



## CALENDAR

**2015**

### January

**30** — DIY Mobile Video Workshop, MPA Office, Columbia

### February

**11-12** — Day at the Capitol, Jefferson City

### March

**12-13** — Missouri Advertising Managers' Association meeting, Lake Ozark

**18-20** — NNA Leadership Summit, Arlington, Va.

### June

**11** — Porter Fisher Golf Tournament, Lake Valley Golf Course in Camdenton

**12** — MPA/MPS/MPF Board meetings (morning); Show-Me Press meeting (afternoon), Old Kinderhook

**24-28** — ISWNE Conference, Columbia

### July

**17** — Ozark Press Association meeting, Springfield

### September

**10-12** — 149th Annual MPA Convention, Columbia

### October

**1-3** — 129th NNA Convention, St. Charles, Mo.,

# Missouri Press Association Bulletin

No. 1310 — 15 January, 2015



## Don't miss MPA/AP annual Day at the Capitol Feb. 11-12

The annual Missouri Press Association/Associated Press Day at the Capitol activities are scheduled Wednesday, Feb. 11 and Thursday, Feb. 12, in Jefferson City. The tentative agenda is as follows:

### *Wednesday, Feb. 11*

- Missouri Press Foundation Board meets 11 a.m.
- MPA and Missouri Press Service Boards meet 1:30 p.m. (Board meetings will be conducted at the DoubleTree Hotel in Jefferson City.)
- Reception at hotel is from 5 to 7 p.m.

### *Thursday, Feb. 12*

- The morning program is scheduled 10 a.m. in the state capitol building.
- A noon luncheon is planned in the Governor's Mansion with Gov. Jay Nixon.
- Adjourn by 2 p.m.

Lodging: For those who are planning to stay overnight, a special rate of \$109 has been arranged with the DoubleTree Hotel in Jefferson City. Call the front desk 573-636-5101 to make your reservations, be.

Call MPA 573-449-4167 for more information.

## Upcoming Webinars

### Making Digital Editions Really Work for Your Newspaper

**Thursday, January 15**

*Presenter Jakob Fenger,  
Mirabel Technologies*

### Think Bigger than Native Advertising

**Thursday, January 29**

*Presenter Steve Gray,  
Morris Communications*

**Register at**

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

*Presented in partnership with:*

**Missouri Press Association**

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



# Judges needed for Georgia Press Association contest

Missouri Press is seeking members to help judge the Georgia Press Association's Better Newspaper Contest.

Georgia newspaper people will be returning the favor by judging the MAMA Best Ad Contest and MPA's Better Newspaper Contest later this year!

Judging is set to begin Feb. 27, with a deadline to complete your assignment(s) by mid March. Fill out the form, submit it, and you will receive your assignments in February!

PLEASE REMEMBER, the more judges we have volunteer, the lighter the load on each volunteer will be! We have a goal of 90 volunteers to keep the load nice and light!

To register as a judge and to request specific categories, please go online to: <https://mopress.wufoo.com/forms/georgia-press-contest-judging-signup-form/>

# Training, resources:



# MPF offers DIY mobile video training Jan. 30

Newsrooms are increasingly seeing the need for video as a complement to more traditional content offerings.

The Missouri Press Foundation, along with the Missouri School of Journalism, is offering a Mobile Video DIY Training workshop 10 a.m. Friday, Jan. 30 at the Missouri Press Association office in Columbia.

The workshop is approximately six hours of comprehensive training about utilizing smart devices to gather and post video content to mobile, social media and web. Subjects include:

- How to light, frame and ensure quality sound
- The art of the video interview
- Sequencing, matched action and other video tips
- Optimizing video content for mobile, social, web

Cost is \$99 per person. Lunch will be provided.

Instructors are Jim Flink, Strategic Communication Consultant, and Judd Slivka, Professor of Convergence Journalism.

Contact Melody, 573-449-4167 or [mbezenek@socket.net](mailto:mbezenek@socket.net) to register or for more information.

Detailed information and a registration form also can be found attached to this MPA Bulletin.

- The best apps for shooting video and editing

- How to shoot, write and edit without ever leaving your mobile device



## FREE: Gashouse serial

Just a few days into the new year, more than 70 Missouri newspapers have downloaded "The Gashouse Gang," the Reading Across Missouri 2015 serialized story. The 12-chapter story shares the legend of Dizzy Dean and the 1934 St. Louis Cardinals Baseball Team.

The story is available at no cost, along with a promotional ad and companion teacher guide. To access the files, including the publishing guidelines, visit [www.monie.com](http://www.monie.com)

kwilliams@socket.net.'" data-bbox="356 771 943 951"/&gt;





## Missouri Press Association

### Missouri Press Service

802 Locust St.

Columbia, MO 65201-4888

(573) 449-4167; FAX (573) 874-5894

www.mopress.com

**MPA PRESIDENT:** Jim Robertson,  
*Columbia Daily Tribune*

**FIRST VICE PRESIDENT:** Dennis Warden, *Gasconade County Republican*,  
**SECOND VICE PRESIDENT:** Bill Miller Jr., *Washington Missourian*

**SECRETARY:** Jacob Brower, *Monett Times* and *Cassville Democrat*

**TREASURER:** Paul Berry,  
*Springfield News-Leader*

#### MPA DIRECTORS:

Richard Gard, *Missouri Lawyers Media*  
Dennis Ellsworth, *St. Joseph News-Press*  
Donna Bischoff, *St. Louis Post-Dispatch*  
Jack Miles, *The Daily Star-Journal*  
Joe Spaar, *The Odessan*  
Trevor Vernon, *Eldon Advertiser*  
Jeff Schrag, *Springfield Daily Events*  
Carol Stark, *The Joplin Globe*  
James White, *Benton County Enterprise*

