



# Missouri Press Association Bulletin

No. 1336 — 14 April, 2017

2017

## PORTER FISHER GOLF CLASSIC

DATE  
**Thursday**  
**June 15, 2017**

FEE  
**\$75 Per Player**  
**\$300 Per Foursome**



**THE RIDGE**  
The Lodge of Four Seasons  
Lake Ozark, MO



11am Lunch • Shotgun start at Noon

Name \_\_\_\_\_

Player #1 \_\_\_\_\_

Co./Newspaper \_\_\_\_\_

Player #2 \_\_\_\_\_

Address \_\_\_\_\_

Player #3 \_\_\_\_\_

Email \_\_\_\_\_

Player #4 \_\_\_\_\_

Phone \_\_\_\_\_

**Method of Payment**

Check  Visa  Discover  MasterCard  American Express

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and will be grouped into teams by MPF.**

Golf = \$75 per golfer \$ \_\_\_\_\_

Mulligans may be  
purchased at the course  
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Mulligans \$10 Each \$ \_\_\_\_\_

*(limit 1 per player per side)*

Prizes will be awarded after  
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Hole Sponsorship = \$50 each \$ \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Prize Fund \$ \_\_\_\_\_

**TOTAL: \$ \_\_\_\_\_**

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Send registration form & check to Missouri Press Foundation,  
802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167.  
Make checks payable to Missouri Press Foundation





## Missouri Press Association

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# Pardon our virtual dust

## From MPA Staff

A new website for Missouri Press Association and Foundation officially launched earlier this week.

The new mopress.com website offers a much-improved design and easier access to MPA's most commonly used services and resources.

While the new website remains functionally similar to the old site, several things have changed. The entire process represents a complete revamp of MPA's online presence.

With this in mind, we ask members to be on the lookout for missing and dead

links, as well as any other abnormalities you might encounter in this new virtual space.

If you find something on the new mopress.com that does not appear to be working, please contact Kristie Williams, member services director, at 573-449-4167 or kwilliams@socket.net

Ultimately, this new website should represent a greater level of utility for our members to access the information they need most frequently. As with any project of this magnitude, however, it might take some time for all the dust to fully settle.

## 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 at

#### WHAT YOU NEED TO KNOW:

Missouri Press Association 151st  
Annual Convention and Trade Show

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

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.

## Do you know any drone journalists?

Technology is always changing and this year Missouri Press Association is looking at how some of those changes are affecting journalism during its upcoming 151st Annual Convention and Trade Show being held Sept. 28-30 in Springfield.

One of the topics planned for the convention is drone journalism, including how these devices can be used by newspapers for advertising and gathering news.

As we get closer to the convention, MPA is looking for member newspapers who are on the cutting edge of technology (or even a few hobbyists who have had a chance to mix business with fun) and how you are using drones in your respective businesses.

If you would be willing to share some of your thoughts on being a drone journalist, please contact Matthew Barba, MPA editor, at 573-449-4167 or mbarba@socket.net



## 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.



## Media and the Law Seminar

### Event will cover 'first freedoms' in a digital world

Each year, the University of Kansas School of Law and the Kansas City Metropolitan Bar Association Media Law Committee host the Media and the Law Seminar in Kansas City to facilitate and encourage dialogue about the latest legal issues and developments in media, law and technology.

This year's seminar is 8-4:15 p.m. Friday, May 5, at the InterContinental Hotel at the Plaza in Kansas City.

Cost for the seminar for journalists is \$60.

Digital technology has changed everything — from the way international corporations do business to the way teenagers communicate with each other. But with those changes come challenges, and press freedom is not immune.

News leaders resoundingly agree that laws related to the First Amendment are no longer adequate in the digital age. In a recent survey

of leading news editors by the Knight Foundation, 88 percent agreed that "there are many unsettled legal questions about the scope of free expression" today.

At this year's 30th annual seminar, we will take on these unanswered questions and present how media law practitioners can counter the top threats to the First Amendment. Topics will include the chilling effects of surveillance, hacking and consumer monitoring; retaliation and revenge against the media through litigation funding; fair use abuse; government secrecy; and more.

