



Missouri Press Association Bulletin

No. 1315 — 15 July, 2015

Missouri Press Association Annual Convention & Trade Show

Small Town, Big News

September 10-12, 2015

Holiday Inn Executive Center | Columbia, MO



Strong slate of experts scheduled

Missouri Press Association Convention in Columbia Sept. 10-12

Mark your calendars for the Missouri Press Association 149th Annual Convention & Trade Show, showcasing some of the most respected names in the industry.

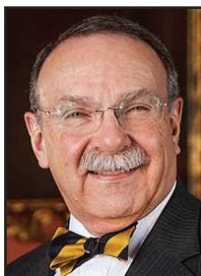
This year's theme is "Small Town, Big News," emphasizing the importance of newspapers to their communities.

Speakers:

✦ The new Dean of the University of Missouri School of Journalism, since July 1, **David Kurpius** was professor and associate vice chancellor for enrollment management at Louisiana State University and has more than 10 years of professional television news and production experience. He has published studies in more than 20 peer-reviewed journals and books and is a researcher for the Kettering Foundation. He will be speaking at Friday's breakfast.



✦ MU Chancellor **R. Bowen Loftin** also will be speaking at Friday's breakfast session. Loftin became chancellor of the University of Missouri Feb. 1, 2014. He is Mizzou's 22nd chief executive officer and also a professor of physics at MU. He is a frequent consultant to industry and government in the areas of modeling and simulation, advanced

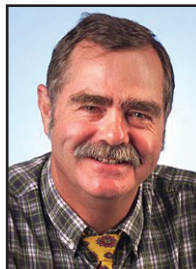


training technologies and scientific/engineering data visualization. Loftin is the author or co-author of more than 100 technical publications.

✦ Former *USA Today* editor and current chief of staff for President George H. W. Bush, **Jean Becker** served as deputy press secretary to First Lady Barbara Bush from 1989 to 1992. Before joining the Bush White House staff in 1989, Becker was a newspaper reporter for 10 years, including a four-year stint at *USA Today*. She grew up on a family farm in Martinsburg, Mo. and graduated in 1978 with degrees in journalism and arts from the University of Missouri. She was recognized as an outstanding alumni by the College of Arts and Sciences in 1992. She is the Friday luncheon speaker.



✦ *St. Louis Post-Dispatch* columnist **Bill McClellan** has been the newspaper's popular, local columnist for more than 30 years. Since 1983, McClellan has been the St. Louis town crier, historian, humorist, soothsayer and seeker of justice. His work has been compared with Mark Twain's. He worked as a reporter in Phoenix before coming to the *Post-Dispatch* in 1980. He was night-police reporter before becoming a columnist in 1983. He will be the Saturday breakfast speaker.



✦ Veteran **Morley Piper** stormed the beaches at Normandy during the D-Day Invasion, beginning the liberation of Western Europe to end World War II. He was just 19 years old when he served as second lieutenant during the largest seaborne invasion in history. During his Saturday morning presentation "A Hero In Our Midst," convention attendees will hear a stirring narrative of when Piper answered the call of duty. His powerful D-Day account will broaden perspectives about history and the reaches of personal determination. Piper is the former executive director of the New England Newspaper Association and is clerk of the Newspaper Association Managers, Inc.



Panel Discussions:

✦ The panel session, "Police Camera Video: To View or Not to View," will feature panelists State Rep. **Shawn Rhoads** (R-West Plains); State Rep. **Brandon Ellington** (D-Kansas City); **Sheldon Lineback**, executive director of the Missouri Police Chiefs Association; Deputy Chief **Jill Schlude**, Columbia Police Department; and **Tony Rothert**, legal director with the American Civil Liberties Union of Missouri in St. Louis. **David Lieb** of The Associated Press, Jefferson City, will moderate.

