



# Missouri Press Association Bulletin

No. 1328 — 16 August, 2016



# 150<sup>th</sup> 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 Society of 1867 in hospitality suite
- 7-10PM | Boots, Bling N' BBQ! Country night under the stars with acoustic performances by Nashville artists Beau Fuller, Casey Muessigmann & Steve Dorian, 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: "Community" Content is King with Tad Bartimus
- 9:45AM | Business meeting
- 10AM | Member's Choice Session with Sammy Papert
- 11AM | Questions and Answers with Governor Jay Nixon
- 11:45AM - 1PM | Foundation-hosted lunch social in the Trade Show and  
*Mini performances by Branson Entertainers*
- 1PM | Gubernatorial Candidates Forum
- 2PM | Break
- 2:30PM | U.S. Senate Candidates Forum
- 3:45PM | History of Missouri Press Association with Dr. Gary Kremer.
- 6PM | Hall of Fame Reception
- 6:30PM | Hall of Fame Banquet and awards ceremony. Special guest Chip Hutcheson, NNA President.  
Official 150th Convention photograph
- Est. 8PM | Dessert and champagne reception and fireworks celebration
- Est. 9PM | Hospitality suite open

### Saturday, October 1

- 8-9AM | Continental Breakfast Program in the Better Newspaper Contest and News Café area.  
Too Big to Never Fail | Merrill Perlman from *The New York Times*
- 9AM | Breakout Sessions
  - What Would Sammy Do? | Sammy Papert
  - Quick Fixes for Writing Problems That Stop Your Readers | Merrill Perlman
- 10:15AM | Breakout Sessions
  - Making Revenue through Google Surveys | Bryan Chester, Strategic Communications Manager, *Columbia Missourian*
  - Public Records Request: When to ask nicely, when to insist and when to let it go  
Amos Bridges, *Springfield News-Leader*
- 11:15AM | Break
- 11:45AM | Better Newspaper Contest Awards Lunch featuring Cliff Schiappa of Photojournalism Hall of Fame



# Celebrate Missouri Press' first 150 years

*Aug. 19 is deadline to save \$75 on registration*

As Missouri Press Association's 150th annual convention gets closer, the agenda for the organization's biggest event of the year is undergoing a few changes. Chief among those changes has been the addition of Gov. Jay Nixon to Friday morning.

Nixon will be conducting a question and answer session at 11 a.m. Friday, Sept. 30.

This session will be in addition to the Missouri gubernatorial and U.S. Senator candidate forums being conducted Friday afternoon.

Dr. Gary Kremer's presentation of the history of the Missouri Press Association has been changed to 3:45 p.m. Friday, following the forums. Kremer is the executive director of the State Historical Society of Missouri.

A full convention agenda is available on the cover of this Bulletin as well as in the August edition of Missouri Press News. A registration form is available on page 3 of this Bulletin.

Other events during the convention weekend include the Thursday, Sept. 29, Boots, Bling and Barbecue Country Night benefitting the Missouri Press Foundation. Nashville musician Beau Fuller and others will entertain guests outdoors on the Chateau's Garden Terrace overlooking Table Rock Lake.

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.

MPA will also be taking a commemorative photo of the attendees of this year's Hall of Fame Banquet on Friday.

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 to help newspaper publishers and staff better serve their communities.

Staff from your publication can attend informative sessions throughout the weekend with one registration fee.

If you register for this year's convention before Friday, Aug. 19, you can get \$75 off the cost of your convention registration.

For more information about registering for the convention, contact Kristie Williams at 573-449-4167.

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](mailto:mbezenek@socket.net).



## CALENDAR

**2016**

**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

**Oct. 20** — Missouri Photojournalism Hall of Fame Induction Ceremony, University of Missouri, Columbia

**2017**

**April**

**6-7** — Missouri Advertising Managers' Association Meeting, Holiday Inn Executive Center, Columbia

**June**

**15** — Porter Fisher Golf Classic

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

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

## Print copies of 2015-2016 'Blue Book' now available for \$15

The University of Missouri Press has printed copies of the 2015-2016 Official Manual of the State of Missouri, also known as the "Blue Book," available.

The Official Manual of the State of Missouri is a slice of the state's history, including contact information, biographies, and overviews of department duties. The "Blue Book" serves as a guide for

Missourians seeking information about their state agencies and officials.

