



Missouri Press Association Bulletin

No. 1338 — 15 June, 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

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www.mopress.com

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Nominations sought for 2018 Missouri Press officers and directors

The Missouri Press Association nominating committee will be meeting in July/August to decide on candidates for 2018 MPA Second Vice President, Secretary, Treasurer, three Directors and National Newspaper Association Representative.

The terms of current MPA Directors Dennis Ellsworth, *St. Joseph News-Press*, Donna Bischoff, *St. Louis Post-Dispatch*, are expiring Dec. 31, 2017.

The position of MPA former Director Paul Berry, *Springfield News-Leader*, is vacant, and needs to be filled. This term expires Dec. 31, 2018.

MPA Secretary Jane Haslag, *Jefferson City News Tribune*, and MPA Treasurer Mary Wilson, *Jackson County Advocate*, Grandview, are serving one-year terms, also expiring Dec. 31, 2017.

Tianna Brooks, *Mountain View Standard News*, is serving her third year as NNA Representative. According to MPA Bylaws, "the representative may not serve more than three years

in succession at one time." Her term is expiring Dec. 31, 2017.

Persons who wish to be considered for any of the positions, including those persons whose terms are expiring, must complete a nomination form and return it to Missouri Press Association by July 1.

A copy of the nomination form is available at the end of this month's Bulletin or by contacting members of Missouri Press Staff.

Dennis Warden, *Gasconade County Republican*, Owensville, immediate past president of MPA, is chairman of the nominating committee this year. Elections will be held during the MPA Business Meeting on Sept. 29, in Springfield during the MPA's 151st Annual Convention.

Thank you,

Mark Maassen, Executive Director
Missouri Press Association
573 449-4167, ext. 308
maassen@socket.net

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 the recently completed 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.

Southeast Missouri

Annual Meeting July 13, 2017
Networking, Registration Starts at 2 p.m.



Press Association

University Center
Southeast Missouri State University, Cape Girardeau

- | | |
|--|--|
| 2 p.m. Registration and networking | 4:30 p.m. Using Facebook to boost business |
| 2:15 p.m. Business meeting, introductions and announcements | 5 p.m. Cookie Break |
| 2:30 p.m. Public Notice Session by MPA Director Mark Maassen | 5:15 p.m. Load bus for tour of Southeast's Rust Center for Media |
| 3 p.m. Join weekly and daily editors for a News Workshop | 6:30 p.m. Bus returns, meeting adjourned |
| 3:45 p.m. Postal and circulation workshop | |

Attendance is free to SEMO Press members. SEMO Press membership is \$100 per newspaper.

Please send dues with this form to Michelle Friedrich, Treasurer

Daily American Republic • 208 Poplar Street • P.O. Box 7 • Poplar Bluff, MO 63901 • 573-785-1414 • Fax 573-785-2706

Newspaper: _____

Contact Name _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____ Phone: _____

Meeting Attendee(s): _____



CALENDAR

2017

15 — Porter Fisher Golf Classic, Lodge of the Four Seasons, The Ridge, Lake Ozark

16 — MPA/MPS/MPF Board Meetings, The Lodge of Four Seasons, Lake Ozark

16 — Show-Me Press Association Meeting, The Lodge of Four Seasons, Lake Ozark

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

MPA launches Facebook group for newspapers

Missouri Press Association has created a new Facebook group for Missouri's newspaper editors and publishers. We hope you'll join us for discussions revolving around all aspects of creating content for newspapers in both print and digital environments.

You can find the group by searching Facebook for "Missouri editors and publishers".

Some of the topics envisioned for the group are asking questions of your fellow MPA members; sharing story ideas; coordinating coverage of an event or making requests, such as photos, from a statewide event.

Additionally, if there is someone you think would benefit from being included in this group, please pass this information along.

MPA's website, <http://www.mopress.com>, has archives of past issues of the Bulletin, eBulletin and Missouri Press News magazine.

Digital housekeeping Remember to file your online copyright registration by Dec. 31

Editor's note: The following excerpt is from Jean Manek's February 2017 column, which appeared in that month's Bulletin.

