



Missouri Press Association Bulletin

No. 1326 — 15 June, 2016



150th Annual Convention 2016

Chateau on the Lake
415 N. State Hwy 265 | Branson, MO 65616

September 29 – October 1, 2016

AGENDA

Thursday, September 29

- Noon** | MPF Board lunch meeting
- 2PM** | MPA/MPS Board meeting
- 6-7PM** | Reception for MPF in hospitality suite
- 7-10PM** | Boots, Bling N' BBQ! Country night under the stars with acoustic performances by Nashville singer/songwriter Beau Fuller, Casey Muessigmann & Steve Dorian, outdoor tent on the Garden Terrace overlooking Table Rock Lake
(Featuring Mother's Brewery & Copper Run Distillery Samples)

Friday, September 30

- 8AM-4:30PM** | Trade Show / News Café / Better Newspaper Contest displays
- 8:30 AM** | Breakfast Program with Tad Bartimus
- 9:45AM** | Business meeting
- 10AM** | General Session with Sammy Pappert
- 11AM** | History of Missouri Press Foundation hosted lunch social in the Trade Show
- 11:45AM - 1PM** | *Mini performances by Branson Entertainers*
 - 1PM** | Gubernatorial Political Forums
 - 2PM** | Break
 - 2:30PM** | U.S. Senatorial Political Forums
 - 3:45PM** | Reception in Trade Show with Branson entertainment
Featuring mini performances by Branson entertainers
- 3PM-4:30PM** | Setup for Hall of Fame Banquet
 - 6PM** | Hall of Fame Reception
 - 6:30PM** | Hall of Fame Banquet and awards ceremony with special inspirational ending presentation
- Est. 8PM** | Dessert and champagne reception overlooking the lake with fireworks to celebrate 150th Annual Convention
- Est. 9PM** | Hospitality suite open

Saturday, October 1

- 8-9AM** | Continental Breakfast and program in the Better Newspaper Contest and News Café area.
Merrill Perlman from the *New York Times*
- 9AM** | Breakout Session TBA
- 10:15AM** | Breakout Sessions (2 Sessions)
 - Making Revenue through Google Surveys | Bryan Chester, Strategic Communications Manager, *Columbia Missourian*
 - Public Notices Session from Amos Bridges, *Springfield News-Leader*
- 11:45AM** | Better Newspaper Contest Awards Lunch featuring Cliff Schiappa of Photojournalism Hall of Fame



Celebrate Missouri Press' first 150 years

2016 convention is at Branson's Chateau on the Lake

This coming September will mark the 150th anniversary of Missouri Press Association's annual convention and it 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, Bling 'N BBQ country night to benefit Missouri Press Foundation. Nashville musician Beau Fuller, with Casey Muessigmann, a contestant on season 3 of The Voice, and Steve Dorian will entertain guests outdoors on the Chateau's Garden Terrace overlooking Table Rock Lake.

Friday, Sept. 30, will include the convention's trade show, Branson entertainers and Better Newspaper Contest displays. 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. Information about this year's Hall of Fame inductees will be released soon.

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 luncheon; the start time has been adjusted to allow more time for individuals driving to the hotel that day.

Judging for the 2016 Better Newspaper Contest is being finalized and information about contest award recipients will be released soon.

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. Any newspaper that pays a registration fee for the convention can send any staff to the informational sessions during this year's convention.

An agenda of this year's convention is available on the cover of this Bulletin and a registration form is included on page 3.

For information about sponsorship opportunities or participating in the trade show, contact MPF Director Melody Bezenek by phone at 573-449-4167, ext. 303.



Regional press meetings

Who: **Southeast Missouri Press Association**

Cost: \$100 per newspaper; send as many as you like

Contact: **Peggy Scott** — 636-931-7560; **Michelle Friedrich** — michelle_friedrich@hotmail.com

When: 2 p.m. July 14

Where: Southeast Missouri University, Cape Girardeau

Topics/Presenters: **Peter Wagner** — ideas to increase sales revenue, 15 totally new sales promotions and ad designs that get results; **Election forum** — share election coverage wins, losses and ideas to tackle's this year's ballot.

Who: **Ozark Press Association**

Cost: \$25 per attendee or \$99 for a company to send unlimited attendees

Contact: **Kristie Williams** — 573-449-4167, kwilliams@socket.net

When: 10 a.m.-4 p.m. July 29

Where: Springfield-Greene County Botanical Center, Springfield

Topics/Presenters: **Jim Pumarlo** — covering sensitive issues in a small-town newspaper, and making meeting coverage relevant and timely; **Gary Sosniecki** — how your community newspaper can make money with its website; **Helen Sosniecki** — one-on-one postal consultations with a potential for modest-to-major postal cost savings.