Linda Deutsch, Associated Press special correspondent, will present during lunch on "Journalism and Justice: A Look at Trials that Made History." She will share her views on the importance of high-profile trials as a mirror of America's transformative changes and as a force in shaping the justice system and society.

**SAVE THE DATE  
HEADLINING  
TOMORROW**

**The Future of Missouri Newspapers**  
BUSINESS • FINANCE • LIFESTYLE • FASHION • SPORT • TRAVEL • WEATHER  
ISSUE #151

Perhaps more than at any other time in recent memory, scrutiny of the press is drawing many to wonder about the future of journalism in America and what forms it will take.

Finding future generations of journalists, and retaining existing ones, while cultivating in them that love for the work is key to the future survival of newspapers, according to Zach Adams, publisher of Iapetus Capital-Journal and a speaker at Missouri Press Association's upcoming 151st Annual Convention and Trade Show. The theme of the convention is "Headlines of Tomorrow" and will be held Sept. 28-30 at University Plaza in downtown Springfield.

**151<sup>ST</sup> ANNUAL  
MISSOURI PRESS CONVENTION**

**SEPTEMBER 28-30, 2017**

**UNIVERSITY PLAZA HOTEL, SPRINGFIELD**





## Maneke legal column

# Potential changes in store for liquor advertising laws

In putting together this month's column, I wanted to write about some legal issues that could be beneficial to newspapers.

Every newspaper staff must deal with turnover, and this creates some special issues when it is turnover in the advertising department. Those of you who deal with selling ads have a lot to remember – prices, sizes, and all the millions of rules that apply to special ads. Whether it is concerns about the content of housing ads because of HUD advertising requirements or whether it is the attribution line that is required in ballot issue advertising, there are a myriad of details to keep track of on that side of the newspaper office.

However, I can say, hands down, that the most frequent question on the hotline is whether a newspaper can run an ad for a local bar or food establishment advertising discounted drink prices.

And if you've called about that question, you know my standard answer – there are state regulations and statutes that control those who sell alcoholic beverages. If those liquor license holders break these laws or regulations, they jeopardize their rights to sell such beverages or could incur significant fines and penalties.

These are high-stake questions and it seems much more prudent that these businesses should have their own lawyer giving them the advice about what they do, instead of relying on the newspaper's attorney to tell them the answer. While it's a nice thought that you could help your advertiser in this way, both you and your attorney could end up in court being sued for giving bad advice and costing these businesses significant sums. That's why I always suggest that since there is absolutely no penalty applicable

to the newspaper in this regard, that you stay out of this situation, agree to run whatever they want and let them seek their own legal advice elsewhere.

But, because I know you are interested, let me mention two developments on that front to you. One is that earlier this year, a decision came down from the U.S. Court of Appeals for the 8th Circuit (which covers the State of Missouri, including others) that dealt with the Missouri statute and state regulations. In a case brought by the Missouri Broadcasters Association, among others, the plaintiffs argued that these laws violated their freedom of speech rights under the First Amendment. Included in the prohibited acts under these laws are advertising "two-for-one" specials, coupons for free drinks with the purchase of food or prices set below the retailer's actual cost.

The state Liquor Control office, and the Missouri Attorney General, focused on the provisions of the law that argued that laws like this are part of the state's obligation to ensure responsible drinking. The trial court considered the defendants' motion to dismiss and ultimately agreed that a dismissal was appropriate, without giving a decision explaining its ruling to the parties. The plaintiffs appealed, of course.

So the appellate court considered the pleading filed by the plaintiffs and went through a detailed analysis as to whether it stated a cause of action. Ultimately, it focused on whether the plaintiff was justified arguing that there was no substantial interest advanced by these state laws, or whether the statute and regulations were more extensive than necessary.

The court accepted that it was just common sense that an advertising

restriction will decrease consumption but pointed out there was a lack of proof at this point that decreased consumption also promoted responsible drinking. And, it said, there was no evidence that increased demand for discounted alcohol didn't necessarily mean that consumption itself was irresponsible. In short, at this point, there was no evidence that would defeat the plaintiff's claim that these prohibitions were unjustified. And, therefore, the case should not have been dismissed, the Court said.

