



Missouri Press Association Bulletin

No. 1331 — 15 November, 2016

HOLIDAY CONTEST



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Contact Jennifer Plourde for any questions or details: jplourde@socket.net

Auditor finds only 30 percent compliance with Sunshine Law

Report shows two out of three local governments did not meet all requirements

From the State Auditor's Office

Missouri State Auditor Nicole Galloway says government must do better when it comes to meeting its obligations to transparency with the public. A newly-released report on compliance with the state's open records laws shows that only 30 percent of local governments fully complied with laws specifically designed to keep government accessible to its citizens.

"My office regularly receives complaints related to access of public information, which is exactly what the Sunshine Law is designed to address," Auditor Galloway said. "For this report, we sent public records requests to hundreds of local governments across the state. The results were extremely disappointing and demonstrate that we have a long way to go in improving transparency and citizen access to information in Missouri government."

Auditor Galloway and her staff sent open records request letters to more than 300 local government entities in every region of the state. The request was fairly simple - to provide a copy of minutes for the last meeting held in 2015, along with the notice and agenda for that meeting, and several other basic pieces of information. The letters were not sent on official office letterhead in order to provide a clearer picture of what the average citizen experiences when requesting information from government. Of those who received a request, 37 percent failed to acknowledge it or respond within the three-day time

period required by law. Some of those eventually provided information after the deadline, but 16 percent did not respond at all.

Four local governments took it a step further and refused to respond unless the requestor provided additional information or explained what the information would be used for, which is a violation of the Sunshine Law.

The Sunshine Law does allow governments to charge fees for research and copying records. In this case, the requested records were fairly simple, and recent - dating back to less than a year, so any costs should have been minimal. Some local governments still requested unreasonably high dollar amounts to provide these records — more than \$80 in one example.

The report also includes information on whether the meeting documents provided by local governments meet standards set in law, and which entities included information about their designated custodian of records and recording policy, as requested in the initial letter.

This report includes results from 309 local government entities, including counties, cities, school districts, and a variety of special taxing districts from across the state. The report includes information on local governments surveyed for the report and levels of compliance. Appendix G includes all referenced entities, sorted by county.

A link to the full report can be found at mopress.com.

MPS hosting statewide holiday contest

Contest deadline is Dec. 31, see next month's Missouri Press News for more info

Ad salespeople who sell any ad in one of Missouri Press Service's four statewide networks, including



the statewide classifieds, 2x2 display, 2x4 display and the online ad network, will receive a \$25 bonus for each ad sold.

Newspapers will keep normal commission on the sale.

Contact Jennifer Plourde with any questions or for more details at jplourde@socket.net.

The contest ends Dec. 31, 2016.



CALENDAR

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

September

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



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Missouri Press Association

Missouri Press Service

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Happy birthday cheers!

The Vernon family, including, from left, Dane, Wallace and Trevor were among the revelers at Dawn Kitchell's photo booth during Missouri Press Association's 150th Annual Convention. Wallace Vernon turns 90 on Wednesday, Nov. 23. Family members are asking friends to shower him with birthday cards for the occasion. Cards may be sent to Wallace Vernon, 111 N Maple St, Eldon MO 65026. If you know someone else in Missouri newspapers celebrating a milestone birthday, contact Matthew Barba at mbarba@socket.net. (File photo)

National survey seeking input from local newspapers

The Tow Center for Digital Journalism at Columbia University is seeking to better understand how local newspapers are responding to the challenges and opportunities created by digital media.

Already 60 editors and experts with deep knowledge of these issues have been interviewed, but organizers of the survey want to build on their responses with information from local media practitioners.

The survey takes approximately 10-15 minutes to complete and can be found at https://localjournalismsurvey.qualtrics.com/SE/?SID=SV_3X9HcMOoSP5gDRj

Findings from the survey will be shared after the first of the year and respondents will have an opportunity at the end to opt-in to receive the survey's results directly.