✦ A "Covering Missouri's Courts" panel session, moderated by media law attorney and Missouri Press Association counsel **Jean Maneke**, will feature Circuit Judge of the

(continued on next page)

13th Judicial Circuit (Boone and Callaway counties) **Gary Oxenhandler** and **Scott Lauck**, editor at *Missouri Lawyers Media*.

✪ **Columbia Daily Tribune** editor and MPA president **Jim Robertson** will moderate a panel about newspaper careers titled “Why Did I Pick Newspapers for a Career?” Panelists include 2015 William E. James Outstanding Young Journalists of the Year award winners **Nicole Cooke** and **Brett Adkison** and University of Missouri School of Journalism student **Jack Witthaus**.

✪ A sportswriting panel is planned, including **Joe Walljasper**, *Columbia Daily Tribune*; **Bill Battle**, *Washington Missourian*; and **Jason West**, Missouri State High School Activities Association Communications Director.

Workshops and Sessions:

✪ **Russell Viers** will conduct a workshop titled “Small Town. Big Technology. Big Design.” Viers is a Transition Expert in the publishing world. Since 1997, he has helped newspapers and magazines adapt to changes in the industry. From film to pixels, paste-up to pagination, print to electronic media, he is on the leading edge of the technology, empowering his customers to reap the benefits of transition, instead of incurring the expense of falling behind. As a publishing industry analyst, Russell understands and interprets current trends. He is an Adobe Certified Instructor in InDesign, Photoshop and Illustrator. He is a highly sought-after technical speaker/trainer worldwide, due to his extensive knowledge and entertaining style. He helps publishers automate work flows, save time and cut overhead. He is the creator of Atomic News Tools; software that allows small publishers to take content from InDesign to the web in seconds.



✪ In his session “Selling Has Nothing To Do With Selling,” President of Tangent

Knowledge Systems, **Rick Ferrell**, will debunk the time-honored beliefs and strategies that organizations hold so dearly. Ferrell has an in-depth knowledge of the sales challenges of small to midsize companies. Session content is nontraditional, contrary and designed to be a wake up call. Delivery is fluff-free, content rich, “PowerPointless,” fast-paced, interactive and entertaining.



✪ A “Native Advertising” session will be presented by **Jaci Smith**, project leader for APG of Southern Minnesota’s institutional fellowship at the Donald W. Reynolds Journalism Institute. She will speak about trends in native advertising, including finding ways to make native advertising work in smaller news operations, without costly external vendors. Why native? “Because I think the silos that have been painstakingly built over time between editorial and advertising need to come down a little,” says Smith. “...we need to instead focus on the best way to deliver information to our audience, no matter where it originates, as our top priority.” Smith is the managing editor of the *Faribault Daily News*.



✪ Reynolds Fellow and MU associate professor of journalism **Joy Meyer** will speak about social media content, finding and engaging audiences, and online comments. Mayer’s work focuses on community engagement in journalism, and how news can be more of a conversation and less of a lecture. Journalists too often spend more time separating themselves



from their communities than they do building connections. Being more audience-focused, and more responsive, can be good for the journalism, good for the community and good for the bottom line. After her fellowship, Mayer returned to being an editor at the *Columbia Missourian*, with a focus on community outreach. She teaches classes in participatory journalism, multimedia design and print design.

✪ **Jock Lauterer** will conduct a session called “Latest Trends and Best Practices in Community Journalism.” He is the founding director of the Carolina Community Media Project and teaches community journalism, photojournalism and news-writing classes. He has 15 years journalistic experience as co-founder, publisher and editor of two newspapers in North Carolina. Lauterer is the author of six books, including his textbook, “Community Journalism: Relentlessly Local.”



Other convention activities

The jam-packed MPA Convention 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.

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.

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

Make plans now to attend the 2015 Annual Convention Sept. 10-12, 2015 at the Holiday Inn Executive Center in Columbia.

