall of Fame banquet will be scheduled for Friday, Sept. 29, while the Better Newspaper Contest Awards luncheon will be Saturday, Sept. 30.

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.php or by contacting Matthew Barba by phone

WHAT YOU NEED TO KNOW:

Missouri Press Association 151st
 Annual Convention and Trade Show

Thursday-Saturday, Sept. 28-30
 University Plaza, Springfield

at 573-449-4167, ext. 302, or by email at mbarba@socket.net.

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.



Are you getting MPA emails?

Missouri Press News has moved to bi-monthly publication. More email communication will be used to ensure Missouri Press Association members are notified of events and are aware of various issues affecting their industry.

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 to Missouri Press' email lists, they can contact Editor Matthew Barba at mbarba@socket.net to be included.

If you have requested to be included on our email lists and you are still not receiving communication from Missouri Press, or if you were previously receiving emails from Missouri Press and have since stopped, please contact Barba to try to resolve the issue.

Digital copies of public notices

Send your digital newspaper 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 postings 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:

Lee Brooks
lbrooks@newzgroup.com
Phone: 1-512-472-7299
Toll Free: 1-855-472-7299

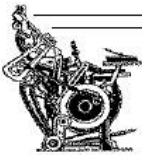
Public notice ads

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.

2017 Ozark Press Association Meeting



Friday, August 4th, 2017 | 10 a.m. – 2 p.m.
Springfield Botanical Gardens | 2400 S. Scenic Avenue | Springfield, MO
Reg. Deadline July 26 | \$25/per attendee or \$99/per Company, unlimited attendance

10 a.m.-Noon Speaker Russell Viers | Tell us what you want to hear from Russell!!!

If you didn't already know, Russell Viers is an Adobe Certified Instructor in InDesign, Photoshop and Illustrator. He is a highly sought-after technical speaker/trainer worldwide, due to his extensive knowledge and entertaining style. His methods for modern PDF creation, editing and output have streamlined production for many in the industry. He helps publishers automate workflows, save time and cut overhead.

Russell would like to know what you want to learn from him! Email kwilliams@socket.net and let MPA know and we'll let you know the exact topic(s) he will cover soon!!!

Noon: Lunch

1-2 p.m. Speaker Russell Viers

7:10 p.m. Springfield Cardinals Game \$16* | Limited Tickets Available at Missouri Press Rate

Call Jake Buckner (417) 832-3042 with Springfield Cardinals by July 21 to reserve tickets

**Tickets are for patio group seating and come with a free souvenir and Missouri Press Foundation will host snacks. Tickets will be mailed.*

Company: _____ Email Address: _____ Phone: _____

Name(s) of Attendee(s): _____

Payment Information

Check Included Credit Card | Total attending: _____ \$25/attendee **OR** \$99 per company with unlimited attendees

Total amount \$ _____ Card Number _____ Exp. Date: _____

Name on Card: _____ Signature: _____

Send form and payment to MOPress: 802 Locust Street, Columbia, MO 65201 | kwilliams@socket.net • Phone: 573.449.4167 | Fax: 573.874.5894

EVENT

**2017 MISSOURI PRESS
CONVENTION SOCIAL**

LOCATION

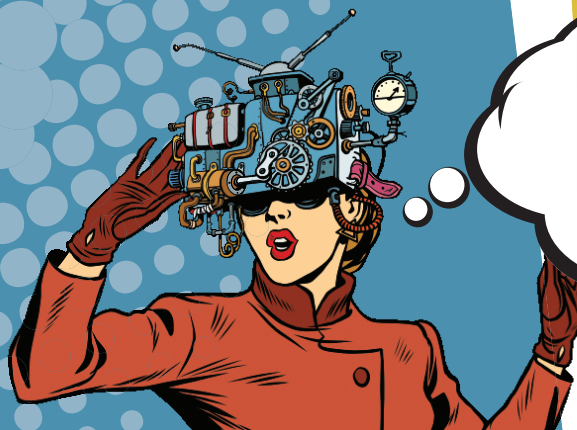


**215 S. GRANT AVE
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**SHUTTLE WILL BE
PROVIDED FROM
CONVENTION HOTEL,**

**THURSDAY
SEPTEMBER 28TH
7:00 PM**

**TWISTED MIKE'S
FOOD TRUCK
FOOD, MUSIC & FUN!**



**\$65
PER PERSON**

**For more information contact
Melody Bezenek at 573.449.4167 EXT. 304
or by email at mbezenek@socket.net**

The Golden Age of newspapers

By **Jim Sterling**
MPA President 1985

Some of us would call it the Golden Age of Newspapering.

I was in the community newspaper industry, or in school learning how to be part of it, from the early 1960s until 1999.