By Jean Manek
MPA Legal Counsel

All of you with websites who allow public comments (and that is probably everyone) should have registered with the United States Copyright Office the name of an agent to receive notification of claims of copyright infringement. We talked about that in a column that ran in the MPA Press News back in April 2011. But, of course, that means that it is likely you filed this form with the office back in 2011 and haven't thought about it since. So, first, you might 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, so this will be a good double-check that your business' websites

all have current information for this contact.

And then, once you've done that, you should go through the process of completing 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, so I recommend you take care of this right away.

The Great American Eclipse

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

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.

Total solar eclipse over Missouri

A total solar eclipse will cross the United States from Oregon to South Carolina on 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, travel to a location inside the path of the eclipse.

Learn more at GreatAmericanEclipse.com

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

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 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**.

Protecting the public's right to know

With the 2017 regular legislative session behind us, let's each turn our attention to the advertising department at your newspaper – to those who have responsibility for handling your public notices. How can we make this function of your newspaper stronger?

Nobody who runs a newspaper takes public notices for granted. They are a backbone of your operation. They are a critical service you provide to those in your community and in your county.

As Missouri Press Association reported to you during this past legislative session, two Missouri law firms involved in mass foreclosure operations bolstered an effort to move non-judicial foreclosure notices from newspapers to private websites. There were two bills specifically dealing with this issue. (At least one other, unrelated, bill was filed that would have moved all public notices onto a state government website.) Under the foreclosure notice bills, rather than run a traditional public notice in the local newspaper, a trustee could publish an "electronic notice" for 21 consecutive days "on an internet website hosted by an entity that maintains such website for the purposes of providing web-based notice of foreclosure sales."

The bill vaguely defined the internet website owner as any corporation or limited liability company, stating only that it had to have liability insurance coverage. Those entities could not charge a rate exceeding the "regular local classified advertising rate of newspapers ..." These website notices would be grouped by county and the entity would provide an affidavit after the notice ran confirming that it properly ran. The bills said nothing about how the validity of this affidavit would be impacted by the website being down or otherwise

inaccessible, or the reliability of the website operator. Would that factor affect whether there was still a valid notice? (It did not hurt that during the period this bill was being heard in committee, internet service was inaccessible for a substantial period in Jefferson City – perfect timing!)

But this concept will not die that easily. These folks will be back. One of the most important things we can do over the summer is look at your public notices. How are they being handled? How are they displayed? Are you making them seem important to your readers?

Unfortunately, I know a couple of our member newspapers recently missed running one of the notices in a foreclosure. No need to single them out – it

has happened to others over the years I've served as hotline attorney. Instead, just remind your staff that when they accept those notices, they assume liability for running them according to the placement schedule. Newspapers need to have in place a system to track the notices, to monitor and double-check they are in each issue for which they are placed and that mistakes cannot creep into the content. I recommend strongly that a proof of the notice be sent to the firm placing the notice, with a tight deadline to confirm

its accuracy before the first notice runs. Getting a sign-off affirming the accuracy will help avoid typographical errors and placement date errors, preventing a dispute later over who made the mistake. If you fail to run the notice as directed, you may incur potential financial liability. I have urged you to have disclaimers in your rate card avoiding these "consequential" damages, but fighting with a law firm that is a good advertiser presents a dilemma nobody wants to face.

Where are your public notices placed

in the newspaper? Are they in a regular location, easily found and anticipated by your readers? Are they well marked? Does the layout emphasize the importance these public notices are to the public? And, even more importantly, are they in FRONT of your online paywall? It does no good if only subscribers can see them. Are there ways to emphasize these notices without incurring significant additional expense to the consumer? (And, don't forget it is CRITICAL to send a digital copy of these notices promptly to Missouri Press, or more specifically our sponsored vendor, NewzGroup, to place on its statewide website of public notices – this is an important selling feature for MPA.) Are you thinking about these notices when you make a decision to change a publication date? Or change a column size/width? These are all important issues for your staff.

And have you ever thought about doing more than running the notice? There may be occasions when a public notice relates to an important story in the community. Don't hesitate to focus your readers' attention on the significance of the notice in a news story.