**NNA REPRESENTATIVE:** Tianna Brooks,  
*Mountain View Standard News*

**MPS PRESIDENT:** Mark Maassen,  
Kansas City

**VICE PRESIDENT:** Phil Conger, Bethany  
**SEC-TREAS.:** Joe May, Mexico

**MPS DIRECTORS:** Vicki Russell, Columbia; Kevin Jones, St. Louis

#### STAFF

**Doug Crews:** Executive Director,  
dcrews@socket.net

**Mark Nienhueser:** Ad Director,  
mdnienhueser@socket.net

**Bryan Jones:** Editor, bejones@socket.net

**Melody Bezenek:** Missouri Press Foundation  
Director, mbezenek@socket.net

**Jennifer Plourde:** Advertising Sales  
and Placement, jplourde@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

**Brittney Wakeland:** Marketing,  
bwakeland@socket.net

**Shelby Feistner:** Digital/Social Media,  
mpaoffice@socket.net

**Connie Whitney:** Advertising Placement  
Consultant, cwhitney@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



# Executive Director sought for Missouri Press Association

Missouri Press Association is seeking a new executive director to succeed Doug Crews upon his retirement in February 2016.

To provide several months of overlap between executives, the MPA's goal is to be able to announce the next executive director at the September 2015 annual convention.

A search committee has been formed of the following people: Richard Gard, Dave Berry, Bill Miller Jr., Jim Robertson, Vicki Russell, Jim Sterling, Dane Vernon and Dennis Warden.

Nominations for candidates should be sent to MPA President Jim Robertson, jrobertson@columbiatribune.com, P.O. Box 789, Columbia, MO 65205.

The following employment information has been published by MPA on several platforms.

#### POSITION OVERVIEW

The Missouri Press Association, one of the most active and storied newspaper associations in the country (its Hall of Fame includes Twain and the Pulitzers), seeks an executive director to lead the organization and further the cause of an independent and thriving press.

The duties include member relations and development; government relations

and lobbying; sales, marketing and fundraising; community and industry relations; public speaking; programs and event planning; and staff, P&L, and administrative management.

Meaningful experience in each of these areas is a job requirement, as are strong communications skills, superior organizational ability, and professional polish.

Preference will be shown to candidates with a background in journalism and media issues, association management, and government relations.

The executive director manages an eight-member team and reports to the MPA board of directors.

MPA offer competitive pay, excellent benefits, and the opportunity to work in a dynamic university community -- Columbia, MO, home to the nation's first journalism school, which MPA helped found, and the future-oriented Reynolds Journalism Institute.

#### APPLICATION INFORMATION

Please send resume, a cover letter that addresses how the candidate plans to fulfill each of the above criteria, and any other supporting materials to jrobertson@columbiatribune.com. No phone calls please.



**Missouri State Medical Association**

For all things medical in Missouri,  
turn to the experts at the  
Missouri State Medical Association.

Lizabeth Fleenor  
800-869-6762 ♦ lfleenor@msma.org  
www.msma.org



**Interlink**

**HOW NEWSPAPERS  
DO MAIL.**

Helen Sosniecki helen@ilsw.com  
888-473-3103

**Digital  
FOOTPRINT**  
OFFERED BY MISSOURI PRESS SERVICE



Call: 573-449-4167



## Editorial:

# Hear no evil, see no evil, and all will not be well

## Why USA TODAY ran Islamic extremist's viewpoint

by Brian Gallagher, USA TODAY

Whenever USA TODAY publishes an extremely unpopular opposing view to one of its editorials — or just one that assaults the conventional wisdom — the response is predictable: How dare you? You're irresponsible! You're legitimizing the illegitimate!

Pick your hot-button issue, and it happens. Global warming. Race. Even the Keystone XL pipeline. Never mind that the opposing views are joined to editorials forcefully arguing the opposite. Give them the hook!

So it's no surprise that we're catching some heat for touching the hottest of hot buttons by publishing an opposing view Thursday from the radical Muslim cleric Anjem Choudary. He wrote in response to an editorial that condemned the Charlie Hebdo murders, defended free speech and repudiated the Islamist radicalism behind the journalists' killings.

Our view: Paris slaughter can't silence free expression. Opposing view: People know the consequences.

Choudary, a dedicated London-based radical who defended the 9/11 attacks, is not an appealing figure. But as one of Europe's most visible and outspoken Islamist leaders, he also has both influence and insight, making him a natural choice to write the other side.

His argument is neither an incitement to violence nor a defense of the murders. Both of those would have been unacceptable. Rather, it is a tempered analysis of the

motivations behind tragedies like the Charlie Hebdo attack: Nothing is more central to Islam, he points out, than the sanctity of the religion's founder, the prophet Mohammed. So Muslims, passionate in their faith, are duty-bound to reject Western standards of free speech that tolerate blasphemy to the prophet.

Most Americans repudiate this reasoning, and so do more tolerant Muslims. But that doesn't make understanding it any less important.

Twelve people were killed in Paris because of it. Hundreds more worldwide have died in riots driven by the same passions. The U.S. military has struggled to cope with it, particularly after the burning of Qurans in Afghanistan. It is at the core of Europe's increasingly hostile debate over Muslim immigration, and every bit as central to the broader clash between the West and radical Islam.