For 2015-2016, the manual features an essay by Missouri State Parks Director Bill Bryan, which explores the history and future of Missouri's park system. Complementing this overview, the "A Day at the Park" photo contest showcases how Missourians captured the beauty of the parks they visit.

Cost for the printed copy is \$15 with an additional charge for shipping of \$6 for the first book and \$1.25 for each additional book.

To order a copy of the state's Official Manual, call 800-621-2736 or visit [upress.missouri.edu](http://upress.missouri.edu)

An electronic copy of the Blue Book can be found online at [www.mobluebook.com](http://www.mobluebook.com).



# 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](http://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

Select one category for your group  
 (pay registration fee once per group)

**Active Member  
 Newspaper  
 \$175**

**MPA Associate or  
 Friend Member  
 \$185**

**Non-  
 Member  
 \$200**

**Retired  
 Member  
 \$50**

**Registration  
 Fee  
 \$ \_\_\_\_\_**

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](mailto: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](mailto:kwilliams@socket.net)**



# BRING YOUNG READERS INTO THE FOLD

Are you still reaching out to young readers?  
Engage readers of all ages with a serialized story!

*These stories are unique in their ready-to-print format, small space requirements, and affordability, even for the smallest community newspapers.*





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

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Columbia; Dave Berry, Bolivar

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jmaneke@manekelaw.com

**Dawn Kitchell:**

NIE & Education Director

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

## Mizzou ticket tradeout deadline is Friday

For the 26th consecutive year, the University of Missouri Athletic Department is working through Missouri Press to arrange a "football-tickets-for-advertising trade-out."

Mizzou's Athletic Department is offering MPA newspapers an allotment of tickets for the season-opening home game with the Eastern Michigan Eagles on Saturday, Sept. 10. Game time is 6:30 p.m.

You may use these tickets for your newspaper family, for your advertisers, for promotions, etc.

The program, which is strictly voluntary, involves the publishing of Mizzou athletic display advertising in your newspaper(s) in return for a similar value of tickets (minimum of 6 tickets and a maximum of 20 tickets per publication) to the September 10 game.

**Ticket Details:** The Mizzou Athletic Department, through Missouri Press, provides each participating newspaper a

minimum of 6, maximum of 20, reserved seat tickets to the Mizzou-Eastern Michigan game at a maximum total value of \$45 per ticket (total maximum value of \$900). These tickets will be outside the 20-yard line in the best available special Missouri Press section. In return, participating newspapers provide Mizzou athletics up to a total of \$900 in advertising.

The total minimum is 6 tickets and total maximum is 20 per publication. This is a first come, first served opportunity. The number of tickets you request, multiplied by \$45, will determine your level of commitment. Ad placement will come through Missouri Press. It is expected the ad schedule will run at different intervals between August and December.

If you want to participate in the ticket-advertising trade-out, contact Missouri Press by phone, 573-449-4167, or email, mopressads@socket.net, no later than August 19, 2016.

## 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 150<sup>th</sup> Annual Convention and Trade Show in Branson and reach many Missouri newspapers in one place.

**FRIDAY** **SEPTEMBER 30**

**Contact Melody Bezenek at 573-449-4167 for more information.**



## *Enhancing your reporting*

# Digital tools enhance, not replace, tenets of solid reporting

By Jim Pumarlo

Meeting reader needs requires editors and reporters to multitask, and challenges are ratcheted up in today's digital newsroom. Everyone is expected to be adept across the spectrum of news gathering—writing breaking news for the web and a more complete story for the print edition, taking and posting photo or video on the web, tweeting about a sports event or city council meeting, updating your Facebook page. I characterize it as organized chaos.

Digital tools can be a great assist in collecting and distributing the news. They should not, however, replace the tried-and-true methods for solid reporting. Best practices remain at the foundation of all effective coverage. It boils down to setting priorities, then being organized to deliver.

Here are a handful of elements – and accompanying digital tools – for ensuring your news product remains relevant to your readers and advertisers.

**Keep a calendar:** Identifying news benchmarks for the next several weeks, even for the next year, helps you strengthen content and target opportunities to generate advertising and promote circulation. Digital tools allow you to share real-time calendars with news and ad staffs. Google Apps has a great calendar and other integrated services like email and chat for keeping up with what's going on. Share Outlook calendars, too, so editors immediately know the availability of reporters when fielding story requests and scheduling assignments.