The best publisher ensures accuracy in the notice and its placement. The advertiser needs to be assured that the foreclosure may move smoothly and in a timely fashion, without the publication process creating a delay. We have to our benefit a product that cannot be disputed to meet state legal requirements – the minute the ink hits the page, the state law requirements are completed. Nobody has to worry about the lack of availability of the product due to disruptions in service. Our affidavits allow the lawyers to accomplish what the client wants done. As long as our process moves smoothly from start to finish, we provide an assurance that no website can. We need to keep it that way.

"One of the most important things we can do over the summer is look at your public notices. How are they being handled?"



Jean Maneke,
is MPA's Legal Hotline attorney.
Contact her at (816) 753-9000;
jmaneke@manekelaw.com.



The difference between aardvarks and elephants

By Richard Karpel

Public Notice Resource Center

Imagine mistaking an aardvark for an elephant and writing an opinion piece about the policy implications of elephant behavior based on what you saw.

That's a fair analogy for what Liena Zagare and Ben Smith did in "Your tax dollars at work," in which they argue that local governments should move public notice and other civic advertising from newspapers to local-news websites like their own BKLYNER. I'll get back to the analogy at the end of this piece. For now let me address the misinformation that Zagare and Smith spread in making an argument on a subject they obviously know little about.

They assert that city governments face a stark choice: Either continue running public notice and other civic advertising in "fading print publications or, seek to reach a vibrant online audience in the new online media." Actually, local governments have a third option: They can run their advertising in both a local newspaper and on the newspaper's website. This happens to be the option that most local governments presently exercise. Why? Because the great majority of newspapers eligible to publish public notice advertising now also run the notices online at no additional cost. In fact, this practice is so widespread that 12 states have passed laws requiring it. These measures were passed with the support of the newspaper industry, demonstrating the seriousness with which the industry takes its responsibility to continue to provide official notice to the widest possible audience in an age of falling print circulation.

Zagare and Smith are not the first to proffer a spurious choice between public notice advertising in newspapers or on the internet. Legislators who introduce bills to move public notice from newspapers to government websites frame their proposals in the same false light. They do so despite the fact that tens of millions of people still read a newspaper every day and local-newspaper website traffic almost always dwarfs the online traffic of government websites in the same area. The willful blindness of some lawmakers on this issue is one of the reasons the newspaper industry

has felt the need to pursue legislation requiring its constituents to run public notices on the web.

Zagare and Smith appeal to public officials to shift their advertising from "zombie" community newspapers to "vibrant" local-news websites. Their appeal is both naive and misguided.

Legislation has been introduced this year in more than 20 states that would shift public notice from local newspapers and their websites to government websites. In most cases, the bills are backed by public officials like New Jersey Governor Chris Christie who have little interest in providing public notice; their real goal is to hurt the newspapers that cover them. The notion that these same officials will see the light and support critical journalism that holds them accountable is a pipe dream.

Zagare and Smith also neglect to address fundamental differences between the print and online experiences and how they impact the ability to provide citizens with effective notice of official actions. Reading a printed newspaper is a serendipitous experience; it encourages us to view stories and advertisements to which we may not have initially been drawn. Few people pick up a newspaper specifically to read public notice ads but we know from experience that many citizens see them anyway, which is vital when the official action they describe is too important to be hidden.

By contrast, online readers are goal directed. We generally visit websites seeking specific information. Serendipity can be encouraged but it is more challenging to direct readers' attention to particular content in an online environment than it is in print. It is especially difficult in the case of public notice ads because readers have been trained for over a hundred years to look for them in the newspaper. That's why providing access to email notification of public notice is vital in the online environment.

Print is also still far superior to the internet at providing assurance that a particular notice was published and conformed with the law. Digital information can easily be intentionally or accidentally altered or erased after it is posted, which simply isn't possible in print. That's why a newspaper notice

can be self-authenticated as evidence in a court of law, and a website notice cannot.

Now about that analogy ...

It's clear that Zagare and Smith are upset by their situation in Brooklyn. They believe they provide a better product and a larger audience than their competitors and therefore deserve more of the borough's advertising. "But if you picked (up the Brooklyn Eagle) at the courthouse a couple of weeks ago, you would have seen three of its 12 pages entirely covered by government-mandated small print advertising," they write.