CALENDAR

2016

June

16 — Porter Fisher Golf Tournament, Columbia

17 — MPA/MPS/MPF Board Meetings, Columbia

17 — Show-Me Press Association Meeting, Columbia

29 — Missouri Press Foundation's St. Louis Cardinals versus Kansas City Royals Game, St. Louis

30 — American Bar Association Judicial-Media Knowledge Exchange, Columbia

July

14 — SEMO Press Association Meeting, Cape Girardeau

22 — Missouri Press Foundation Sports Reporting Workshop, Columbia

29 — Ozark Press Association Meeting, Springfield

September-October

Sept. 22-24 — 130th National Newspaper Association Convention and Trade Show, Franklin, Tenn.

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



REGISTRATION FORM

September 29 - October 1, 2016
 Chateau on the Lake
 415 N. State Hwy 265, Branson, MO 65616
 888-333-5253

Newspaper or Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Visa Mastercard Discover Check

Credit Card Number _____ Exp. Date: _____

Signature of Card Holder _____

Printed Name of Card Holder _____

REGISTER TODAY! • BRING YOUR STAFF

STAFF MEMBERS MAY ATTEND LEARNING SESSIONS FOR NO ADDITIONAL COST ONCE NEWSPAPER HAS PAID ONE REGISTRATION FEE!

Please visit MOPRESS.COM/convention for online hotel room reservations!

Missouri Press Association Rate of \$114.00 per night, call 888-333-5253 or reserve online by August 19.

Registration Fee	Active Member Newspaper	MPA Associate or Friend Member	Non-Member	Retired Member	Registration Fee
Select one category for your group (pay registration fee once per group)	\$175	\$185	\$200	\$50	\$ _____

Name/Newspaper (Please include all names)	Thursday Night Missouri Press Foundation Fundraiser Boots, Bling N' BBQ \$75	Friday Breakfast \$35	Friday Lunch FREE	Friday Hall of Fame Banquet \$65	Saturday Breakfast \$35	Saturday Awards Luncheon \$40	*Saturday only Sessions & Luncheon \$50	Total Per Person

***Saturday only - skip registration fee and pay only \$50 total per person to attend Saturday sessions and lunch**

Convention Cancellations: cancellations received by Friday, August 19, 2016 WILL BE entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to kwilliams@socket.net. Cancellations received after August 26, 2016 are NOT entitled to a refund.

Deduct \$75 from Active/Friend/Associate grand total or \$20 for retired member if registration is postmarked by Friday, August 19, 2016. (Spouses are welcome at no additional registration fee. Only pay for meals and events.)

Grand Total Due: \$ _____

Please return this form along with check or credit card information to:
 Missouri Press Association • 802 Locust Street • Columbia, MO 65201 • 573-449-4167 • Fax: 573-874-5894 • kwilliams@socket.net

How can you find things on the MPA website, mopress.com? Click the "Site Map" link at the bottom of the page.



Missouri Press Association

Missouri Press Service

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Columbia, MO 65201-4888
(573) 449-4167; FAX (573) 874-5894
www.mopress.com

PRESIDENT: Dennis Warden,
Gasconade County Republican, Owensville

FIRST VICE PRESIDENT: Jeff Schrag,
Springfield Daily Events

SECOND VICE PRESIDENT:
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SECRETARY: Michael Jensen,
Sikeston Standard-Democrat

TREASURER: Liz Irwin, *Missouri Lawyers Media, St. Louis*

MPA DIRECTORS:

Jim Robertson, Past President,
Columbia Daily Tribune

Dennis Ellsworth, *St. Joseph News-Press*

Donna Bischoff, *St. Louis Post-Dispatch*

Jack Miles, *The Daily Star-Journal, Warrensburg*

Jacob Brower, *Monett Times/Cassville Democrat*

Trevor Vernon, *Eldon Advertiser*

Paul Berry, *Springfield News-Leader*

Steve Tinnen, *Clinton County Leader, Plattsburg*

James White, *Benton County Enterprise, Warsaw*

NNA REPRESENTATIVE: Tianna Brooks,
Mountain View Standard News

MPS PRESIDENT: Phil Conger, *Bethany*

VICE PRESIDENT: Joe May, *Mexico*

SEC-TREAS.: Kevin Jones, *St. Louis*

MPS DIRECTORS: Vicki Russell,
Columbia; Dave Berry, Bolivar

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

Nominations sought for 2017 Missouri Press officers, directors

The Missouri Press Association nominating committee will be meeting in July/August to decide on candidates for 2017 MPA Second Vice President, Secretary, Treasurer, three Directors and National Newspaper Association Representative.

The terms of current MPA Directors James White, *Warsaw Benton County Enterprise*; Trevor Vernon, *Eldon Advertiser*; and Jack Miles, *Warrensburg Star-Journal*, are expiring Dec. 31, 2016.

MPA Secretary Michael Jensen, *Sikeston Standard-Democrat*, and MPA Treasurer Liz Irwin, *Missouri Lawyers Media, St. Louis*, are serving one-year terms, also expiring Dec. 31, 2016.

Tianna Brooks, *Mountain View Standard News*, is serving her second year as NNA

Representative. According to MPA Bylaws, "the representative may not serve more than three years in succession at one time." If elected, she is eligible to serve until 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.

