



# Missouri Press Association Bulletin

No. 1314 — 17 June, 2015

*Small Town, Big News*

**Missouri Press Association**  
*149th Annual Convention & Trade Show*

**Convention:**  
**September 10-12, 2015**

**Trade Show:**  
**September 11, 2015**

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

## MPA Convention in 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!***

**149th Annual Missouri Press Association Convention and Trade Show**  
 Holiday Inn Select -- Executive Center  
 Columbia, Mo.

--- 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.** Bus to 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




**CALENDAR**  
**2015**

**June**  
**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



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## Missouri Press Association

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bia; Kevin Jones, St. Louis

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# SEMO, Ozark press association meetings scheduled

The Southeast Missouri Press of Rust 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



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.

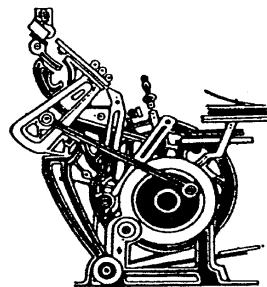
Metrics, Moneyball and Making the Most of Your Website is the title of the 3

p.m. session, with Executive 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.

## Register NOW!

Registration forms for these meetings are attached and can be found online at:  
[http://www.mopress.com/CURRENT\\_FORMS.php](http://www.mopress.com/CURRENT_FORMS.php)

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

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# Training:



## Missouri Press Foundation SPORTS REPORTING TRAINING CAMP



with presenters from the University of Missouri School of Journalism

**Friday, July 24, 2015 | 9 a.m. to 3:30 p.m.**  
**Missouri Press Association Conference Room**

Truth is, sports editors/reporters are among the hardest working people in journalism. This daylong course will provide you with tips and tricks to make your job a little easier. Maybe it's a large change like philosophy. Maybe it's several small tweaks that make things easier immediately. This workshop will help you better serve your readers while making your workload more manageable.

### SESSIONS INCLUDE:

**GREG BOWERS**, associate professor, Missouri School of Journalism, and sports editor, *Columbia Missourian*. Sports is supposed to be fun. Let's make sure that it is. How to reach the geeks but keep everyone interested.

**LAURA JOHNSTON**, assistant professor, Missouri School of Journalism, and news editor, *Columbia Missourian*. Triage editing: How to do more with less in today's digital world. How to edit stories quickly on deadline and what to look for when you're doing it. We'll also talk about some basic digital editing skills, such as search engine optimization and keywords.

**PHOTOGRAPHY**: speaker to be determined. Taking good photos with limited equipment. How to use your iPhone, and the iPhones of your readers, to enhance your paper, both online and in print.

**MARK SELIG**, assistant sports editor, *Columbia Missourian*. Engaging with your readers. A quick guide on how to promote your content online and find and engage with the readers.

*Cost is \$79 per person. Lunch will be provided.*

### MPF SPORTS TRAINING CAMP REGISTRATION — FRIDAY, JULY 24, 2015

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RETURN REGISTRATION TO MPF, 802 LOCUST ST., COLUMBIA MO, 65201 —OR— FAX TO 573.874.5894  
Contact Melody Bezenek at MPF, 573.449.4167, or mbezenek@socket.net for more information or to register.



# Journalism Education:



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MO2015



## For the Record:

# Missouri Press Foundation Meeting Minutes

The Officers and Directors of the Missouri Press Foundation met 1:30 p.m. April 30, 2015, in the William A. Bray Conference Room, Missouri Press Association, Columbia. Attending were President Vicki Russell, First Vice President Wendell Lenhart, Secretary-Treasurer Doug Crews, Melody Bezenek, Dave Berry, Brian Brooks, Chuck Haney, Bill Miller, Sr., Jim Sterling and Dalton Wright. Excused absent were directors Kathy Conger, Tom Miller, Kirk Powell, Betty Spaar, Paul Stevens and Dane Vernon.

A presentation was given by students

from a University of Missouri School of Journalism capstone class about their project for the Hoosier State Press Association.

The meeting was called to order 1:50 p.m. by President Vicki Russell.

It was suggested items voted on at board meetings be placed on the next meeting's agenda. Bill Miller, Sr. made a motion to approve the Feb. 11, 2015 meeting minutes. The motion was seconded by Brian Books. Board members unanimously approved minutes.