When I entered the field, most of the newspapers were printed on heavy metal letter presses. Some printed on single sheets of newsprint, while others printed off of rolls. When I left, just about everyone was printing on web offset.

I wasn't gone long, when I got the opportunity to come back to my old school at Mizzou and teach community journalism and newspaper management at the School of Journalism. I would do that for 17 years before stepping back after graduation this Spring and opting out after more than half a century of living on deadline.

My years as a newspaper writer, photographer, ad salesman, page and ad designer, editor, sports editor and at times a slightly over-aged printer's devil – spanned a great era. In that time I had fun, I made some money, won some awards, been shot at and even made some great, great friends.

I started when offset was beginning and instead of 8 or 16 page newspapers, we always ran 20 or 30 or more. I learned in small shops with Louie Bowman at King City, and Porter and Sally Fisher at New London. I learned from Bill Bray at Missouri Press where I was replaced as ad manager by a young guy named Ed Steele. Jac and Rheba Zimmerman took me under their wings when they bought my hometown paper at Bolivar.

Earlier, I had spent most of 1967 working with Wayne Freeman at Union and learning a lot from watching our Franklin County neighbor put out the *Missourian* at Washington. I learned a great deal from the Miller family at Washington, got help from J. W. Brown at Harrisonville, the Whites at Clinton, the Watters at Marshfield, Dale Freeman, Marty Edlemon and Doyle Hilton at Springfield and Ken Meuser at Monett. All

were great friends and mentors, as were all the others over the years in MPA.

As time moved ahead, I started attending NNA meetings and soon had friends from coast to coast in the newspaper industry. And then I met others when I was selling newspaper properties coast to coast and in Canada with Bob Bolitho.

Our paper at Bolivar got to be pretty good and we won some awards, even beating Washington and Wally Vernon's *Eldon Advertiser* once in a while. I watched people's kids grow up and watched their kids grow up and join their businesses. I've had fun watching my own kids grow up and watching grandchildren bless my life.

I won a few awards myself. Some were for my career in the newspaper industry. Others were from MU and Southwest Baptist, my two schools for higher education. I never thought I was so good, as I was just lucky to be in the right places at the right times, and have some good friends helping me along the way. And hopefully I have helped some others find their way too. I was involved in ownership with newspapers in Bolivar, Fair Play, Buffalo, Stockton, El Dorado Springs and the *Springfield Business Journal*.

It was a wonderful time to be in the business. We never dreamed there would be an internet, much less pictures on a screen and no wires. Dick Tracy had a two-way wrist radio when I was a kid. I've got a pocket phone now with more power than the computers on the first flight to the moon.

There will be some good times ahead. But my wish is that we could roll back the clock for a short time to let everyone enjoy the fun and friends involved with community newspapering the way I have over the past 55 years.

Sterling recently retired from the Missouri School of Journalism, prior to which he was a community newspaper publisher. A story featuring his career is in the July-August 2017 Missouri Press News.



CALENDAR 2017

July

13 — Southeast Missouri Press Association Annual Conference, Cape Girardeau

August

4 — Ozark Press Association Meeting, Springfield Botanical Gardens

September

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

Membership Application For Consideration

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

LakeExpo.com, publisher Brent Simpson, 4732 Osage Beach Parkway, Suite A, Osage Beach, MO 65065, LakeExpo@gmail.com, 573-207-9004.

LakeExpo.com is published online only.

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, in Springfield, during the 151st Annual Convention and Trade Show.

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 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 1920 when Missouri had

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 in a total solar eclipse.

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 mystery of the Sun's corona, head to 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:

- Use tape to secure the wire or string to the soccer/softball (Earth) and the ping pong ball (Moon).
- 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.
- When the room is completely dark, switch on the light and aim the light source straight at Earth.
- The moon will need to be between the Sun and the Earth at a distance where it will cast a shadow on the Earth. From this distance

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**.

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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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

• **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@massogroup.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

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 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

PRESIDENT AND CEO: The Illinois Press Association, one of the largest and most active newspaper associations in the country, seeks a president/CEO to lead the organization and further the cause of an independent and thriving press. The IPA provides association management services to the National Newspaper Association and technology services to more than 15 state press associations.

The duties of the president/CEO include member relations and development; government relations and lobbying; sales, marketing and fundraising; community and industry relations; public speaking;

programs and event planning; and staff, P&L and administrative management. Meaningful experience in each of these areas is a job requirement, as are strong communications skills, superior organizational ability and professional polish.

We will show preference to candidates with a background in journalism and media issues, association management and government relations. The president/CEO manages a 15-member staff, with duties spread among the Illinois Press Association, the Illinois Press Foundation and the National Newspaper Association. The president/CEO reports to the IPA Board of Directors. We offer competitive pay, excellent benefits, and the opportunity to work in a dynamic and diverse state.