So, this case goes back to federal court in the Western District of Missouri (Jefferson City division) for further proceedings.

Let me mention to you at the same time that a number of liquor retailers in Missouri are working at the state level to get this law and the state regulations overturned. Several bills have been introduced into the legislature dealing with advertising issues, including one bill, House Bill 433, sponsored by State Rep. Robert Cornejo, which would change the state statutes involving advertising. Rep. Cornejo's bill just this week was voted out of the House and now will go to the Senate for consideration there.

Again, you need to remember that newspapers have no liability for this type of advertising. But changing the law may INCREASE your advertising and that's always the best kind of good news!



## Keep your readers informed with MPA public notice ads

Throughout our nation's history, government agencies have been required to alert citizens of certain activities that may impact a local community, providing citizens the opportunity to stay informed and take action when necessary.

The Missouri Press Association has available a series of Public Notice ads 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: [http://www.mopress.com/nt\\_publicnotice.php](http://www.mopress.com/nt_publicnotice.php)

Other Public Notice resources, such as a searchable database and an index of Public Notice legal requirements are also available through the MPA website.



## 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](mailto:mbezenek@socket.net) or 573-449-4167 to reserve your spots today!

 **ST. LOUIS POST-DISPATCH**



# Support newspapers while they are still here

By Roy Peter Clark  
*The Poynter Institute*

On March 23, I sat in the back row of a conference room at The Poynter Institute to watch an interview with veteran news reporter and anchor Campbell Brown. She has been hired by Facebook to help the company develop standards and practices at the places where social media bump into journalism.

In responses to questions from Poynter's Kelly McBride, Brown spoke with energy and some wonder at the ways in which the news media landscape continues to change. I don't have a transcript, but at one point she blurted something like, "I mean, who reads a newspaper anymore?"

Here's what happens when a rhetorical question is treated like a literal question by the audience: Brown seemed surprised when a significant percentage of the 159 people in the room raised their hands. She failed to calculate that she had asked her question in St. Petersburg, Florida, the town once parodied as "the city of the

newly wed and nearly dead," and "the world's largest open-air mausoleum."

I wrote a column in October of 2007, the year before the Great Recession, and at the beginning of a decade of tumultuous digital innovation, leading to the supremacy of mobile technologies and social networks, and the polluting practices of fake news and trolling.

Here's what I wrote back then:

*There is one overriding question about the future of journalism that no one can yet answer: How will we pay for it? Who will pay for good reporters and editors? Who will pay to station them in statehouses, or send them to cover wars and disasters? Who will finance important investigations in support of the public's health and safety?*

Newspapers — including the one in St. Pete — are in decline, a slide that began decades ago. If I die at the age of 95, as did my mom, will my obit appear in a paper version of the local rag? Who knows?

One thing remains clear:

An industry that is dying is still alive. It is not dead — yet. While alive, it may continue to perform vital services to a community — services such as news and information, keeping an eye on city hall, on sewage in the bay, on the failures of local schools. It may continue to be the best we've got.

The narrative that online advertising will grow to replace the loss of print advertising is looking more and more like a fairy tale. Newspapers are not doing more with less. They are doing less with less. But they are still doing something, and what they are doing remains vital to the communities they serve.

So while I no longer profess a duty to buy and read the newspaper, I embrace a civic responsibility to support the news. We pay for telephones, water, electricity, garbage pickup, recycling and other utilities. Who will pay for the news? The answer is "me."

How about you?

*This column originally appeared here: <http://bit.ly/2nGMMIb>*

## Make Sales Soar Like Magic

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

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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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## High school journalists

### Mizzou hosting two journalism workshops

#### CALENDAR 2017

##### April

21 — NIE Board Meeting, Columbia

27 — Past Presidents and Spouses Dinner, Grand Cru, Columbia

##### June

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

##### September

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

The University of Missouri School of Journalism will be hosting two journalism camps for high school students this summer, including an intense, hands-on media experience for high school students and advisers June 23 to 26 at the Missouri School of Journalism in Columbia. Registration is now open.

Students will learn how to navigate today's media landscape, increase reader engagement and polish their storytelling skills using the digital media tools available to them right now.