For a detailed AGENDA and REGISTRATION FORM:

<http://www.mopress.com/convention.php>



CALENDAR

2015
July

24 — MPF Sports Reporting Training Camp, Columbia

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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Public discourse:

MPA Convention panelists to discuss police videos

In the months after the events of last August in Ferguson, Mo., state legislatures across the nation have been grappling with the topic of police body cameras, police dashboard cameras, and access to law enforcement video.

Legislation was introduced in the Missouri General Assembly earlier this year that would have closed police video to the general public. The bills did not pass.

A panel session, "Police Camera Video: To View or Not to View," is scheduled the opening morning of the 149th annual Missouri Press Association Convention, Friday, Sept. 11, in Columbia. The hour-long discussion will begin at 9:30 a.m. in the Holiday Inn Executive Center.

Confirmed panelists include State Rep. Shawn Rhoads (R-West Plains), State Rep. Brandon Ellington (D-Kansas City). Sheldon Lineback, executive director, Missouri Police Chiefs Association; Deputy Chief Jill Schlude, Columbia Police Department; and Tony Rothert, legal director with the American Civil Liberties Union of Missouri, St. Louis.

David Lieb of The Associated Press, Jefferson City, will moderate what is sure to be a lively and informative program on this important topic.

Register today for the MPA Convention at:

www.mopress.com/convention

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Missouri Press Foundation

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with presenters from the University of Missouri School of Journalism

Friday, July 24, 2015 | 9 a.m. to 3:30 p.m.

MU's Lee Hills Hall | 221 S. 8th Street, Columbia, MO | Room 303

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.

T.J. THOMSON, graduate student, Missouri School of Journalism. 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. Limited parking passes available.

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

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Contact Melody Bezenek at MPF, 573.449.4167, or mbezenek@socket.net for more information or to register.



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For the Record:

Outstanding Young Journalists announced

Two newspaper journalists – from the Sedalia Democrat and the Clinton County Leader, Plattsburg -- have been selected to receive the 2015 William E. James/Missouri Outstanding Young Journalist awards from the Missouri Press Association.

Jim Robertson, president of MPA, announced Nicole Cooke of Sedalia and Brett Adkison of Lathrop, will receive their awards Sept. 12, in Columbia during the MPA's annual awards luncheon.

"This is the seventh year for these awards," said Robertson, managing editor of the Columbia Daily Tribune. "And, this is the third year the awards are named in honor of our colleague, the late William E. James. The Missouri Press Association congratulates Nicole and Brett for their excellent news reporting and editing skills in their communities."

Nicole Cooke has worked for the Sedalia daily newspaper since August 2013. Her responsibilities have included reporting on city government and school board, compiling accident reports and police reports, covering events and breaking news, making photographs, managing the newspaper's Twitter account and Facebook page, copyediting, page design, and serving as interim editor. She has degrees in public relations and journalism from the University of Central Missouri, Warrensburg. She has won awards for news and photos from the Associated Press Managing Editors, the Kansas City Press Club, the Missouri State Teachers Association and the Missouri Press Association.



Cooke never turned down a story assignment, said former editor Dennis Rich. "Her assistance and reporting was invaluable in November of 2013, when Pettis County saw a massive natural gas pipeline explosion during the overnight hours on Thanksgiving Day." Without hesitation, Cooke left her family holiday and joined Rich in the newsroom, coordinating reporting and live updates from the office while he reported from the scene.

Her nominators said, "Cooke is a pleasure to work with, handles stress well, accepts responsibilities well outside her job description and delivers outstanding results each time. She is a natural leader and exactly the kind of young journalist we need to keep

our industry viable."

Plattsburg publisher Stephen Tinnen said he hired away Brett Adkison from a nearby weekly newspaper because he "admired his exceptional writing skills and keen eye for taking the right photo to fit his subject. For talented people, delivering this quality is expected on one or maybe even two stories, but this type of quality happened story after story with Adkison's byline."

