



## CALENDAR

**2015**

**February**

**27** — NIE Committee Meeting, Missouri Bar headquarters, Jefferson City

**March**

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

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

**31** — Deadline to enter Missouri BNC

**April**

**30** — MPF board meeting, MPA Past Presidents/Spouses Dinner, Columbia

**30** — Nomination deadlines for newspaper and photojournalism halls of fame and Outstanding Young Journalist awards

**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**

**16** — SEMO meeting, Cape Girardeau

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

**September**

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

**October**

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

# Missouri Press Association Bulletin

No. 1311 — 18 February, 2015



*Missouri Advertising  
Managers Meeting*

**3** great speakers  
**2** days  
**1** great learning experience

Missouri Advertising Managers' Association has three great speakers lined up March 12-13 at Camden on the Lake Resort in Lake Ozark! Register today to attend and you'll hear from:

- **Mike Mortocchia** of Local Media Association, speaking about "Selling to Small and Medium-sized Businesses."

- **Liz Crider** of Second Street Advertising, speaking about "How to Drive Digital Revenue & Generate Qualified Leads for Advertisers with Contests, Quizzes, Cards & Other Promotions."

- **Jaci Smith** from Reynolds Journalism Institute, speaking about the native advertising trend and everything needed to get the most out of native advertising and branded/sponsored content.

### Meeting Agenda

#### Thursday, March 12

-11 a.m., MAMA board Lunch Meeting (MAMA board only) at H. Toads

-Noon, Registration in Hotel Lobby

-1 p.m., Missouri Press Service Sales Director **Mark Nienhueser** in Event Center: MPS Network Selling Opportunities featuring new Online Ad Network

-1:30 p.m., **Mark Nienhueser** and MAMA President **Jeanine York** in Event Center: Best Ideas Session -- Bring your

best ad ideas and share for a chance to win \$\$\$

-2:15 to 4 p.m., **Mike Martocchia**, Local Media Association Trainer in Event Center: Selling to Small and Medium Sized Businesses and Small / Medium Sized Business Digital Advertising Workshop

-Approx. 2:45 p.m., Break

-6 p.m., Awards Dinner in Event Center

-8 p.m., Entertainment at H. Toads

#### Friday, March 13

-8 a.m., Breakfast Buffet in Event Center

-8:30 to 10:30 a.m., **Liz Crider**,

Second Street Promotions Lab, in Event Center: How to Drive Digital Revenue & Generate Qualified Leads for Advertisers with Contests, Quizzes, Cards & Other Promotions

-10:30 a.m., Break

-10:45 a.m. to Noon, **Jaci Smith**, *Faribault* (Minn.) *Daily News* in Event Center: Native Advertising

A complete meeting agenda, with speaker biographies, is attached to this Bulletin and also can be found online at: [http://mopress.com/CURRENT\\_FORMS.php](http://mopress.com/CURRENT_FORMS.php)

### Registration

Registration can be completed easily online using the form found at: <https://mopress.wufoo.com/forms/2015-mama-meeting-registration/>

## Upcoming Webinars

### Successful Interviewing in Emotional Situations

**Thursday, March 26**

*Presenter Lyle Muller,  
Iowa Center for  
Investigative Journalism*

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new job skills without leaving their offices.*

Registration forms for coming MPA activities can be found at [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php).



# Contests and more:

## 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.

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/>



## BETTER NEWSPAPER CONTEST

The 2015 Missouri Press Foundation Better Newspaper Contest is officially underway. The BNC template is NOW OPEN for entries. The entry deadline is 11 p.m. March 31. The contest template will close automatically at that time.

All of the information about the contest -- rules, categories, entry instructions -- are at <http://www.mopress.com/contests.php>.

entries directly to the contest template because it has space limitations. Large files need to be uploaded to Realview. Realview can be accessed directly from <http://betternewspapercontest.com/> Look for the Realview icon and that link will take you directly to their site.

NOTE: Please read the instructions and category listings carefully.