Year-to-date financials through March 30, 2015 were presented by Doug Crews. Jim McGinnis, from Gerding, Korte and Chitwood, presented the 2014 audited financial report. Jim reported the Foundation is in a strong financial position. Bill Miller, Sr. made a motion to approve the 2014 audited financial report. Brian Brooks seconded. A unanimous vote followed. Brian Brooks made a motion to approve 2015 first quarter financials. Chuck Haney seconded. A unanimous vote followed.

Melody Bezenek reported \$5,675 had been raised for the summer internship program. Thirteen newspapers submitted applications for a summer intern matching grant and nine newspapers were offered a matching grant. Newspapers are in the process of recruiting interns.

Jim Sterling reported the 2015 Porter Fisher Golf Classic has sponsors for all but two holes and the driving range. Hole signs and printing are being contributed. Teams are being solicited in an effort to add several new teams.

Brian Brooks shared a progress report prepared by Greg Perreault, the graduate student working on MPF's literature review. Once the report is complete, Brian will ask a group of volunteers to condense it to three to five main points. Those will be used to create marketing points.

Doug Crews reported Senator Kurt Schaefer was able to get \$75,000 for printing the Blue Book in next year's state budget. Representative Caleb Rowden also helped. That money would go directly to the University of Missouri Press and would be used to print and distribute copies of the Blue Book. There was some discussion about thanking those involved in getting this into the budget and if someone at the Governor's office should be made aware of the allocation. Before the annual MPA

convention, the leftover 2013-2014 books will be shipped to MPA and handed out to members at the convention. Members will be asked to donate them to their local libraries.

Doug Crews thanked Bill Miller, Sr. for the creation and his longtime support of the Missouri Photojournalism Hall of Fame. Plaques and photos have been moved to Columbia. There is a display of the past inductees and sample work outside of the University of Missouri Journalism School library. The 2015 Induction Ceremony is scheduled Oct. 15 in the Palmer Room at Reynolds Journalism Institute.

Vicki Russell reported on the Development Committee's progress. They are hoping to add members to the committee and find someone to chair the group.

Melody Bezenek shared dates for the 2015 Show-Me Press Association, Ozark Press Association and Southeast Missouri Press Association meetings. She announced the Missouri Press Foundation will host an event Thursday, Sept. 10 at the Print Shop Museum in Arrow Rock, Mo.


Melody shared her experience speaking with high school advisors at this year's Missouri Interscholastic Press Association J Day. She explained the grant submitted by the Missouri Humanities Council to the Pulitzer Prizes Centennial Campfires Initiative and the projects it would support in 2016, if funded. Melody distributed Dawn Kitchell's NIE report and asked members to review it.

Wendell Lenhart reported the nominating committee had its first meeting March 20. They discussed possible board candidates and decided to approach David Bradley, Steve Ahrens and Clyde Lear. A board "expectations and responsibilities" form has been created. It will be presented to the entire board for approval at June's meeting.

Melody reported the staff had been working on adding a membership sign-up form to the website and had been running into problems accessing the backend of the website to add the page. She hopes to have it up by the next board meeting.

There being no further business, the meeting was adjourned 3:06 p.m.

Respectfully submitted,  
Melody Bezenek  
MPF Assistant Secretary



**Upcoming Webinars**

**Pub Aux Live**  
Thursday, July 2

**Community Faces Photography**  
Thursday, July 23  
*Presenter Carlene Cox, GateHouse Media*

**Processing Photos Quickly with Bridge and Photoshop**  
Thursday, July 30  
*Presenter Russell Viers, Adobe Certified Instructor*

**Increase Your ROI on Sales Calls**  
Friday, July 31  
*Presenter Tim Smith, Tim Smith Consulting*

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# NNA seeks contractor for services

The National Newspaper Association, a 130-year-old association for community newspapers in the United States, seeks proposals for a contractor to provide association services.

NNA operates as a 501(c)(6) exempt organization under the Internal Revenue Code. The organization has been managed by contracted services for the past 12 years. Previously, its management was carried out by employee staff. Current management contractor is retiring from general management and will not bid, but will work with successors for a smooth transition. Current management will continue to provide public policy services for foreseeable future.