Jim Robertson, *Columbia Daily Tribune*, immediate past president of MPA, is chairman of the nominating committee this year. Elections will be held during the MPA Business Meeting on Sept. 30, in Branson during the MPA's 150th Annual Convention.

A nomination form is attached to the end of this Bulletin and is also available online at <http://bit.ly/1UjBghU>

HAVE OPEN PRESS TIME?

Are you looking for new newspaper clients
to fill open press time at your printing plant?

Become a trade show participant at MPA's 150th Annual Convention and Trade Show in Branson and reach many Missouri newspapers in one place.



Member's perspective

Newspapers are a growing niche in smaller markets

By Mike Elswick

Neosho Daily News

The media landscape is certainly changing but I feel the doom and gloom attitude being spread about the demise of newspapers is far too premature.

We certainly are changing in this world of instantaneous television news, the Internet and social media. The way print journalism is presented has changed and continues to change, but I do not see it going away.

For that I am thankful because while at times I appreciate a sound bite of what's happening, if there is an issue I want to delve into more it is nearly impossible to do that with broadcast media.

I was relieved this past week when I read an article in the trade magazine "Editor & Publisher" providing data showing that smaller market newspapers are not only surviving — but thriving in their markets.

While the landscape has changed, many of the nation's smaller market papers

have avoided some of the latest rounds of downsizing and layoffs that larger big-city newsrooms have endured.

In smaller markets, where newspapers provide the main source of locally focused news, those publications remain strong — in fact, in many markets they are stronger than they have been in recent years.

Like many of our newspaper counterparts across the nation, we have a website, we are on social media and successfully use those platforms to extend the Neosho Daily News brand. Through them we are able to share more photographs, dabble in video and tease to the story in words.

But with all of that, our print edition remains strong. People still like to read.

According to the trade magazine article, a recent study by the Reynolds Journalism Institute indicated that about 67 percent of residents in small U.S. communities read local newspapers ranging from one to five to seven days a week.

"Perhaps our greatest advantage is we have content no one else has," one source was quoted. "We are out at local sporting events ... Bigger competitors rarely have placed a significant value on such a hyper-local approach."

I know here at the Daily News we have a long way to go to be as good as we can be. I know we can do a better job of covering local news and community happenings.

Like many organizations, whether in the media business or many other types of business, we are changing. What the future holds I do not know. But I hope we can continue to improve, reduce errors, be at more events and provide you — our readers — with news you can both use and news you want to know about.

As we strive to be better and more responsive, I hope to hear from you about what we're doing right, what we're doing wrong and what we need to improve upon. I know there is always room for improvement.

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Newspapers in Education

Declaration of Independence feature available

Celebrate the 240th anniversary of the Declaration of Independence with a feature from Missouri Press and The Missouri Bar.

On June 11, 1776, Thomas Jefferson, John Adams, Benjamin Franklin and a few others were appointed to a committee to draft a declaration of independence from England. The Continental Congress officially adopted their Declaration of Independence in Philadelphia on July 4.

If you did not run this feature before the end of school, you can still utilize it in the days leading up to Independence Day.

To access the half-page feature, visit mo-nie.com and use download code: **declaration**.

Night at the Capitol

Time is running out to share the story "Night at the Capitol" with your readers. The license expires June 30, and you have 12 weeks to finish publishing the story from that date.

To access "Night at the Capitol," use download code: **readmo16**. Print the series before the license runs out to use it at no cost. After that, it goes into the catalog for sale.

DECLARATION OF INDEPENDENCE

The Declaration of Independence, the Constitution and the Bill of Rights are often referred to as our Founding Documents. These documents may be seen at the National Archives in Washington, D.C. Although, they are equally important, the Declaration came first and contains the ideas that eventually brought forth a new nation — the United States of America.

In 1776, what is now the United States of America was an area that belonged to several nations in Europe, mainly England, France and Spain. In the area along the Atlantic Ocean, there were 13 colonies (they later became states) ruled by the King of England, George III. Most colonies had their own government for two reasons:

- ★ Travel between the colonies and England took months.
- ★ Most importantly, the colonists had left England because they wanted to make their own laws. They wanted more freedom than a king allowed.

Although each colony had its own government, they were similar. Each colony had people they elected who made the laws, a governor to make sure that people followed the laws, and courts where people who broke the law got a fair trial. King George did not like that the colonists had set up their own governments and found ways to take away some of their freedoms. This made the colonists mad and each colony sent representatives, called delegates, to Philadelphia to meet about their concerns. Their meeting was called the **Continental Congress**.

The Continental Congress asked Thomas Jefferson to write something they could send to the king expressing their anger. He wrote the Declaration of Independence with suggestions from others, like John Adams and Benjamin Franklin.

On July 4, 1776, the Congress approved the Declaration. Fifty-six of the delegates signed the Declaration in August 1776 and it was sent to King George. The 56 signers knew that by signing the document, King George could charge them with treason, a crime that could be punished by death.