Changes to the 2015 contest include: ADDED categories -- "Best Military Story" and "Best Sports Feature Photograph"

ELIMINATED category -- "Best Coverage of Community/People/Life"

ADJUSTED: "Best Local Business Coverage" category adjusted to only ONE circulation class for weeklies (Dailies were already just one class)

CHANGED: "Best Front-to-Back Newspaper Design" changed to "Best Overall Design"

LIMITED: Honorable mention designations have been limited to ONE

REINSTATED: Gold Cups will be reinstated. Six will be awarded (to 3 weeklies and 3 dailies), taking the place of the Gold Medal plaques.

We are looking forward to a successful 2015 Better Newspaper Contest.



### FREE: Gashouse serial

Just a few weeks 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)

Entries to the Missouri Press Foundation's Newspaper Contest will be submitted using BetterBNC Online Journalism Awards Platform: <https://betternewspapercontest.com/login>

IMPORTANT: BetterBNC is optimized for Google Chrome. If you do not have Google Chrome, download it at <http://www.google.com/chrome>

DEADLINE: There is no need to wait until the deadline to upload your entries! The contest template will close 11 p.m. Tuesday, March 31, and will not accept entries after that -- no exceptions. You may begin uploading your entries now.

ALERT: For larger files such as Special Sections, you may upload your file(s) to Realview. You cannot upload these large



**Request your 2015 PRESS CARDS**

*If someone on your staff needs a 2015 press card, email the person's name to: [kwilliams@socket.net](mailto:kwilliams@socket.net)*





**Missouri Press Association  
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# Training, resources:



## Management Seminar at the St. Louis Post-Dispatch

There's still time to register for Mid-America Press Institute's management seminar Feb. 28 at the *St. Louis Post-Dispatch*!

The seminar will include sessions about changing ethics in the digital age, time management, digital development, staff motivation and diversity.

The registration fee is \$25 and includes lunch.

Send registration information to MPI Executive Director John Ryan, Professor of Journalism, at [jmryan@ciu.edu](mailto:jmryan@ciu.edu).

### The program

- 10:10 a.m. — What Ferguson taught us about training and social media. Some practical lessons on improving reporting, with engagement editor Beth O'Malley of the *St. Louis Post-Dispatch*.
- 11:20 a.m. — Why diversity is crucial to our future, with Margaret Holt, *The Chicago Tribune*.
- 12:30 - 1 p.m. — Lunch
- 1:05 p.m. — Keeping up the good fight. How to keep your staff motivated

when you can't give raises, promotions are rare, and the demands continue to increase, with panelists Bob Zaltsberg, *The Herald-Times*, Bloomington, Ind.; Tim Ethridge, *Evansville Courier and Press*; Erin Orr, *The State-Journal*, Springfield, Ill.

• 2:15 p.m. — Digital development. Digital leaders talk about how their newsrooms are embracing new platforms and telling stories in different ways, with Ryan Reynolds, *Evansville Courier and Press*.

• 3:30 p.m. — A roundtable discussion involving everyone at the seminar: When it comes to management/leadership, what is your biggest problem, biggest success story, most important lesson you learned the hard way, favorite tip, something you would recommend everyone do, something a boss has done that you'll never forgive or never forget? Bob Zaltsberg will moderate.

• 4:30 p.m. — Takeaways: Margaret Holt, Tim Ethridge, Bob Zaltsberg, Erin Orr.

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# Local Journalism:

## Here, from the epicenter, is the story of Ferguson

### St. Louis Post-Dispatch launches multi-media project 'Ferguson'

by Kristen Hare, Poynter

On Tuesday, Feb. 3, the *St. Louis Post-Dispatch* launched "Ferguson," a project that brings together nearly six months of coverage since police officer Darren Wilson shot and killed Michael Brown on Aug. 9. The project gathers content from the *Post-Dispatch* into several categories, including "The Shooting," "Protests," "Policing," "Civil Rights" and "Solutions." From the introduction:

*The killing of an 18-year-old black teen by a white police officer on a street in Ferguson was the spark that ignited years of frustration, distrust and anger. Protests of the killing of Michael Brown, fueled by social media, continued for weeks. Days were filled with marches and meetings, nights devolved into confrontations with police. New issues emerged to be explored, debated. Fervor ebbed, then exploded anew when a second, and third police shooting occurred. Protests moved into Clayton, the Shaw neighborhood, St. Louis University, downtown. A night of arson and looting followed the announcement that a grand jury would not indict the police officer. Protests spread across the nation. Here, from the epicenter, is the story of Ferguson.*

"We wrote hundreds of stories and took hundreds of photos on the shooting of Michael Brown and the protests that followed," said Jean Buchanan, assistant managing editor/projects, in an email. "Concurrent with the events,

we organized our coverage by the day it happened, but as the weeks and months went by, we knew that was not ideal. We wanted to provide a map for people who were coming fresh to our coverage and for those who wanted to dig deeper into the story. Also, we wanted a place where the story could continue to live as events unfold."