Problem is, those three pages of advertising were placed by law firms, not government officials. The authors appear to be unaware that there are two kinds of public notice advertising mandated by law — government notice and private-party notice of court process — and that the *Eagle* runs only the second kind. In other words, the *Eagle* is an aardvark not an elephant. So Zagare and Smith prescribed public policy solutions for the entire country seemingly based on a misunderstanding about the source of their competitor's advertising.

Their slanderous characterization of community newspapers as essentially worthless is a classically hipper-than-thou, Brooklyn-bubble perspective and merits little response. I'll simply state the obvious: There are many excellent newspapers that are essential to their communities, and there are others that fall short of those standards. I suspect the same is true of local-news websites.

Publishing a newspaper in 2017 is much more challenging than it was in the past. Print circulation is down and profits are more difficult to come by. Nevertheless, most newspapers have expanded their audience — including the local audience that public notice advertising is intended to reach — and still provide the best vehicle for providing the public with official notice.

Richard Karpel is the president of APW Management and the executive director of the Public Notice Resource Center, a 501(c)(3) charitable organization that provides education and research about public notice in newspapers and on their websites.

Will Facebook help publishers find subscribers?

By Benjamin Mullin
The Poynter Institute

The Holy Grail of the news business these days is figuring out how to turn the droves of readers who swipe past stories on social media into a reliable stream of revenue.

As more and more users flock to monoliths like Facebook, Snapchat and Instagram and away from publishers' websites, many news organizations have been hard-pressed to cash in on these "distributed" audiences.

But there was a rare break in the clouds Monday afternoon when The Wall Street Journal reported that Facebook is building a tool that will allow users to subscribe to news publications directly within the mobile app, in a move that could provide a long-sought money-making avenue on the world's most popular social media network.

If the feature comes to fruition, Facebook would follow in the footsteps of Apple News, a newsreader from the makers of the iPhone that allows publishers to sell subscriptions in the

app.

But even though the latest update is encouraging, longtime observers of Facebook's financial relationship with news publishers affected wariness or cautious optimism Monday afternoon when reached for comment.

Complicating the matter somewhat is the as-yet unsettled nature of the subscription feature. According to The Wall Street Journal, Facebook is aiming to roll out the offering by the end of 2017, but the finer points are still up in the air. Among them: Will Facebook use a metered model, the kind employed by news organizations such as The New York Times? Will the subscription feature be on the company's Instant Articles exclusively? Would Facebook take a cut of the subscription revenue? And who gets to keep the user data?

"We don't know yet the totality of Facebook's proposed news subscription partnership," said Jim Friedlich, executive director of Philadelphia's Lenfest Institute. "According to The Wall Street Journal, they are in serious

discussion with several major news publishers. There is not yet a granular picture of a proposed business deal, and as always, the devil is in the details."

A news subscription platform on Facebook wouldn't be a panacea, but it's a meaningful step in the right direction, Friedlich said.

"The company is clearly serious about creating stronger partnerships with the news business, both to help journalism and to help Facebook," he said. "On that sincere foundation, there is reason for optimism."

Still, Facebook has built a powerful business by selling advertising against free media created by publishers of news and entertainment, said Jason Kint, the CEO of Digital Content Next, a trade organization that represents premium digital publishers. Allowing a subscription feature into that ad-supported ecosystem is "fundamentally at odds" with the company's business model.

Read Mullin's full column at <http://bit.ly/2tiyBfF>

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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@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

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.

Texarkana Gazette services a very diverse city and surrounding area that offers something for everyone. The successful candidate will be able to embrace the culture of the area and utilize the strength of the newspaper to reach maximum potential in continued circulation growth.

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

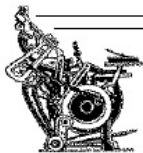
GENERAL NEWS REPORTER: *The Salem News*, a 3,500 circulation weekly paper in a community that bills itself as Gateway to the Ozark Riverways, has an opening for a general assignment news reporter. We have award-winning print and web products, and one of our current staff members was recently named Missouri's

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.