Likewise, meet early with individuals in charge of the events to discuss new approaches for coverage. Calendars should be routinely reviewed and communicated to readers. Tools like Basecamp, Mavenlink and a host of other project management tools can help schedule tasks as well as assign them and follow up. Designating one place to check all your tasks keeps everyone on the same page.

**Preview as well as review:** Calendars are the first step in organizing newsrooms. Next, develop a communications plan. Several online forms and input tools make it easy for readers and advertisers to make you aware of what's going on. Use Google alerts to keep an eye on news feeds. Take advantage of YouTube and social media to promote events. Preview sports contests with taped videos from coaches. Elaborate on community

recognition - citizen of the year, volunteer of the year, city festival royalty – by taping interviews with the candidates and linking to any of their social media accounts.

Digital tools can enhance follow-up coverage, too. Any number of departments or organizations present annual reports – law enforcement, social services, parent advisory councils. Highlight one item in the mayor's "state of the city" speech in the print edition and post the full text on the web. Produce a slide show of the community theater grand opening or fire hall open house. Provide a personalized tour of a new business via video and/or slide show, produced in cooperation with and paid sponsorship by the business. Instagram and Pinterest might work well for niche audiences – and users who love photos. Consider using Instagram for on-the-fly coverage of fairs, parades and other events. Consider a Pinterest board for the arts and crafts section of the paper/website where you could showcase events like art fairs. A word of caution: Don't make the web a dumping ground for anything and everything, and make the content easy to navigate.

**Expand your reporter corps:** Citizen journalists are a great way to supplement diminishing newsroom resources, especially for more in-depth projects. Enlist a panel of individuals who represent a demographic cross-section and have them provide online commentary on important topics such as the proposed closing of a school or the months-long election season. Create a Twitter hashtag to host town hall meetings. Online discussions also are an opportunity to introduce issues that may otherwise be shortchanged.

**Take advantage of the editorial page:** Newsrooms, as a clearinghouse of information, are in perfect position to lead the conversation – and think beyond your role of writing editorials. The web allows immediate exchange among readers. Monitor local social media including blogs, Twitter, Facebook and Instagram accounts, so you can follow, read, react and follow up. Provide links to other websites and blogs, but only after verifying them as credible sources of information or perspective. In a similar vein, you'll want to set ground rules for social media accounts used by editors and reporters. All of these avenues provide a wealth of information that you can selectively share on your editorial page.

Provide continuum of story in tandem coverage: A city council approves tax incentives for a shopping center after a months-long process that provoked emotions from proponents and opponents alike. A basketball team caps a perfect season with a state championship. A jury convicts a local resident of a triple murder after rumors and legal maneuvers captivate the community for two years. High-profile stories prompt prominent coverage at the various steps, but how many newspapers provide a chronological and comprehensive summary for those who have not followed the stories from beginning to end? Package the stories on the web rather than forcing a tedious archive search. You might even sell coverage as a special section or an e-book. Distribute blasts and alerts through email, Twitter and Facebook, reinforcing that your newspaper is the first source for local news. Tweet key votes at meetings, sporting highlights, noteworthy remarks from speeches, and then promote the detailed print reports. Use live video to augment coverage of a press conference or breaking news. Make sure to look into possible uses for Virtual Reality storytelling in your publication. *The New York Times* is in full test mode with this new technology.

Today's media landscape emphasizes open community interaction, but making full use of social media does not happen on its own. Editors and reporters must manage these operations, too - the same people who have other responsibilities in collecting and reporting the news.

How can newsrooms identify and celebrate success? Start a conversation with readers. They'll let you know what's working and what isn't hitting the mark, what they like and what they think can be improved. Engaging in dialogue with readers is a win-win proposition for you, your readers and your community.

*Jim Pumarlo writes, speaks and provides training on Community Newsroom Success Strategies. His newest book is "Journalism Primer: A Guide to Community News Coverage for Beginning and Veteran Journalists." Most recently he was a presenter at the July 29 meeting of the Ozark Press Association. He can be contacted at [www.pumarlo.com](http://www.pumarlo.com) and welcomes comments and questions at [jim@pumarlo.com](mailto:jim@pumarlo.com).*



# 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.



## Industry opinion

# Hurray for John Oliver

By Kathleen Parker

*Washington Post Writers Group*

Every couple of years or so, I feel the need to whine about the plight of newspapers. It's August. I'm Trumped out. So today's the day.