The sections include an overview, links to essential reading, more stories, videos and photos.

The categories are also broad enough to acknowledge that the story isn't just about something that happened one day in Ferguson. They include "Other Shootings," "Muni Courts" and "Outreach."

I asked Buchanan if anything surprised her about collecting everything in one place.

The number of stories? The number of subjects?

"I wasn't surprised by the volume; it was more being overwhelmed by it," she said. "How do you begin to organize so much material?"

Looking back, she did see areas that needed more coverage, she said.

"But I don't want to second-guess what we did. Everyone was working full throttle for weeks. It was rare to have time to think about things."

Categories in the project include: shooting, protests, investigation, policing, civil rights, grand jury, people, muni courts, outreach, other shootings, religion, education, economy and solutions.

To see the actual project, including links to multiple stories, photo galleries, and videos, go

online to: <http://graphics.stltoday.com/ferguson/>

*'...the story isn't just about something that happened one day in Ferguson.'*

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# 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.

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### 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)



# Journalism Education:

## Reynolds Institute alumnus starts Rookie Reporters project

(ASNE) -- Countless alumni of the Reynolds High School Journalism Institute have used the skills it taught to do amazing things, including winning the Dow Jones News Fund Teacher of the Year Award and revamping entire journalism programs. Administered by the American Society of News Editors' Youth Journalism Initiative, the Institute offers on-campus and online instruction and hands-on experience alongside scholastic journalism experts. It has more than 2,200 alumni.

After attending the Institute, Bob Satnan, a journalism teacher in the Sedalia School District and former editor of the *Sedalia Democrat*, has been involved in an impressive project called Rookie Reporters.

"The seed for Rookie Reporters was born during my fellowship at the Reynolds High School Journalism Institute," Satnan said. "As I created a list of 10 story ideas for my students, I realized the topics would be of value to our community at large, not just the high school population. Having experienced staffing cutbacks when I was editor of a daily paper, I knew our city's newspaper would welcome additional relevant, local

content. Not only did the paper welcome my students' stories, but also its readers have embraced Rookie Reporters' reports."

Rookie Reporters encourages students at Smith-Cotton High School in Sedalia to report and write stories of relevance to the entire community. These stories are then published with their bylines in the *Democrat*. Like professional journalists, the students interview sources, use journalistic writing styles and meet deadlines. The program emphasizes accuracy, objectivity and keeping the community informed.

"The Reynolds High School Journalism Institute provided foundational information for me in my transition from the newsroom to the classroom," Satnan said.

"I was surrounded by outstanding, highly motivated educators who helped me understand how to build my curriculum."

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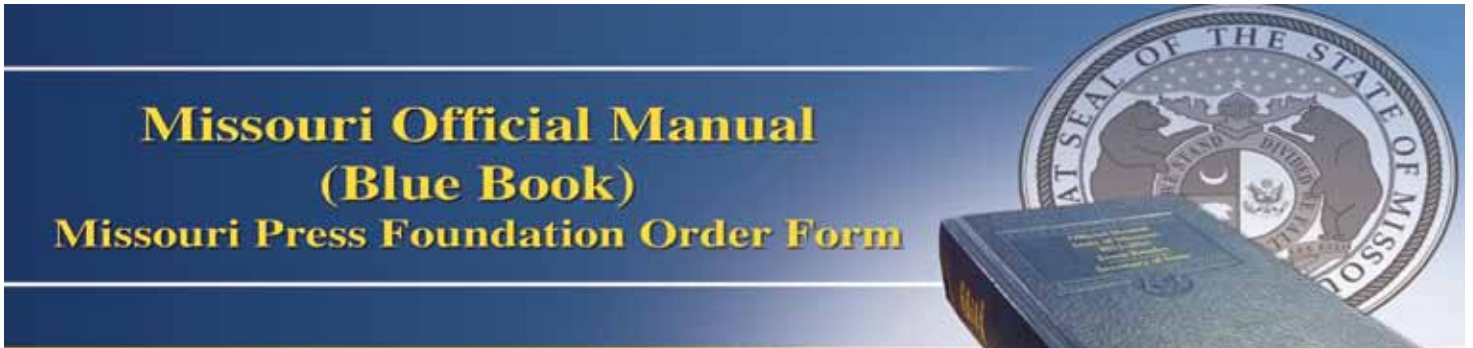
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## Marketplace