CONTINUED ON NEXT PAGE

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

Missouri Press Classifieds: Continued from P8

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. We hear frequent confirmation of our relevance from the people whose lives we impact. 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. The award-winning Quill is the newspaper of record for Howell County and has served this community since 1903. 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, jimpp@phillipsmedia.com. The Quill is an equal opportunity employer. 5-24

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, including health, life and 401(k). Send resumé and clips to Eric Olson, editor, eolson@sbj.net or PO Box 1365, Springfield, MO 65801. 4-24

PUBLISHER: The *Ruston Daily Leader*, an award-winning six-day daily (afternoon M-F, Sun. AM) newspaper in Ruston, Louisiana seeks an energetic, experienced newspaper professional to lead its dedicated team as publisher.

The publisher is the top local executive and is responsible for all facets of the newspaper operation including financial performance, advertising and circulation sales, editorial content online and in print, marketing, promotion, on-site web press printing facilities (Goss press with 4-high), social media marketing/ad sales, and community involvement. A college degree or equivalent professional experience in newspapers, magazines, online journalism and business management is desired.

Applicant should be friendly and outgoing with excellent written and verbal communication skills. Ideal candidate will be a smart, creative leader who is passionate about journalism, bringing creative vision, voice and style while seeking to challenge the status quo in pursuit of excellence. We seek a proven leader with the ability to learn quickly and work well with others in a fast-paced, deadline-oriented team environment. Other desirable experience would include newsroom management plus advertising and marketing across multiple platforms in print and digital. Candidate should demonstrate an understanding of the changing media landscape and be prepared to meet the needs of the served community in print, online and mobile. Successful applicant will relocate to Ruston/Lincoln Parish in the beautiful piney hills of north-central Louisiana on Interstate 20. Lincoln Parish is the home of Louisiana Tech University and Grambling State University. Publisher will also be responsible for management/oversight of The Gazette, a weekly newspaper in neighboring Farmerville, LA serving the

city and Union Parish. Dedicated and competent newspaper staff is in place at both locations.

Compensation will be a combination of salary plus performance bonus commensurate with experience. Company group health plan with Blue Cross/Louisiana is available.

Interested candidates should send their resume, salary history, and professional references with a specific cover letter (written for this job posting, designed to outline why you are the person for this job) to Marc A. Richard at fackelmannews@gmail.com. Thanks for your interest and we look forward to hearing from you about this exciting opportunity! 4-18

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.

This candidate won't be happy with attaining goals. More importantly, they will want to blow them away.

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 4-17

GENERAL ASSIGNMENT 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 4-17

ACCOUNT EXECUTIVE: The *Quincy Herald-Whig* multimedia advertising sales team is looking for an Account Executive by title who is a multi-media sales specialist in action. Bring your natural curiosity and a passion for partnering with the best local businesses to extend their reach and marketing message to consumers.

If you have the skills to meet with an active customer base and provide them with effective marketing and advertising solutions then you may be the candidate we are looking for.

We offer a competitive commission along with a comprehensive benefit package, training, development and the opportunity for growth!

Send Resumes to: Christina Wilson | Human Resources 130 S. Fifth Street | Quincy, IL 62301 or email: cbwilson@whig.com 4-12

CANDIDATE PROFILE

MISSOURI PRESS ASSOCIATION BOARD OF DIRECTORS



Submit completed profile to MPA President, c/o Missouri Press Association
 802 Locust Street, Columbia, MO 65201
 or via e-mail to dcrews@socket.net.

Submission deadline: July 1, each year.

Thank you for your interest in serving on the Missouri Press Association Board of Directors. To assist the selection committee, please complete the following profile.

Name _____ Date _____

Title _____ Company _____

Address _____

Phone _____ E-mail _____ Web site _____

Yrs. in current position _____ Yrs. with company _____ Yrs. in industry (as an adult) _____

COMPANY INFORMATION

➤ Newspaper Title(s) for which you're responsible.	Daily (X)	Weekly (X)	Other (X)	Paid Circ.	Total Circ.

➤ Please indicate the nature of your newspaper's ownership:

Private/family ownership Newspaper chain Corporate ownership

➤ If your company is part of a chain or a subsidiary or affiliate of a larger group or corporation, please provide the name of that parent entity.

