



## CALENDAR

2015

### June

- 11 — Porter Fisher Golf Tournament, Lake Valley Golf Course in Camdenton
- 12 — MPA/MPS/MPF Board meetings (morning) Old Kinderhook
- 12 — Show-Me Press Association meeting (afternoon) The Lodge at Old Kinderhook
- 24-28 — ISWNE Conference, Columbia

### July

- 16 — SEMO Press Association 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
- 22 — Mo. Photojournalism Hall of Fame induction, Columbia

# Missouri Press Association Bulletin

No. 1313 — 15 May, 2015

## Missouri Press Foundation 2015 Porter Fisher Golf Classic



Thursday, June 11th

11:30 Shotgun;  
4-Person Scramble

\$65 Greens Fees,  
Cart, Prizes &  
Lunch

## Win 2015 Jeep at Porter Fisher Golf Classic, still room for teams

Golfers at this year's Porter Fisher Golf Classic will have the chance to **win a 2015 Jeep Wrangler Sport 4x4** in a hole-in-one contest and there is **still room to register your four-person team!** Don't delay, register today!

The tournament is scheduled Thursday, June 11 at Lake Valley Golf & Country Club in Camdenton and is open to all Missouri newspaper members and friends.

"You do not need to be a member of the Show-Me Press Association or registered to attend the Show-Me Press meeting to participate in the golf tournament," said Melody Bezenek, Missouri Press Foundation director. "We are giving all Missouri newspapers and friends the opportunity to network and connect in a casual environment that is centrally located."

**Cost to participate is \$65 per player** and includes greens fees, cart, prizes, grilled lunch and hole contests.

The tournament begins 11:30 a.m. with

a shotgun start and is in a four-person scramble format.

"We especially appreciate funds raised at this year's tournament because of increased impact the Foundation hopes to have this year," said Bezenek.

"This year's tournament offered many the opportunity, through hole sponsorships, to honor or memorialize a loved one, colleague, or person who has made an impact on the Missouri newspaper industry. As players work their way through the course, they will be reminded of interesting stories and fond memories," she said.

Sponsorships were limited to one per hole and all 18 holes have been sponsored.

Individual teams and players can register to play by completing the registration form (attached) and sending payment to: Missouri Press Foundation, 802 Locust Street Columbia, MO 65201.

A registration form also can be found online at [www.mopress.com/\\_lib/files/2015PorterFisher\\_Form.pdf](http://www.mopress.com/_lib/files/2015PorterFisher_Form.pdf)

## Upcoming Webinars

**Pub Aux Live**  
Thursday, June 4

**A Crash Course in AP Style**  
Thursday, June 18

**Getting the Best Out of  
Yourself and Your Sales Team**  
Thursday, June 25

*Presenter Tom Stoyan,  
Coaching and Sales Institute*

**Quickly Create  
Slideshows and Galleries**  
Friday, June 26

*Presenter Jaci Smith,  
Faribault Daily News*

**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.*

## See you on the course!

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



# Have Money, Need Intern

The following newspapers were among those selected to receive financial support through the 2015 Missouri Press Foundation Summer Internship Program; but still have open positions to fill.

If you, or someone you know, are interested in serving as an intern, please contact the newspaper.

*The Northeast News:* 816-241-0765, northeastnews@socket.net

*Columbia Daily Tribune:* 573-815-1500, jrobertson@columbiatribune.com

*Branson Tri-Lakes News:* 417-334-3161, publisher@bransontrilakesnews.com

*The Kansas City Star:* 816-234-4131, cniener@kcstar.com

*Washington Missourian:* 636-239-7701, billmiller@emissourian.com

*Boone County Journal:* 573-657-2334, bruce@bocojo.com

## Membership Application

The Missouri Press Association has received an "Friend of Missouri Press" Membership" application from:

*Macon The News*, Editor and Publisher Ryan Eidson, 301 N. Mission St., PO Box 636, Macon, MO 63552, news@maconthenews.com, 660-395-NEWS (6397).

*Macon The News* is published twice weekly (Wed. and Sat.) and has a circulation of 725.

Membership applications are considered by the MPA Board of Directors at its first meeting after this notice has been published in at least three issues of the MPA Bulletin or eBulletin.

The next meeting of the MPA board is scheduled June 12, 2015 in Camdenton.

Anyone with comments about this application should email them to Doug Crews, Executive Director, MPA, at dcrews@socket.net. (1st notice)

# Three regional press association meetings scheduled

The Show-Me Press Association annual meeting is scheduled Thursday, June 11 and Friday, June 12 at Old Kinderhook in Camdenton.

Thursday's events include the Porter Fisher Golf Tournament at Lake Valley Golf & Country Club and an evening MPA/MPS/MPF board dinner at Old Kinderhook.

Friday's activities include breakfast

board meetings; lunch program, "Maneke's Minutes" with Jean Maneke; and two sessions: "Developing a Social Media Strategy" with Jonathan Groves and "Economic Development Strategies/Coverage" with John Beaudoin.

The "Brews and Views" roundtable discussions include moderators Doug Crews, Beaudoin, Mark Nienhueser and Maneke.



The Southeast Missouri Press Association regional meeting is scheduled Thursday, July 16, in Cape Girardeau.

Registration begins 3 p.m. in the University Center at Southeast Missouri State University.

Programming includes "Newspapering Nuts



and Bolts" with Gary Rust of Rust Communications; Sports photography and "Live streaming vs. YouTube video sharing" with Fred Lynch of the *Southeast Missourian*; and developing a marketing campaign that works, with Beth Chism of the *Perryville Republic Monitor*.

