



Missouri Press Association Bulletin

No. 1321 — 16 February, 2016



Missouri Advertising Managers' Association Meeting

Camden On The Lake
2359 Bittersweet Rd.
Lake Ozark, MO 65049

Call by February 5th for Reservations!
Special \$112 Rate for Missouri Advertising Managers' Association
1-888-365-5620 • Group Code MAMA0316



Brian Powers
Comic Hypnotist/
Motivational Speaker

Using his unique ability to combine Comedy Entertainment and Education, Brian will put an end to dull seminars. He will show your employees how to use their subconscious potential to help your bottom line!

Brian travels coast-to-coast performing his Powers of the Mind Comedy Hypnosis Show and then following it with a unique motivational seminar. A fun seminar designed to unlock the hidden potential inside the mind.



Amplified Digital Agency (AD) is a St. Louis based full service Digital Agency focused on strategic Digital Marketing, Creative Services and Media Planning & Consulting. Their goal is to help your business successfully navigate through an ever changing digital landscape.

Thursday, March 10

1-2:30PM | Speaker Brian Powers | Comic Hypnotist / Motivational Speaker

3PM | Break

3:15PM | Best Ideas Session | Bring your best ad ideas and get a chance to win a CASH prize!

3:45PM | Get Amped! Leveraging Digital Audiences to Grow Your Newspaper Brand | Toni Sampson-Riebe and Amanda McGinnis | Amplified Digital

6PM | Reception

6:30PM | Awards Banquet

8 PM | Powers of the Mind | Comic Hypnotist Brian Powers

Friday, March 11

8:30AM | Breakfast Buffet

9:30AM | Mark Nienhueser | How Missouri Press Service Can Work for You!

10:00AM | Mark Maassen | Welcome the New Executive Director of Missouri Press

10:15AM | Break

10:30AM-Noon | Round Tables (roughly 15 minutes each)

Digital Sales with Amplified Digital

How to Use Google Surveys to Boost Revenue! | Bryan Chester

Selling Against Other Media | Les Borgmeyer

Sales Call Etiquette | Jeanine York and Lou Ann Sornson

Meeting Registration Deadline March 4, go to bit.ly/1Pw5peI for form.



Register today for MAMA

With entries for the Missouri Advertising Managers' Association Best Ad Contest submitted, there is still time to register to attend the annual meeting if you haven't already.

The MAMA meeting will be March 10-11, 2016, at Camden on the Lake Resort in Lake Ozark. Full meeting details and registration information is available online at mopress.com.



You may make hotel reservations through Feb. 19. Call 1-888-365-5620 and ask for the Missouri Advertising Managers' Association rate of \$112; the group code is: MAMA0316.

If you have any questions, please contact Kristie Williams at kwilliams@socket.net or by phone at 573-449-4167.

Celebrate the first 150 years

2016 Missouri Press Association convention is at Branson's Chateau on the Lake

The coming year will mark the 150th anniversary of the Missouri Press Association's convention and the event is set to be held in grand fashion at Branson's Chateau on the Lake.

MPA will celebrate The First 150 Years of The Association beginning Thursday, Sept. 29, with a Boots and Barbecue Country Night to benefit Missouri Press



Foundation. Nashville musician Beau Fuller and Casey Muessigmann, a contestant on season 3 of The Voice, will entertain guests outdoors on the Chateau's Garden Terrace overlooking Table Rock Lake.

Thursday will also include meetings of the Missouri Press Foundation, Association and Service boards for those members.

Friday, Sept. 30, will include the convention's trade show, Branson entertainers and Better Newspaper Contest displays. Entries for the BNC contest, Outstanding Young Journalist and Hall of Fame awards are due to MPA by March 31; see below more information. An MPA business meeting will also be held Friday morning.

After lunch Friday, attendees will be able to attend gubernatorial and senatorial political forums concerning the November

2016 general election.

The Hall of Fame banquet is scheduled for Friday night and the evening will be capped off with a dessert and champagne reception

overlooking the lake. The evening's climax will be a fireworks display celebrating the 150th annual convention.

Saturday's, Oct. 1, main event remains the Better Newspaper Contest awards lunch; the start time has been adjusted to allow more time for individuals driving to the hotel that day.

In addition to the various events listed above, Friday and Saturday will also include general sessions featuring informative speakers and panels to help newspaper publishers and staff better serve their communities.

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 convention information, including how to register for the convention, will be published in upcoming editions of Missouri Press News, as well as at mopress.com/convention.



CALENDAR

2016
March

4 — NIE Committee meeting, Columbia

10-11 — Missouri Advertising Managers' Association meeting, Lake Ozark

16-18 — NNA's Community Newspaper Leadership Summit, Arlington, Va.