Each student will leave with at least one project in hand, along with planning elements to use in organizing their newsroom, building their portfolio, increasing audience engagement and collaborating with fellow staff members.

Information about the camp, including early bird pricing, overnight housing options, scholarship opportunities and a schedule can be found online at [MediaNow.Press](http://MediaNow.Press).

More information is available at <http://bit.ly/2m8KcN9>

#### Urban journalism workshop

High school students from around the nation will be able to discover the fast-paced world of professional journalism during the Missouri Urban Journalism Workshop. The 7-day immersive experience will be held July 8 to 14 at the Missouri School of Journalism.

The goal is to help a diverse group of students learn how to cover issues, news and current events in an inclusive way. They will produce stories in the School's award-winning, hands-on learning laboratories, including the Columbia Missourian newspaper; KOMU-TV, the local NBC affiliate; KBIA-FM, mid-Missouri's NPR affiliate, as well as across multiple media platforms.

One highlight of the workshop will be Mobile Technologies: Students will learn how to interview sources, shoot video, take photos – do everything they need for their story – while they're on location. In today's world, journalists can work from anywhere.

More information about the workshop is available at <http://bit.ly/2m8FLD9>.

## Building the future of Missouri newspapers.



They might become an editor, publisher, photographer, reporter or ad designer if someone like you helps show them the way. Please donate now to the summer internship program and show talented journalism students the wonderful opportunities available in our industry.



Contact Melody at 573-449-4167, ext. 303 to donate or visit [www.mopress.com/foundation](http://www.mopress.com/foundation) and click on the "Donate Now" button.

Check [http://www.mopress.com/nt\\_training.php](http://www.mopress.com/nt_training.php) for links to the latest webinars from Inland Press and Online Media Campus.





*Fake news tips for readers ... and ourselves?*

## University librarian offers tips to recognize fake news

**By Marybeth Niederkorn**  
*Southeast Missourian*

Katlyn Griffin, information literacy librarian at Southeast Missouri State University's Kent Library, recently presented her program "Don't Get Fooled: Determining What News to Trust" at the Cape Girardeau Public Library.

Griffin said the reason she gave this program on April Fools' Day was she wants people to critically examine news every day, and she thought it was likely people would see at least some satirical news articles, or outright hoaxes, on April 1.

The danger in fake news is, it creates confusion, punches holes in what is true, and creates a funhouse effect leaving readers doubting everything, including real news, Griffin said.

Griffin does a lot of work with students at the university, she said, teaching them which sources are more reputable, and how to make appropriate claims in their papers and presentations.

Fake news, Griffin said, has several hallmarks.

"It's deliberately published to fool or mislead," she said. "It may be created to go viral," she added, explaining some fake-news sites will have multiple pop-up ads or sidebar ads, monetizing their online traffic by the click.

Clickbait titles — that is, titles that offer little information but sensational or salacious hints instead — are another indicator of fake news, she said.

"Headline structure tells you what the headline writer wants you to take away from it," Griffin said.

Griffin said it is as important to know what fake news is, as to know what it isn't. News with an obvious bias, as is often found on cable news networks or opinion reporting being presented as fact, is not necessarily fake, she said. Opinion-based articles or editorials are similarly not necessarily fake.

Incomplete or breaking news requires more work on the part of the reader, she said.

"Check sources, look at what other reports are saying," Griffin said.

Finally, Griffin said, a tough point to

remember is, news isn't fake just because the viewer or reader does not agree with it.

Griffin gave some strategies she said are important to keep in mind while reading any articles.

"Consider the source," she said. Does the website have an "about" page or a disclaimer? What other stories has the reporter written? Searching the reporter and the website with terms such as "fake" or "disclaimer" will be helpful, she said.

"Look beyond the initial story," Griffin said. "Am I meant to react a certain way?" Provoking reactions is typical of fake news stories.

Social-media sites are notorious for sharing stories out of context, Griffin added.

"Check the date on the story," she said.

"It might be from three years ago."