The Ozark Press Association annual regional meeting is scheduled Friday, July 17 in Reed Auditorium, Trustee Science Center, on the campus of Drury University in Springfield

Programming kicks off 2 p.m. with an Ethics in Journalism session, with retired editor Dale Freeman.

Metrics, Moneyball and Making the Most of Your Website is the title of the 3 p.m. session, with Managing Editor Paul Berry, *Springfield News-Leader*.

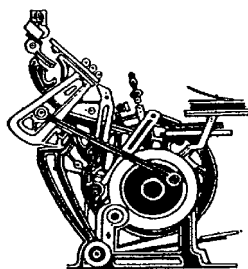
The 4 p.m. session is Maneke's Minutes,

with Jean Maneke, Missouri Press Association's Legal Hotline Attorney.

A Springfield Cardinals Game begins 7 p.m. Tickets are \$16 and include patio group seating and free souvenir mug. Missouri Press Foundation will host snacks at the game. Tickets will be mailed -- please order by July 10. Call Zack Pemberton, 417-832-3038, and request

Missouri Press Association Rate. Limited tickets are available at group rate.

Registration deadline for the Ozark Press Association meeting is July 10.



**\*\*Registration Forms For All Association Meeting Are Attached\*\***



**Call: 573-449-4167**





## Missouri Press Association Missouri Press Service

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# Postal Issues Update:

## Rural Postal Service Focus at Senate Roundtable

U.S. Senator Claire McCaskill May 12 called on her colleagues and the U.S. Postal Service to make preservation of rural post offices and delivery standards a priority during a Senate Homeland Security and Governmental Affairs Committee roundtable on the Postal Service in the digital age.

“As technology changes the way Americans communicate with one another, we can’t forget about the millions of people in rural America who rely on the Postal Service, both as a source of employment and a lifeline for communication and commerce,” said McCaskill, who was born in Rolla, Mo. and is a senior member of the Homeland Security and Governmental Affairs Committee. “It’s critical that the U.S. Postal Service adapts to these changes without doing so on the backs of smaller and rural communities.”

McCaskill has led the charge to preserve rural post offices, preserve postal delivery standards, and enact urgently needed reforms to the Postal Service.

Most recently, McCaskill sent a letter to the Senate’s Financial Services Appropriations Subcommittee—which has jurisdiction over certain aspects of Postal Service financing—outlining a one-year moratorium on postal closings that would enable Congress to enact comprehensive postal reform, allowing the Postal Service to save jobs and continue to run efficiently in rural areas.

In December 2014, McCaskill, along with fellow Missouri Senator Roy Blunt and a bipartisan group of Senate colleagues, demanded a delay in the planned consolidation of up to 82 U.S. Postal Service mail processing facilities after the Inspector General found the Postal Service failed to fulfill its obligations to adequately study the impact of the consolidations, and failed to inform the public of those impacts. Those consolidations would affect 15,000 Postal Service jobs in 37 different states, including Missouri, as well as the millions of Americans who count on the reliability of the Postal Service.



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

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## Opinion:

# Journalism transparency: owning up to mistakes

by Bob Miller, *Southeast Missourian*

My professional mistakes haunt me. I think about them nearly every day; at least the worst ones. They replay in my mind like a dripping faucet that can't be fixed.

When I was a sports reporter, working solo on the sports desk on a Wednesday night, I wrote a short, time-sensitive story involving the Southeast Missouri State University athletics program. I don't remember the specifics of the story, but I remember talking on the phone with then-athletic director Don Kaverman. I had read and reread the story numerous times. It would be the last time I would ever publish a story without some backup. It was a sloppy process, I learned the hard way. The last step was to run my copy through spell-check, when the story was on the page. I quickly clicked through the flagged words, hit save and moved on to other editing and layout work.

The next morning I read with horror that Southeast's athletic director was named Don Caveman. I had apparently clicked the wrong button on the spell-check and it changed all references of the official's last name. When I tell the story to others, it usually invokes a chuckle. But that error made me physically sick. I've had that feeling three or four times in my career.

Kaverman, when I apologized, was very gracious, which is usually the case when you make personal apologies like that one. Most of the time, people understand that humans make mistakes, and I think they can hear the regret in your voice when you make that call. Some 15 years later, I can't escape the lingering feeling of embarrassment.

I've been writing a lot about transparency lately. Frankly, my tone on transparency has bordered on righteousness, partly because I feel so strongly that transparency is a bedrock principle to a free society, and partly because I strongly believe many government bodies are trying very hard to not be transparent.

But last week we had to swallow a mistake, and it's worth pointing out that there is another side to transparency. Media organizations need to have access to information, but we need the trust of our sources and readers.

I can imagine leaders in our community, having read my recent columns on openness, scoffing when they read our story last week on the local sports complex. We published incorrectly that land was being sold, rather than donated, at fair-market value as part of the project proposal. It was a key component of the proposal and the story. It was an editing mistake, not a reporting one, and it affected us all. I won't dwell on the mistake much here, but the editor who inserted the incorrect word simply had never heard of anyone donating something at fair market value. You sell things at a fair market value, right? Well, you also can donate them at such value for tax purposes.

The copy editor who made the mistake has

been rock solid for decades; in fact, without his professionalism and steady helping hand early in my career, I probably would have left journalism in my early 20s.

Still, I can imagine high-ranking officials scoffing, "This is why we're not transparent. You can't get the facts straight!"

Transparency applies to journalists, too. We strive for accuracy, always. And, yes, we sometimes come up short.

Last week our publisher, Jon Rust, wrote a column setting the record straight on our story. We ran a correction on the records page. And we wrote another story, a follow-up, with the intention of making certain the correct information was known.