25 — 2016 Newspaper Internship Program Application Packet Due

31 — 2016 Better Newspaper Contest entries Due

31 — Nominations for MPA Hall of Fame, Photojournalism Hall of Fame and Outstanding Young Journalist Awards Due

April

28 — MPF Board Meeting, Columbia

28 — MPA Past Presidents and Spouses Dinner, Columbia

29 — Retirement Reception for Doug Crews, Columbia Country Club, 1 p.m.

June

16 — Porter Fisher Golf Tournament, Columbia

17 — MPA/MPS/MPF Board Meetings, Columbia

17 — Show Me Press Association Meeting, Columbia

July

14 — SEMO Press Association Meeting, Cape Girardeau

September-October

Sept. 22 — NNA's 130th Annual Convention & Trade Show, Franklin, Tenn.

Sept. 29-Oct. 1 — 150th Annual Missouri Press Association Convention and Trade Show, Branson



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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Springfield Daily Events

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(636) 932-4301; dawn.kitchell@gmail.com

Submit entries before March 31 to 2016 Better Newspaper Contest

With only a few changes for this year, Missouri Press Foundation's 2016 Better Newspaper Contest is officially accepting entries through 11 p.m. March 31.

The contest will once again utilize the BetterBNC Online Journalism Awards Platform: <http://betternewspapercontest.com/login>. BetterBNC is optimized for Google Chrome.

Of the additions to the 2016 contest, one that has many members of the contest committee excited is not a new category but a new award for photography. The committee agreed to add a "Photo of the Year" award, which will be chosen from all of the first place winning entries in photo categories, including news, features and sports.

Weeklies and dailies will all be considered for the award, which will be judged by an independent party, making it truly representative of Missouri newspaper photography.

In addition to earning the special designation of "photo of the year," the winner could also be used in the promotion of Missouri newspapers, depending, of course, on the context. Possible uses include appearing in MPA's Missouri Press News monthly magazine and in the annual newspaper directory.

Please note, entries in the photo categories must also include the date on which they

were published, for example: Vegetable face 7-26-15.

Other changes include the addition of two new categories: multi-media reporting and magazines/alternative publications.

For the former, which was approved for the 2016 contest by the 2015 contest committee, newspapers will have the chance to submit one entry which includes everything from stories and photos appearing in print to Web pages to music and video; links to URLs should be included in your entry packet.

In the magazine/alternative publication category, member newspapers which also publish a magazine, distributed differently than their newspaper subscription list, can enter a publication that does not otherwise fit into other categories in the contest. Alternative publications are not inserted into the regular paper; category 23 allows for inserts to be entered in the contest.

Category 39, Best Online Newspaper or Website, has also been expanded this year to include daily newspapers.

All information about the 2016 Better Newspaper Contest is available at www.mopress.com/contests.

For more information or specific questions about the 2016 Better Newspaper Contest, contact Matthew Barba at mbarba@socket.net or Kristie Williams at kwilliams@socket.net; or by phone at 573-449-4167.

Submit nominations for top MPA awards

Nominations are being taken now for three of the top awards of the Missouri Press Association and Foundation:

- Missouri Newspaper Hall of Fame
- Missouri Photojournalism Hall of Fame

— Outstanding Young Journalist

Nominations for all three of the 2016 awards must be in the MPA office by March 31. Nomination forms are at mopress.com/current_forms.php, or you can contact the MPA office.

Each of the nomination forms includes the criteria for selection.

At the 2016 MPA Convention (Sept. 29-Oct. 1) in Branson, Newspaper Hall of Fame honorees will be inducted and Outstanding

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Matthew Barba at mbarba@socket.net
or by phone at 573-449-4167

Young Journalist award winners — one from a weekly and one from a daily — will be recognized and receive their cash awards. Photojournalism Hall of Fame honorees will be inducted in a ceremony this fall.

Anyone is welcome to nominate people for these honors.

Provide as much documentation as you can and any letters of support from others in the newspaper industry or other friends and associates.



Engaging younger readers

How newspapers are reaching out to millennials

This article is part of a Media Life series “Reinventing the American Newspaper.”

by the Editors of Media Life

It’s a well-known fact that Millennials don’t read newspapers, right?

Wrong.

They just don’t read them as their parents did. They may not be reading them as much in print, but they are reading newspaper websites, social media feeds and mobile apps.

A third of adults 18-34 read print papers and 42 percent regularly visit newspaper websites, according to comScore.

Papers’ challenge then is to reach out to these young readers where they are instead of hoping that some day they’ll magically morph into print newspaper readers.

It goes beyond simply jumping on Snapchat or Instagram or the latest social site. You have to give them real content, not just window dressing.

Here are four papers making smart efforts to connect Millennials with new products and approaches aimed at those young readers.

1. New York Times’ newsletter for college students

This week The New York Times began targeting college students with a new idea: A newsletter that is aimed specifically at them and their interests.

The paper knows college kids care about very different things than its general audience. Stories given big play on its homepage may leave students shaking their heads.

The carefully curated newsletter, called

The Edit, will include things of immediate concern to 18-24s, such as stories about new social media apps or how to find a job.