NNA currently has an 18-22 member board of directors, which meets three times a year; and a 4-6 member Executive Committee that meets by telephone monthly.

NNA also operates a vigorous public policy program that is managed separately under contract by a firm chosen by the board of directors in coordination with executive management. Public policy includes a heavy emphasis upon postal affairs, which includes a member hotline for logistical problems, and requires smooth coordination between public policy contractor, Postal Committee, and management.

The board appoints 4-6 active committees that consult with staff on various programs and assist the board in oversight. The committees vary in the degree of hands-on participation in programs.

NNA's members are community newspaper companies, eligible under criteria set by NNA bylaws. Its typical member is a small business, often family-owned, with 1-5 newspaper titles that provide essential news and information to a local community. Some members are large national companies, including some that are publicly-traded.

For more information see NNA's website at [www.nnaweb.org](http://www.nnaweb.org).



## Resources, opportunity:

**Preliminary Program**

**Show Me The Future Of Newspapers**

The National Newspaper Association's **129th Annual Convention & Trade Show, Oct. 1-3, 2015**, will be at the Embassy Suites Hotel in St. Charles, MO, just eight miles from the St. Louis Airport (STL). The room rate is \$139 plus tax per night, and the hotel is located adjacent to the St. Charles Convention Center, where all the meetings will take place.

Check out the **three-day program** at <http://nnaweb.org/convention>



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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

**PUBLISHER:** Rust Communications currently has an opening for a publisher position in Marshall-Concordia, Mo. The successful applicant will manage a property that includes a newspaper which publishes three days a week, a weekly newspaper, a shopper, two websites and various specialty products. Candidates should have strong leadership skills, significant experience in financial management, solid understanding of marketing print and digital initiatives and a deep commitment to customer service. Primary responsibility is to expand, lead and direct the sales and marketing teams to exceed sales revenue, marketing and budgetary goals. Rust Communications, a family-owned company with headquarters in Cape Girardeau, Mo., publishes 50 daily and weekly newspapers in eight states. The company is an Equal Opportunity Employer. Send resume and cover letter to Ron Kemp, Regional Vice President, Rust Communications, P.O. Box 366, Rector, AR, 72461, or email [ronkemp@centurytel.net](mailto:ronkemp@centurytel.net) 6-3

**RAINMAKER NEEDED:** In the world of business, a rainmaker is someone who makes things work. Our news operation needs a rainmaker -- an agent of change who can take the helm at our Southern community daily newspaper in El Dorado, Arkansas, and make things happen. We are looking for a leader who can inspire veteran members of our staff and mentor new hires. We want someone who understands the changing landscape of news reporting and the need for attractive presentation and digital approaches, not only with a website, but also Facebook and Twitter. The position reports directly to the general manager. We offer paid vacation, paid holidays, group insurance, 401-k, profit sharing and competitive compensation. To apply, send your resume to Ronnie Bell at [rbell@wehco.com](mailto:rbell@wehco.com). Include a cover letter telling us why you are the rainmaker we are seeking. 6-2

**HARD NEWS/INVESTIGATIVE REPORTER:** The *Sedalia Democrat*, in Sedalia, MO is seeking a community hard news/investigative reporter. This reporter will be an everyday investigative reporter who will cover the Pettis County government, public safety issues and community challenges. Candidates should have some journalism experience, but recent college graduates may be considered for the right candidate. This person must tackle complex stories in an engaging and analytical way. This reporter will connect with print readers and digital audiences in person, through public events and forums, and through social media. The *Sedalia Democrat* is a member of Civitas Media and publishes six days a week. We offer a competitive salary and benefits package. Send resume, cover letter, references and 5 to 10 writing/reporting samples to the following individuals: Tim Epperson, Editor, *Sedalia Democrat*, [tepperson@civitasmedia.com](mailto:tepperson@civitasmedia.com) and Nicole Cooke, City reporter/Editor, *Sedalia Democrat*, [ncooke@civitasmedia.com](mailto:ncooke@civitasmedia.com) 5-28