It needs to be understood and countered.

Yet our critics argue that the appropriate response is to blind ourselves. Hear no evil, see no evil, and all will be well.

As sympathetic as their case might be on an emotional level, they are just plain wrong. Ignorance is not bliss, and the long contest against extremist Islam will not be won by donning blindfolds. As Sun Tzu said, "If ignorant of both your enemy and yourself, you are certain to be in peril."

The same reasoning underlies our longstanding commitment to publishing an "opposing view" to the Editorial Board's "our view." If some readers are offended by an unpopular opinion, more are left better informed.

In a curious way, the reader reaction since we published Choudary's opinion seems to confirm this. While the broad social media discussion about the wisdom of publishing Choudary's opinion is predictably negative, internal reader commentary — reflecting people who actually read the debate — is more subdued than in some previous opposing view controversies, and it is about evenly split.

Perhaps that's attributable to the nature of the Charlie Hebdo story. French satirists were murdered for being bold enough to criticize Islam. We would have dishonored their memories by refusing to publish offensive commentary from the other side.

Brian Gallagher is editor of USA TODAY's editorial page.

*'Yet our critics argue that the appropriate response is to blind ourselves.'*

**Digital Preservation Speaks VOLUMES**

Protect and Share  
Digitally preserve your newspapers and bound volumes

www.ArchiveInABox.com **ArchiveInABox**

The newspaper archive scanning service from SmallTownPapers®

### MPA HAS PARTNERED WITH DIRXION to produce e-Editions for the bulletin and magazine.

Based in St. Louis, Dirxion is a leading provider of digital publishing solutions that transform your print into identical digital editions and enhance it with interactivity. Several Missouri newspapers already use Dirxion to produce their e-Editions.

FOR MORE INFORMATION OR A FREE DEMO

call 888.391.0202





# Advertising:

## Missouri Press offers new Online Ad Network



Missouri Press Service is very excited to offer a new Online Ad Network, the first of its type in the nation offered by a press association.

The benefits to participating newspapers include:

1. Additional revenue streams
2. Credibility for newspaper website
3. Fill an online need
4. Save time and money
5. Offset decline in classifieds

The first piece of this service will be a rectangle box, standard size on most websites.

The initial program will be a statewide network buy. The participating papers will be included in the bonus pool, just like the other statewide networks, and paid out every six months.

Missouri Press also will be offering individual newspaper online buys, based on the advertiser choosing the papers in which they would like to advertise.

Now for the best part! Once an advertising code is placed on the newspaper website, MPS can do all the work for the newspaper. MPS creates and formats the ad size, places the ad on the website, and takes the ad down when needed.

Missouri Press Service is getting requests from industries such as hospitals, gaming, trucking, employment, and many more. We would appreciate your support in our NEW Online AD Network.

The statewide Online AD Network

works like this: The advertiser will choose one week, two weeks or four weeks. Missouri Press will sell this space and then take this ad down when the time has expired. The newspaper will be allowed to sell this statewide online network, and make money as well.

Missouri Press also will be offering individual newspaper online buys,

based on the advertiser choosing the papers in which they would like to advertise. The individual newspaper buy will be at the newspaper rate and MPS will hold back 30 percent and pay the papers directly, similar to ROP print advertising.

For any questions or to sign up, do not hesitate to call MPS at 573-449-4167.

**COME COLLABORATE AT THE CIRCULATION/AUDIENCE**

**360**  
Mega Summit

**April 19-20, 2015**

St. Louis, Missouri  
Sign up online:  
[360MediaAlliance.com](http://360MediaAlliance.com)

**Sponsored By:**

**Hosted By:**

**MCMA**  
Missouri Council of Newspaper Publishers & Editors

**CSCMA**

**360 Media Alliance**

**E&P**  
EDITOR & PUBLISHER

**LocalMedia association**  
innovate. educate. inspire

### Bookmark 'Toolbox'

Bookmark the Newspaper Toolbox on the MPA website for articles and links about every facet of publishing a newspaper, from ad sales to legal issues to photography.

[mopress.com/  
Media\\_Toolbox.php](http://mopress.com/Media_Toolbox.php)



# Press Freedom: Newspaper airbrushes female world leaders out of #JeSuisCharlie march photographs

(Daily Mail) -- An ultra-conservative Jewish newspaper digitally removed female politicians from an iconic image of world leaders marching through Paris, following recent terror attacks.

Israel's *The Announcer* airbrushed out German Chancellor Angela Merkel and Paris Mayor Anne Hidalgo - and cropped the front-page picture to completely exclude Danish Prime Minister, Helle Thorning-Schmidt.

It's believed the women were removed from the historic image, taken Jan. 11, so the newspaper would not offend its highly devout Orthodox readers.

Swiss President, Simonetta Sommaru, has been left as a blur behind a crowd of faces, while the EU's foreign affairs and security chief, Frederica Mogherini, was left out entirely.

The women were among 40 world leaders who linked arms with their

male counterparts to lead a million people through Paris, in a statement of international solidarity following the Charlie Hebdo massacre.

Six of the magazine's journalists, killed by two masked gunmen, were among 17 innocent people to lose their lives in a wave of terror attacks in Paris last week.

French newspapers have blasted *The Announcer's* 'hypocritical' front page, which they believe disrespects 'the unity of the march'.

One reader in Israel said, 'They are not protecting women from leering men, or men from illicit thoughts. They are telling their community that women have no place in society outside the home. Very sad and very disturbing.'