Sometimes I ponder what it's like making mistakes in other professions. If you're a firefighter or a police officer, a mistake can cost a life. If you're a carpenter, you can lose a finger. If you're a clerk at a store, you can lose money. Other professions, when you make a mistake, you simply say, "Oops! Sorry about that. Here's a free cookie," and move on.

No matter where you work, though, you're bound to make mistakes. When people roll their eyes at a newspaper's errors, I wonder if

they consider how many mistakes they make on a daily or weekly basis. I wonder if they ponder how misunderstandings happen in their own lives. In the newspaper business, it's ethically standard that we admit our errors. That's our version of transparency.

As much as we all hate making mistakes, as much as they follow us around, I do take pride that we as newspaper journalists own up to them...

I have to remind myself that we get far more right than we get wrong.

We publish thousands upon thousands of words every day. From our morning weather text alerts, to obituaries, to stories, captions and headlines, there are many opportunities for error. It's a process that begins when our first people arrive at 6:30 a.m. and doesn't end until midnight when the pages hit the press.

We hope that our processes and our people eliminate as many mistakes as possible.

We regret the errors, but we don't regret our day-to-day efforts we make to bring you accurate information. And we don't regret our transparency to let you know when we've missed the mark.

Miller is editor of the *Southeast Missourian*.



by Donna Barrett, *NAA*

Early next month, from June 1-3, WAN-IFRA, the World Association of Newspapers and News Publishers, in close cooperation with the NAA, is holding its most prestigious event, the 67th World News Media Congress in Washington, D.C. I am really pleased that the United States was selected to be the host country for this important conference.

The Congress, which includes the World Editors Forum and the World Advertising Forum, offers three parallel events for publishers, CEOs, managing editors and advertising executives from all over the world. All three events will address issues in today's highly competitive media landscape.

I will be attending the Congress along with several members of my team and I would like to encourage you to attend, too.

First, it is a great opportunity to learn from other publishers and advertising executives from around the world about increasing revenues for both print and digital strategies and how to show advertisers the value of your audience.

Second, it is a great opportunity to network among a diverse and talented group of senior media executives, with many opportunities to share best practices, including a private

cocktail reception at the Newseum.

And the program is terrific! Secretary of State John Kerry has confirmed, and media executives from inside and outside the industry will be speaking—from Marty Baron, Editor of *The Washington Post*; Lewis D'Vorokin, Chief Product Officer of *Forbes Media, USA*; to Robert Johansson, Head of RTB and Programmatic, Schibsted, Sweden, just to name a few.

NAA members can register for either Monday, June 2 or Tuesday, June 3 for only \$700. (Regular registration costs are \$1,024 for three days, using the code WNC\_NAA.) You can register here with promotion codes WNC15\_Monday or WNC15\_Tuesday. I hope you will join us!

All my best,



Donna Barrett  
Chairman,  
Newspaper Association of America



# MPA Convention coming to Columbia Sept. 10-12

Mark your calendars for the Missouri Press Association 149th Annual Convention & Trade Show. Make plans now to attend the 2015 Annual Convention scheduled Sept. 10-12, 2015 at the Holiday Inn Executive Center in Columbia.

This year's theme is "Small Town, Big News," emphasizing the importance of newspapers to their communities.

The jam-packed schedule includes a trip to Arrow Rock for shopping, music, food and drink, and a special visit to the MPA's Print Shop Museum, exhibiting historical presses and other unique items related to the newspaper trade.

Speakers include former USA Today editor and current chief of staff for President George H. W. Bush, Jean Becker; the new Dean of the University of Missouri School of Journalism David Kurpius and MU Chancellor R. Bowen Loftin; St. Louis Post-Dispatch columnist Bill McClellan; and many more.

A workshop with Russell Viers and panel discussions about covering Missouri's courts, newspaper careers and sportswriting are planned.

Useful sessions about advertising sales, native advertising, user content, finding and engaging audiences, online comments,

community newspapers, and more are available.

Don't miss the fun, food and fellowship with other newspaper people and, of course, the Hall of Fame Banquet and Awards Luncheon honoring and recognizing journalistic achievement.

Look for more details about convention speakers and other activities from MPA!

Hotel reservations can be made by calling 573.445.8531. Please ask for the Missouri Press Association special room rate of \$99.95.

*See you there!*

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## 149th Annual Missouri Press Association Convention and Trade Show

Holiday Inn Select -- Executive Center  
Columbia, Mo.

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### --- Tentative Agenda ---

#### Thursday, Sept. 10

- 9:30 a.m. Missouri Press Foundation Board meeting
- 10 a.m. to 3 p.m. Workshop with Russell Viers
- Noon MPA/MPS Board meeting and lunch
- 4-8 p.m. Arrow Rock MPA Print Shop Museum Fundraiser: food, drink, tours, shopping, music.

#### Friday, Sept. 11

- 8:30 a.m. Breakfast Program: MU Chancellor R. Bowen Loftin and new J-School Dean David Kurpius
- 9:30 a.m. Panel Session or Speaker (TBD)
- 10:45 a.m. Advertising Sales Session: Rick Ferrell
- 10:45 a.m. Panel: Covering Missouri's Courts -- Jean Maneke, moderator
- 11 a.m. to 6 p.m. MPA Trade Show
- 11:45 a.m. Missouri Press Business Meeting, Election of Officers
- Noon Luncheon with Jean Becker, former USA Today editor, chief of staff for President George H. W. Bush
- 1:30 p.m. Speaker: Jaci Smith, Native Advertising
- 1:30 p.m. Panel: Sportswriting -- Joe Walljasper, Bill Battle, Jason West
- 2:45 p.m. Panel: Why Did I Pick Newspapers for a Career? Jim Robertson, moderator
- 2:45 p.m. MU Journalism Prof. Joy Mayer, social media content, finding and engaging audiences, online content
- 3:45 p.m. Reception in the Trade Show for all attendees
- 6 p.m. Missouri Press Hall of Fame Banquet Reception in the Trade Show
- 6:30 p.m. Missouri Press Hall of Fame Banquet