The King of England was very upset when he received the Declaration of Independence so he sent his soldiers to force the colonists to obey him. The colonists fought back in what we now call the **Revolutionary War**. The colonists won the war and then formed a new country, the United States of America.

TIMELINE

- June 11, 1776**
Thomas Jefferson, John Adams, Benjamin Franklin, Roger Sherman and Robert R. Livingston appointed to a committee to draft a declaration of independence.
- June 12-27**
Jefferson drafts a declaration. Jefferson's "original Rough draft;" is reviewed by the committee.
- June 28**
A draft of the Declaration of Independence is read in Congress.
- July 1-4**
Congress debates and revises the Declaration of Independence.
- July 2**
Congress declares independence as the British fleet and army arrive at New York.
- July 4**
Congress adopts the Declaration of Independence in Philadelphia. John Dunlap prints the Declaration of Independence. These prints are now called "Dunlap BroadSides."
- July 5**
John Hancock, president of the Continental Congress, dispatches the first of Dunlap's BroadSides of the Declaration of Independence to the legislatures of New Jersey and Delaware.
- July 6**
Pennsylvania Evening Post prints the first newspaper rendition of the Declaration of Independence.
- July 8**
The first public reading of the Declaration is in Philadelphia.
- July 9**
Washington orders that the Declaration of Independence be read before the American army in New York.
- July 19**
Congress orders the Declaration of Independence engrossed (officially inscribed) and signed by members.
- August 2**
Delegates begin signing engrossed copy of the Declaration of Independence. A large British reinforcement arrives at New York after being repelled at Charleston, S.C.
- January 18, 1777**
Congress, now sitting in Baltimore, Md., orders that signed copies

THE DECLARATION STATED THAT A GOOD GOVERNMENT WAS ABOUT THESE IDEAS:

- 1 All people are equal. No one is better than anyone else, including the King.
- 2 People are born with certain rights. They are life, liberty and the pursuit of happiness. These cannot be taken away by anybody, including the king.
- 3 A government is made up of the people who have to live with the rules the government makes so all power is with the people, not a king.
- 4 Everyone, even the king, has to obey the laws that the people make.

LINKS TO LEARNING

Visit ushistory.org to learn more about the Declaration of Independence, the signers, Dunlap BroadSides and George Washington. Oration and newspaper clippings to help provide historical perspectives on the Declaration of Independence also can be found there, including:


- ★ *America Seated Among The Nations (1780)*, by Jonathan Mason
- ★ *Americans Will Celebrate 1775 As A "Glorious Day"*, by John Wilkes
- ★ *Independence: A Solemn Duty*, by Richard Henry Lee
- ★ *A Nation Born in a Day*, by John Quincy Adams, July 4, 1821
- ★ *"The Meaning of July Fourth for the Negro,"* by Frederick Douglass, July 4, 1852

UNALIENABLE / INALIENABLE

Is the word in the Declaration of Independence unalienable or is it inalienable?

The final version of the Declaration uses the word "unalienable." Some earlier drafts used the word "inalienable," which is the term our modern dictionaries prefer. The two words mean precisely the same thing. According to "The American Heritage Guide to Contemporary Usage and Style:"

The unalienable rights that are mentioned in the Declaration of Independence could just as well have been inalienable, which means the same thing. Inalienable or unalienable refers to that which cannot be given away or taken away.





**FRIDAY
JULY 22, 2016.**



9:00AM - 3:30PM

LEE HILLS HALL • UNIVERSITY OF MISSOURI, COLUMBIA

This workshop is back by popular demand and is scheduled on the opening day of the Show-Me State Games. *Learn new skills before covering your hometown athletes.*

Truth is, sports editors and reporters are among the hardest working people in journalism. This day long course will provide you with tips and tricks to make your job a little easier. Maybe it's a big change like philosophy. Maybe it's several small tweaks that make things easier immediately. This workshop will help you better serve your readers while making your workload more manageable.

REGISTER ONLINE at <http://bit.ly/1rlKzDP> (case sensitive)

Listen to podcasts on advertising legal issues on the MPA website. Go to mopress.com/podcasts.php.



Engaging community

Build audience and relevance by listening to, engaging with community

By **Mónica Guzmán**

American Press Institute

People don't just consume news today. They participate in it.

People have access to vast and varied information. They pursue news on their own time, and on their own terms, connecting with others who share and help satisfy their curiosity about their world.

This presents an opportunity for news publishers strained by shrinking resources and growing competition: Now more than ever, journalists can engage their audiences as contributors, advisors, advocates, collaborators and partners.

This study describes in detail how newsrooms and independent journalists can grow their readership, boost their relevance and find new sources of revenue by listening to and learning from their audiences.

Reporters and editors can apply this knowledge to all phases of news production — including story selection, reporting, and distribution. These strategies also can help with the longer-term development of beats, sources, formats, and innovative news products. Over time, publishers embracing these strategies can strengthen their business and increase the impact of their work.