*The Announcer* has refused to print the names of female members of the Israeli parliament and it has allegedly defended

the removal of Angela Merkel and other women leaders from the front page for 'reasons of modesty' and its stance not to depict women in the media.

According to another Israeli publication, *Haaretz*, removing women from such pictures is nothing new.

They also claim that Israeli parties representing the ultra-orthodox electorate openly ban women from running for the Knesset and female images are completely absent from media outlets and advertisements aimed at that demographic.

The photograph's manipulation was first spotted by a regional reporter on the Hebrew news website, Walla, who said: 'The paper didn't blur out Merkel's image or white it out, but completely re-edited the photograph and moved the images of the participants around, so that you could never tell that Merkel was ever there.'

## LEAD THE WAY for Local Advertisers & Consumers

Put your publication at the forefront of today's dynamic media landscape with creative ad development solutions from Metro. From sales planning tools that help you identify and capitalize on valuable promotional opportunities to coordinated print, online and mobile offerings that equip you to expand sales, Metro's innovative suite of services gives you the resources you need to meet the evolving demands of today's readers and advertisers, taking ad sales to the next level.



Test-drive the new **MiAD Mobile® App** and sign up for **TWO FREE MONTHS of Metro with MiAD®!**

See how **Metro's latest offerings** can help you lead your local market.



Metro Creative Graphics, Inc.  
[www.metrocreativeconnection.com](http://www.metrocreativeconnection.com)

[www.metrocreativeconnection.com](http://www.metrocreativeconnection.com) • 800.223.1600 • [service@metro-email.com](mailto:service@metro-email.com)

## Slimp survey focuses on print/digital relationship

Kevin Slimp, news industry trainer/speaker has prepared a survey that he is distributing throughout North America to newspaper executives for research purposes related to the newspaper industry.



This is an anonymous survey and primarily focuses on the relationship between digital and print in publications. Kevin says he can use the help of newspapers of all sizes and types in this survey.

Please consider taking a few moments to complete this anonymous survey, found at: <https://www.surveymonkey.com/s/TPGCBYW>

Thank you,

Missouri Press Association

## Submit work for APME contest

The Associated Press Media Editors Journalism Excellence Awards contest deadline is Friday, Feb. 27, 2015.

Awards will be presented for journalism published between Jan. 1, 2014 and Dec. 31, 2014.

The entry fee is \$75 per entry for APME members and \$100 per entry for non-members.

Nominations are received online only. The website is: <http://bit.ly/1vNh4Zy>

For more details, go to the APME website: [www.apme.com](http://www.apme.com)

For more information, contact Sally Jacobsen ([sjacobsen@ap.org](mailto:sjacobsen@ap.org)) at The Associated Press at 212-621-1838 or Sue Price Johnson ([sue.price.johnson@gmail.com](mailto:sue.price.johnson@gmail.com)) at 919-810-1169.

The awards will be presented at the joint ASNE-APME Conference in October at Stanford University in Palo Alto, California.

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.



## Contests and more:



### Missouri Advertising Managers' Association 2015 BEST AD CONTEST

Your readers have been responding to your ads all year. Now it's time to let the contest judges have their turn. ENTER TODAY and be recognized by your peers!

Contest rules/categories are included as an attachment to this MPA Bulletin. Submit entries to [betterbnc.com](http://betterbnc.com). ENTRY DEADLINE is Friday, Feb. 13

## Law Day contest: 50 Years of Voting Rights

The Missouri National Education Association Public Relations Committee and the Missouri Bar Young Lawyers Section, along with local newspapers around the state, will once again challenge students to think about their role as citizens and organize their thoughts into an essay for the annual Law Day Essay Contest. This year's essay theme is "50 Years of Voting Rights."

The Voting Rights Act of 1965 will be 50 years old in 2015. Voting has been an important activity throughout the history of the United States, but some groups, such as African-Americans, women, and Native Americans, were once excluded.

Why is voting so important to this country, and how can we make everyone realize how important it is to vote? An essay responding to this theme could win

students as much as \$300.

Information packets, including publicity materials, were mailed to school district superintendents and principals in October. All entries should be sent to the judging coordinator listed in the contest flier. Essays must be postmarked by Feb. 2, 2015.

Students will compete in three categories, grades 4-5, 6-8 and 9-12. Entries should be no longer than 700 words and will be judged on general appearance, structure, content, creativity and originality. The first-place winner in each category receives \$300, second-place winners receive \$200, and third-place winners receive \$150. Statewide awards will be presented in May at a banquet in Jefferson City.

For contest entry forms and other details, visit [www.mnea.org](http://www.mnea.org), Classroom and Kids, Contests, Law Day Essay Contest.

## Get your Missouri Blue Book!

For more than 100 years, the State of Missouri published the Official Manual as a hardback book, then discontinued publication after the 2009-2010 edition.

In 2014, the Missouri Press Foundation stepped in and brought the Blue Book back as a hard-cover, ink-and-paper publication. With every purchase, you are helping to keep the Blue Book IN PRINT!

The 1,536-page, hardback book contains detailed information about local, state and federal government, as well as stories, essays and photographs that help preserve the state's heritage,

including 25 pages of text and photos about President Harry S. Truman.

The Blue Book represents a historic reference book about Missouri government. Library patrons, public officials, civic-minded citizens, researchers, journalists, students, history buffs and more will refer to this book for generations to come.

Copies are NOW AVAILABLE! An order form for the Blue Book is available at [www.mopress.com](http://www.mopress.com). Cost is \$24.99 per book (+ \$12 per book shipping)

Questions may be directed to the Missouri Press Foundation at 573-449-4167.