#### Saturday, Sept. 12

- 8:30 a.m. Breakfast with Bill McClellan, St. Louis Post-Dispatch columnist
- 9:30 a.m. Rick Ferrell: Advertising Sales
- 9:30 a.m. Jock Lauterer: Community Newspapers
- 10:45 a.m. Jann Carl, Small Town, Big Deal (tentative)
- 11:45 a.m. Better Newspaper Contest Awards Luncheon;
- William E. James Outstanding Young Journalists of the Year;
- William A. and Jo Anne Bray Scholarship Winner; Edward L. Steele Scholarship Winner

Need a registration form for a coming meeting or seminar? Go to [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php).





# Journalism Education:



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MO2015



## Resources, opportunity:

# Publish Missouri Road Trip NIE Series, WIN cash prizes!

This summer, we're giving Missouri's newspapers the opportunity to win cash prizes for taking readers on a road trip.

*Missouri Road Trip 2015: Every Hero Has a Story* is a Newspapers In Education 11-week summer series encouraging families to travel to destinations across the state to learn about Missourians who once called the place home.

The series will take young readers to all regions of the state and will include features on Walt Disney, Buck O'Neil, Dred Scott, Harry Truman, Helen Stephens, Laura Ingalls Wilder, Marie Watkins Oliver, Omar Bradley, Rose O'Neil, Scott Joplin and Susan Elizabeth Blow.

The Missouri Road Trip 2015 series are available for newspapers to begin publishing. Teachers want their students to read over the long break to minimize skill loss, so they should be willing partners in getting young readers engaged with this project. The weekly newspaper features will teach, entertain and hopefully inspire children to want to learn more.

Newspapers can use the series to partner with schools and libraries to keep young readers engaged with community newspapers from May to August. The features will appeal to young families looking for affordable vacation options and to new retirees with wanderlust.

And if that isn't enough incentive, Missouri Press will offer prizes to newspapers for participating in the 11-week project. Every newspaper that publishes the complete series will be entered into a drawing to win \$1,000, \$500, \$250 and \$100 -- \$4,000 in newspaper prizes will be awarded!

The newspaper prize portion of this project runs through Aug. 31. At the end of August, we will randomly select the newspaper cash winners using the download reports from mo-nie.com and verify publication with NewzGroup clippings. Winners will be announced and prizes will be distributed at the Missouri Press Convention, Sept. 10-12. Newspapers do not need to be present to

win.

Each feature is ready to print in a 6-column by 8.75-inch format. An ad is available to promote the summer series to your readers and schools.

To download the Road Trip files, visit mo-nie.com and use download code: MoRoadTrip15.

### Division of Tourism has Prizes for Families Taking Road Trips

Families who read the features together will be eligible to win weekly prizes – \$50

gas cards – to help take a Missouri Road Trip. Those who share their destination photos may be picked as Tourism's Fan of the Week. At the conclusion of the series, one family will win a Summer Finale Prize – \$150 gas card, lodging and attraction tickets – for a road trip across Missouri Highway 36, The Way of American Genius!

*Missouri Road Trip 2015: Every Hero Has a Story* is sponsored by Missouri Division of Tourism and the Missouri Press Foundation.



## Every Hero Has A Story This summer, take a Road Trip that begins in your newspaper.

Read along each week as we travel to destinations across the state in the Missouri Road Trip 2015: *Every Hero Has a Story* Newspaper In Education series to learn about Missourians and the places they called home.

Read about people like Walt Disney, who found his imagination in Marceline, Marie Watkins Oliver, "the Betsy Ross of Missouri," and Susan Elizabeth Blow, a St. Louisan who brought kindergarten home from a trip to Germany.

Families who read the features together will be eligible to win weekly prizes – \$50 gas cards – to help take a Missouri Road Trip. Share your destination photos to become a Fan of the Week, and enter to win a Summer Finale Prize – \$150 gas card, lodging and attraction tickets – for a road trip across Missouri Highway 36, The Way of American Genius!

Don't get left behind on the Missouri Road Trip 2015 – coming this summer, only in your newspaper.





## 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:** General assignment reporter wanted for daily newspaper in Mexico, Missouri. Experience or journalism education is helpful, but not required. We will train the right person. Benefits include health insurance, disability and life insurance, 401(k) plan, paid vacations and holidays. Send resume, writing samples, and references to: The Mexico Ledger, 300 North Washington, Mexico, MO 65265, or email [bfike@socket.net](mailto:bfike@socket.net). 5-13

**PAGINATION/GRAPHIC ARTIST:** The Harrison Daily Times is currently seeking a Graphic Artist/Page Designer. We have an immediate opening for an experienced graphic designer with superb organization and communication skills, who is able to meet deadlines and work in a fast-paced production environment. This position requires proficiency in Adobe InDesign, Adobe Photoshop, Illustrator, and Quark. This is a full-time position. Hours may include some evenings and weekends. Good benefits. EOE Email resume and samples to: [caroll@phillipsmedia.com](mailto:caroll@phillipsmedia.com) or mail to: P.O. Box 40, Harrison, AR 72602 or fax 870-741-7209 5-13

**PART-TIME REPORTER:** The *Platte County Landmark*, an award winning weekly, is looking for a part-time reporter. General news beat, government, crime, etc. 20-24 hours per week. Send resume, cover letter, any samples to [ivan@plattecountylanmark.com](mailto:ivan@plattecountylanmark.com) 5-11

