



# Missouri Press Association Bulletin

No. 1332 — 15 December, 2016

MISSOURI ADVERTISING MANAGERS' ASSOCIATION

**2017 BEST AD CONTEST**



*Your readers have been  
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**DEADLINE: January 20, 2017**

*Full contest details at [mopress.com/contests](http://mopress.com/contests)*

The contest will be judged by Michigan Press Association

## MPA's 151st Convention is Sept. 28-30

After celebrating Missouri Press Association's milestone 150th Annual Convention and Tradeshow, this year's convention will look toward the future of newspapers and journalism in Missouri.

MPA's 151st Convention is Sept. 28-30 at University Plaza in downtown Springfield. More details about specific activities for each day will be announced in the coming weeks.

The Hall of Fame banquet will be scheduled for Friday, Sept. 29, while the Better Newspaper Contest Awards luncheon will be Saturday, Sept. 30.

Nominations for MPA's Hall of Fame, Outstanding Young Journalists and Photojournalism Hall of Fame are currently being accepted and are due by March 31. Nomination forms are at [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php) or by contacting Matthew Barba by phone at 573-449-4167, ext. 302, or by email at [mbarba@socket.net](mailto:mbarba@socket.net).

### WHAT YOU NEED TO KNOW:

#### Missouri Press Association 151st Annual Convention and Trade Show

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

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).

Detailed information, including how to register for the convention, will be released in upcoming MPA publications, as well as at [mopress.com/convention](http://mopress.com/convention).

## Submit nominations for top Missouri Press awards

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

- Missouri Newspaper Hall of Fame
- Missouri Photojournalism Hall of Fame
- Outstanding Young Journalist

Nominations for all three of the 2017 awards must be in the MPA office by March 31. Nomination forms are at [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php), or you can contact Matthew Barba by phone at 573-449-4167, ext. 302, or by email at [mbarba@socket.net](mailto:mbarba@socket.net).

At the 2017 MPA Convention (Sept. 28-30) in Springfield, Newspaper Hall of Fame

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

Each of the nomination forms includes the criteria for selection.

Anyone is welcome to nominate people for these honors. Provide as much documentation as you can and any letters of support from others in the newspaper industry or other friends and associates.

## MPA seeking Newspaper Contest Committee members

The Missouri Press Association is looking for volunteers to participate on the Better Newspaper Contest Committee to review the rules and procedures for the 2016 contest in preparation for the 2017 contest.

All of the committee's work will be done by email and telephone, so you can participate without leaving your office. Usually one conference call, lasting about an hour, is conducted to discuss possible changes.

Missouri Press would like to get the contest rules, categories and entry procedures distributed to newspapers soon,

so everyone has plenty of time to gather and upload entries to the contest template.

If you can help, please email MPA editor Matthew Barba. If you can't, but you have some thoughts or suggestions about the contest, please send an email to [mbarba@socket.net](mailto:mbarba@socket.net).

The Newspaper Contest Committee needs people from large and small dailies, large and small weeklies; publishers, editors, ad reps, designers, photographers, others. All are welcome.

\*\*\*Please reply ASAP so we can get the committee started\*\*\*



## CALENDAR

**2017**

**January**

**20** — Best Ad Contest entries due

**March**

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

**31** — 2017 Newspaper Internship Program Application Packet Due

**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

**Flash News! is a service of Missouri Press Service. Please DO NOT block Flash News releases from your inbox. Proceeds from this service help keep your MPA dues among the lowest of any newspaper organization in the country.**





## 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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#### **STAFF**

**Mark Maassen:** Executive Director,

mmaassen@socket.net

**Doug Crews:** Legislative Director,

dcrews@socket.net

**Mark Nienhueser:** Ad Director,

mdnienhueser@socket.net

**Matthew Barba:** Editor, mbarba@socket.net

**Melody Bezenek:** Missouri Press Foundation

Director, mbezenek@socket.net

**Karen Philp:** Receptionist, Bookkeeping,

kphilp@socket.net

**Kristie Williams:** Member Services,  
Meeting Coordinator, kwilliams@socket.net

**Jeremy Patton:** Graphics Designer,

jpatton@socket.net

**Ted Lawrence:** Marketing,

lawrencet@socket.net

**Lauren Kliethermes:** Digital/Social Media,

laurenmariek@socket.net

**Jean Maneke:**

Legal Hotline Counselor

(816) 753-9000

jmaneke@manekelaw.com

**Dawn Kitchell:**

NIE & Education Director

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

# Who are Missouri's sales superstars?

In preparation for 2017, Missouri Press staff is putting together ideas for upcoming presentations, conventions and regional meetings. To help with planning the agendas for these meetings, MPA needs your help.