Adkison attended Missouri Western State University in St. Joseph, then was hired as a reporter and editor for the Lathrop Rural Reporter, beginning in 2006. He's worked at the Clinton County Leader since 2008 as assistant editor. Adkison is involved in all aspects of the editorial process, including planning and page design of the newspaper, editing photos and stories, taking photos, reporting on local and area county, city and school government, managing and maintaining the Leader's Facebook, Twitter and website. He has won numerous awards from the Missouri Press Association, and for the past two years the Leader has won the distinguished Gold Medal Award for Class 1 weekly newspapers. "Since he joined our staff, our circulation has increased in a time where subscriber numbers are swindling," Tinnen said. "There is no doubt in my mind that Brett is the right person to honor the memory of Bill James as an outstanding young journalist because Brett is one."



Winners of the William E. James/Outstanding Young Journalist Award have demonstrated excellence in the field of journalism and maintained the quality, ethics and standards of The Journalist's Creed, written by Walter Williams, founding dean of the University of Missouri School of Journalism. Editors or publishers submitted nominations for the awards, and the nominees must have been younger than 30 years old on Jan. 1, 2015.

The aim of the award is to reinforce the importance of a journalist's role by recognizing and nurturing talent to further promote quality journalism. William E. "Bill" James, the namesake for this award, served as publisher of the Warrensburg Daily Star-Journal from November 2007 until his death in November 2013. He was publisher of the Cass County Democrat Missourian in Harrisonville from

1985 to 2000. During a career of 40 years, James served in a variety of leadership positions for the newspapers of Missouri, and he was a trusted mentor to many MPA members. He was president of the Missouri Press Association (1998), president of the Northwest Missouri Press Association (1990), president of the Missouri Advertising Managers' Association (1986), and president of the Democratic Editors of Missouri (1981). He served as a director of the National Newspaper Association (1999-2001). He was inducted into the MPA Newspaper Hall of Fame in 2001. His widow, Dorothy, lives in Olathe, Kansas.

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Upcoming Webinars

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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Freedom of the Press:

Inmates should be able to 'read all about it' in jail

(Sun-Times Media) -- A federal judge recently ruled that Cook County Jail's policy of forbidding inmates access to newspapers—or even newspaper clippings—is unconstitutional. In granting summary judgment, Judge Matthew Kennelly said the sheriff's office hadn't made a case for the ban being "reasonably related to institutional security." The plaintiff, Gregory Koger, who has long since left custody, was awarded nominal damages of one dollar.

The newspaper ban has been in place since 1984, and the sheriff's office (which runs the jail) justified it to Kennelly on grounds that newspapers are flammable, pile up quickly as litter, clog toilets, can stir up violence inside the jail by informing inmates of gang activity outside, and can be fashioned into papier-mache weapons. Besides, they reasoned, Koger had books, magazines, and letters to read, and he could receive visitors and make phone calls, so he wasn't dying on the vine. But Koger's attorneys argued there's a right to read a newspaper that isn't satisfied by reading something else, and further argued that the jail's absolute ban could easily be relaxed. For instance, it could limit the number of papers in a cell at any one time; it could allow inmates to read only out-of-town papers (because these wouldn't be covering Chicago gang activity); it could make newspapers available only in the jail library.

Koger's attorneys don't like that last alternative even if they suggested it. Attorney Mark Weinberg said if the jail does no more than offer some newspapers in the library, he'll go back to court. Weinberg also said Judge Kennelly took the litter argument too seriously; he said the average jail stay is 12 days, hardly enough time for an inmate to take out a newspaper subscription and let back issues pile up.

The two sides will now try to work out a new arrangement at the jail everyone can live with. A spokesperson for Sheriff Tom Dart said in a statement: "While newspapers posed significant fire, sanitation and security issues in the jail, we respect the Court's ruling and are making arrangements to provide our detainee population with access to newspapers in a controlled and safe manner."