**PARTNERSHIP, RETAIL SALES MANAGER:** The *Columbia Daily Tribune* is seeking a reliable, self-motivated, detail-oriented Partnership & Retail Sales Manager to facilitate early morning distribution of its partnership publications to independent contractors, customers, and retail outlets. Manager will ensure on-time delivery of all alternate publications, improve service and circulation, recruit and contract carriers, oversee all aspects of retail sales processes including securing new retail locations, set up and maintain newspaper stands, accounts receivable, collect retail payments, ensure accurate payment of partnership carriers, and assist other sales managers as needed. This individual must be sales and service oriented, be able to lead and motivate, and have the ability to multi-task. Reliable transportation, good driving record, and a MO Class E driver license are required. Benefits include health and dental insurance, 401(k) retirement plan, vacation and sick pay, personal time, holiday pay, sales commissions, and access to company gym. Email resume with pay requirement to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com) Or submit an application to Columbia Daily Tribune, HR, 101 N. Fourth Street, Columbia, MO 65201 An application can be printed at [www.columbiatribune.com](http://www.columbiatribune.com) EOE/Drug free Workplace 5-7

**ADVERTISING DIRECTOR:** The *Ottumwa Courier*, Ottumwa, Iowa. The *Ottumwa Courier* seeks a high-energy, experienced advertising director to lead its sales team. The advertising director develops and executes marketing strategies across multiple platforms; works with the publisher and department managers to ensure profitability by meeting revenue and expense targets; and quickly spots trends

and adjusts. Candidates must know how to develop revenue opportunities through retention and consultative selling. Must be skilled leader who can train, recruit and develop a sales/marketing team. Candidates should have at least four years of sales or sales management experience in print and digital media. Must be proficient with Microsoft Office. Experience with display ad serving technologies is a plus. The *Ottumwa Courier* is a 9,000-circulation, five-day newspaper in southeastern Iowa. In addition to the newspaper, we publish a weekly TMC product, a quarterly magazine and a website, [www.ottumwacourier.com](http://www.ottumwacourier.com). We offer an excellent compensation package including a competitive salary, bonus plans, paid vacation, 401(k), and medical, dental and vision insurance. Interested candidates should email a resume and salary requirements to Publisher Martin Cody, [mcody@cni.com](mailto:mcody@cni.com). 5-6

**FOOD, FAMILY LIFE EDITOR:** The *Columbia Daily Tribune* is seeking a Food and Family Life Editor. Responsibilities include finding, writing and editing stories related to food, food culture and culinary arts. Family Life is a weekly page devoted to issues that affect local families. Both features emphasize stories about local people doing interesting things. The enthusiastic, talented, and self-driven applicants must have demonstrated solid deadline-oriented news/feature writing experience, valid driver license and good driving record. Benefits include health & dental insurance; vacation, sick, & holiday pay; 401(k); and company gym including basketball court. Email resume, clips, and pay requirement to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com) or mail to Columbia Daily Tribune, HR, 101 N. 4th St., Columbia, MO 65201 EOE/drug free Workplace 5-1

**MANAGING EDITOR:** Immediate opening for a Managing Editor at a 4,200 paid circulation, twice-weekly newspaper in the Southeast Missouri community of Perryville. We seek an enthusiastic, talented and self-driven journalist to lead our news team. Responsibilities include generating story ideas for reporters, editing, page design, photography, posting stories to our website and Facebook page, reporting and writing stories. Good leadership qualities are important. Applicants must have solid deadline-oriented news writing experience or a journalism degree, valid driver license and good driving record. Email resume, clips, and pay requirement to [bcchism@perryville-news.com](mailto:bcchism@perryville-news.com) 4-22

**PUBLISHER/GENERAL MANAGER:** An Independent Newspaper Publishing Company with multiple locations is seeking applications for Publishers/General Managers or trainees for these positions. If you can direct a diverse staff, promote team effort, build relationships with the public you may interested in a future with our company. We are looking for goal drive, enthusiastic, bottom line result leaders. Candidates must have managerial experience and a strong record of innovation, and achieving goals. Position is salary, plus medical, dental, life and retirement benefits. Please send resume and salary requirements to [salesmarketing834@gmail.com](mailto:salesmarketing834@gmail.com) 4-22

**MANAGING EDITOR:** The *Neosho Daily News* a 5-day daily, serving the historic Neosho, MO market is recruiting for a Managing Editor. This is small town publishing at its finest. We're looking for a hands-on managing editor who can lead by example, motivate a strong news team and bring innovation, enthusiasm and organization to the newsroom. The successful candidate will supervise the planning, editing and production of all content (digital, print and multimedia); lead regular staff meetings; and monitor story selection, editing, layout and pagination of local, features, wire and sports pages. Must be able to look beyond agenda items to generate daily and enterprise stories, integrate photography and solid presentation planning into the news report, and work as part of a management team. Career accomplishments at

small dailies or robust weeklies is necessary, some management experience is preferred. Compensation is competitive. As part of Gatehouse Media, the benefits package includes medical, vacation, and 401k. Send cover letter, resume and salary requirements to: Matt Guthrie, Sr, Group Publisher to: [mguthrie@gatehousemedia.com](mailto:mguthrie@gatehousemedia.com). 4-17

**HIGHER EDUCATION REPORTER:** The *Columbia Daily Tribune* has an immediate opening for a full-time Higher Education Reporter. Seeking an enthusiastic, talented and self-driven journalist. Responsibilities include reporting and writing stories concerning local colleges and universities. Applicants must have solid deadline-oriented news writing experience or a journalism degree, valid driver license and good driving record. Benefits include health & dental insurance; vacation, sick, & holiday pay; 401(k); and company gym including basketball court. Email resume, clips, and pay requirement to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com) or mail to Columbia Daily Tribune, HR, 101 N. 4th St., Columbia, MO 65201 EOE/drug free Workplace 4-10