The Edit launched on Monday and will be distributed biweekly.

2. Periscoping with Bild

Periscope is a Twitter app that lets you use your phone to live stream video. So, for instance, you could use Periscope to film your child’s soccer game, and it would

be streamed live on the web to whoever wanted to watch.

It’s popular with Millennials, who grew up with streaming video, and the German newspaper Bild found a smart way to deploy it last summer to further its storytelling. Reporter Paul Ronzheimer, who was traveling from Greece to Germany with a group of Syrian refugees, used Periscope to record the journey.

His followers exploded, going from 1,500 to more than 50,000, and Ronzheimer has continued with his Periscoping with other stories.

3. Washington Post’s Re-Engage

Millennials are all about engagement. When they’re into your offerings, they’re scrolling, swiping and tweeting. The key is to foster that initial engagement.

That’s the idea behind a new feature



2016 SCHEDULE
Topics and locations for One Nation

Jan. 14, 2016 Des Moines, IA ENERGY	Feb. 11, 2016 Reno, NV HEALTHCARE
Mar. 21, 2016 Phoenix, AZ IMMIGRATION	Apr. 20, 2016 Palm Springs, CA CLIMATE CHANGE
May Asbury Park, NJ EDUCATION	June Detroit, MI JOBS & ECONOMY
July Cape Canaveral, FL AMERICAN INNOVATION	August Indianapolis, IN GUN SAFETY
September Cincinnati, OH AMERICAN RIGHTS	October Washington, DC PRE-ELECTION PARTY

introduced by The Washington Post Thursday, which offers suggestions for other stories to someone who has become inactive on the app. While not only aimed at Millennials, that’s clearly the sweet spot – they are easily distracted by other apps on their phones and are most likely to need to be re-engaged.

4. USA Today’s One Nation

Engagement isn’t limited to electronics. USA Today is hosting a series of events

for Millennials across the country this year, aimed at informing voters on issues from immigration to energy to healthcare.

It’s also publishing articles in tandem with those subjects, running under the heading of One Nation. It’s been slow to build – One Nation’s Twitter account has only 254 followers – but it’s an interesting way to tie activism, politics and newspapers together.

Style

Trump spurns a powerful player in GOP politics in falling-out with Fox

2931 Save My List

Looking for something else?

- Clinton blasts Wall Street, but still draws millions in contributions
- Marco Rubio’s biggest problem, explained by Rubio supporter Rick Santorum

When a mobile user rapidly swipes past content or stops interacting, The Washington Post will deliver a “Re-Engage” unit that recommends content.



Increasing company value

Tallying the many ways publishers earn online revenue

by **Andy Kowl**

Publishing Executive

Meeting a publisher who makes almost no money online is still astoundingly easy to do. “Our readers prefer print” is always the response. I love print too, but waiting for next month’s edition is no longer how people consume news and information.

This is not a zero-sum game. There is no reason to trade print sales for digital. Add new dollars. There is a great upside in addition to more revenue: this increases the value of your company. In the past couple of years publishers who had 80 percent or more of their revenue from print sold their companies for .5x revenue on average. Companies “with more diverse revenue,” with print accounting for no more than 70 percent, sold for 1.2x – 1.5x revenue, according to John McGovern, senior associate at W.B Grimes & Co. Imagine tripling company value.

You are already doing business online, most likely. Less than half the publishers I meet can name five ways to earn income directly from their websites. (Yes, I actually ask.) What is the last new revenue stream you have turned on?

At our company’s executive retreat last month, I asked my colleagues to crowd-source a brochure with me, listing how many different products our clients are getting paid for today. Everybody called ’em out and they went on a whiteboard.

Counting Online Revenue Generators

We identified 29 different products these publishers, media companies, and associations sell. 29! The answers represent a wide spread of ways to parse business

information. As I compile a master list of products, I want to share the process in hope one product idea inspires a new way for you to slice and dice your offerings.

Take webinars. If you sell seats at a webinar vs. sponsorship of that same webinar, it is still one webinar, so I’m counting that as one product with the happy bonus of two ways to cash in. Selling a subscription to a series of webinars is a different animal, don’t you agree? **+2 products.**

How about good old advertising? Are ROS (run of site) ads and targeted ads the same product? Is contextual advertising the same as targeted advertising? Not really in my book, if contextual ads are delivered based on topic or keywords and targeted ads follow an audience member or demographic segment. Sponsorships are definitely a different product, since they can include many components. The more elements you can make a case for, the higher the price. Then we have a client who starts with our data, integrated with other products, and has assembled a profitable ad retargeting package. That’s a whole different animal. **+3-4 products.**

Here are two that sound similar. We have many publishers who successfully sell events on their sites. Another charges event producers for highlighted listings in their event section. Events and event listings, distinctly different products. **+2 products.**

Is your old content bringing in cash? Selling hard copies of back issues won’t make you rich; but it can’t hurt. The other side of the coin is charging for access to your online content archives. **+2 products.**

We see clients doing lots with repurposing fresh content or evergreens, but that may not result in being able to name an actual product for my list despite some of this bringing in hundreds of thousands of dollars.