Fact checking isn't easy, Griffin said, which is why there are several dedicated fact-checking sites that employ full-time fact checkers. Sites such as [www.factcheck.org](http://www.factcheck.org), [www.snopes.com](http://www.snopes.com) and [www.politifact.org](http://www.politifact.org) are reputable, Griffin said, but each on its own is not complete or perfect, so it's important to check all three.

In all, Griffin said, there are a few takeaways: "Look at the content, not just the appearance," she said. "Perspective does not equal bias."

"Find the original source of a story. Fact check sites help with that."

"Finally, check your own emotions and biases."

Find the original story here: <http://bit.ly/20EK2j1>



Join NNA in Oklahoma for its  
**131st Annual Convention and Trade Show**

**Save the Date**  
October 5-7, 2017

Non-NNA member newspapers in Oklahoma, Arkansas, Texas, Missouri, Kansas, New Mexico and Colorado can attend at the member price.

For convention information, go to  
[www.nnaweb.org/convention](http://www.nnaweb.org/convention)



# Missouri Press Classifieds: Who is looking for YOU?

## FOR SALE

- The *Democrat-Reporter* is Marengo County, Alabama's weekly newspaper, family owned and operated for 100 years. Robert Edmund Sutton, Sr., bought it in 1917 and son Goodloe Sutton owns and operates the same newspaper to this day. This newspaper has an accomplished legacy of investigative journalism, which climaxed in 1997 with the arrest of a county sheriff, two deputies, and the 68 drug dealers they were protecting. The Sutton family's investigation led to the federal and state authorities uncovering a nationwide drug ring that stretched from Los Angeles to Uniontown and from there to Detroit, Atlanta, Miami, Birmingham, and all over Alabama.

Goodloe, who is now 78 years old, is looking to sell the business outright as he prepares for retirement. The weekly newspaper continues to gross \$350,000-plus annually (good ad rep can triple that) and presents a turnkey opportunity. Goodloe can be reached at 334-813-7224 for additional information 3-31

- 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](mailto: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](mailto: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](mailto:rgsales00769@gmail.com)

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

## HELP WANTED

**ACCOUNT EXECUTIVE:** The *Quincy Herald-Whig* is bringing the future of advertising and marketing solutions to our customers today. Our multimedia advertising sales team is looking for an Account Executive by title who is a multimedia sales specialist in action.

If you have the skills to meet with an active customer base and provide them with effective, comprehensive, and solid

marketing and advertising solutions then you may be the candidate we are looking for. College degree in marketing or advertising preferred plus two-three years successful marketing, advertising or customer service experience including business-to-business/face-to-face sales. Must be digitally savvy and have strong computer skills including Word, Excel and Power point. A valid driver's license required.

We offer a competitive commission along with a comprehensive benefit package, training, development and the opportunity for growth! Great expense, cell and gas reimbursement program.

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

**EDITOR:** *The Missourian*, an award-winning twice-a-week community newspaper, is seeking a seasoned editor to oversee coverage of the St. Clair, Mo., area, which includes municipal, school and county beats. This position requires substantial reporting responsibilities and fluency in digital and social media. Five years in community journalism is preferred. Solid reporting background and photography skills required. Community newspaper background preferred. This position requires some night and weekend work. Sick of working for a chain? Come to work for a family-owned and operated newspaper that values enterprise journalism and rewards hard work.

Good pay and benefits, including health insurance, 401K plan and profit sharing. Send resume, qualifications and clips to Susan Miller Warden, 14 W. Main St., Washington, MO 63090, or email to [millers@emissourian.com](mailto:millers@emissourian.com). When applying, mention you saw this opening listed with the MPA. 4-5

**PUBLISHER:** Due to a family health-related resignation later this Spring, the *Branson Tri-Lakes News* is searching for a new community newspaper publisher. The *News* is a twice-weekly paid community newspaper in the Live Entertainment Capital of the World, Branson, Missouri.

This new publisher would report directly to the owners of the newspaper, a family-owned community newspaper company with 18 newspaper companies in eight states. This family has owned community newspapers since the 1960s in the states of Georgia, Kentucky, Virginia, Mississippi, Texas, Missouri, Iowa and Arkansas.

We also have our own glossy sheet-fed printing operation which opens up many other possibilities for advertising solutions for our customers.