**REPORTER:** The *Cassville Democrat*, an award-winning weekly newspaper in southwest Missouri, seeks a talented and energetic full-time reporter. Candidates for this position must possess strong writing, editing and photography skills, be a self-starter with an insatiable sense of curiosity and a willingness to ask tough questions. They must also be reliable, confident and have a positive attitude. Must understand the importance of breaking news, as well as using social media. Organization, adherence to deadlines, and the ability to produce in a fast-paced environment are key. InDesign skills are a plus. Qualified candidates should send their resumes to Publisher Jacob Brower at [jwbrower@yahoo.com](mailto:jwbrower@yahoo.com). No phone calls, please. 4-7

**GENERAL MGR/AD DIRECTOR:** The *Big Nickel*, a regional shopper in the four state area around Joplin MO, is seeking a General Manager/ Advertising Director to lead a print oriented experienced team into the digital age. The *Big Nickel* is an established shopper with strong retail advertising roots and more than 35k in distribution. With an experienced team of print sales reps, the GM will be responsible for the training and implementation of digital strategy and managing the operation to reach its fullest profit potential. Gatehouse Media benefits include health insurance, paid vacations and 401k plan. If interested in learning more about this position, please send resume and cover letter with examples of digital management successes to Matt Guthrie, Sr Group Publisher at [mguthrie@gatehousemedia.com](mailto:mguthrie@gatehousemedia.com). 4-6

## FOR SALE

**NEWSPAPER FOR SALE:** Close to Kanas City. The owners of this prize-winning community newspaper are ready to retire. Paid circulation, active web site, two face book accounts, subscription list, a paid e-edition list plus 2 IMac computers, two smaller Mac computers and one PC, InDesign, Quick Books pro and other software, vending racks, desks and chairs, file cabinets, archives and lots more. Priced at 225,000 dollars with building or 125,000 dollars for newspaper only. Great opportunity for someone who wants an active, fulfilling and involved small town lifestyle. For more information email [wcnnews@embarqmail.com](mailto:wcnnews@embarqmail.com). 5-1

**MONTANA NEWSPAPER:** Rocky Mountain living at its best. Community newspaper for sale in gorgeous recreational area with some of the best hunting, fishing and skiing in Montana. Bottom line increasing. Exceptional reputation for serving the area. Inquiries: 406-225-3821 or [janderson@jeffersoncountycourier.com](mailto:janderson@jeffersoncountycourier.com). 4-1



# Missouri Press Foundation

## 2015 Porter Fisher Golf Classic



**Thursday, June 11th**

**11:30 Shotgun;  
4-Person Scramble**

**\$65 Greens Fees,  
Cart, Prizes &  
Lunch**

**Lake Valley Golf & Country Club**  
367 C.C. Blair Drive, Camdenton

Be at the golf course by 11 a.m. Box lunches will be provided before teeing off.  
Send registration form and check to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201;  
or pay by phone with a credit card, (573) 449-4167. Make checks payable to Missouri Press Foundation.

Mulligans may be purchased at the course before teeing off. Prizes will be awarded after tournament.

### PRIZES

Please consider a contribution to the tournament prize/trophy fund. You may donate money or items. Your gift will be acknowledged at the golf course and in MPA publications.

Name _____	Player #1 _____
Co./Newspaper _____	Player #2 _____
Address _____	Player #3 _____
Email _____	Player #4 _____
Phone _____	<b>Single and partial teams are welcome and will be grouped into teams by MPF.</b>
<b>Method of Payment</b>	Golf = \$65 per golfer \$ _____
<input type="checkbox"/> Check <input type="checkbox"/> Visa <input type="checkbox"/> Discover <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express	Mulligans \$10 Each \$ _____ <i>(limit 1 per player per side)</i>
Credit Card # _____ Exp. Date _____	Hole Sponsorship = \$25 each \$ _____
Name on Card _____	Prize Fund \$ _____
	<b>TOTAL: \$ _____</b>



All proceeds will go to Missouri Press Foundation.  
All members and guests welcome.



ANNUAL MEETING | JUNE 11-12, 2015

# RED WHITE & NEWS

**Old Kinderhook, Camdenton | Room Rate: \$109.00 | 573.317.3500**

## Schedule of Events



### Thursday, June 11

**Noon** | Porter Fisher Golf Tournament, Lake Valley Golf & Country Club, Sponsored by Centurylink, see separate form for registration.

**7:30PM** | MPA/MPS/MPF Board Dinner, Old Kinderhook, Grand Ballroom.

### Friday, June 12

**8-11:30AM** | Missouri Press Association, Missouri Press Service Boards breakfast, meeting.

**11:45AM** | Missouri Press Foundation Meeting | Cypress Room

**Noon** | Lunch Program | **Jean Maneke** | *"Maneke's Minutes"*

**1PM** | Developing a Social Media Strategy and Best Practices for Online Journalism Sites  
**Jonathan Groves** | *Drury University Professor*

**3PM** | Economic Development Strategies and Coverage  
**John Beaudoin** | *Lee's Summit Economic Development Communications Director*

**4PM** | Brews and Views Round-table Discussions  
**Doug Crews**, "What I hope for the future of MPA"  
**John Beaudoin**, "Economic Development Coverage Q & A"  
**Mark Nienhueser**, "New MPS Programs"  
**Jean Maneke**, Legal Advice