Koger's arrest in 2009, which led to this lawsuit, is a story in itself... A New York radical, Sunsara Taylor, was asked to speak to the Ethical Humanist Society of Chicago,

then was dis-invited, and then showed up anyway. As she made a statement, Koger recorded it on his cell phone. A plain-clothed cop tried to eject him and, in short order, Koger was on his belly on the floor in handcuffs. He wound up sentenced to 300 days behind bars, and the last 100 were spent in Cook County Jail in 2013. A supporter sent him books, magazine, a copy of *Revolution*, which is the "voice of the Revolutionary Communist Party, USA," and a copy of the *Chicago Tribune*. The *Tribune* alone was sent back.



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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PRESSMAN: Are you dependable? Like working with your hands? Enjoy learning how things work the way they do? Have an ability to fix things? Then you may have the abilities we're looking for. The ideal candidate will have previous mechanical experience and a demonstrated ability to work well with others and can work flexible hours, including nights during the week. Prior newspaper press experience a bonus but not mandatory. The *Nevada Daily Mail* and *Nevada News* is located within easy driving distance of Kansas City, Joplin, and Springfield. We're part of Rust Communications, a family newspaper company. Interested applicants should contact Chris Jones, production manager, by calling 417-667-3344 after 4 p.m., or via email at cjones@nevadadaily.com 7-14

COPY EDITOR: The *Columbia Daily Tribune*, an award-winning daily, has an opening for a part-time copy editor. Applicants should know AP style, have excellent language, grammar and headline writing skills, and experience with InDesign. The varied schedule is roughly 16 hours per week and often entails a Friday evening shift that runs from about 4 p.m. to midnight and a Saturday shift from 3 to 11 p.m. Benefits include vacation & sick pay and access to company gym. Apply at the Columbia Daily Tribune, 101 N. Fourth St., Columbia, MO 65201. An application can be printed at www.columbiatribune.com (click on Tribune Employment at bottom of the home page). EOE/Drugfree Workplace. 7-10

EDITOR: Missouri Press Association seeks a full-time News Editor. Responsible for all external membership publications: monthly print magazine, monthly bulletins, weekly e-bulletins, email updates and announcements. Coordinates the distribution of information to members and news releases to media. Oversees Missouri Press news release service, including invoicing and client relationships. Helps coordinate annual Better Newspaper Contest. Assists with conventions, seminars, meeting planning, committee meetings and certain legislative activities. Represents Missouri Press at assigned meetings. Promotes Missouri Press Association, Press Service and Press Foundation programs. Maintains job clearinghouse, job openings/job wanted file updates and fields inquiries about such listings. Updates Missouri Press web site. Full-time job in Columbia, Mo., opening in September 2015. Candidates should have background in and passion for newspapers. Contact dcrews@socket.net with cover letter, resume, and salary expectations.

CUSTOMER SERVICE REPRESENTATIVE: Tribune Publishing Co. has an opening for a full-time Customer Service Representative. The successful candidate will be a liaison between customers and Tribune's production departments, coordinating all aspects of production and responding quickly to customer needs and questions. Ideal candidates will: Possess a strong professional background in customer service; Have superb project management skills; be able to understand mechanical specifications for prepress, press, bindery and mailing equipment; be highly analytical and organized; be capable of successfully managing several projects simultaneously; work well under pressure; possess excellent written and spoken communication skills; have good computer skills, including Microsoft Office, and have the ability to learn new, industry-specific software; have the desire to offer high-quality customer service; and have a good driving record and reliable transportation. The ability to communicate and interact respectfully and professionally with different personalities at all levels of an organization is imperative. Priority consideration will be given to candidates with customer service experience in a printing environment. An associate's degree or higher is preferred. We offer a competitive salary and benefits package. Send application to the Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205 or complete one at 101 N. Fourth St. An application can be printed at <http://www.columbiatribune.com/site/jobs.html> EOE/Drug free Workplace 7-8