**SPORTS EDITOR:** The *Warren County Record*, an award-winning family-owned weekly newspaper in Warrenton, Mo., is looking for a sports editor. The

ideal candidate will possess strong writing and photography skills. This job focuses on the coverage of two high schools, along with other sports-related stories and features. Opportunities also exist to cover occasional Mizzou football and St. Louis Rams games. Must be able to work nights and weekends. The new hire will assist with other general assignment stories and photos when needed, along with updating the newspaper's website and social media accounts. Applicants should be skilled in InDesign and Photoshop. This position offers great pay and benefits. The newspaper is located an hour from both St. Louis and Columbia. Send resume, cover letter, writing and design samples to Managing Editor Tim Schmidt at [ttschmidt@warrencountyrecord.com](mailto:ttschmidt@warrencountyrecord.com) 5-26

**GENERAL MANAGER:** The *Sentinel-Record* in Hot Springs, Arkansas, seeks an experienced leader who is innovative and results-oriented. He or she will manage all the operations of this seven-day a week newspaper. This individual must possess exceptional leadership, marketing and communication skills and be dedicated to growing all aspects of a profitable newspaper. The ability to think strategically and work with managers to develop and execute plans is essential. We are looking for a proven leader with excellent organizational, financial and management skills. Community involvement is also necessary and encouraged. The *Sentinel Record* is owned by WEHCO Media, offering a competitive salary commensurate with experience and a comprehensive benefits package including health insurance, 401K and profit sharing. Send resume and salary requirements to Terri Leifeste at [terri@newtribune.com](mailto:terri@newtribune.com) 5-26

**ADVERTISING SUPERVISOR:** Missouri Lawyers Media has an opening for an experienced, strategic, innovative, and results-oriented advertising supervisor for our St. Louis office. This opportunity is for the candidate who has a keen understanding of digital and print advertising platforms and experience managing and motivating a sales team to achieve the annual sales budget. A strong understanding of audience-based selling is critical. Experience in developing and executing sales strategies across multiple platforms including display, digital, email, video, the core newspaper, sponsorships and niche publications, is vital. The advertising supervisor hires, coaches and trains sales people and establishes strategic plans for growth of advertising revenue, seeks out the means of increasing market share, and generates ideas to grow our list of potential and active clients. The advertising supervisor maintains and grows a list of major accounts. The ideal candidate will have a proven track record and 3-5 years advertising sales or sales management experience in print and digital media. Send resume and cover letter to: [careers@thedolan-company.com](mailto:careers@thedolan-company.com). We offer competitive compensation and a comprehensive benefits program. Missouri Lawyers Media is part of The Dolan Company headquartered in Minneapolis, MN. EOE 5-14

**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@cnci.com](mailto:mcody@cnci.com) 5-6

## FOR SALE

**NEWSPAPER FOR SALE:** Close to Kansas 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: [wcnews@embarqmail.com](mailto:wcnews@embarqmail.com) 5-1





# 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): \_\_\_\_\_

\_\_\_\_\_

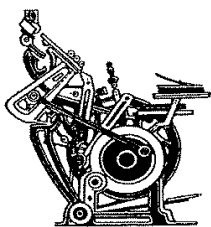
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# 2015 Ozark Press Association Meeting

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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 | Executive 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:

**Dinner Sponsor – \$2,500 (Exclusive)**

- Company logo on sign at entrance of dinner location
- Sign with company logo placed on tables
- Fourth-page ad in the convention program
- Convention 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
- Four tickets to attend Thursday night's event
- Plus General Sponsorship Package

**Transportation – \$750 (Exclusive)**

- Company logo on sign at entrance and throughout bus
- Fourth-page ad in the convention program
- Two tickets to attend Thursday night's event
- Plus General Sponsorship Package

**Beverage – \$750 (Two Available)**

- Company logo placed on sign at beverage table
- Fourth-page ad in the convention program
- Two tickets to attend Thursday night's event
- Plus General Sponsorship Package

**Entertainment – \$500 (Exclusive)**

- Company logo placed on sign near entertainment
- Ticket to attend Thursday night's event
- Plus General Sponsorship Package

#### Payment Information

Check Included  Visa  Mastercard  Please Invoice

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

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