**Registration Fee | \$30.00 per person including lunch Prior to June 5  
\$40.00 per person after June 5 deadline.**



Name(s) of Attendee(s): \_\_\_\_\_

Company: \_\_\_\_\_

Address/Phone/e-mail \_\_\_\_\_

Please send registration and payment to Show-Me Press Treasurer Sandy Nelson  
Phone: 913.294.2311 | Fax: 913.294.5318 | sandy.nelson@miconews.com | Miami County Newspapers  
121 S. Pearl, P.O. Box 389 | Paola, KS 66071

**Old Kinderhook | 20 Eagle Ridge Road 65020 | \$92.00 | Reservations Deadline: May 10th, 2015.**





# 2015 Southeast Missouri Press Association Meeting

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University Center  
Southeast Missouri State University  
Cape Girardeau, Missouri  
Thursday, July 16

## **Pre-session**

1-3 p.m.: DIY Mobile video with Judd Slivka. Bring your iOS or Android smart phone and learn how to do it. The cost of this six-hour course was \$99 per person in January. SEMO Press members can attend this streamlined version for FREE.

## **Regular session**

3-3:30 p.m.: Registration, networking and snacks

3:30-4:30 p.m.: Learn from the BEST! "Newspapering nuts and bolts" with newspaper legend Gary Rust and friends.

4:30- 5 p.m.: "Sports photography, how to catch the action and the emotion" with Fred Lynch, photographer extraordinaire from the *Southeast Missourian*.

5-5:30 p.m.: "Live streaming vs. YouTube video sharing." How to do it and when you should and shouldn't with Fred Lynch, photographer extraordinaire from the *Southeast Missourian*.

5:30-6:30 p.m.: Help your small businesses develop a marketing campaign that works. Presenter: Beth Chism, publisher extraordinaire from the *Perryville Republic Monitor*.

*Attendance is free to SEMO Press members. SEMO Press membership is \$100 per newspaper.*

Please send dues along with this form to Michelle Friedrich, Treasurer

Daily American Republic • 208 Poplar Street • P.O. Box 7 • Poplar Bluff, MO 63901 • 573-785-1414 • Fax 573-785-2706

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Newspaper: \_\_\_\_\_

Contact Name \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Meeting Attendee (s): \_\_\_\_\_

\_\_\_\_\_

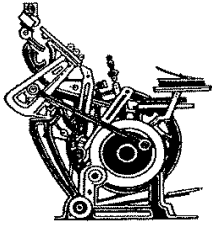
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# 2015 Ozark Press Association Meeting

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## Drury University

Trustee Science Center | Reed Auditorium | Springfield

### Friday, July 17th, 2015

**2:00 pm |**

Ethics in Journalism  
Dale Freeman | Editor

**3:00 pm |**

Metrics, Moneyball and Making  
the Most of Your Website  
| Paul Berry | Managing Editor  
Springfield News-Leader

**4:00 pm |**

Maneke's Minutes | Jean Maneke |  
Missouri Press Legal Hotline Attorney

**7:00 pm |**

Springfield Cardinals Game | \$16\* | Call Zack Pemberton |  
417-832-3038 | Request Missouri Press Association Rate |  
Limited Tickets Available at Group Rate.

\*Tickets are for patio group seating and come with a free souvenir mug and Missouri Press  
Foundation will host snacks at the game. Tickets will be mailed, please order by July 10



Jean Maneke has been practicing media, publishing and entertainment law for more than 25 years.

In addition to her work for individual clients, she serves as counsel to the Missouri Press Association. She has counseled newspapers, magazines, broadcasters, book publishers, web site designers, authors, photographers, film and video producers, and recording artists both in Kansas City and across the country in the areas of libel, privacy, and copyright issues.

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### Registration Deadline July 10

Company: \_\_\_\_\_

Name(s) of Attendee(s): \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

### Payment Information

Check Included     Visa     Mastercard

Total attending: \_\_\_\_\_ \$25/attendee, total amount enclosed or to be charged to credit card: \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Please send registration form and payment to Kristie Williams at Missouri Press  
802 Locust Street, Columbia, MO 65201 | [kwilliams@socket.net](mailto:kwilliams@socket.net) • Phone: 573.449.4167 | Fax: 573.874.5894



# Missouri Press Association

## *Annual Convention & Trade Show*



**September 10-12, 2015**

**Holiday Inn Executive Center | Columbia, MO**

Missouri Press Association is proud to present its sponsorship opportunities for the 149th Annual Convention and Trade Show, Sept. 10-12, 2015. Missouri Press Association (MPA) members are at the heart of all association activities. Our sponsorship menu has been created so all types of companies and friends can actively support the Missouri newspaper industry while deriving value from the publicity gained through sponsorship exposure.

These options are just a beginning. We encourage new ideas and creativity. Contact us if your company has specific ideas not covered in an existing sponsorship package, and we will work with you to make those concepts a reality.

Please contact Melody Bezenek, Foundation Director, at [mbezenek@socket.net](mailto:mbezenek@socket.net) or Kristie Williams, Missouri Press Association Membership Services Director, at [kwilliams@socket.net](mailto:kwilliams@socket.net) or by calling (573) 449-4167 with any sponsorship questions.

### CONVENTION FACTS

The convention, at the Holiday Inn Executive Center in Columbia, MO is the largest annual MPA event. Now in its 149th year, the convention draws newspaper publishers, editors, advertising managers and other staff members from around the state. Approximately 400 people attend this event annually.

**Who Attends:** This event draws both those who work in and who support the newspaper industry. The central location will make it easy for people to travel from throughout the state. The programs and venue also will serve to encourage the attendance of journalism students from numerous institutions. Students and advisors will be invited to attend sessions and a reception free of charge.