Selling market data presents some definition challenges. We decided if you package data as a one-off product, such as lists, directories or market reports, they all equal 1 product. There are many different delivery methods — print, ebooks, PDFs, even spreadsheets — but I’m trying to be conservative. If you sell access to ongoing, real time data in your market, that is definitely a separate product. Then there is a mix of products offering access to data which is not real-time, more of a wealth of data assets packaged in different ways. TBD how to define. **+3 products.**

The final list will cover a lot of ground; I’ve only touched on half of them. Syndication and licensing are simple words (**+2 products**) that can be monster cash flows. Site licensing is a huge business for some clients, with individual sales sometimes at a six figure price. On the other end of the spectrum some publishers put a price on individual articles of just \$9.95; but people buying those articles often end up as bigger customers. **+2 products.**

The final number will change a bit but not the point. I do not think all publishing websites should have a cornucopia of dozens of products. You are limited by market realities — and taste. My suggestion is to make sure you are being creative enough to leverage your audience and editorial assets. Drop me a line if you would like a copy of the final list.

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Contact
Mark Nienhueser:
573-449-4167



Doug Crews' retirement reception set for Friday, April 29

Following 36 years of service to Missouri Press Association, Doug Crews will officially step down as executive director at the end of February. In honor of his years of service, a retirement reception will be held from 1-3:30 p.m. Friday, April 29, at Columbia Country Club.

To RSVP for the reception, contact Kristie Williams via email at kwilliams@socket.net or by phone 573-449-4167.

Columbia Country Club is located at 2210 N. Country Club Drive in Columbia.

Any donations honoring Crews' service to Missouri Press should go to Missouri Press Foundation to assist with repairs to MPA's Arrow Rock Print Shop Museum.

Donations to the Print Shop Museum can be sent to the Foundation at 802 Locust St., Columbia, MO 65201.

Assistant Executive Director Mark Maassen will take over as executive director following Crews' retirement.

Dee Hamilton award

Deadline for ad sales award extended

Submit nomination packets to MPA by Feb. 19

In anticipation of next month's Missouri Ad Managers Association meeting at Camden on the Lake, organizers are seeking nominations for the Dee Hamilton Old Pro Award to be presented during the March 10-11 meeting.

Nominees for the award must have served as ad director or in ad sales for 10 years or more; have excellent management/sales skills; be a past or present member of MAMA; and be employed with a member newspaper at the time of presentation. Documentation supporting why the person is deserving of the award must be submitted along with the nomination form.

The nomination form can be found online at www.mopress.com/contests. The deadline to submit nominations has been extended until Feb. 19.

Along with the annual awards banquet, this year's MAMA meeting will also include a full schedule of speakers and presentations, including motivational speaker and comic hypnotist Brian Powers. There will be two

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sessions with Powers: the first will be him showing how to read people and applying those techniques to sales and management; and the second will be a presentation on the powers of the mind, following the awards banquet.

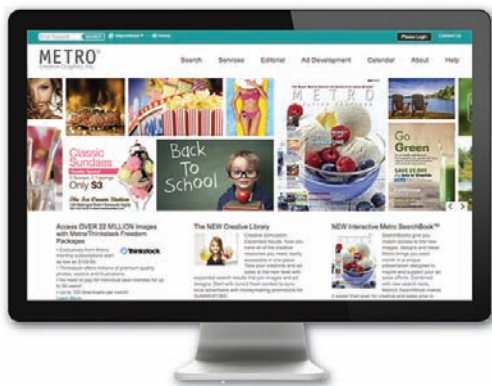
Other sessions during the two-day meeting include a chance to win a cash prize by presenting your best advertising idea, learning how to grow your newspaper brand digitally, how Missouri Press Service can work for you and a round table discussion on different aspects of advertising.

The deadline to register for the meeting is March 4 and can be done online at www.mopress.com/current_forms or by visiting bit.ly/1Pw5peI for the form.

The NEW Metro Creative Connection

More Intuitive. Streamlined. Inspirational.

We've redesigned our web experience to help you make even more money with easier access to Metro's creative imagery and compelling ad solutions.



Metro brings you new material each month to support your ad sales efforts. Our new **SearchBooks™**, combined with new search tools, make it easier than ever for creative and sales pros to find and use art, photo and design resources that will be effective and profitable for your advertisers.



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Missouri Press Foundation

Dedicated to Freedom for Tomorrow's World

A portion of the registration fees from Missouri newspapers participating in Online Media Campus webinars goes to benefit the Missouri Press Foundation.