The new publisher will earn a competitive salary with a very generous bonus tied directly to operating profit. Other benefits such as free family health insurance, vehicle

allowance, vacation, life insurance, etc. are all in the employment package. The owners wish to fill this important position quickly. Please apply online to John Lancaster, Vice President, Lancaster Management, Inc., at [john@lminews.com](mailto:john@lminews.com). Be sure to include your resume, references, salary requirements and your goals for the future. Let's see if your goals match with ours. 4-4

**PUBLISHER:** Excellent opportunity for a general manager at the *Lincoln County Journal* in Troy, Missouri and *Newstime* in Lake St. Louis. 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. Position is salaried with full benefits. Please send resume, references, and salary expectations to ([RStyles@lakewaypublishers.com](mailto:RStyles@lakewaypublishers.com)) 3-31

**SALES REPRESENTATIVES:** Help wanted: *Houston Herald*, an award-winning print publication and recognized among its peers as a leader in digital initiatives, is seeking sales representatives to lead projects involving print and online advertising. Sales experience helpful but not necessary. We will train. If you thrive in a positive environment where good work is recognized, we want to talk to you. Excellent communication skills and self-motivation are required to build relationships to help clients build their businesses. Ability to work some from home and in new office quarters. Write about your past work history and experience to: Sales, P.O. Bo 170, Houston, Mo. 65483 3-24

**EDITOR:** Small town newspaper looking for editor. This paper has strong ties with the community, interesting city and county governments and is located in east/central Missouri. If interested please contact Missouri Press Association at [mbarba@socket.net](mailto:mbarba@socket.net) 3-24

**MULTIMEDIA SALES:** Do you love talking to people? Being creative in all aspects of your day? Learning about cool new things? We can't wait to meet you!

If you join our highly motivated team, you'll work with all types of businesses and media, from print products to a heavy emphasis on cutting-edge digital advertising products.

**CONTINUED ON NEXT PAGE**

# Missouri Press Classifieds: Continued from P9

Social networking skills are desired. This is a cool opportunity with great rewards - compensation package includes guaranteed base plus incentives! Reliable transportation, good driving record, and valid driver's license required.

Bachelor's degree or equivalent experience needed. Full time with benefits. Email resume to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com) or complete an application at 101 N Fourth St., Columbia, MO 65201 EOE / drug free workplace 3-16

**ADVERTISING EXECUTIVE:** The *Ste. Genevieve Herald* has an opening in its advertising department for someone who can juggle multiple responsibilities with advertising sales, design, classifieds, legal notices, digital, special projects, and more. The position currently is four days, 32 hours, with benefits (health, vision, dental; IRA) and opportunities for growth. Ste. Genevieve is along the Mississippi River one hour south of St. Louis and one hour north of Cape Girardeau and is famous for its wineries and French colonial architecture. Interested applicants can send resumes and references by email to [tcarrig@stegeneral.com](mailto:tcarrig@stegeneral.com) or mail to Toby Carrig, Ste. Genevieve Herald, P.O. Box 447, Ste. Genevieve, MO 63670. 3-16

**STRATEGIC DIGITAL SALES EXECUTIVE:** Kanas City Star Media Company is the place to work if you are looking for a thrilling, leading-edge work environment where you can grow and develop your professional skills.

**Job Responsibilities:** We are currently looking for an innovative and experienced Strategic Digital Account Executive with proven success managing, selling, and executing strategic objectives to exceed local digital revenue goals. Someone who possesses a strong business development background utilizing a consultative sales approach.

**Job Requirements: Desired Experience:** Selling digital advertising; Work on multiple campaigns simultaneously, and under deadline, while being flexible to the clients' needs; Create & sell custom digital advertising strategies; Collaborate actively and constructively in team environment; Ability to pivot quickly without losing speed, focus or quality; Excellent track record of providing clients with custom digital solutions and closing business. **Required Experience:** Combination of knowledge and experience equivalent to a B.A. or B.S. Degree in Advertising, Marketing, Sales or related field; Digital sales experience including mobile platforms, SEO/SEM, Targeted Email, Social and other offerings; Clean DMV