This report is part of the American Press Institute's series of Strategy Studies, which offer detailed, practical strategic guidance about a critical issue that journalists and news organizations need to address.

For this study I talked with 25 news leaders and innovators to distill best practices in audience and community engagement. I consulted reporters and editors, managers and strategists, pioneers and leading thinkers in this field. These innovators work in many places: in legacy newspapers, digitally native outlets, radio and television stations, hyperlocal news outlets and technology startups. They serve national, local and hyperlocal audiences and have for-profit and nonprofit business models.

To be clear: This report is not a social media guide, a technical manual or a primer on marketing yourself or your stories. This is about how journalists can genuinely collaborate with audiences to improve their

work, not simply to promote it. To the extent that certain technologies and promotional strategies help strengthen your work, we will address them. But this report was written with a point of view: Collaboration is not about what your audience can do for you, but what you can do with your audience.

To examine best practices, we'll work through the basics of how to effectively interact with and tune in to the communities that can most strengthen your journalism. Then, we'll look at a few ways newsrooms can build their capacity to engage their audiences.

Why engagement matters


Though "engagement" is a word journalists hear a lot these days, its function can be tough to articulate. For many, the goal of engagement seems to be largely marketing, chiefly on social media. How many shares can your story get? How many followers do you have on Twitter?

For others, engagement is about making your reporting easier, by getting your audience to send you useful material.

Journalists who have built the most valuable connections to their communities say that engaging people in their journalism aims to achieve something more fundamental than either promotion or crowdsourcing. It's making sure your work matters to your audience. And to the publishers who oversee journalists' work, engagement helps ensure that work finds the public support it needs to endure.

One strong example of this kind of engagement is *The Seattle Times*' Education Lab project, which covers public education issues in conversation with the locals who most care about it. Before the project launched, staff organized a seven-stop "listening tour" with parents, students, teachers and community leaders whom they had identified as influencers in the education space. Education reporters and editors, a newly hired community engagement editor, and even the paper's assistant managing editor attended.

Visit American Press Institute's website to read the rest of Guzmán's report on community engagement: <http://bit.ly/1X4ZUoV>



Upcoming Webinars

**Pub Aux Live:
Converting Your Newspaper
to a Requester Publication**
Thursday, July 7
Presenters
Jeanne Straus, Straus News;
Max Heath, NNA Postal Chair; and
Tonda Rush, American PressWorks

Goal-Based Networking
Friday, July 8
*Presenter Jeff Beals, National Sales
and Marketing Trainer*

**U.S. Department of Labor's
New Rule on Overtime**
Thursday, July 14
*Presenter Michael Zinser,
The Zinser Law Firm*

**How and Why Readers
Engage with Us**
Thursday, July 28
*Presenter Liz Worthington,
American Press Institute*

**Revamping Your High
School Sports Coverage**
Friday, July 29
*Presenter Tim Schmitt,
GateHouse Media*

Register at
onlinemediacampus.com

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

FOR SALE

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.

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

REPORTER/EDITOR: Small newspaper reporter/editor needed for growing newspaper company in northeast Missouri. Can you cover community meetings, events and sports? Do you want to learn to do everything, including reporting, page layout, website and social media? The *Clarence Courier*, a weekly newspaper in Clarence, Missouri, has an immediate opening for a reporter/editor. After a recent sale, former owners are retiring after owning the newspaper for more than 50 years. We're looking for a community-minded reporter who wants to improve their career by learning just about every aspect of the newspaper business in a small-town environment. Interested? Send resume, two writing samples and salary expectations to Mike at the media@centurytel.net. 6-10

COMMUNITY JOURNALIST: Award winning weekly newspaper, *The Smithville Herald* is looking for a versatile reporter with a passion for community journalism. Responsibilities include writing news, sports and feature stories for print and online; photography; page design; and keeping the newspaper's website social media presence up to date. This position requires a highly motivated, energetic, detail-oriented team player. This person must have strong interpersonal skills and be willing to work closely with other reporters, editors and office staff in a collaborative environment. The ability to work well under deadline pressure is key to this individual's success. Evening and weekend work is required. The ideal candidate will have three years of newsroom experience, including sports; have experience with pagination software; and be familiar with AP style and social media trends. Knowledge of Illustrator and Photoshop is a plus. A bachelor's degree in journalism or a related field is preferred. Our publishing group includes weekly newspapers in the Northland suburbs of Kansas City. It is a division of NPG Newspapers, a family-owned company based in St. Joseph, Mo. Our goal is to be the primary source of local news within the individual communities our publications serve. Full benefits package includes health insurance, 401k, paid vacation, vision and dental. To apply, please send resume, cover letter, salary requirements and 3 to 4 examples each of writing, photography and page design to amy.neal@npgco.com 6-2

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. The *Missourian* is a 14,000 paid circulation paper with a great, team-oriented staff located about 50 miles west of St. Louis. 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. 5-25