Responses to the survey will not be accepted after Sunday, Nov. 27.

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Take a stand against apathy and read a newspaper

By Spencer Jakob
spencerjakob.com

However you feel about the election this past week, it's unlikely that you're one of the small group actively taking part in protests against Donald Trump's election or campaigning to get rid of the Electoral College. It's silly and fruitless.

I'm a journalist, but the sort who keeps his political opinions fairly private. I don't donate to political campaigns and haven't registered to vote in primaries. One thing I'm not shy about, though, is standing up to thugs.

I'm not calling President Elect Trump one, by the way. He hasn't even taken the oath of office yet. I can tell you, though, that one thing that actually gets under his skin happens to be the same one that bothers heads of state and corrupt businessmen worldwide: a free and vibrant press.

In China or Russia or Turkey or Africa that often results in newspapers being shut down or even journalists murdered. Here, so far, we have disgusting anti-Semitic tweets, scary chants at rallies, and a threat by Trump to "open up our libel laws" and sue the media into submission.

Despite all that, the main threat to the American media, and dare I say democracy, is apathy. You've probably heard that about 100 million people – far more than those who cast a ballot for either Trump or Clinton – simply didn't vote. But what about the people who didn't read a newspaper or support one? The reason so many people you and I know are shocked by Trump's victory in the face of a mountain of concerns about his past conduct, his personality, and his agenda is that we relied on ethical, trusted sources of information about him. But, according to Pew, just 21 percent of people ages 35-44 read a newspaper yesterday, down from 44 percent in 1999. Just 18 percent of Hispanics of any age did.

Many people, perhaps including you, read a newspaper article reached from a link on social media but didn't read another article in the same paper. And you probably didn't pay for it. The total circulation revenue of all

U.S. newspapers in 2014 was \$10.9 billion. It's now just half of the revenue of Starbucks. Between 2006 and 2014 the number of people employed in print journalism fell from 55,000 to 32,900. It's probably below 30,000 now. Just this past week dozens of people in my newsroom lost their jobs and two sections were discontinued while two others were merged. The result is a thinner paper.

Do you subscribe to a newspaper or do you just graze on whatever is free on the Internet? Do you subscribe to more than one? Well here's something you can do that will

“Reading a print paper instead of zeroing in on the specific article you want to read on your phone or computer leads you to read all sorts of other articles you weren't looking for but are glad you found.”

drive Donald Trump up the wall. You can do it right now at the expense of giving up a few cappuccinos a month or waiting a little longer to upgrade to that snazzy new iPhone: subscribe to an old-fashioned print newspaper.

Yes, this is what feeds my family, but it isn't an act of charity and you don't have to subscribe to *The Wall Street Journal*. Buy *The New York Times* or *The Washington Post* or your local paper. Guess what? You're not just making a political statement.

Reading a print paper instead of zeroing in on the specific article you want to read on

your phone or computer leads you to read all sorts of other articles you weren't looking for but are glad you found. You don't get that kind of serendipity in your targeted Facebook news feed. You're also getting something delivered to your house that's an amazing daily undertaking put together by people who could be earning more doing a different job and who take a lot of infuriating crap. Even though I don't write about politics, I get all sorts of nasty comments when I write something people don't like, disparaging me or my profession, putting "journalist" in quotes. We get called the "lying media" and worse. But what a newsroom full of journalists produces is a wonder. I think the British critic AA Gill said it best:

Newspapers are the size of long novels. They're put together from around the globe from sources who want to lie, to manipulate, to sell things, hide things, spin things. Despite threats, injunctions, bullets, jails and non-returned phone calls, journalists do it every single day, from scratch. What's amazing, what's utterly staggering, is not the things papers get wrong, it's just how much they get right.

Come on, make a statement by going retro and reading a paper or two made out of dead trees.

This article was originally published at <http://bit.ly/2fs4bE7>

Please donate today to the Missouri Press Foundation.