Please send your resume, a cover letter that addresses how you fulfill each of the above criteria and any other supporting materials to ipapresident@illinoispress.com. No phone calls please. The deadline for submission of resumes is July 24. 6-30

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

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 resumé 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, 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.

CONTINUED ON NEXT PAGE

Missouri Press Classifieds: Continued from P7

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@newstribune.com. 6-12

GENERAL NEWS REPORTER: *The Salem News*, a 3,500 circulation weekly paper in a community that bills itself as Gateway to the Ozark Riverways, has an opening for a general assignment news reporter. We have award-winning print and web products, and one of our current staff members was recently named Missouri's Outstanding Young Journalist by the Missouri Press Association. Job description includes coverage of local entities, along with the opportunity to work on in-depth feature, enterprise and investigative stories that are a staple of our news products. A great position for any reporter who desires more than writing about meetings, accidents and disasters. The position offers competitive pay, including life, short-term disability and profit sharing. Send resume and samples of work to Donald Dodd, publisher, donald@thesalemnews.com or P.O. Box 798, Salem, MO 65560. 6-12

GENERAL MANAGER: Excellent opportunity for a general manager in Missouri. Seeking an energetic and motivated person for this position. The successful candidate will have responsibilities and provide an essential connection between the newspaper and Corporate while providing leadership and support for their operations. Must be able to adapt to a very aggressive and fast growing market area. Ensuring delivery of financial goals is integral to the position. Candidates must have related managerial experience and a strong record of innovation, growth and achieving goals. Must possess

experience with newspaper publishing, budgeting, operations, and sales. Manager would be responsible for sales and editorial staff. This position will ensure that the individual newspaper remains the primary and most relevant source for information in their respective markets while supporting the community they serve.

Position is salaried with full benefits. Please send resume, references, and salary expectations to RStyles@lakewaypublishers.com 6-6

SALES REP: The *Jackson County Advocate* is one of the most trusted news sources in Grandview and South Kansas City. In fact, we are GROWING our coverage and commitment to local, community news! The Advocate is NOW HIRING for a driven and inspired Advertising Representative to help push our paper to new heights.

The ideal candidate will have previous selling experience and a working knowledge of the media and newspaper industry. This position is NEW and will offer endless possibilities for growth and commission. Being a part of our team means understanding the power of community journalism and appreciating the printed and online word as our beliefs in journalism still hold firm even today.

Position is full time with a 9 to 5 working day, offers a base salary plus commission and bonus opportunities and paid vacation after six months. We are a small but mighty staff and we need to continue to grow to serve our readers and residents!

Please send your resume, cover letter and salary requirements to: Mary Wilson, Editor, at mwilson@jcadvocate.com. No phone calls, please. 6-2

SPORTS REPORTER: *Bolivar Herald-Free Press*, a twice-weekly, is seeking a sports editor/reporter for a one-person sports staff interested in joining the cause of making a difference in lives of all ages in and around Polk County, Mo. We

are THE source for all things news and information in our community, which has a small university and multiple high schools, with champions aplenty. Our current sports champion has done a great job in print and online, with photos, video and copy. We seek the same with constant focus on improvement, just like the athletes we cover. We are losing our champ to a desire to be near family out of state. Please direct inquiries and resumes to Dave Berry, editor and publisher, at DaveB@BolivarMoNews.com, or PO Box 330, Bolivar, Mo., 65613 5-24

GENERAL MANAGER: *The West Plains Daily Quill*, in West Plains, Missouri, is now accepting applications for the position of General Manager. We are seeking a hands-on professional with the leadership skills to guide a veteran staff and publish the region's local newspaper in an excellent manner. The successful candidate will have knowledge of advertising and/or newsroom operations, social media and the Internet. The compensation package includes a competitive salary and bonus. A benefit package is also available. Please send your resume with a cover letter to publisher Jim Perry, jimp@phillipsmedia.com. The Quill is an equal opportunity employer. 5-24

MPS
MISSOURI PRESS SERVICE

www.mopressservice.com

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**HEADLINING
TOMORROW**



**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

7-10PM | Mother's Brewery with Twisted Mikes Food Truck

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 a Springfield dignitary

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

1PM | **General session:** Remarks from a statewide office holder

2PM | Public Notice Panel Discussion

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)

8:30-9:30AM | General Session: “Reporting by Storytelling” Jennifer Moore of Missouri State University

9AM | **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



REGISTRATION FORM

September 28-30, 2017
 University Plaza Hotel
 333 S. John Q Hammons Parkway
 Springfield, MO 65806
 417-864-7333

Newspaper or Company _____

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 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 Night Missouri Press Foundation Fundraiser at Mother's Brewery \$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:
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