Please email your ads to bejones@socket.net. Ads are posted when received to 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

**EXECUTIVE DIRECTOR, MPA:** 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.

**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.

**NEWS REPORTER:** The *Maryville Daily Forum* is looking for a news reporter. The ideal candidate will embrace the goal of making our five-day daily newspaper and 24/7 website/mobile site the go-to source for news and information in Maryville and Nodaway County. Must be an excellent writer, storyteller, communicator. Experience with photography and graphic design are preferred, but will train the right person. Apply in person and ask for Phil or send resume to: P.O. Box 188 Maryville, MO 64468 or email to: pcobb@maryvilledailyforum.com 2-11

**MANAGER/SALES REP:** Weekly newspaper in Northeast Missouri seeking motivated manager/sales representative who knows how to set and achieve goals in print and digital advertising. Candidate must be strong in community relations, goal-driven, and able to lead small staff. Company provides strong support, training, guidance and benefits. Send resume to Walt Gilbert, lmovp@lcs.net 2-11

**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. We're looking for someone who enjoys the challenge of being involved in all operations of our multi-platform desk -- editing local copy, doing daily page design, Web editing and taking a role in our social media sites. Good editing and headline writing skills are a must. Candidates must have experience in page design, and knowledge of InDesign is a plus. The *Herald-Whig* offers a comprehensive employee benefits package and is an equal opportunity employer. Send resume, references and samples of 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. 2-5

**CONTENT MARKETER:** The *Columbia Daily Tribune* is seeking a Content Marketer to produce editorial content for print, web and other projects. Duties include interviewing sources; researching information for web projects and special sections; copy writing for print and online content-oriented web promotions; updating existing content for ongoing projects; and generating creative ways to use content marketing. The ideal candidate is an organized, deadline-oriented multi-tasker with a journalism degree or background and solid writing experience. Reliable transportation, good driving record, and valid driver's license required. Benefits include 401(k), health insurance, dental insurance, vacation and sick pay, and access to company gym. Email resume & salary requirement to srinehart@columbiatribune.com or complete an application at 101 N. 4th Street, Columbia, MO 65201. An application can be printed at www.columbiatribune.com EOE / Drug free Workplace 1-27

**CONTENT MANAGER/PAGE DESIGNER:** The *Lake Sun*, an award-winning community newspaper in central Missouri, has an opening on their editorial team for a content manager/page designer. Successful candidate must have a degree in journalism or related field and possess the skills necessary to handle multiple responsibilities in a small but energetic newsroom. The *Lake Sun* is a five-day-a-week morning newspaper with a robust and growing website, LakeNewsOnline. Skills required include page design, social media, reporting and editing, working with video, photo galleries and managing daily flow of content in print and online. The *Lake Sun* is located in the heart of Lake of the Ozarks. Competitive salary and benefits package. Please send resume and clips to: Robert Inks, rinks@gatehousemedia.com 1-27

**SEEKING EDITORS:** GateHouse Media is seeking editors. We're looking for solid reporters seeking their first newspaper leadership role or recent graduates with management experience at their college or university publications. Applicants must be willing to relocate. GateHouse Media newsrooms focus on local journalism with an emphasis on enterprise reporting. Our approach is proactive, and our newsrooms often utilize alternative story formats. GateHouse's digital strategy involves aggressive online posting on both traditional news websites and multiple social media platforms. As GateHouse Media grows, opportunities are expected across the company's footprint. Email resume to rinks@gatehousemedia.com for consideration, indicating preferred location an ability to re-

locate, if necessary. Visit Gatehouse's career website at <http://www.gatehousemedia.com/section/careers>. 1-27