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Request 2017 press cards for your newspaper

Submit requests for 2017 press cards and 2016-2017 MPA auto stickers today by going online or emailing staffers' names to Kristie Williams at kwilliams@socket.net.

There is no charge for press cards or auto stickers; please include a total number of

stickers needed for your organization. In all requests, please include mailing information for your newspaper.

Because staffing changes occur throughout the year, MPA does not keep a list of cards previously issued.

Members can also request copies of the MPA sticker calendar for their office if they need extras.

More information can be found on Missouri Press' website, or you can contact Williams or Matthew Barba at mbarba@socket.net.

IT'S THAT TIME OF YEAR!

Use this form to order MPA Press Cards for you and your staff members. **Many staff changes occur throughout the year, so we do not keep a list of previous cards issued.**

BEST WISHES IN 2017!
Your Missouri Press

MPA PRESS CARD ORDER FORM--

Please mail request to: MPA, 802 Locust, Columbia, MO 65201; or fax to 573-874-5894 or email request to kwilliams@socket.net, please include name of newspaper and address cards need to be mailed to.

Item	cost	how many?
2017 press cards	no charge	please list names below
2016-2017 MPA auto sticker	no charge	
Additional 2016-2017 auto stickers		

List Names for Press Cards

IMPORTANT: Please print clearly or type names

_____	_____	_____
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Where should we send your cards? Please clearly print your newspaper, name and **complete mailing address:**



Social media priorities

Limited resources means getting the best value out of social

By **Lucinda Southern**

Digiday

In a platform world, publishers face tough decisions on where to place their resources. In August, *The Economist* faced this head on and axed its ailing Pinterest and Tumblr accounts while ramping up its commitment to LinkedIn.

The publisher had been experimenting on Pinterest for the past six months. But even with a social media team that had grown from two to 10 people, *The Economist* couldn't make it click. "From day one, it was a struggle," said Denise Law, community editor at *The Economist*. "We found it difficult to articulate what our raison d'être for Pinterest was. It's not the place to share serious content; it's more where people go to share ideas."

For Pinterest, *The Economist* was posting pieces from 1843, its culture and lifestyle magazine. Articles from travel blog Gulliver's Travels were also going there, as well as pieces from its archives and links to

items from The Economist Store. But it was gaining no traction. When it cut the account, it had 5,000 followers. "Not enough to move the needle," said Law.

The Economist's approach to social media is, according to the publisher, to promote quality over quantity. It's taken that mission to LinkedIn, which it uses for brand awareness rather than to drive traffic. By tweaking its approach to publish a broader spectrum of content, *The Economist* saw its LinkedIn follower count grow from half a million last year to 2.4 million, and it continues to grow at a rate of 25,000 followers a week, according to Law.

When it first started actively posting to LinkedIn in September 2015, the team focused on posting only business and finance content in line with assumptions about its readers on the platform. By June 2016, the growth rate started to plateau. The publisher realized readers on LinkedIn, professionals who are trying to get an edge in their career, have a variety of interests.

"Limiting content on LinkedIn to business and finance also limited the followers we could attract," wrote Edmund Henry, social media writer at *The Economist*. To meet these needs, it broadened the article topics to include art, culture and entertainment, areas covered in *The Economist* on other platforms.

The growth was immediate but only continued for another month, so it made the decision to cut the amount of content it posts in half to once every two hours. Again followers picked up.

It has also experimented with specific LinkedIn formats. It posts red templates with questions that link to an article. It prompts the readers to respond to the question in the comments, building up direct connections with them. Questions like "Should company boards have gender quotas?" or "Do you have common sense?" have had hundreds of comments, where usually posts on LinkedIn get just one or two.