PAGE DESIGNER: A family of six local newspapers surrounding Springfield is seeking someone with journalism and/or newspaper pagination experience and who can work in a fast-paced team environment. If you possess skills befitting a community news organization we would like to talk with you. EOE Please email resume and samples to: JanieT@Mo.NeighborNews.com Or fax to: 417-326-8701. 7-6

SALES ASSISTANT: If you are energetic, friendly, honest and in possession of excellent customer, computer and phone skills, and are team oriented, the *Nixa Enterprise* is interested in talking with you about a full-time position as a Sales Assistant. Applicants should also be detail oriented and have good organizational and communication skills. Hours will vary, Monday - Friday. EOE Email resume to JanieT@PhillipsMedia.com; Mail to: Sales Assistant, P.O. Box 330, Bolivar, Mo., 65613; or Fax to: 417-326-8701. 7-6

GRAPHIC ARTS MANAGER: A family of local newspapers surrounding Springfield has an immediate opening for a Graphic Arts Manager position with our combined graphic and pagination department. We are searching for the next champion with management skills and hands-on capabilities befitting a community news organization. Will lead a team but also produce alongside team members. Must be experienced in InDesign, Photoshop, Illustrator, Acrobat, and Mac OSX. EOE. Send resume and samples to: JanieT@PhillipsMedia.com Or fax to: 417-326-8701. 7-6

DIGITAL MEDIA SPECIALIST: Front Page Digital, a division of Central Missouri Newspapers, Inc. located in Jefferson City, MO, has an immediate opening. This division's goal is to help businesses manage their online and mobile presence through a suite of stellar products and services. We are looking for an engaged individual who will be focused on assisting clients achieve optimal results through digital packages comprised of a full array of our digital portfolio. The Digital Media Specialist will conduct all aspects of the position to include research, fulfillment, maintaining and reporting and sharing best practices across the team. This individual will work closely

with the sales team to advise and ensure clients receive optimal results. 1-3 year minimum experience working with digital marketing. Must have a good understand of digital products including SEO, SEM, retargeting, social media, and analytics. The candidate must have a detailed work ethic, be highly motivated, well organized and be able to communicate effectively with a widely diverse group of individuals. Send resume and cover letter along with salary requirements to: jane@newtribune.com 7-2

SPORTS COPY EDITOR: 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* is part of a growing, family-owned-and-operated company dedicated to the communities it serves. The newspaper staff won 43 awards in 2014 and 31 so far this year, and our circulation is growing. Quincy is a beautiful, affordable community of 40,000 on the banks of the Mississippi River in West-Central Illinois. Our coverage area consists of West-Central Illinois, Northeast Missouri and Southeast Iowa. Quincy is a two-hour drive from Peoria and Springfield in Illinois, St. Louis and Columbia in Missouri, and Iowa City, Iowa. The *Herald-Whig* offers a comprehensive employee benefits package and is an equal opportunity employer. To apply, send a resume, references and samples of your work by mail to Jason Lewton/Editorial Production Coordinator, The Quincy Herald-Whig, P.O. Box 909, Quincy, IL 62306, or by email to jlewton@whig.com 6-18

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 6-3

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 5-1

Agenda for 149th Annual Missouri Press Convention



Holiday Inn Executive Center
2200 I-70 Drive Southwest | Columbia, MO | 65203
September 10-12, 2015

Thursday, Sept. 10

9:30 a.m. Missouri Press Foundation Board meeting

10:00 a.m. to 3:00 p.m. Workshop with Russell Viers: Small Town. Big Technology. Big Design.

12:00 Noon MPA/MPS Board meeting and lunch

4:00 p.m. Shuttle service from hotel to Arrow Rock. Mo. for MPA Print Shop Museum Fundraiser: food, drink, tours, shopping, Dixieland Garage band. Return to hotel at 8:00 p.m.