➤ Is your company supportive of your candidacy for board membership and the commitment required of you if selected? Yes No Don't know

Biographical Information

- Please attach a resume or biographical statement that will provide us with the following information:
 - Employment history with start and end dates.
 - Education.
 - Outside activities, especially areas of community or civic involvement.
 - Any particular expertise you would bring to the board (e.g. accounting, finance, banking, law, lobbying, public office, teaching or scholarship).
 - Anything else you believe will help our consideration of your candidacy.

- **CONFLICTS:** Are you engaged in any activities, or do you hold any positions, that could pose a conflict of interest, or the appearance of one, or otherwise potentially embarrass Missouri Press were you to serve on the board?
 - No
 - Possible concerns (explanation attached)

Missouri Press Association Participation

- Please list the MPA or MPA-related events you've attended in the past few years.

EVENT	THIS YEAR	LAST YEAR	YEAR BEFORE
MPA Annual Convention			
MPA Day at Capitol (Jeff. City)			
Northwest Press Assoc. Mtg.			
Ozark Press Assoc. Mtg.			
Show-Me Press Assoc. Meeting			
Southeast Mo. Press Assoc. Mtg.			
Mo. Ad. Managers Assoc. Mtg.			
NNA Gvt. Affairs Confce. (Wash. D.C.)			
NNA Annual Convention & Trade Show			
Other (please specify)			
Other (please specify)			

- Please list any MPA projects or committees in which you've actively participated in recent years:

- We encourage board members and anyone interested in board service to get involved with an MPA committee. Please indicate the committees you'd have an interest in serving:
 - Ad & Sales Marketing
 - Better Newspaper Contest
 - Convention
 - Legislative
 - MPA Programs/Objectives
 - Political Ad Sales

- Please attach a short paragraph explaining why you wish to serve on the Missouri Press Association Board of Directors and how you believe you can make a difference.

Candidate's signature: _____ Date: _____

FEATURED PRODUCT



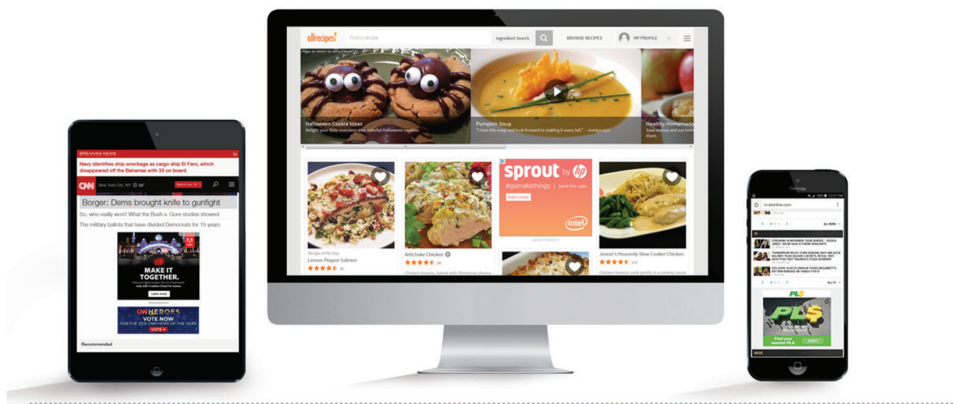
Offering TARGETED DISPLAY

Reach potential consumers on desktop, tablet & mobile



Targeted Display, also called Programmatic, allows you to place your message in front of potential customers where they spend time online, utilizing targeting segments such as demographic information, website category, browsing behavior, and search habits.

Our platform leverages data from publishers and readers, and pairs it with data from third-party websites across a massive network to target your message to the best possible audience. Your campaign is optimized in real-time, and can be modified at any time to suit your company's changing needs.



BENEFITS OF TARGETED DISPLAY CAMPAIGNS

- Maximize exposure by targeting your best audience
- Drive market share growth
- Increase brand awareness to your target audience
- Gain a competitive advantage
- Complete your branding circle
- Encourage repeat business
- Build a new customer base
- Track ad campaign conversions
- Drive engagement and traffic to your website
- Take advantage of A/B split testing
- Reconnect with your website visitors

ATTENTION NEWSPAPERS

If you are looking to expand your sales portfolio with more online and digital products please contact Mark Nienhueser at 573.449.4167 for more information