This article was originally published at <http://bit.ly/2fJX2ku>

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

Upcoming Webinars

**Selling Strategically:
How to Manage Your
Time and Territory**
Friday, December 9

Presenter Tim Smith,
Tim Smith Consulting

Clean Up Your Copy
Thursday, December 15

Presenter Amber Krosel, GateHouse
Media's Center for News & Design

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

Have news to submit to
Missouri Press?
Contact Matthew Barba at
mbarba@socket.net.



The First Amendment

Media cannot fail its upcoming First Amendment test

By Margaret Sullivan

The Washington Post

What really makes America great? It's the meaning of 45 words found in the Bill of Rights. Here they are, the entire First Amendment: "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances."

"Freedom of speech is a rare thing, after all. It's one of the big differences between the United States and a place like Cuba," wrote John Daniel Davidson last March in the *Federalist*. "Cuba has no freedom of the press — or rule of law. Libel is whatever the regime says it is."

These are rights that allow us to march in the streets, to worship freely, to publish tough stories about the government.

First Amendment rights are not just for journalists but for everyone — they are so core to our democracy, so much a part of everyday America, that we take them for granted.

President-elect Donald Trump has made it clear that he has no intention of protecting or defending those rights. He has said repeatedly that he wants to change the laws that allow the press to publish news — however imperfectly — without fear of punishment.

He has called journalists "scum" and encouraged his followers to abuse and hate them. He would like to see his political opponent locked up.

Nothing but campaign rhetoric? Clean slate time? No way.

"Believe the autocrat," Masha Gessen, a Moscow-born journalist, wrote last week in the *New York Review of Books*. Americans should not depend on their institutions to protect them — they crumble fast: "The national press is likely to be among the first institutional victims of Trumpism."

It's already happening. Trump barred reporters from his first official act as president-elect — his visit to the White House. Then, in a tweet, he blamed the media for "inciting" street protests, when there was no evidence

of that.

Meanwhile, Corey Lewandowski, who carried out Trump's press blacklist and reportedly roughed up a female reporter, was preparing for a possible role in the Trump administration. And Steve Bannon, chairman of the alt-right Breitbart News, was named chief strategist on Sunday.

"We're facing a moment that threatens equal protection, due process, free expression, democracy — not just press freedom," wrote Brian Beutler in the *New Republic*. "It's not a drill."

Some urged an intensive awareness campaign for citizens.

"Our only hope is to devote our efforts to educating the public as to why independent press coverage is important to them (not us)," said Mickey Osterreicher, a lawyer who represents the National Press Photographers Association.

Americans should be confronted, he said, with whether they "really want a state-controlled Ministry of Information under the thinly veiled guise of a Pravda-like press."

Indeed, in countries where the government controls the press, and which lack other speech protections, journalists are jailed, even killed, as they try to do their work. Citizens are afraid to express their views publicly or to assemble. Until now, the United States has been a beacon for them.

"The voice, power and influence of the United States has been a boon to the men and women reporting from the front lines of wars and the back streets of autocracies," wrote Alex Howard of the Sunlight Foundation, a free-speech organization.

Isn't it pointless to fight back? Antonio Gramsci, the Italian political writer jailed by Mussolini's Fascist regime, believed in "pessimism of the intellect and optimism of the will." In other words, you can know your clapboard house is on fire, and you're a long way from civilization. But you have to call 911, get out your garden hose and bucket, and keep acting as if the firetrucks are on the way.

We've still got our precious First Amendment rights. Now it's time — high time — to protect them from the fire.

This article was originally published at <http://wapo.st/2eUoh62>.