Upcoming Webinars

Using Excel as a reporting tool

Thursday, March 10

*Presenter Erin Jordan,
Cedar Rapids Gazette*

Building your Graduation Pages

Thursday, March 24

*Presenter Russell Viers,
AdobeMAX Master*

Growing your digital audience

Friday, March 25

*Presenters Carlene Cox and
Penny Riordan, GateHouse Media*

**Register at
onlinemediacampus.com**

High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

Submit information for upcoming publications from Missouri Press to Editor Matthew Barba at mbarba@socket.net.



Government transparency Letter to the editor:

Bill aims to suppress Missourians' right to know

The following letter to the editor was published by the St. Louis Post-Dispatch. It was posted Sunday, Feb. 14, on www.stltoday.com.

Most Missourians are probably unaware our Legislature is currently pushing a bill that would block the public from accessing critical information that affects the health of our families, the health of our land and the health of animals raised in our state.

HB1414 would exempt data collected for the purpose of animal health or environmental protection from disclosure under the Missouri "Sunshine Law." This means that Missouri citizens would no longer have access to important information about hazardous waste, air pollution, toxic spills into our water sources, hazardous farming practices and potentially unethical animal shelters and breeders.

How, in the midst of the Flint, Mich., water crisis, can we be moving forward with a bill that would shield those who contaminate our water supply, pollute our air and mistreat animals? HB1414 would prevent Missouri consumers and media from investigating the issues that are important to them, removing huge swaths of information from the public domain. The bill does not limit its aim to one particular group, but instead affects everyone from animal and food safety advocates to hunters and in-between. Such an attack on

transparency and accountability cannot and should not be tolerated.

Information on the health and safety of Missouri's animals, farms and environment should not be kept secret. Missouri legislators should oppose this dangerous and disingenuous bill.

**Julie Schoettley
St. Louis**

Summary of HB1414, available online at www.house.mo.gov:

This bill specifies that any data collected by any state agency under the federal Animal Disease Traceability Program (ADTP) or any data collected for the purpose of animal health or environmental protection cannot be subject to the Sunshine Law.

The bill allows the director of any state agency or the State Veterinarian within the Department of Agriculture to release information otherwise closed when the information is useful in controlling or preventing a disease outbreak, or to show particular animals or herds are not involved in a disease outbreak.

Any unauthorized release of information is a violation of these provisions. Any entity or person alleging a violation may bring a civil action against a state agency in a court of competent jurisdiction. A court may order any appropriate relief including damages.

RJI hosting open government debate

Is our government too open? In honor of Sunshine Week, March 13-19, Reynolds Journalism Institute and the Harry S. Truman School of Public Affairs are hosting a debate on the transparency in government.

From 7-8:30 p.m. Tuesday, March 15, at Fred W. Smith Forum (Room 200), professors Bruce Cain of Stanford University and Charles Lewis of American University School of Communication will debate on the transparency in the federal government.

The debate will be moderated by Barbara Petersen.

The timing of the debate coincides with

Sunshine Week, the nationally observed annual celebration of open government, and reformers have been trying to improve public access to information about decision making in government for decades. But some influential commentators now argue that the drive for transparency has gone too far, undermining the capacity of elected officials to reach agreements on policies and make those policies work, according to RJI.

Attending the debate is free and registration is available online on RJI's website at <http://bit.ly/1SBng4a>. Refreshments will be available at 6:30 p.m. and a book signing for both speakers will be after the debate.

FOR SALE

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

The Jackson County Advocate, a 63-year-old newspaper covering South Kansas City and Grandview, is for sale. Inquiries may be sent to bdavis@jcadvocate.com.

Long established small weekly newspaper in Southwest Missouri, the *Webb City Sentinel*, is for sale. Owner for the past 36 years is nearing retirement. To inquire, send message to news@webbcity.net.

HELP WANTED

EDITOR: The *Citizen-Observer*, a small town weekly newspaper in Cameron, located in Northwest Missouri, is seeking an editor. Responsibilities include editorial and sports coverage for our award-winning, respected weekly newspaper and live website. News coverage experience certainly preferred yet not necessary. Attractive, clean community in which to live and cover the news. Local news coverage only. Ability to use or learn Macintosh needed. Competitive salary and benefits. Apply in writing, with clips, to: Wally Gallian, PO BOX 498 Cameron, MO 64429. No telephone calls please. 2-8

CUSTOMER SERVICE REPRESENTATIVE: Tribune Publishing Co. has a full-time opening in the Commercial Printing Department for a Customer Service Representative (CSR) with some Accounting Clerk responsibilities. The CSR is a liaison between commercial printing customers and Tribune's production departments, coordinating all aspects of production and responding quickly to customer needs and questions. Priority consideration will be given to candidates with customer service experience in a printing environment. An Associate's degree or higher is preferred. We offer a competitive salary and benefits package. Email resume to srinehart@columbiatribune.com or Send application to the Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205 or complete one at 101 N. Fourth St. An application can be printed at www.columbiatribune.com. Click on Tribune Employment located at the bottom of the home page. EOE/Drugfree Workplace 2-8

MANAGER: Looking for individual interested in management of newspaper and shopper with a potential to purchase. Call 660-355-4844 and leave a message if interested.