Except that HBO's John Oliver beat me to it with the best defense of newspapers — ever. His recent "Last Week Tonight with John Oliver" monologue about the suffering newspaper industry has gone viral in journalism circles but he deserves a broader audience.

Besides, it's funny.

Leavening his important message with enough levity to keep the dopamine flowing, Oliver points out that most news outlets, faux, Fox and otherwise, essentially rely on newspapers for their material. This includes, he says, pulsing with self-awareness, Oliver himself. He's sort of part of the problem, in other words, but at least he knows it, which makes it OK, sort of.

The problem: People want news but they don't want to pay for it. Consequently, newspapers are failing while consumers get their information from comedy shows, talk shows and websites that essentially lift material for their own purposes.

But somewhere, somebody is actually sitting through a boring meeting, poring over data or interviewing someone who isn't nearly as important as he thinks he is in order to produce a story that will become news. As Oliver points out, news is a food chain, yet with rare exceptions, the most important members of the chain are at the bottom, turning off the lights in newsrooms where gladiators, scholars and characters once roamed.

That any newspapers are surviving, if not for much longer in any recognizable form, can be attributed at least in some part to the dedication of people who really believe in the mission of a free press and are willing to work harder for less — tweeting, blogging, filming and whatnot in addition to trying to write worthy copy. Most of the poor slob who fell in love with the printed word go unnoticed by any but their peers.

An exception is Marty Baron, the unassuming executive editor of *The Washington Post*, recently featured in the film, "Spotlight" about the *Boston Globe's* stories under Baron's leadership about sexual abuse in the Catholic Church.

It's a good movie, not just because of great casting and acting but because it's a great tale about a massive investigative effort that led to church reform and the beginning of healing for victims.

My point — shared by Oliver — is that only newspapers are the brick-and-mortar of the Fourth Estate's edifice. Only they have the wherewithal to do the kind of reporting that leads to stories such as "Spotlight." What happens to the "news" when there are no newspapers left?

We seem doomed to find out as people increasingly give up their newspaper subscriptions and seek information from free-content sources. And though newspapers have an online presence, it's hard to get readers to pay for content.

As Oliver says, now is a very good time to be a corrupt politician. Between buyouts, layoffs and news-hole reductions, there's hardly anyone paying attention.

Except, perhaps, to kitties.

In a hilarious spinoff of "Spotlight" called "Stoplight," Oliver shows a short film of a news meeting where the old-school reporter is pitching a story about city hall corruption. The rest of the staff, cheerful human topiaries to the reporter's kudzu-draped mangrove — are more interested in a cat that looks like a raccoon.


And then there's Sam Zell, erstwhile owner of the Tribune Company, who summed up the sad trajectory of the nation's interests and, perhaps, our future while speaking to *Orlando Sentinel* staffers in 2008. When he said he wanted to increase revenues by giving readers what they want, a female voice objected, "What readers want are puppy dogs"

Zell exploded, calling her comment the sort of "journalistic arrogance of deciding that puppies don't count. ... Hopefully we get to the point where our revenue is so significant that we can do puppies and Iraq, OK? [Expletive] you."

Yes, he said that.

Moral of the story: If you don't subscribe to a newspaper, you don't get to complain about the sorry state of journalism — and puppies you shall have.

*Kathleen Parker writes for the Washington Post Writers Group 1301 K St. NW, Washington, DC 20071. Send email to [kparker@kparker.com](mailto:kparker@kparker.com).*



## Upcoming Webinars

**Google Analytics: Segments**  
Thursday, August 18  
Presenter Sherri Horton,  
*GateHouse Media*

**Maximizing Your Digital Revenue**  
Friday, August 26  
Presenter Max Freund,  
*The Gazette Company*

**Register at**  
[onlinemediacampus.com](http://onlinemediacampus.com)

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



**Digital Preservation Speaks VOLUMES**

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Digitally preserve your newspapers and bound volumes

[www.ArchiveInABox.com](http://www.ArchiveInABox.com) **ArchiveInABox**  
The newspaper archive scanning service from SmallTownPapers™

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

## HELP WANTED

**GENERAL MANAGER:** *The Parsons Sun* is seeking a dynamic, multimedia advertising general manager. This is an ideal position for someone who wants to be outside working with sales reps to help their customers develop effective advertising campaigns. We are seeking a general manager with an expertise at new revenue generation utilizing new media as well as managing the two daily newspaper sales staffs, classifieds and a strong commercial printing business. Strategic planning and creative thoughts will be critical for the right candidate. The Parsons Sun and its sister paper, *The Chanute Tribune*, are five-day daily papers in SE Kansas. We offer a competitive salary with a performance bonus plan as well as health care benefits. Interested candidates should send resume to: brucewallace03@gmail.com.