Whether they excel at digital or know how to keep customers in print, we want to know who the sales superstars are at

your newspaper. And if you're the only one running the show, let us know — we want to build a list of all types for the future.

If you know of, or are, someone who would be a good fit to share your knowledge with other members of Missouri Press, contact Kristie Williams at 573-449-4167, ext. 301, or by email at [kwilliams@socket.net](mailto:kwilliams@socket.net).

## Gather entries for ISWNE's Golden Quill contest

All newspapers of less than daily frequency (published fewer than five days per week) are encouraged to submit their best editorials to the International Society of Weekly Newspaper Editors' 57th Annual Golden Quill Award Contest.

Entries must have been published between Jan. 1 and Dec. 31, 2016. The cost is \$20 per person for ISWNE members and \$25 for non-members; two entries are allowed per person.

The entries being submitted should reflect the purpose of the ISWNE: Encouraging the writing of editorials or staff-written opinion pieces that identify local issues that are or should be of concern to the community, offer an opinion and support a course of action.

To submit entries, select up to four best editorials or signed opinion pieces from your newspaper (two is the maximum number of entries permitted from each individual).

Complete the entry form available at [www.iswne.org](http://www.iswne.org) (under Contests).

Print two copies of each entry and mail them along with two complete page tearsheets of each entry. On the tearsheets, use a pen or marker to clearly indicate the Golden Quill entry.

Entries must be postmarked by Feb. 1, 2017 and should be addressed to: Dr. Chad Stebbins, Missouri Southern State University, 3950 E. Newman Road, Joplin, MO 64801-1595. Please mark each envelope: Golden Quill Entry.

Grassroots Editor, ISWNE's quarterly journal, will reprint the 12 best editorials in the Summer 2017 issue.

Golden Quill winners will be invited to attend ISWNE's annual conference in College Park, Md. June 28-July 2. The winner will receive a conference scholarship and travel expenses up to \$500.

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# Build trust with your readers going into 2017

By Laurie Beth Harris  
American Press Institute

Studies have shown that trust in the media is at an all-time low. Especially after a particularly contentious election season, building relationships with readers is essential for newsrooms.

Research from API shows that building trust with readers is not only a journalistic aspiration, but a business imperative. People who put a higher premium on trust are more likely to engage with a news source by sharing a story or following the source on social media and more likely to pay for news.

And with an endless supply of news sources online, once trust is broken, readers may not come back: “If you lose my trust, I just move away and I’m not coming back. There are plenty of other sites to look at and you’re all competing for our eyes,” one focus group participant told us.

At the 2016 Journalism & Women Symposium in Roanoke, Va., API presented findings from our research on trust in the media and asked attendees — including journalists from outlets like NPR, Associated Press and *The Atlantic* — to come up with their own ideas for how journalists can build trust with their readers. Here are some of the themes that emerged:

## Get to know your community and help your community get to know your newsroom

Journalists need to get out of their newsrooms on a regular basis and interact with the communities they’re serving, several groups suggested. That might take place through community events, but could also happen through connecting with people on social media.

Newsrooms also need to help readers get to know their journalists. Reporters can use video and Facebook Live streams to put a face to the byline. On news organizations’ websites, better branding and “About” pages can help explain to readers how the newsroom works.

At Gannett’s *Indianapolis Star*, the newsroom has held a series of “coffee and news” meetings, inviting community members to take a look into the morning news meeting. The meetings are held in local coffee shops, and journalists explain to attendees what stories are getting covered

— and why they’re being covered.

## Be more forthcoming about corrections, and make them easier to find

Corrections are often hard to find both online and in print newspapers, sometimes giving the impression that newsrooms are trying to hide their mistakes. Own up to your mistakes, and readers will trust you more, JAWS attendees said. Corrections should be easier to find both in print and online, and clearly explain to readers what went wrong.

The *Columbia Missourian* encourages its readers to submit corrections, from subject-verb agreement errors to factual inaccuracies. The newspaper holds a monthly contest called “Show Me The Errors” to reward people who submit corrections.