PRESS OPERATOR/FOREMAN: Ozarks Printing in Harrison, Ark. is seeking a web offset press operator/foreman with experience. Goss Community knowledge and supervisory experience preferred. This printing facility produces multiple products for newspapers, shoppers and other publications. Competitive pay and a great benefit package, including 401K, medical, dental and bonuses. Equal Opportunity Employer. Please submit your questions or resume to jim@phillipsmedia.com. 1-29

ADVERTISING ACCOUNT EXECUTIVE: Missouri Press Service, the advertising arm of Missouri Press Association, has an opening for an Advertising Account Executive – Print and Digital. This position will be responsible for developing, soliciting and maintaining Print and Digital advertising accounts. Account executives help customers develop effective, creative print and digital strategies and assist with long-term planning to ensure their advertising campaign generates results. The sales person will assist MPA member newspapers with selling print and digital

products. This person should have attention to detail, be goal-oriented and team-minded. Advertising sales experience in newspapers, radio, TV, Yellow Pages or working with ad agencies is a plus. Send resume to Mark Nienhueser at mdnienhueser@socket.net. 1-18

MANAGING EDITOR: Looking for Managing Editor for the Rolla Daily News and Rolla.DailyNews.com in Rolla, MO, home of Missouri S & T University. Rolla Daily News is a 6-day a week publication with a growing digital presence. Position requires a journalism or related degree. Successful candidate will be a hands-on manager of newsroom. Required skills include ability to manage staff, knowledge of website and social media content management, work a flexible schedule, experience with Quark, produce photos and video. Rolla is a small but growing community with an excellent school district, a diverse cultural community, easy access to outdoors activities, located a short drive from the St. Louis and Springfield areas. Competitive salary and benefit package. The Rolla Daily News is a Gatehouse Media property. 1-18

NEWS REPORTER: The Maryville Daily Forum, a family-owned, 5-day daily newspaper, located in Maryville, Missouri, is looking for a motivated, community journalist. A minimum of two years experience is desired, but will train the right person. Experience with journalistic writing is a must. Experience with digital media, page layout and photography are desired, but will train the right person. Will be working with Mac computers and Adobe software. This is a fantastic opportunity to work for an employer who cares about its employees and the communities in which it serves. If you match these qualifications, email your resume, cover letter and at least three references to: pcobb@maryvilledailyforum.com. 1-12

DEPUTY EDITOR: The *Salina Journal* in Salina, Kan. is seeking an experienced journalist with strong news judgment and editing skills to lead its daily newsroom operations as deputy editor. The vacancy is being created by virtue of a retirement, and promotion from within. The successful candidate will coordinate the production of news for print, online and social media platforms. A bachelor's degree in journalism or related field preferred. Candidates should send their resume and a cover letter to: Sharon Montague; Deputy Editor; Box 740; Salina, KS 67402-0740 or to smontague@salina.com. The *Salina Journal* offers competitive wages, profit sharing, 401K and health and dental insurance. Pre-employment drug screen required. The Journal is an equal opportunity employer. 1-11

GENERAL ASSIGNMENT REPORTER: The *Richmond News*, a 2010-15 recipient of Missouri Press Association's Newspaper of Excellence, is looking for a gifted and versatile journalist who specializes in news and enterprise reporting. This position will write stories assigned by the editor and will likely be responsible for coverage of a municipal government, school district or county courts, based on ability or experience. This reporter will also be required to develop contacts and sources to develop his/her own stories. The emphasis of this position is news reporting. This is an excellent opportunity for someone looking to gain valuable experience with a veteran newsroom. We offer competitive wages and vacation. Applicants must have a journalism, or similar degree, with some newsroom experience; be able to take photographs; have decision-making, communication and interpersonal skills; be a thorough and accurate reporter, utilizing AP style; and be motivated with a good work ethic. Send a resume, cover letter, three to five examples of work, plus three professional references to JoEllen Black, publisher, at publisher@richmond-dailynews.com. 1-11

PAGE DESIGNER: Seeking a full-time page

designer/copy editor in Springdale, Ark. to help us continue to be Northwest Arkansas' premier source of news and information. The winning candidate will primarily design pages for our weekly publications, including news, sports and special sections. Some page design for the daily publication may be required as well. Basic journalism knowledge and knowledge of AP style are also required. Experience in NewsEdit Pro, Adobe Illustrator and Photoshop are also helpful. Position is primarily Monday-Friday, noon to 8 p.m. and works out of our Springdale office. We offer an excellent salary and a full benefits package. Send resumes and examples of work to: Page Designer Position, Northwest Arkansas Newspapers, PO Box 7, Springdale AR 72765 or e-mail jobs@nwdag.com (put Page Designer Position in subject line). 1-8