REPORTER: The *Lincoln County Journal* is looking for a full-time reporter to join our team. The new hire will join a three-person editorial department and assist in the coverage needs that are important in our communities, including handling municipal beats and feature stories. The ideal candidate will also assist in updating the paper's website and social media. Benefits include health insurance, 401k, paid vacation and holidays. Please send resume and clips to General Manager Tim Schmidt at lcjpub@lcs.net. 5-16

SPORTS REPORTER: Strong Marshfield, Missouri, weekly is looking for someone to step up to the plate in its sports section. This would be a great opportunity for a new graduate in journalism or communications, or a more experienced hand who would like to be in the top spot on the sports pages. Responsibilities include game coverage — primarily high school — as well as sports features and columns. Also a chance to explore news features when sports seasons slow down. Solid pay and benefits, including health insurance, 401K and paid time off. Send resume, intro letter and writing samples to the attention of Scott Kerber at The Marshfield Mail, P.O. Box A, Marshfield, MO 65706, or email to scottk@marshfieldmail.com. 5-9

PHOTOGRAPHER: Do you want to be part of the story-planning process from the ground up? Can you work with reporters and photographers to ensure stories are presented in the most appealing way? Do you want to be part of an interactive staff that recently launched a redesigned, award-winning website? If so, let's talk about this opportunity. As a photographer with *The Herald-Whig*, you join our award-winning team. The ideal candidate brings big ideas and works collaboratively. Our recently reorganized our newsroom staff brings more people into the planning process the position calls for a candidate ready to be a key player in print and online. The *Herald-Whig* is a smaller newspaper that thinks big. Former *Whig* employees have gone on to work at the Gatehouse design center in Austin, Texas; *The Times of Northwest Indiana* in Munster, Ind.; and the *Chicago Tribune*. You must have experience photo planning and knowledge of Adobe Creative Suite, and web and social media expertise are a must. You will need to be able to handle photo assignments as assigned, provide copy editors with accurate identifications and information of local people and events, meet existing standards for high-quality digital photos, be proficient in use of all cameras and associated equipment, and computers and applicable software, assist copy editors and other appropriate editors in use and display of local photos, produce quality video for interactive platform, react to change productively and handle other essential tasks as assigned. The *Herald-*

Whig is part of a growing, family-owned-and-operated company dedicated to the communities it serves. The seven-day newspaper publication has won more than 70 state and national awards the past two years, and our circulation is growing. Quincy is a beautiful, affordable community of 40,000 on the banks of the Mississippi River in West-Central Illinois. Our coverage area consists of West-Central Illinois, Northeast Missouri and Southeast Iowa. Quincy is a two-hour drive from Peoria and Springfield in Illinois, St. Louis and Columbia in Missouri, and Iowa City, Iowa. The *Herald-Whig* offers a comprehensive employee benefits package with everything you expect and more. The *Herald-Whig* is an equal opportunity employer. To apply, send a resume, references and samples of your work by mail to Christina Wilson/Human Resources, The Quincy Herald-Whig, P.O. Box 909, Quincy, IL 62306, or by email to cbwilson@whig.com. You may learn more about *The Herald-Whig* at www.whig.com and about Quincy Newspapers Inc., our parent company, at www.careersatQuincy.com. 5-3

BUSINESS REPORTER: Award winning, locally owned, daily newspaper is seeking a full-time business writer. Responsibilities include reporting and writing business stories of local interest. Applicants must have solid deadline-oriented news writing experience, good driving record, valid driver license, and proof of insurance. Benefits include health, dental, and vision insurance, vacation pay, sick pay, employee gym and 401(k). Email resume and writing samples tosrinehart@columbiatribune.com or mail to Columbia Daily Tribune, HR, 101 N. Fourth St., Columbia, MO 65201. EOE/Drugfree Workplace 5-2

GRAPHIC ARTIST: The *Lincoln County Journal/Troy Free-Press* is looking for a full-time graphic artist. The ideal candidate must have knowledge of InDesign, Photoshop and Illustrator. This position requires a person who can work in a team environment, has a good eye for design and works well under pressure. Benefits include health insurance, 401k, paid vacation and holidays. Please send resume and samples of your work to Tim Schmidt, general manager, atlcjpub@lcs.net. 4-29

SPORTS EDITOR: Award-winning twice-weekly newspaper in Fayette, Missouri, is seeking a full-time sports editor. The ideal candidate will have journalism degree with a passion for covering high school and college sports. Required skills include the ability to manage a staff, knowledge of maintaining a website, ability to work a flexible schedule, have layout experience with InDesign and able to take and edit photographs. Excellent salary and great opportunity. Send resume, clips and salary requirements to prol@fayettenews.com. 4-25

SERVICES OFFERED

The *Richmond (Mo.) News*, the Voice of Ray County for 102 years, offers quality offset printing to community newspapers. We carefully and professionally print our own news and advertising products and we do the same for our commercial printing partners — and that can include your offset work as well. We stand ready and able to provide guidance on pre-press work, thereby ensuring your critical advertising and photography reproduction is top notch. Let Richmond News Offset work for you. For a quote, contact JoEllen Black at 816-776-5454 or email publisher@richmond-dailynews.com.