Friday, Sept. 11

8:30 a.m. Breakfast Program: MU Chancellor R. Bowen Loftin and new Journalism School Dean David Kurpius

9:30 a.m. Panel Session: Police Camera Videos: To View or Not to View

10:45 a.m. Rick Ferrell: Selling Has Nothing To Do With Selling

10:45 a.m. Covering Missouri's Courts Panel: Jean Maneke, moderator; Circuit Judge Gary Oxenhandler; Scott Lauck, Missouri Lawyers Weekly

11:00 a.m. to 6:00 p.m. MPA Trade Show

11:45 a.m. Missouri Press Business Meeting, Election of Officers

12:00 Noon Luncheon with Jean Becker, former *USA Today* reporter/editor, Chief of Staff for President George H. W. Bush since 1994

1:30 p.m. Speaker: Jaci Smith, Native Advertising

1:30 p.m. Sportswriting Panel: Joe Walljasper, *Columbia Daily Tribune*; Bill Battle, *Washington Missourian*; Jason West, Missouri State High School Activities Association Communications Director

2:45 p.m. Why Did I Pick Newspapers for a Career? Jim Robertson, moderator; William E. James Outstanding Young Journalists of the Year Award Winners; Jack Witthaus

2:45 p.m. MU Journalism Prof. Joy Mayer, social media content, finding and engaging audiences, online comments

3:45 p.m. Reception in the Trade Show for all attendees

6:00 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: Latest Trends and Best Practices in Community Journalism

10:45 a.m. Morley Piper, A Hero in Our Midst

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





Missouri Press Association 149th Annual Convention Registration

September 10-12, 2015 • Holiday Inn Executive Center • 2200 I-70 Drive S.W.
Columbia, MO 65203 • 573-445-8531

Newspaper or Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Visa Mastercard Discover Check

Credit Card Number _____ Exp. Date: _____

Signature of Card Holder _____

Printed Name of Card Holder _____

REGISTER TODAY! • BRING YOUR STAFF

STAFF MEMBERS MAY ATTEND LEARNING SESSIONS FOR NO ADDITIONAL COST ONCE NEWSPAPER HAS PAID ONE REGISTRATION FEE!

Please visit MOPRESS.COM/convention for online hotel room reservations!

Missouri Press Association Rate of \$99.95 per night, call 573.445.8531 by August 7.

Registration Fee

Select one category for your group
(pay registration fee once per group)

**Active Member
Newspaper
\$175**

**MPA Associate or
Friend Member
\$185**

**Non-
Member
\$200**

**Retired
Member
\$50**

**Registration
Fee
\$ _____**

Name/Newspaper (Please include all names)	Thursday Russell Viers Training Session \$75	Thursday Arrow Rock \$70	Friday Breakfast \$30	Friday Lunch \$35	Friday Hall of Fame Banquet \$60	Saturday Breakfast \$30	Saturday Awards Luncheon \$40	Saturday only Sessions & Luncheon \$50	Total Per Person

***Saturday only - skip registration fee and pay only \$50 total per person to attend Saturday sessions and lunch**

Convention Cancellations: cancellations received by Friday, August 7, 2015
WILL BE entitled to a refund. Cancellations may be faxed to 573-874-5894 or
emailed to kwilliams@socket.net. Cancellations received after August 22, 2015
are NOT entitled to a refund.

Deduct \$75 from Active/Friend/Associate grand total or \$20 for retired
member if registration is postmarked by Friday, August 7, 2015.
(Spouses are welcome at no additional registration fee. Only pay for meals
and events.)

Grand Total Due: \$ _____

Please return this form along with check or credit card information to:

Missouri Press Association • 802 Locust Street • Columbia, MO 65201 • 573-449-4167 • Fax: 573-874-5894 • kwilliams@socket.net

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 or Kristie Williams, Missouri Press Association Membership Services Director, at 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 _____