## Add more context to stories

Journalists can also include more context in their stories, several groups said. That might mean going back to update a breaking news story, or linking back to previous stories when covering something that’s ongoing. Adding more context helps build trust with readers by showing how you’re following a story and giving them more opportunities to understand the story.

In its coverage of the Oakland fire, *The New York Times* shared regular updates on what its reporters uncovered as they reported the story. That included outlining

what questions reporters were asking and what they planned to do next in their reporting.

## Change the face of your newsroom and talk to sources you don’t normally talk to

Newsrooms need to better represent the communities they’re serving, JAWS attendees said. That doesn’t just mean considering diversity in hiring decisions, but also including diversity training as part of newsroom training.

The diversity of sources cited also needs to better reflect the communities newsrooms are serving. One way to address that is to seek out “new” experts in communities you’re already covering, some of whom may not think of themselves as an expert.

Another idea would be to partner with diverse media outlets in your community. For example, a newspaper could partner with a Spanish-language radio station to produce a series on issues important to the Hispanic community in their area.

In a similar line of thinking, *The New York Times* published its 2015 nail salon exposé in a total of four languages — English, Korean, Chinese and Spanish — to reach the communities included in the series and affected by the abuses uncovered in the exposé.

This story was originally published online at <http://bit.ly/2gIRp6d>

**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](mailto: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](mailto: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](mailto:kwilliams@socket.net), please include name of newspaper and address cards need to be mailed to.

<b>Item</b>	<b>cost</b>	<b>how many?</b>
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:**

\_\_\_\_\_





*Member editorial*

# Audit findings show dismal lack of transparency

By Jefferson City News Tribune  
Editorial Board

Transparency in government was a topic of much discussion in advance of the November election, but a recent state audit indicates government officials talk a better game than they play.

The root of the problem is when government officials assume a defensive posture in response to open records requests, even of the most mundane variety.

That posture is exemplified in this response from a township trustee in a Missouri county who told the Associated Press: “We don’t release any information until they identify who they are, who they represent and what they’re going to do with the information because we don’t know who wants to do what with what.”

Wrong answer.

An open record — by definition and by state law — is open to anyone for any reason.

We are troubled by the recent findings by State Auditor Nicole Galloway, who

reported noncompliance with a majority of routine open records requests submitted in August to more than 300 cities, villages, school districts and other government entities.

The auditor’s office requested basic records — agendas, recent meeting minutes — and did not use its official letterhead to determine how government entities would respond to a routine public inquiry.

The response was dismal; the auditor reported only 30 percent fully complied.

Noncompliance took a variety of forms, including requests being ignored completely, answered late or accompanied by unjustifiable fees.

Galloway said the results “demonstrate that we have a long way to go in improving

government transparency.”

Transparency must not be construed as an obstacle to good government.

We understand that government officials may be wary of “gotcha” journalism practiced by media members promoting an agenda. We don’t like it either; it besmirches us all.

But local media members, for the most part, and local government officials are not adversaries.

We share a common goal to keep the public informed about what government officials are discussing, doing and considering.

Sunshine — as outlined in the state’s open meetings and open records law — is good

for everyone. And it’s the law.

Don’t stand in its way.

*“We understand that government officials may be wary of ‘gotcha’ journalism ... We don’t like it either; it besmirches us all. But local media members, for the most part, and local government officials are not adversaries.”*

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## Missouri Press Foundation

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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

**50 Ideas In 50 Minutes**  
**Thursday, January 12**

*Presenters*

*Tim Schmitt, Gatehouse Media &  
Zack Kucharski, Cedar Rapids Gazette*

**Classifieds 2017:  
Feast or Famine?**  
**Friday, January 13**

*Presenter*

*Janet DeGeorge, Classified  
Executive Training & Consulting*

**What Every Employer  
Should Know About  
Union Organization**  
**Thursday, January 19**

*Presenter Michael Zinser,  
The Zinser Law Firm, P.C.*

**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.***

# News after advertising may look like news before advertising

By **Rasmus Kleis Nielsen**  
*Nieman Lab*

Since the rise of the penny press in the United States in the 1830s, advertising has been a central source of funding for journalism. Advertisers were never interested in the news; they were interested in audiences. And the populist penny papers could deliver audiences on a scale like no one else, just like radio and television would later offer large audiences that advertisers had few other ways of reaching. That's why the advertisers flocked to them.

This meant that audiences did not have to pay the full cost of the content they consumed. Sometimes audiences even enjoyed the advertising.