ANNUAL MEETING | JUNE 16-17, 2016

RED WHITE & NEWS

Stoney Creek Inn, Columbia | Room Rate: \$93.00, Sleeping room deadline May 16 | 573.442.6400

Schedule of Events



Thursday, June 16

11:00AM | Porter Fisher Golf Tournament, A.L. Gustin Golf Course, Sponsored by Mother's Brewery, see separate form for registration.

7:30PM | MPA/MPS/MPF Board Dinner, Brasserie, 3919 S. Providence Road.

Friday, June 17

8-11:30AM | Missouri Press Association, Missouri Press Service Boards Breakfast Meeting | Columbia Room

Noon | Lunch Program | **Engagement is More Than a Click** | Kevin Jones | The St. Louis American | Pines Room
Successful community engagement comes in many flavors. While digital efforts are important and need to grow, news connections and loyalty. And no, you don't have to be a big metro paper with a large staff to produce successful events. The benefit is not just about connecting your news organization to the community, but creating an opportunity for the community to come together and have an experience among themselves and your operation. Kevin Jones of the weekly St. Louis American will tell you how.

1:30PM | **Bad News and Good Judgment: A Guide to Reporting on Sensitive issues in a Small-Town Newspaper** | Speaker Jim Pumarlo | Columbia Room

Identifying suicide victims and reporting names of suspended high school athletes are among the many challenging news decisions facing community newspapers. This session will teach participants how to handle these stories ethically and professionally. It will emphasize why it's important to print all the news - the good and bad - and will help participants understand the three-part process to effectively handling sensitive stories: Developing the policies, uncovering the facts, and explaining newspaper policies to readers.

3:00PM | Break

3:15PM | **Maintaining Standards While the World is Zipping By!** | Tom Warhover | Executive Director, Columbia Missourian
Tom works in an environment every day that he must teach students how to interact with the community they are reporting on. Learn his tips and tricks to balance being a working professional along with being a part of the community. Tom will cover topics from using Document Cloud for transparency to maintaining professionalism online to reporting on public affairs and so much more!

3:45PM | **How to Take Great Photography on the Fly!**

4:30PM | **Digital Advertising | Programmatic Digital Advertising and Benefits for Community Newspapers** |

Mark Nienhueser and Ted Lawrence of Missouri Press Service

**Registration Fee | \$30.00 per person including lunch Prior to June 5
\$40.00 per person after June 5 deadline.**



Name(s) of Attendee(s): _____

Company: _____

Address/Phone/Email _____

Please send registration and payment to Show-Me Press Treasurer Sandy Nelson
Phone: 913.294.2311 | Fax: 913.294.5318 | sandy.nelson@miconews.com | Miami County Newspapers
Mail Payment to: 121 S. Pearl, P.O. Box 389 | Paola, KS 66071

Southeast Missouri

Annual meeting July 14, 2016
Networking, registration starts at 2 p.m.



Press Association

Southeast Missouri State University
Cape Girardeau

Mind your P's & Q's

Peter Wagner shares proof that community newspapers remain strong and have a great future.



Open up with Jean Maneke

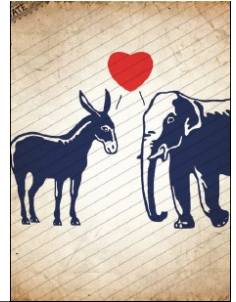
Missouri's Sunshine Law expert will answer your questions.



Learn to love elections

Share election coverage wins, losses and great ideas about how to tackle this year's ballot faceoffs.

Moderated by Bob Miller



University Center
Southeast Missouri State University
Cape Girardeau, Missouri
Thursday, July 14, 2016

2 p.m. Registration and networking.

2:15 p.m. Business meeting, introductions and announcements.

2:30 p.m. **All together:** Peter Wagner offers proof community newspapers are strong and have a great future. He also will discuss the importance of local content.

3:30 p.m. Break out sessions

Advertising - How to sell and design ads that get results, with Peter Wagner.

News - Election roundtable, moderated by Bob Miller.

4:30 p.m. **All together:** Peter Wagner introduces 20 new print publications you can produce with your current staff and sell to totally different advertisers.

-- COOKIE BREAK! --

5:30 p.m. Break out sessions

Advertising - Peter Wagner shares how to add up to \$100,000 in new revenue with totally new sales promotions.

News - Open up with Jean Maneke, Missouri's Sunshine Law expert.