**EDITOR:** *The Warren County Record*, an award-winning, weekly newspaper is seeking a seasoned editor to oversee coverage of county and municipal beats, courts and general news. This position requires substantial reporting responsibilities and fluency in digital and social media. Five year's experience in community journalism preferred. Solid reporting background and photography skills required. Editor serves as main photographer for publication; community newspaper background preferred; social media experience expected. This position requires some nights and weekends. We are a 3,074 paid circulation paper with a great team-orientated staff located 50 miles west of St. Louis in Warrenton, MO. 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.

**EDITOR:** *Richmond News*, a county seat newspaper 38 miles east of Kansas City, Mo., is seeking a seasoned hands-on editor to oversee the coverage of central and eastern Ray County, which includes municipal, county, courts and school beats. This position also requires reporting responsibilities for the city of Richmond. We strive to continue to provide a high quality news product that serves as a government watchdog and a champion for readers. The position requires excellent organizational and people skills, a strong knowledge of AP style and copy editing, as well as excellent grammar and spelling. Good news judgment is paramount, as well. Photography skills are a big plus. This position will also coach and coordinate assignments of a full-time reporter and news stringers. The position requires some flexibility in time, as some nights and weekend work is needed. Competitive pay with vacation and sick time benefits. Email resume, qualifications and work examples to JoEllen Black, publisher, at publisher@richmond-dailynews.com, or mail to P.O. Box 100, Richmond, MO 64085.

**NEWS EDITOR:** *The Bolivar Herald-Free Press*, based in Bolivar, is seeking a journalist with a passion to report news in our local community. If you possess skills befitting a community news organization we would like to talk with you. Web experience would be a plus. We offer good benefits and many opportunities to make a difference. EOE Please submit an application with resume' and samples to: daveb@phillipsmedia.com; by fax to: 417-326-8701; or by mail to: News Editor, P.O. Box 330, Bolivar, MO 65613. Applications are also available at: 335 S. Springfield Ave., Bolivar, MO, 8 a.m. - 5 p.m., Monday - Friday

**REPORTER:** *The Cedar County Republican*, based in Stockton, is seeking a journalist with a passion to report news in our local community. If you possess skills befitting a community news organization we would like to talk with you. Web experience would be a plus. We offer good benefits and many opportunities to make a difference. EOE Please

submit an application with resume' and samples by email to: marilynne@CedarRepublican.com; by fax to: 417-276-5760; or by mail to: Reporter Position, P.O. Box 1018, Stockton, MO 65785. Applications are also available at: 26 Public Square, Stockton, MO, 8 a.m. - 5 p.m., Monday - Friday.

**NEW BUSINESS/DIGITAL SPECIALIST:** *The Daily Journal* in Park Hills has an opportunity for a combination New Business/Digital Specialist. This position will sell print and digital advertising for the *Daily Journal*, *Farmington Press* and *Democrat News* (and associated websites) as well as our Amplified suite of digital advertising solutions. Previous sales experience is required and knowledge of advertising and media sales preferred. The ideal candidate will have experience in the following: SEO and SEM, social media, targeted display and email and analytics. This position offers a base salary plus a great commission and bonus program. We offer an excellent benefits package including health, dental, vision, life insurance, vacation and holiday pay and a 401k plan. Apply for this position online at: www.dailyjournalonline.com/workhere Please include resume with salary history. No phone calls please Equal Opportunity Employer-Drug Free Workplace

**GENERAL MANAGER/EDITOR:** Award winning weekly newspaper, *The Chariton Valley News Press* 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. Position is ideal for recent journalism, multi media, or communications graduate. To apply, please send resume, cover letter, salary requirements and 3 to 4 examples each of writing, photography and page design to prol@fayettenews.com.