Today, advertisers have several other more efficient and cost-effective ways of reaching audiences online, and large parts of the audience do not enjoy the advertising. As a result, both advertisers and audiences are voting with their feet. And they are not voting for publishers.

Publishers' direct sales are under pressure, their users are not logged in and thus hard to target effectively, and more and more of their inventory is likely to be sold through programmatic ad networks which combine often low CPMs with a situation where the networks take a large share. This is a problem for legacy and digital-born news media alike.

So the link between advertising and news that has for so long provided so much of the money invested in professional journalism is coming apart.

That is why publishers are working so hard to diversify their business models: away from legacy platforms and away from digital display advertising, with a much greater emphasis on digital subscriptions, sponsored content, events, services, business-to-business, you name it — anything, really, that can leverage the audience and reputation publishers still have, and build new revenue streams around it to make up for the legacy revenues that are disappearing, and the digital advertising revenues that are so hard to attract.

To understand what this means for journalism, what news might look like after advertising, it is worth considering what news looked like before advertising, before the rise of the penny press.

Some pre-advertising news media worked for business interests that needed specialized information and were willing to pay for it. Think of 19th-century versions of information services companies like Bloomberg and Thomson Reuters. This model does not depend on advertising.

Other pre-advertising news media worked for governments and political parties that wanted to influence public debate and were willing to pay for it. These were not simply partisan the way the (profitable) Daily Mail or Fox News are partisan, but news media that were run, often at a considerable loss, in large part for and by political actors — like Al Jazeera or Russia Today. This model too works without advertising.

Finally, some pre-advertising news media were parts of social movements that wanted to change the world. Abolitionists, religious reformers, trade unions, and many others would run movement media with a clear, activist commitment and keep them going with limited formal funding, #blacklivesmatters cranked out on a printing press. Again, this model does not depend on advertising.

Alternative models are likely to become relatively more important parts of our overall media environment. None of them will generate the billions of dollars in funding that advertising did, sustaining tens of thousands of jobs for journalists.

Advertising-supported journalism, in contrast, will continue to shrink as long as advertisers have more attractive opportunities than publishers and as long as audiences seek to avoid advertising.

The challenge is that a profession that has taken pride in its detachment from commercial considerations will increasingly be asked to be more directly involved in developing new potentially profitable products.

The opportunity is to rethink what value looks like when the business models underlying news production change. At the end of the day, most journalists would probably rather work for their readers than for their advertisers.

*Rasmus Kleis Nielsen is director of research at the Reuters Institute for the Study of Journalism at Oxford University. This article was originally published online at <http://bit.ly/2gIxym2>*

## 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](mailto:bmassop@massopgroup.com)

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

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

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](mailto:news@webbcity.net).

## HELP WANTED

**REPORTER:** Community Twice-a-Week Newspaper Seeking Reporter. Missouriian Media Group, Washington, Missouri. *The Washington Missouriian*, 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](mailto: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](mailto: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](mailto: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. **ESSENTIAL DUTIES:** Supervises all employees on their shift; tracks and verifies hours worked by each employee on their shift; Enforces Central Missouri Newspapers, Inc. and departmental safety rules and regulations; Follows direction of General Manager; Advises manager on productivity of employees; Collects all press run/insert information and records properly; Maintains and oversees internal postal matters; Ensures proper equipment is set up and ready for the shift; Controls waste; Assists General Manager in cost control; Resolves problems with employees, preprints, and production; Ensures timely completion

of press runs, insert runs, and mail runs; Prepares to assume responsibilities of department Supervisors in his/her absence; Determines press orders, bundle sizes, and completes respective reports; Oversees and supervises pressroom, mailroom, commercial print and driving; Facilities supervision and management; Performs other duties as assigned. Associate degree desired with strong background in commercial printing. 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](mailto: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](mailto:advertising@mycameronnews.com) No telephone calls please. 10-31

**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 be able to meet strict deadlines, willing to work nights and weekends when needed. 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](mailto:lgmgr@lakegazette.net) 10-26

**BUSINESS REPORTER:** *Springfield Business Journal*, an award-winning weekly niche publication in southwest Missouri, is seeking a reporter. Expertise in AP style is required; three to five years of reporting, ideally in business, is preferred. The position offers competitive pay and benefits, including health, life and 401(k). Send résumé and clips to Eric Olson, editor, [eolson@sbj.net](mailto:eolson@sbj.net) or PO Box 1365, Springfield, MO 65801. 10-17