FOR SALE

Weekly Metro Suburban Publication for sale. Long established. In Missouri. Revenues near 100K Annually. Owner is nearing retirement, will train and assist in transition. Great as an add-on acquisition or younger couple to own and operate. Serious inquiries only. 816-225-5083 or email: bmassop@massopgroup.com

Weekly community newspaper for sale. Long established. In Missouri. 100K/annual revenue. Serious inquiries only. 660-726-2073 or email: rgsales00769@gmail.com

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

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: Community Twice-a-Week Newspaper Seeking Reporter. Missourian Media Group, Washington, Missouri. *The Washington Missourian*, an award-winning, twice-a-week community newspaper, is seeking a general assignment reporter. Recent graduates will be considered. This position requires reporting responsibilities and fluency in digital and social media. Photography skills required. This position requires some nights and weekends. Sick of working for a chain? Come to work for a family-owned and operated newspaper that values enterprise journalism and rewards hard work. We are a 14,000 paid circulation paper with a great team-orientated staff located 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. 11-9

REGIONAL ADVERTISING DIRECTOR: Gatehouse Media is seeking a strong sales leader to manage local digital products and services, as well as print and online marketing programs and packages. This role involves direct oversight of eight multi-media sales executives for a group of three daily newspapers in southwestern Missouri. Responsibilities include driving sales of Propel Digital Products and Services, newspaper and other print products, direct mail and event based marketing solutions; maximizing key revenue initiatives; coaching and developing the staff; collaborating effectively with management colleagues; building a sales pipeline; and maintaining excellent client relationships. Propel Marketing is a full service digital services firm owned by Gatehouse, with offices located in each newspaper market. The ideal candidate will be a strategic thinker, knowledgeable and creative about developing customized local advertising solutions. Digital sales and management experience strongly preferred. If you are motivated, goal oriented and success driven, this may be the career position for you. We offer a competitive base salary, excellent bonus plan. We also offer Health, Dental, Life Insurance, 401(k) and flexible spending accounts. To apply, submit a cover letter, resume and salary requirements to: jhoneycutt@gatehousemedia.com An Equal Employment Opportunity Employer 11-9

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, at lcjpub@lcs.net. 11-9

REPORTER: Full time news reporter – preferably with journalism or English background to cover city, school, and local events for a once-a-week newspaper. Send resume to PO Box 422, Higginsville, Mo. 64037. 11-7

PRODUCTION DIRECTOR: Central Mo. Newspapers, Inc., is seeking a Production Director. **JOB SUMMARY:** Under general supervision, supervises all employees; tracks and verifies hours worked; enforces Central Missouri Newspaper, Inc. and departmental safety rules and regulations; follows direction of the General Manager; advises manager on productivity of employees; collects all press run/insert information; maintains and oversees internal postal matters; ensures proper equipment; controls waste; resolves minor problems; ensures timely completion; prepares to assume responsibilities of department Supervisors, determines press orders, bundle sizes, and completes respective reports; and performs and other duties as assigned. Knowledge of labor laws, OSHA and safety regulations and postal regulations required. Must be able to lift up to 40 lbs. This is a great opportunity to join a great company. Benefits include vacation, sick leave, 401k, profit sharing and medical insurance. Interested parties please email resume, along with cover letter and salary requirements, to: TerriL@newstribune.com 11-3

EDITOR: Weekly newspaper located in Northwest Missouri, is seeking an editor. The right candidate will be a take-charge person and will be responsible for the entire news operation for our respected weekly newspaper and website. A community leader who takes pride in his or her work, we are looking for a team player to work in a pleasant work environment. Duties include article writing, copyediting, photography, social media, website posting, page layout and other associated duties. Experience preferred, but right candidate can be trained. Clean community in which to live and cover the news. Ability to use or learn Macintosh needed. Job offers competitive salary with benefits and vacation. Apply to; Tina Svoboda, advertising@mycameronnews.com No telephone calls please. 10-31