**SALES POSITION:** Newspaper and website advertising. Must have dependable transportation. Will train right candidate. Qualifications: Must be dependable; Outgoing personality; Missouri driver's license required; Sales experience preferred. Benefits include: Paid vacation; 401K Plan; Medical/Dental insurance. Please send resume plus cover letter to bgtpub@lcs.net 7-20

**INSIDE AD SALES/DESIGN PRO:** Bimonthly USA waterfowl hunting tabloid seeks motivated inside ad rep who can spec and sell print advertising with minimal supervision. Huge untapped pool of small business prospects. No travel, no meetings. Ideal for retired print sales pro or small ad agency. Submit cover letter, resume to INSIDE SALES duckmagz@gmail.com. 7-14

**COPY EDITOR:** Do you want to be part of the story-planning process from the ground up? If so, let's talk about this opportunity. As a copy editor with *The Herald-Whig*, you join our award-winning team. The ideal candidate brings big ideas and works collaboratively. Our recently reorganized newsroom staff brings more people into the planning process and the position calls for a candidate ready to be a key player in print and online. Qualifications include strong design and editing skills, a solid knowledge of the AP Stylebook, experience with story and photo planning, and knowledge of Adobe Creative Suite. Web and social media expertise are a must. The Herald-Whig 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.careersaQuincy.com. 7-11

**GRAPHIC DESIGNER:** A family of community newspapers is looking for a talented graphic designer

to join our combined advertising, graphics and pagination staff in Springfield, Missouri. The ideal candidate will have mastered Adobe Creative Suite, possess excellent communication skills and have the ability to manage multiple projects and deadlines. We offer a competitive benefit and salary package as well as the opportunity to work on projects falling outside the realm of traditional newspaper design. The successful candidate will also build magazines, lay out postcards, create calendars and gain experience in all manner of commercial print design. To apply, send your resume and work samples to charlesg@phillipsmedia.com. 7-11

**AREA SALES MANAGER:** *The Columbia Daily Tribune* is currently seeking an Area Sales Manager to oversee a portion of our carrier delivery force. Manager will ensure on time delivery, continually improve service and circulation, and recruit and contract carriers. This individual must be sales and service oriented, have the ability to motivate, ability to multi-task, have reliable transportation, good driving record and a MO Class E driver license (obtain prior to start date). The ideal candidate will have managerial experience, sales and customer service background, and a college degree is preferred. Benefits include health and dental insurance, 401(k) retirement plan, vacation and sick pay, personal time, holiday pay, and access to company gym. Email resume to srinehart@columbiatribune.com. EOE / drug free workplace 7-6

**DIGITAL IMAGE TECH/WEB PRODUCER:** Part-time imaging technician/web producer position is available in our newsroom. This position is responsible for evaluating, correcting and processing photographs and other elements for publication in print and on the Web in a manner consistent with the *Tribune's* editorial style. Candidates will make use of social networking and other third-party websites to promote the Tribune's online content. The ideal candidate will have a bachelor's degree in journalism or significant work toward a degree, newsroom or related experience, experience in photography or graphic design, a good eye for color and quality, knowledge of color management software and tools. Experience with Adobe Photoshop, HTML coding, and CMS workflow is a must. Strong writing and advanced organizational skills are also beneficial. Benefits include vacation pay, sick pay, and use of employee gym. Email resume and days/hours of availability to srinehart@columbiatribune.com or complete an application. <http://www.columbiatribune.com/site/jobs.html> EOE / Drug free Workplace 7-6

**REPORTER/AD SALESPERSON:** *Vernon Publishing, Inc.* is accepting applications for a general assignment/sports reporter/ad salesperson for *The Tipton Times*. Experience is helpful, but not required. The applicant must have excellent people skills, be willing to work nights and weekends, and should have a general knowledge of the English language, sports and ad design. Applicants must live in, or be willing to move to the Tipton area, and must have a reliable vehicle for transportation. This is a 40 hour per week job, with paid vacation and health insurance. Starting base pay for a beginning reporter is \$9.50 per hour. Pay is negotiable for the right person who has reporting experience. Commission paid on ad sales, so motivation is important. Send resume and writing samples to: The Tipton Times, PO Box U, Tipton MO 65081. 7-5

**JOURNEYMAN ELECTRICIAN:** *The Arkansas Democrat-Gazette* seeks a full time Arkansas licensed electrician. Duties include (but not limited to) maintenance, installation and troubleshooting of all production equipment both electrical and mechanical. Pay commensurate with experience. Applications/resumes may be dropped off at The Arkansas Democrat-Gazette, 119 South Dixieland Street in Lowell; mailed to PO Box 1159, Lowell AR 72745; faxed to 479-770-0041; or emailed to jobs@nwadg.com (put Journeyman Electrician in the Subject line). EOE - Drug Free Workplace 6-24