## Download Blue Book form online here:

[http://www.mopress.com/\\_lib/files/Missouri\\_Official\\_Manual\\_MPF\\_Order\\_11\\_4.pdf](http://www.mopress.com/_lib/files/Missouri_Official_Manual_MPF_Order_11_4.pdf)



## Marketplace

Please email your ads to [bejones@socket.net](mailto:bejones@socket.net). Ads are posted when received to [mopress.com/jobs.php](http://mopress.com/jobs.php).

Ads on this page are free to members of Missouri Press Association unless the ad is for an out-of-state newspaper. Cost to non-members and for member ads for newspapers out of the state is 25¢ per word.

## HELP WANTED

**GENERAL ASSIGNMENT REPORTER:** If you're looking to put yourself in a position to advance your career, come join our family newspaper team. We have a proven reputation of award-winning journalism and placing our reporters at larger operations. We're seeking a talented and motivated journalist who can produce well-crafted, clean copy and lots of it. Fast-paced daily newspaper environment for a general assignment reporter who likes variety. Photo skills, knowledge of Internet reporting, and page layout useful. We're located in southwest Missouri within easy driving distance of Kansas City, Joplin and Springfield. Apply to Publisher Floyd Jernigan at [fjernigan@nevadadaily.com](mailto:fjernigan@nevadadaily.com) 1-14

**JOURNALIST:** The *Fort Scott Tribune*, in historic Fort Scott, is seeking a talented and motivated journalist who can produce well-crafted stories and accompanying photos and who likes variety. You'll cover meetings, sports, and write and photograph interesting people and places. Knowledge of photography a must, with Photoshop and InDesign experience a plus. Previous reporting experience preferred. Fort Scott is located on the border of Kansas and Missouri and is home to the internationally famous Lowell Milken Center for Unsung Heroes, the Fort Scott National Historic Site, the Gordon Parks Cultural Museum, and a new baseball complex being completed by MLB's Adam LaRoche of the Chicago White Sox. Apply to Publisher Floyd Jernigan at [fjernigan@fstribune.com](mailto:fjernigan@fstribune.com) 1-14

**NEWS EDITOR/PAGE DESIGNER:** The *Stillwater News Press* in Stillwater, Okla., home of Oklahoma State University, is seeking a news editor with great design skills and a passion for community-based journalism. Great opportunity to work in progressive, multi-platform newsroom. The news editor will report to the managing editor and must have the ability to design and layout pages on daily deadlines as well as edit copy for grammar, style, clarity and accuracy. Candidates must be proficient in Quark or InDesign and Photoshop, and be familiar with AP Style. We offer a competitive salary with an excellent benefits package. Send a cover letter explaining why you are the best candidate for the job, resume and work samples to Publisher/Editor Dale Brendel by email to [dbrendel@stwnewspress.com](mailto:dbrendel@stwnewspress.com). 1-8

**MULTIMEDIA SALES MANAGER:** The *Lawrence Journal-World* is seeking an experienced Multimedia Sales Manager to lead its team of 10 multimedia-advertising consultants. Details and apply online at [jobs.the-worldco.com](http://jobs.the-worldco.com). 12-30

**REPORTER:** The *Star-Journal*, Missouri's Gold Medal-winning daily newspaper, just 45 minutes from the Kansas City metro area, seeks a reporter motivated to learn and move up within a dynamic newspaper group. InDesign/video/graphic/web skills a plus. Resumes to [jack.miles@npgco.com](mailto:jack.miles@npgco.com). 12-19

**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 and page design would be a plus. We offer good benefits and many opportunities to make a difference. EOE Please complete an application from our website, [www.commpub.com](http://www.commpub.com), and email with resume and samples to: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com); by fax to: 417-326-8701; or by mail to: Reporter Position, PO Box 330, Bolivar, MO 65613. 12-9

**SEEKING EXPERIENCED EDITORS:** GateHouse Media, a multimedia company in small and midsize markets across the country, is seeking experienced editors. Applicants should have at least seven years of newsroom management experience and be well versed in digital media strategies. We're looking for leaders who value creativity, can manage expectations, and have proven experience coaching reporters and other editors. Email your resume to [ejespersen@gatehousemedia.com](mailto:ejespersen@gatehousemedia.com) for consideration, indicating your preferred location and your ability to relocate, if necessary. To receive more information about current openings, visit GateHouse's career website at <http://www.gatehousemedia.com/section/careers>. 12-2

**COMMUNITY NEWS REPORTER:** The *Mexico Ledger*, Mexico, Mo., a five-day daily, is searching for a community news reporter with digital savvy. Developing relationships within the community will be crucial. While you will work with our editor, you will be independent in obtaining story ideas and sources. Experience with digital cameras, video and social media is a must. To apply, submit a cover letter, résumé and three writing samples -- as well as any photo samples -- to *The Mexico Ledger*, 300 North Washington, Mexico, MO 65265, or email Brenda Fike at [bfike@socket.net](mailto:bfike@socket.net). 12-1

**REPORTER, PART-TIME:** *Springfield Business Journal*, an award-winning weekly niche publication in southwest Missouri, is seeking a part-time reporter. Expertise in AP style is required; three to five years of reporting, ideally in business, is preferred. The position offers competitive hourly pay up to 30 hours per week. Send résumé and clips to Eric Olson, editor, [eolson@sbj.net](mailto:eolson@sbj.net) or PO Box 1365, Springfield, MO 65801. 12-1