PARTNERSHIP SALES MANAGER: The *Columbia Daily Tribune* is currently seeking a reliable, self-motivated, detail oriented Partnership Sales Manager to facilitate early morning distribution of its partnership publications to independent contractors, customers, and retail outlets in Columbia, Missouri and surrounding area. Manager will ensure on time delivery of all alternate publications, continually improve service and circulation, recruit and contract carriers, oversee all aspects of retail sales processes including securing new retail locations, set up and maintain newspaper stands, accounts receivable, collect retail payments, ensure accurate payment of partnership carriers, and assist other sales managers as needed. This individual must be sales and service oriented, be able to lead and motivate, and have the ability to multi-task. Reliable transportation, a good driving record, and a MO Class E driver license (obtained prior to start date) are required. The ideal candidate will have managerial experience, sales and customer service background, and a proven track record of working independently within a team environment. Benefits include health, dental, and vision insurance; 401(k) retirement plan; vacation, sick pay, holiday pay; and access to company gym. Email resume and references to srinhart@columbiatribune.com EOE / drug free workplace 10-26

FULL-TIME JOURNALIST: *The Lake Gazette* is seeking a self motivated and organized individual

with strong local knowledge to fill a full time journalist position. The ideal candidate is a story teller with strong writing, editing and digital skills. Must have excellent people skills. Must have reliable transportation. Will be responsible for covering county and local news and sports and will understand how to present in both print and online. Knowledge of WordPress, InDesign, Photoshop are desired for the position. Please submit writing samples, photography, page design along with cover letter and resume to P.O. Box 187, Monroe City, MO 63456 or email lgmgr@lakegazette.net 10-26

GRAPHIC DESIGN/IT SUPPORT: We are looking for a knowledgeable Graphic Designer with some IT support experience who can assist our IT manager in maintaining our systems and networks as well as assist in print and digital advertising design using Adobe Creative Suite products. The successful candidate must be knowledgeable in software, hardware and networks performing both technical and administrative tasks to ensure functionality and efficiency of computer and network systems. They must be critical thinkers and problem-solvers with great attention to detail. Since end user support and teamwork are important aspects of the role, excellent communication and people skills are required. This position also would work with our outstanding graphic design team to assist in the client design services. Benefits include vacation, sick leave, 401k, profit sharing and medical insurance. Interested parties please email resume, along with cover letter and salary requirements, to: Jane Haslag, Marketing Director, Central Missouri Newspapers, Inc., jane@newstribune.com 10-6

CIRCULATION MANAGER: *The El Dorado News-Times*, a community daily newspaper located in South Arkansas is seeking an experienced leader to manage and direct our circulation and distribution operations. We are looking for someone to roll up their sleeves and be proactive in developing plans and strategies to grow our home delivery and single copy numbers. El Dorado is one of the most exciting places to be in Arkansas right now with a vibrant downtown, thriving arts scene and well known world class entertainment coming our way. You will have a front office staff of four to work with and a good crew in the mailroom for distribution support. All we need is a person ready to lead and direct them to success. If you believe you are that person write me a letter telling me why and include your resume. Email them to rbell@eldoradonews.com or send via U.S. Mail to Ronnie Bell, El Dorado News-Times, P.O. Box 912, El Dorado, AR 71731. We offer competitive compensation including bonus opportunities, paid vacation, paid holidays, 401-k, group insurance and profit sharing. 9-27

INSIDE SALES MANAGER: *The Herald-Whig*, a division of QMI, has an immediate opening for Inside Sales Manager to lead and direct the call center for the *Herald-Whig* and *New Jersey Herald* print and online products. This position reports directly to the Advertising Director. Are you: Professional, talented and driven to succeed; An experienced supervisor; A motivational team leader; Skilled with numbers and data analysis. Do You Have: 4 years or more experience in advertising sales; A solid understanding of media and online sales; A proven track record of sales success utilizing sales programs and sales incentives; Critical thinking and problem solving skills. Submit your cover letter, resume and reference to: Christina Wilson, Human Resources, 130 S. Fifth, Quincy, Illinois 62301 or by email to cbwilson@whig.com. *The Herald-Whig* offers an attractive base wage plus commission compensation plan. This is a full time position eligible for a comprehensive fringe benefits package offering. 9-21