**WEB/VIDEO/NEWS REPORTER:** The *Warrensburg Daily Star-Journal*, peer-reviewed and recognized as the No. 1 small daily newspaper in Missouri, is looking to round out our talented team with a web/video/news reporter. This person will oversee our web product, provide video stories, and do some traditional news coverage, still photography and news coverage. A bachelor's degree and at least a year of experience are preferred. Send resume, cover letter and top work samples to: jack.miles@npgco.com 1-19

**REPORTER:** Award-winning daily newspaper in Columbia, MO has an opening for a City Government Reporter. Applicants must have solid deadline-oriented news writing experience or a journalism degree, valid driver license, good driving record, and proof of insurance. Position is regular full-time with benefits including health insurance, vacation pay, sick pay, 401(k), and company gym including basketball court. Email resume and writing samples to srinehart@columbiatribune.com or mail to Columbia Daily Tribune, HR, 101 N. Fourth St., Columbia, MO 65201 EOE/drug free Workplace. 1-19

**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@nevadadailymail.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@fstri-bune.com 1-14

## FOR SALE

**ALABAMA NEWSPAPER FOR SALE:** Practice successful journalism in your own newspaper! Due to 50 years of newspaper work as publisher with his newspaper, Goodloe Sutton is going to quit work, retire and consult. Contact: Goodloe Sutton, Publisher of *The Democrat-Reporter*, P.O. Box 480040, Linden, AL 36748 email: dreporter2@yahoo.com 1-19

**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 8-14





# Missouri Advertising Managers' Meeting

**Camden On The Lake  
2359 Bittersweet Rd.  
Lake Ozark, MO 65049**



**Mike Martoccia**

National Sales Development & Training Manager  
Local Media Association

Mike Martoccia has been managing and developing media revenue, innovative products and talent for more than 20 years. He is the National Sales Training & Development Manager for Local Media Association and he travels the U.S. providing newspaper companies comprehensive training in a variety of digital revenue, advertising development, and leadership platforms.



**Liz Crider**

Director of Affiliate Success at Second Street

Liz Crider works with customers to generate revenue with their online promotion efforts. Prior to joining the Second Street team, Liz worked at two St. Louis broadcast stations and was responsible for driving revenue with non-traditional marketing efforts.



**Jaci Smith**

APG Media of Southern Minnesota LLC

Jaci Smith, managing editor of the *Faribault (Minn.) Daily News*, will lay out a glossary of key new terms for alternative revenue streams, from native advertising to branded content and sponsored content. Jaci feels that journalists must take the lead in defining native ads and creating and implementing their ethical guidelines.



## THURSDAY, MARCH 12th

**11AM** | MAMA Board Lunch Meeting - MAMA Board Only | *H. Toads*

**Noon** | Registration | *Hotel Lobby*

**1PM** | Missouri Press Service Sales Director | Mark Nienhueser | *Event Center*  
MPS Network Selling Opportunities featuring new Online Ad Network

**1:30PM** | Mark Nienhueser and MAMA President Jeanine York | *Event Center*  
Best Ideas Session | Bring your best ad ideas and share for a chance to win \$\$\$

**2:15-4PM** | Mike Martoccia | Local Media Association Trainer | *Event Center*  
Selling to Small and Medium Sized Businesses and Small / Medium Sized Business Digital Advertising Workshop

**Est. 2:45PM** | Break | *Event Center*

**6PM** | Awards Dinner | *Event Center*

**8PM** | Entertainment | *H. Toads*

## FRIDAY, MARCH 13th

**8AM** | Breakfast Buffet | *Event Center*

**8:30-10:30AM** | Liz Crider | Second Street Promotions Lab | *Event Center*  
How to Drive Digital Revenue & Generate Qualified Leads for Advertisers with Contests, Quizzes, Cards & Other Promotions

**10:30AM** | Break

**10:45AM-Noon** | Jaci Smith | *Faribault (Minn.) Daily News* | *Event Center*  
Native Advertising

# 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.

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

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**and/or**

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

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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

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

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

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

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



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