**COMMUNITY NEWS REPORTER:** The *Pittsburg (Kan.) Morning Sun*, a six-day daily, is searching for a community news reporter. The reporter must have a digital-first mentality, engaging readers with timely reporting and social media. Developing relationships within the community will be crucial. While you will work with our editor, you will be independent in obtaining story ideas and sources. Experience with digital cameras, video and social media is a must. To apply, submit a cover letter, résumé and three writing samples -- as well as any photo samples -- to Andrew Nash at [anash@morningsun.net](mailto:anash@morningsun.net) 11-25

**EDITOR:** The *Moberly Monitor Index* (GateHouse Media, Inc.) is recruiting for an editor. We're looking for a hands-on, visible leader who can manage an editorial department and other areas of the business. Position requirements: reporting; supervising the editorial staff; scheduling, assigning and editing news content in both print and digital products; leading regular staff meetings; overseeing newsroom training; coordinating community outreach activities. Candidates must have knowledge, experience and a passion for digital, and creative talent with exceptional communication, time-management and planning skills. Bachelor's degree in journalism, marketing or business preferred with demonstrated experience. Competitive compensation package and excellent benefit

programs. Send resume and cover letter via email to: [mhargus@moberlymonitor.com](mailto:mhargus@moberlymonitor.com) or mail to: Moberly Monitor Index, c/o Marsha Hargus, 218 N. Williams St., Moberly, MO 65270. 11-24

**PUBLISHER/MANAGER:** for Lakeway Publishers Inc. - Middle Tennessee Company - seeks professional hands-on results oriented leader who can direct a diverse staff and foster a collaborative team; build relationships with the public; and utilize digital tools and time-tested hard work of feet on the street. Candidate should have intuitive ability to drive gains in multiple revenue streams and bottom line results; and be goal-driven, a leader, enthusiastic, and self-motivated. If you would like a full-time position with benefits in a company that is driven and dedicated, then please send your resume and salary expectations to [cthrm@lcs.net](mailto:cthrm@lcs.net) 11-24

**EDITOR:** The *Kearney Courier* is looking for a multi-talented journalist who can be the driving force of our news and features reporting for print and online. The ideal candidate will have three years of experience writing a variety of content for a daily or weekly newspaper, have experience with photography and page design, and be familiar with AP style and social media trends. A bachelor's degree in journalism or a related field is preferred. The Courier is a part of NPG Newspapers, a family-owned company based in St. Joseph, Mo., that offers competitive pay and benefits. To apply, send resume, cover letter and 3 to 4 examples each of writing, photography and page design to [amy.neal@npgco.com](mailto:amy.neal@npgco.com). 11-24

**SPORTS COPY EDITOR/PAGE DESIGNER:** The *Quincy (Ill.) Herald-Whig*, an award-winning seven-day newspaper, is seeking an experienced sports copy editor/page designer for our universal desk. Duties include: editing local copy, daily page design, Web editing and social media. Knowledge of InDesign is a plus. Quincy is a community of 40,000 on the banks of the Mississippi River in West-Central Illinois. The *Herald-Whig* offers a comprehensive employee benefits package with everything you expect and more. The *Herald-Whig* is an equal opportunity employer. To apply, send a resume, references and samples of your work by mail to Christina Wilson/Human Resources, The Quincy Herald-Whig, P.O. Box 909, Quincy, IL 62306, or by email to [cbwilson@whig.com](mailto:cbwilson@whig.com). 11-24

**EDITOR:** The *Fulton Sun*, a five-day morning newspaper in Mid-Missouri, is looking for an editor. The newspaper excels at providing community journalism to readers in Fulton and Callaway County. The editor is responsible for the day-to-day operation of the news room, which consists of three full-time news reporters and a two-person sports staff. Candidates for the position should have a bachelor's degree in journalism or a related field, exceptional skills in grammar, spelling and punctuation, knowledge of AP style, design experience, an attention to detail and a track record of meeting deadlines. A connection to Mid-Missouri is a plus. Send a resume, cover letter and samples of your work to [gary@newtribune.com](mailto:gary@newtribune.com). 11-19

## FOR SALE

**PRESS FOR SALE:** 2 unit NewsKing w/KJ4 folder, two roll stands, air compressor, power unit, rolling 1-ton hoist, plate bender, punch, spare parts. Located on ground floor, easy take out. Asking 2,500 dollars or best offer. Clarence Courier, 106 East Maple St., Clarence, MO 63437. 660-699-2344; [clarencecourier@centurytel.net](mailto:clarencecourier@centurytel.net) 8-14



## CONTEST RULES

The contest is open to all staff members of publications holding ACTIVE or ACTIVE ONLINE membership in the Missouri Press Association.

All entries must be submitted as FULL-PAGE electronic tearsheet files. Please name the file(s) in a way that clearly defines the ad(s) being submitted for judging. You may also circle or include other graphic markings to indicate which ad(s) is/are to be judged.

All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

Entries must have been published between January 1, 2014 and December 31, 2014.

A fee of \$7 per entry in each be mailed at time of entry.

(NOTE: when more than one page or pages constitute an entry, the fee is \$7 for the combined single entry.)

Please mail check to: MAMA Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167.

Entries submitted that do not conform to the above rules will not be accepted, and entry fees will not be refunded. If you have any questions, call 573-449-4167 or email [mopressads@socket.net](mailto:mopressads@socket.net).