What we offer: Base + commission with uncapped earning potential; Opportunities for advancement; Fast paced, fun work environment in the heart of the Crossroads Arts District 3-16

**MANAGER / SALES REPRESENTATIVE:** Wanted for *Centralia Fireside Guard*, Centralia MO, an award-winning weekly newspaper located close to Columbia. Successful applicant will have strong management skills, sales experience in both print and digital, and be a motivated team leader capable of setting and meeting sales goals. Excellent benefit package includes health and dental insurance, 401(k), vacation, gas allowance, etc. Email resume to Walt Gilbert at [lmovp@lcs.net](mailto:lmovp@lcs.net) 3-15

**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](mailto:DaveB@BolivarMoNews.com), or PO Box 330, Bolivar, Mo., 65613 3-13

**GENERAL MANAGER:** The *Sentinel-Record* in Hot Springs, Arkansas seeks an experienced leader who is innovative and results-oriented. He or she will manage all the operations of this seven-day a week newspaper. This individual must possess exceptional leadership, marketing and communication skills as well as be dedicated to growing all aspects of a profitable newspaper. The ability to think strategically and work with managers to develop and execute plans is essential. We are looking for a proven leader with excellent organizational, financial and management skills. Community involvement is also necessary and encouraged. Ideal candidates will have experience as a general manager or advertising sales leader of a newspaper. The *Sentinel-Record* is owned by WEHCO Media, an industry leader offering a competitive salary commensurate with experience and a comprehensive benefits package including health insurance, 401K and profit sharing. Please send resume and salary requirements to Terri Leifeste at [terril@newstribune.com](mailto:terril@newstribune.com). 3-8

**REPORTER:** The *Buffalo Reflex* is seeking a reporter interested in joining the cause of making a difference in lives of all ages in and around Dallas County, Missouri. We are THE source for all things news and

information in our community and we often hear confirmation of our relevance from the people whose lives we impact. Please direct inquiries and resumes to Paul Campbell, editor and general manager, at [paulc@buffaloreflex.com](mailto:paulc@buffaloreflex.com) or Buffalo Reflex, PO Box 770, Buffalo, MO 65622. Applications available at 114 E. Lincoln, Buffalo. 2-15

**CLASSIFIED SALES MANAGER:** *The Herald-Whig*, a division of QMI, has an immediate opening for Classified Sales Manager to lead and direct the call center for the Herald-Whig print and online products. This position reports directly to the Advertising Director. Submit your cover letter, resume and reference to: Christina Wilson, Human Resources, 130 S. Fifth, Quincy, Illinois 62301. Email: [cbwilson@whig.com](mailto:cbwilson@whig.com) The Herald-Whig offers an attractive base wage plus commission compensation plan. This is a full time position eligible for a comprehensive fringe benefits package offering. 2-14

**RETAIL ADVERTISING MANAGER:** The *Herald-Whig* Newspaper in Quincy, Illinois is looking for a high energy, highly motivated individual to lead a team of six account executives. As the Retail Advertising Manager, you will be in the trenches, making sales calls with your team. You will be managing revenue goals and sales, and creating sales strategies in conjunction with the Advertising Director. You will be the project manager on most initiatives. If you are a leader and have a passion to motivate others, this may be the perfect position for you!

**Key Responsibilities:** Develop advertising plans to grow local business; Ability to deal effectively with people and organizations in diverse situations; Build rapport with clientele, provide excellent timely customer service; Motivate a sales team in a results-driven business

**Qualifications:** At least five years sales experience preferred; Significant experience in marketing, developing and growing major accounts; Excellent communication skills; Detail-oriented with strong organization skills and the ability to multi-task; Acceptable driving record required.

This position offers an opportunity to grow and advance your career within the Herald-Whig. The Retail Advertising Manager will stair step into the Advertising Director role in the future. This full-time position includes an attractive benefits package. The Herald-Whig is an equal opportunity employer.

To apply, send resume 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](mailto:cbwilson@whig.com). You may learn more about The Herald-Whig at [www.whig.com](http://www.whig.com) and about Quincy Media Inc., our parent company, at [www.careersatquincy.com](http://www.careersatquincy.com). 2-14