6:30 p.m. Adjourn

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 _____

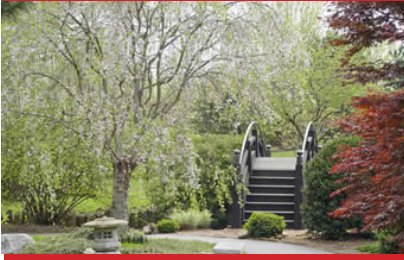
Street Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____ Phone: _____

Meeting Attendee/(s): _____

2016 Ozark Press Association Meeting



Friday, July 29th, 2016 | 10 a.m. – 4 p.m.
Location: Springfield Botanical Gardens
2400 S. Scenic Avenue | Springfield
Registration Deadline July 22



All-day. Helen Sosniecki | One-on-one Postal

Schedule a 30-minute appointment at the registration desk with Helen Sosniecki, a former Missouri publisher and 2003 Ozark Press president, to discuss your periodicals postal form. (Bring a complete set of 3541 forms.) These sessions usually result in modest-to-major savings in postal costs for community publishers. Sosniecki is former senior sales and marketing manager for Interlink Inc. She recently retired in Lebanon.



10:00 a.m. Speaker Jim Pumarlo | Bad News and Good Judgement: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper

Identifying suicide victims and reporting names of suspended high school athletes are among the many challenging news decisions facing community newspapers. This session will teach participants how to handle these stories ethically and professionally. It will emphasize why it's important to print all the news - the good and bad - and will help participants understand the three-part process to effectively handling sensitive stories: Developing the policies, uncovering the facts, and explaining newspaper policies to readers.



11:30 a.m. Refreshment Break

11:45 a.m. Digital Advertising Workshop | Programmatic Digital Advertising and Benefits for Community Newspapers

Mark Nienhueser and Ted Lawrence will tell you how Missouri Press Service can assist in your digital needs



Noon: Lunch

1:00 p.m. Speaker Jim Pumarlo | Public Affairs: How to Make Meeting Coverage Relevant and Timely

Relevant and Timely Coverage of local governing bodies — school board, city council, county board — remains a primary responsibility of community newspapers. But newsrooms must change their approach if they are to engage readers — put more focus on previewing the meetings and report on government actions in terms of the practical impact on readers.



2:15 p.m. Refreshment Break

2:30-4:00 p.m. Speaker Gary Sosniecki | Digital 101: How your community newspaper can make money with its website

A program aimed at weeklies and small dailies that are struggling to understand digital. Sosniecki is a former Missouri publisher and 1994 Ozark Press president who recently retired in Lebanon after eight years with TownNews.com, a leading vendor of digital products to newspapers. He will discuss why digital is important to newspapers of all sizes and give you proven ideas for success.



7:10 p.m. Springfield Cardinals Game \$16* | Call: Jake Buckner (417) 832-3042 at the Springfield Cardinals to reserve tickets | Request Missouri Press Association Rate | Limited Tickets Available at Group Rate.

*Tickets are for patio group seating and come with a free souvenir and Missouri Press Foundation will host snacks at the game. Tickets will be mailed, please order by July 22

Company: _____

Name(s) of Attendee(s): _____

Email Address: _____ Phone: _____

Payment Information

___ Check Included ___ Visa ___ Mastercard | Total attending: _____ \$25/attendee OR \$99 for a company with unlimited attendees | Total amount enclosed or to be charged to credit card: \$ _____

Name on Card: _____ Signature: _____

Card Number: _____ Exp. Date: _____

Please send registration form and payment to Kristie Williams at Missouri Press
802 Locust Street, Columbia, MO 65201 | kwilliams@socket.net • Phone: 573.449.4167 | Fax: 573.874.5894



SPORTS REPORTING TRAINING CAMP

**FRIDAY
JULY 22, 2016**



9:00AM - 3:30PM

LEE HILLS HALL • UNIVERSITY OF MISSOURI, COLUMBIA

**This workshop is back by popular demand and is scheduled for the opening day of Show-Me State Games.
*Learn new skills before covering your hometown athletes.***

Truth is, sports editors/reporters are among the hardest working people in journalism. This daylong course will provide you with tips and tricks to make your job a little easier. Maybe it's a substantial change like philosophy. Maybe it's several small tweaks that make things easier immediately. This workshop will help you better serve your readers while making your workload more manageable.

Session and speaker information to be determined.

MPF SPORTS TRAINING CAMP REGISTRATION – FRIDAY, JULY 22, 2016

NEWSPAPER/COMPANY: _____ **CONTACT PERSON:** _____

ADDRESS: _____ **CITY:** _____ **STATE:** _____ **ZIP:** _____

PHONE: _____ **FAX:** _____ **EMAIL:** _____

ATTENDEE(S): 1. _____ 2. _____

\$80 PER PERSON, INCLUDES LUNCH & PARKING PASS **TOTAL AMOUNT PAID OR TO BE CHARGED: \$** _____

PAYMENT METHOD: CHECK ENCLOSED INVOICE ME CHARGE TO MY VISA MASTERCARD OR DISCOVER

NAME ON CARD: _____ **CARD NO.:** _____ **EXP. DATE:** _____

RETURN REGISTRATION TO MPF, 802 LOCUST ST., COLUMBIA MO, 65201 –OR– FAX TO 573.874.5894
Contact Melody Bezenek at MPF, 573.449.4167, or mbezenek@socket.net for more information or to register.

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: _____