REPORTER/EDITOR: The *Daily American Republic*, a daily newspaper in Poplar Bluff, is seeking a replacement for a longtime general assignment/associate editor reporter who is retiring at the end of February. While a seasoned reporter is preferred, all will be considered. It could be a good opportunity for the right person looking to step up since retirements are looming for two other longtime members of the staff. The newspaper has a 13,400 circulation and publishes in the afternoon Tues.-Fri. and Sunday morning. It has a full-time news staff of 11, including 4 reporters, 3 sports, 2 photographers and 2 editors. Benefits include health, dental, vision, 401(k), life insurance, others. Pay negotiable based on experience. Send resumes and writing samples to Stan Berry at sberry@darnews.com or P.O. Box 7, Poplar Bluff, MO 63902. 1-6

EDITOR: The *Aurora Advertiser* is seeking a full-time Editor to manage and lead our small newsroom at our weekly newspaper. Our long-time editor is set to retire at the end of January. This position, in working with our local GM, will be responsible for the entire news operation. As part of Gatehouse, we expect our leader to embrace all aspects of the newsroom, including social media, video and promoting our digital presence. The Advertiser is a two-person news team. The editor will cover several beats in addition to lay out responsibilities. We also have a solid working special section calendar that will require some contribution to make our sections local. We expect our editors to write local editorials and have a community presence. We are looking for someone who wants to be the voice of Aurora. Our only major requirement is you have at least two years experience directly in the industry and love community journalism. The full-time position offers a variety of benefits (health insurance, vacation, 401k, etc.). Send a cover letter, resume and samples of recent work to Matt Guthrie, Sr. Group Publisher at mguthrie@gatehousemedia.com. An Equal Opportunity Employer 12-29

SPORTS EDITOR: The *Sedalia Democrat* an immediate opening for a full-time sports editor. This position's duties include but are not limited to handling general assignments, including high school, college, community sports and outdoors coverage for the sports section and website. The successful candidate must be willing to go above and beyond to explore sports issues throughout our coverage area while also providing extensive coverage of our local, high school and community college sports scene. This position requires building a personal brand on Twitter and as a blogger; must also be able to shoot, edit and produce video for sedaliademocrat.com, and use social media to further the reach of the *Democrat's* audience. Flexible schedule required which includes nights and weekends. Two years of experience and a degree in journalism preferred. We want someone with a vision and a person capable telling compelling stories that other newspapers might miss. Send resumes and clips or links to Editor Tim Epperson, tepperson@civitasmedia.com. 12-29

Missouri Press Association
Newspaper Hall of Fame
NOMINATION FORM



To the MPA Hall of Fame Committee:

I am pleased to nominate the following person (nominees from the previous two years are automatically eligible for consideration this year. They need not be renominated).

Name

Newspaper or organization

Address

Eligibility Criteria

1. Nominee has shown exemplary contributions to the newspaper industry during a period of at least 20 years prior to being nominated, or, if nominee died while still active in promoting the newspaper industry, the nominee displayed exemplary contributions during a period of at least 10 years.
2. Nominee has lived honorably.
3. Nominee has influenced unselfishly.
4. Nominee has thought soundly.
5. Nominee has displayed community involvement

Nominated by:

Date Submitted

Print Name

Your Signature

Newspaper or organization

Address

Phone

Email

Attach biographical information of your nominee to assist the Hall of Fame Committee with its evaluation. Include a photo of the nominee, if available. Provide any information you think will help the Committee choose inductees. Letters of support from associates and acquaintances of the nominee assist the committee. You may renominate a person you nominated in a previous year. Confidentiality is extremely important for all nominees. The selection committee thanks you for your participation and assistance.

Annual deadline for nominations is **March 31**. Inductees will be honored at the fall MPA Convention. Return this form to Missouri Press Association, Hall of Fame, 802 Locust Street, Columbia, MO 65201. Nominations received after the deadline will not be considered. You may nominate more than one person. Copy this form if necessary.