## DEE HAMILTON SALES PRO AWARD

### Criteria:

- Served as Ad Director or in Ad Sales for 10 years or more
- Excellent management/sales skills
- Past or present member of MAMA
- Nominee must be employed with a member newspaper at time of presentation
- Nomination form must be submitted, along with supporting documentation why this person is deserving of the award

## ENTRY DEADLINE IS Friday, February 13, 2015.

Awards will be presented during the MAMA conference at  
Camden on the Lake Resort in Lake Ozark, March 12 & 13, 2015

## MISSOURI ADVERTISING MANAGERS' ASSOCIATION

## 2015 BEST AD CONTEST



Your readers have been responding to your ads all year.

Now it's time to let the contest judges have their turn.

Enter **TODAY** and be **RECOGNIZED** by your peers.

Make your plans now to enter the 2015 MAMA Best Ad Contest.

Contest rules begin on page 2 and entries are to be submitted to [betterhnc.com](http://betterhnc.com)

by February 13, 2015.

The 2015 contest will be judged by Georgia Press Association

## CONTEST CATEGORIES

- 01. Best Full Page Ad**

Judging based on originality, layout, copy and creativity. NO HOUSE ADS. DAILIES - (2 circulation classes will be used in this category); WEEKLIES - (3 circulation classes will be used in this category).
- 02. Best Ad Smaller Than A Full Page, No Smaller Than 1/4 Page**

Judging based on originality, layout, copy and creativity. NO HOUSE ADS. DAILIES - (2 circulation classes will be used in this category); WEEKLIES - (3 circulation classes will be used in this category).
- 03. Best Ad Series**

(3 or more ads) - Each entry will consist of at least three ads with a continuing theme for a single advertiser. Judges will consider the basic idea, layout, copy, typography and originality. Two classes: DAILY and WEEKLY.
- 04. Best Single House Ad**

Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in this category); WEEKLIES - (3 circulation classes will be used in this category).
- 05. Best Ad Smaller than 1/4 Page**

Judging based on originality, layout, copy and creativity. Two Classes: DAILY and WEEKLY.
- 06. Most Creative Use Of Full Color In An Ad**

Non-paid section covers do not qualify. Two classes: DAILY and WEEKLY.
- 07. Best Regularly Scheduled Section**

Regular Section in newspaper published monthly (or more frequently). Judging based on originality, layout, copy and creativity. Two classes: DAILY and WEEKLY.
- 08. Best One Time Special Section**

Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in this category); WEEKLIES - (3 circulation classes will be used in this category).
- 09. Best Single Classified Display Ad**

Judging based on originality, layout, copy and creativity. Two Classes DAILY and WEEKLY.
- 10. Best Single Classified Line Ad**

Judging based on originality, layout, copy and creativity. Two Classes DAILY and WEEKLY.
- 11. Best Classified Section**

Each entry will consist of rearsheets from three (3) classified sections from three consecutive issues from either July 2014 OR December 2014. Judges will consider organization and attractiveness of pages, headings, etc. Two classes DAILY and WEEKLY.
- 12. Best Newspaper Promotion**

Awarded in recognition of the best ORIGINAL newspaper promotion idea. To be judged on reader appeal, originality and creativeness in promoting your newspaper. Limited to three entries per newspaper, either single idea or series. Two classes DAILY and WEEKLY.
- 13. Best Shared/Signature Page**

Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in this category); WEEKLIES - (3 circulation classes will be used in this category).
- 14. Best Advertising Sales Tool**

Sales tool's may include, but are not limited to the following: research studies, promotion calendars, fliers, newsletters, rate cards, etc. - anything used by the sales staff to aid its selling activities. Two classes DAILY & WEEKLY.
- 15. Best Ad Designer**

Submit portfolio of 3-5 examples by the same designer. Entry can include examples of paid ads and/or house ads. Any number of designers may enter this category. Two classes DAILY and WEEKLY.
- 16. Best Online Ad Designer**

Submit hard copies of 1-3 examples by the same designer. Entry can include examples of paid ads and/or house ads. Any number of designers may enter this category. Two classes DAILY and WEEKLY.
- 17. Best Ad Content Entire Publication**

Submit 3 issues of ENTIRE publication. One copy shall be from month of May 2014, one issue from month of August 2014 and one issue of your choice. 2 classes DAILY and WEEKLY.
- 18. Best Advertising Idea or Promotion**

Entry may be a single advertisement, series campaign, special page or issue or any other idea. These entries will be judged based on originality of idea or promotion; selling power of copy; makeup; layout and design; use of art and photos.
- 19. Best Idea to Grow Revenue**

Submit explanation of marketing strategies and activities used to grow advertising revenue during the contest period. Advertising can be in digital media such as websites, mobile, social networks AND/OR in print such as display advertising or classifieds; OR integrated advertising buys across both platforms. Submit samples and links as needed. Two classes DAILY and WEEKLY.
- 20. Best Digital Initiative**

Submit description of digital initiative during the contest period of the newspaper's website, mobile site, tablets, apps, text alert service, video, rich media, social network, or the marketing of features related to these digital assets. Use samples and links as needed. Two classes DAILY and WEEKLY.
- 21. Best Print Initiative**

Submit description of print initiative during the contest period of the newspaper along with samples and links as needed. Two classes DAILY and WEEKLY.

## DETAILS

Winners will be recognized and awards given on Thursday, March 12th, 2015 during the annual Missouri Advertising Managers' Association meeting at Camden on the Lake, Lake Ozark. Make plans now to attend.

Event Registration form can be viewed after February 1, 2015 at [www.mopress.com](http://www.mopress.com) under EVENTS.