**Trade Show:** 11 a.m. to 4:30 p.m. Friday, Sept. 11. New this year, the trade show room will be used for lunch and afternoon break. Lunch will be provided at stations, encouraging members to interact with trade show exhibitors. A student reception is scheduled 3:45 to 4:30 p.m. in the trade show. All tables have electrical outlets and wireless internet connections.

### TRADE SHOW OPPORTUNITIES

#### Trade Show Booth – \$350 (15 Available)

- One 6-foot display table
- Friday-only convention registration for two attendees

#### Student Reception Sponsorship – \$500 (Exclusive)

- One 6-foot display table placed close to refreshment station
- Friday-only convention registration for three attendees
- Company or organization logo on signage at refreshment tables



# Missouri Press Association

## *Annual Convention & Trade Show*



## CONVENTION OPPORTUNITIES

### Opening Lunch – \$3,500 (Exclusive)

- Your company name and logo on signage at each food station reminds attendees you made it easy for them to have a delicious, complimentary meal and keeps them in the trade show, where you have the opportunity to network
- A table in the trade show
- Opportunity to address attendees at the Friday Opening Luncheon for 5-7 minutes
- Full-page ad in the convention program
- Full-page ad in the Missouri Press News magazine preceding the convention
- Plus General Sponsorship Package

### Platinum – \$3,000 (Five Available)

- Top billing for your company or organization on signage and in convention announcements
- Half-page ad in the convention program
- Convention registration for four attendees
- Full-page ad in the Missouri Press News magazine to be used within six months
- Opportunity to address attendees at the Saturday Luncheon for 5-7 minutes
- Full-page black-and-white ad in next year's MPA Directory
- Plus General Sponsorship Package

### Gold \$2,000 (Non-exclusive)

- Fourth-page ad in the convention program
- Registration for two attendees
- Half-page ad in the Missouri Press News magazine to be used within six months
- Half-page black and white ad in next year's MPA Directory
- Plus General Sponsorship Package

### Event Nametag and Lanyard- \$1,500 (Exclusive)

- Your company name/logo will appear on nametags and lanyards
- A table in the trade show
- Plus General Sponsorship Package

### Hall of Fame Reception- \$1,000 (Exclusive)

- Listed as reception sponsor on reception signage and in printed material
- Cocktail napkins printed with company name/logo used during reception
- Two tickets to the Hall of Fame Reception and Dinner
- Plus General Sponsorship Package

### Silver Sponsor \$800 (Non-exclusive)

- Quarter-page ad in the convention program
- Quarter-page ad in the Missouri Press News magazine to be used within six months
- Plus General Sponsorship Package

### Session- \$500 (Eight available)

- Company name or logo (full-color) on screen and/or signage in session rooms
- Plus General Sponsorship Package

### General Sponsor Package: Bronze- \$400 (Non-exclusive)

- Notice for your company or organization on signage and in convention announcements
- Convention registration for one attendee
- Copy of the 2015 Missouri Newspapers Directory
- One-year subscription to the Missouri Press News magazine
- Link on MPA website to your company or organization's website
- Company logo in the convention program
- Notice to our members of your sponsorship in MPA newsletter and magazine prior to and after the convention



# Missouri Press Association

## Annual Convention & Trade Show



### SPONSOR / TRADE SHOW INFORMATION

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Email Address \_\_\_\_\_

Company Website \_\_\_\_\_

**Check here to participate in Trade Show \$350**  
(All display tables will have electrical access & wireless internet)

#### Please Select Sponsorship Level:

- |   |  |
|---|--|
| <input type="checkbox"/> Platinum: \$3,000                      | <input type="checkbox"/> Opening Lunch: \$3,500              |
| <input type="checkbox"/> Gold: \$2,000                          | <input type="checkbox"/> Event Name Tag and Lanyard: \$1,500 |
| <input type="checkbox"/> Silver Sponsor: \$800                  | <input type="checkbox"/> Hall of Fame Reception: \$1,000     |
| <input type="checkbox"/> Student Reception: \$500               | <input type="checkbox"/> Session: \$500                      |
| <input type="checkbox"/> General Sponsor Package: Bronze: \$400 |  |

#### Sponsorship opportunities for the Thursday Night Print Shop Event:

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Dinner Sponsor – \$2,500 (Exclusive)</b> <ul style="list-style-type: none"><li>• Company logo on sign at entrance of dinner location</li><li>• Sign with company logo placed on tables</li><li>• Fourth-page ad in the convention program</li><li>• Convention registration for two attendees</li><li>• Half-page ad in the Missouri Press News magazine to be used within six months</li><li>• Half-Page black and white ad in next year's MPA Directory</li><li>• Four tickets to attend Thursday night's event</li><li>• Plus General Sponsorship Package</li></ul> | <input type="checkbox"/> <b>Beverage – \$750 (Two Available)</b> <ul style="list-style-type: none"><li>• Company logo placed on sign at beverage table</li><li>• Fourth-page ad in the convention program</li><li>• Two tickets to attend Thursday night's event</li><li>• Plus General Sponsorship Package</li></ul> |
| <input type="checkbox"/> <b>Transportation – \$750 (Exclusive)</b> <ul style="list-style-type: none"><li>• Company logo on sign at entrance and throughout bus</li><li>• Fourth-page ad in the convention program</li><li>• Two tickets to attend Thursday night's event</li><li>• Plus General Sponsorship Package</li></ul>  | <input type="checkbox"/> <b>Entertainment – \$500 (Exclusive)</b> <ul style="list-style-type: none"><li>• Company logo placed on sign near entertainment</li><li>• Ticket to attend Thursday night's event</li><li>• Plus General Sponsorship Package</li></ul>   |

#### Payment Information

Check Included    Visa    Mastercard    Please Invoice

Name on Card \_\_\_\_\_ Card Number \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature \_\_\_\_\_