SEEKING NOMINATIONS

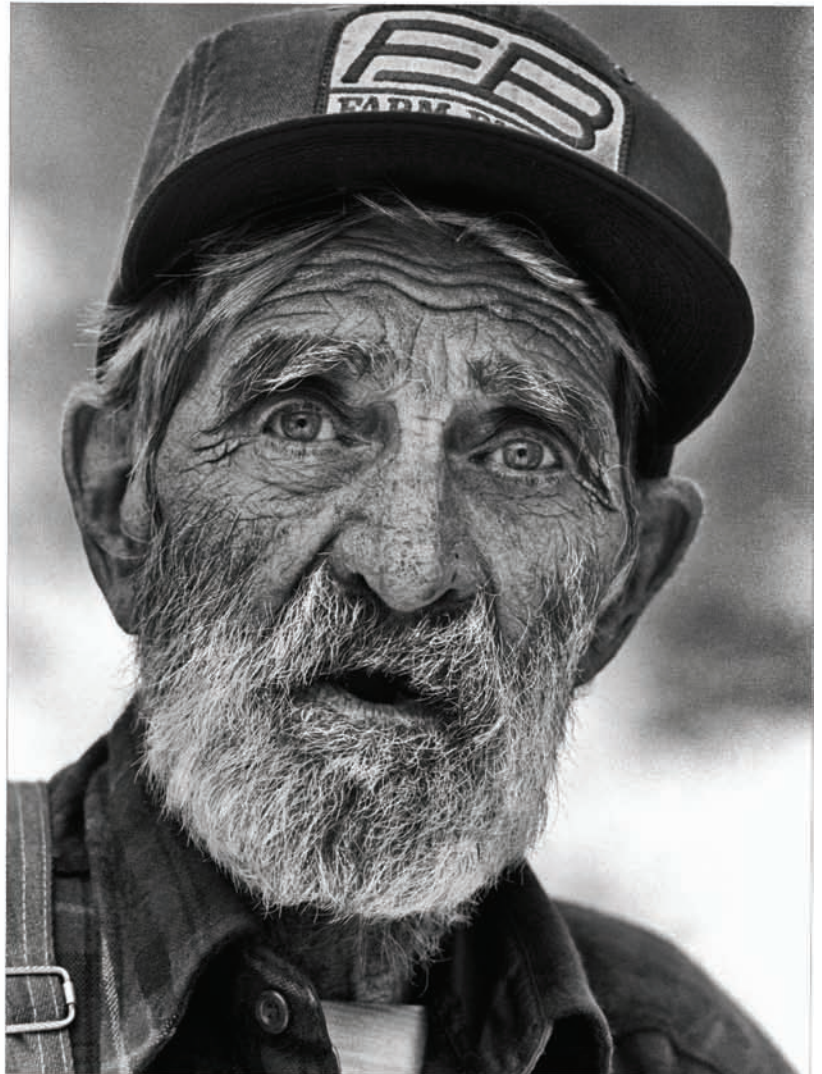
Missouri Photojournalism Hall of Fame



The Missouri Photojournalism Hall of Fame endeavors to recognize those people who have made outstanding contributions to Missouri photojournalism, and to provide an exhibit venue to showcase these visual reporting pioneers and the work of current photojournalists. The nomination process is now open.

**Nominations must
be received by
March 31, 2016.**

Inductees will be recognized at a ceremony October 20, 2016 in Columbia, MO., and examples of their work will be displayed at the Missouri Press Photojournalism Hall of Fame exhibit.



**To download the registration form,
visit www.photojournalismhalloffame.org**



William E. James Outstanding Young Journalist Award

Two young Missouri journalists — one from a weekly newspaper and one from a daily — each will receive a \$250 cash prize at the Missouri Press Association's Annual Convention each fall.

Winners of this award will have demonstrated excellence in the field of journalism and maintained the quality, ethics and standards of The Journalist's Creed. The aim of the award is to reinforce the importance of a journalist's role by recognizing and nurturing talent to further promote quality journalism.

The late William E. James served as president of the Missouri Press Association in 1998. He was the publisher of the Cass County Democrat-Missourian in Harrisonville from 1985 until 2000 and of the Warrensburg Daily Star-Journal from 2007 until 2013. He served in many leadership positions in MPA and was a director of the National Newspaper Association in 1999-2001. Mr. James was inducted into the Missouri Newspaper Hall of Fame in 2001. The Outstanding Young Journalist Award was named in his honor in 2013, a few months before his death from complications of lung cancer at the age of 65.

Rules and Regulations

Nominations for Outstanding Young Journalist must be submitted by March 31. An editor or publisher must submit the nominee's resume, letter of nomination and 10 samples of work from the previous calendar year.

Entries will be judged on the quality and variety of the work samples and the impact of the work in the community. The nomination letter must be signed by the editor or publisher and should note the contributions the nominee has made to the newsroom. Winners are not eligible to win this award in subsequent years.

Nominees Must Be:

- Younger than 30 years old on January 1, of the year of the nomination
- An employee of a Missouri Press Association member newspaper
 - A regular contributor to the newspaper

Submit Nominations by March 31 to:

Missouri Press Association
802 Locust St.
Columbia, MO 65201-4888

Missouri Press Association



Doug Crews at the 2015 MPA Convention.

NEWS FLASH!

Doug Crews is retiring
after **36 years** with MPA

Join Us for a

Retirement Celebration!

Where: Columbia Country Club
2210 N. Country Club Drive, Columbia, MO 65201

Date: Friday, April 29, 2016

Time: 1:00 pm ~ 3:30 pm

Any donations honoring Doug should go to Missouri Press Foundation's
Arrow Rock Print Museum Fund, Missouri Press Foundation, 802 Locust St. Columbia, MO 65201

Please RSVP to Kristie Williams at kwilliams@socket.net or (573) 449-4167