See [MAMA entry instructions for uploading to the online contest platform.](#)

ENTER TODAY!

Contest Deadline is Friday, February 13th, 2015





Missouri Press Foundation

# MOBILE VIDEO DIY



With Jim Flink and Judd Slivka



**Friday, January 30th, 2015 • 10 a.m. to 4:00 p.m.**  
**Missouri Press Association Conference Room**

**A six hour comprehensive training, utilizing smart phone devices to gather and post video content to mobile, social and web. Cost is \$99 per person. Lunch will be provided.**

All newsrooms are increasingly seeing the need for video as a complement to more traditional content offerings. The Missouri Press Association along with the Missouri School of Journalism are offering training to help you broaden your content creation objectives.

**Among the things you will learn:**

The best apps for shooting video on an iOS or Android device. The best apps for editing in your device Complimentary apps, like ThingLink, to create richer, interactive experiences. How to shoot, write and edit without ever leaving your mobile device. How to light, frame and ensure quality sound. The art of the video interview, including how to get your source to relax on camera Sequencing, matched action and other video tips of the trade Insider tips on shooting video, including when to pan and zoom and when to lock it down. Optimizing video content for mobile, social and web platforms and much more

Please join us for this one of a kind training session, tailor made for your news operation

## **MPF Mobile Video DIY Registration - Friday, January 30, 2015**

Newspaper/Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Attendee(s): 1. \_\_\_\_\_ 2. \_\_\_\_\_

*\$99 per person, includes lunch*

**Total amount paid or to be charged: \$ \_\_\_\_\_**

**Payment Method:**     Check enclosed     Invoice me     Charge to Visa, MasterCard or Discover

Name on Card \_\_\_\_\_ Card No. \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

**Note:**

This class will be limited to the first 12 registrants.

**Return registration to MPF, 802 Locust Street, Columbia MO, 65201 or fax 573-874-5894**

**Contact Melody Bezenek at Missouri Press Foundation 573.449.4167**

**or mbezenek@socket.net for more information or to register.**



# BE A PAGE BUILDER



## HELP MISSOURI PRESS FOUNDATION BUILD FOR THE FUTURE

The Missouri Press Foundation is dedicated to helping Missouri's newspapers meet the challenges and opportunities that lie ahead. Our mission is to honor the past, protect the present and build the future of journalism in general and Missouri newspapers in particular as a vibrant force in a democratic society. Since 1984, the foundation has served as a champion for Missouri newspapers. Now, with your help, we're ready to build for the future.

**With your support** we'll expand our current programs while adding additional opportunities.

- Expand Newspapers In Education content and resources
- Develop online newspaper toolbox to help promote the value of newspapers
- Add year-round, low-cost training opportunities
- Support district press associations by providing meeting planning and training assistance
- Grow convention and membership participation
- Plan events commemorating 150th anniversary of Missouri Press Association

**Please donate.** The Page Builder program has made donating simple. See other side for ways to help.

Newspaper supporters pledge the net proceeds of one or one-half page of national advertising each year. Pledges are deducted from monthly Missouri Press Service advertising checks.

Individual supporters can pledge to make a financial contribution by cash, check or credit card. Whatever you can give will go a long way.

### **SIGN UP NOW!**

As a member, friend or associate of the Missouri Press Association . . .

I want to be a PAGE BUILDER. My newspaper pledges to donate the dollar equivalent of  one page or  1/2 page of newspaper advertising per year to the Missouri Press Foundation, through Missouri Press Service advertising check deduction.

**and/or**

My newspaper and/or I pledge to donate the following amount per year to the Missouri Press Foundation.

\$ \_\_\_\_\_

My check is enclosed

Please contact me for my credit card information

Please deduct my annual donation  Until Further Notice  5 years  3 years  1 year

Signed: \_\_\_\_\_ Print Name: \_\_\_\_\_

Newspaper (if applicable): \_\_\_\_\_

Mailing address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_ Date: \_\_\_\_\_

#### RETURN TO:

Missouri Press Foundation • 802 Locust Street • Columbia, MO 65201 • 573-449-4167 • Fax: 573-874-5894 • www.mopress.com

The Missouri Press Foundation is a 501(c)(3) general not-for-profit corporation.





# Flash News!

## PRESS RELEASES

Missouri Press Service's Flash News is the way to deliver your news virtually instantaneously to Missouri's newspapers, TV stations and radio stations in today's fast paced information environment, where you work.



**SAVE TIME • SAVE MONEY • SAVE WORK**  
BOTTOM LINE: *It Gets the Job DONE!*

**\$125** ALL Missouri Newspapers.

**\$165** ALL Missouri Newspapers, TV & Radio.



WITH ONLY ONE CALL YOU CAN GET YOUR PRESS RELEASES TO OVER 600 MEDIA OUTLETS!

**573.449.4167**

Missouri Press Service • 802 Locust St., Columbia, MO 65201-4888  
573.449.4167 • Fax: 573.874.5894 • [www.mopress.com](http://www.mopress.com)



Help your print advertisers **make an ONLINE PRESENCE**

# Digital FOOTPRINT

OFFERED BY MISSOURI PRESS SERVICE



**We train your staff on the product**



**You sell it, MPS does all the work**



**Help show your customer the benefits**



**Provide Status & Completion Reporting**



Google

bing



**MISSOURI PRESS SERVICE**  
Creating a better advertising experience.

For more info call Mark 573.449.4167 • [mdnlenueser@socket.net](mailto:mdnlenueser@socket.net)

[www.mopress.com/services](http://www.mopress.com/services)