



Missouri Press Association Bulletin

No. 1316 — 15 August, 2015

Missouri Press Association
Annual Convention & Trade Show

September 10-12, 2015
Holiday Inn Executive Center | Columbia, MO

Small Town, Big News

Small Town, Big News

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.

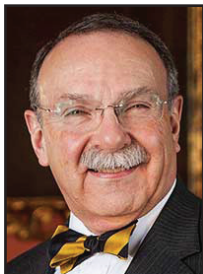
This year's theme is "Small Town, Big News," emphasizing the importance of newspapers to their communities.

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

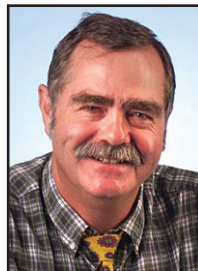


training technologies and scientific/engineering data visualization. Loftin is the author or co-author of more than 100 technical publications.

✦ 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 Rotherbert**, 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:

NEW! ⊕ **Gerri Berendzen** is Knight visiting news editor at the *Columbia Missourian* and a visiting assistant professor on the Print and Digital News faculty. She will present a session titled “Getting it right! Fact checking and verification of non-traditional information sources.”



During her 30-plus-year career in newspapers, she worked as a copy editor and page designer for newspapers in Missouri and Illinois. Berendzen came to the *Missourian* from the *Quincy Herald-Whig* in Illinois, where she was in charge of the print/digital copy desk and design desk. She has been on the national board of the American Copy Editors Society since 2006 and serves as the organization’s director of communications. Berendzen received her master’s degree in journalism from the Missouri School of Journalism in 1986. She earned her bachelor’s degree from Saint

Louis University.

⊕ **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*.



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

August

14 — Early Bird deadline for MPA Convention

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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Contest opportunity:

**Editor & Publisher
calls for Eppy entries**

Entries are being accept for the 2015 EPPY™ Awards, presented by Editor & Publisher. The awards honor the best media-affiliated websites across 31 diverse categories.

Now in its 20th year, this international contest has broadened its scope to keep up with the ever-changing Internet industry.

The period for entering submissions to the EPPY™ Awards

runs through Friday, Aug. 28. The winners of the 2015 EPPY™ Awards will be announced on editorandpublisher.com 12:30 p.m. Wednesday, Oct. 28, 2015.

In addition to presenting awards to the media industry, the EPPY™ Awards recognize excellence in college and university journalism with awards being given in three different categories including Best College Newspaper Website.

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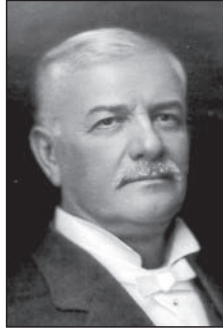
MPA Hall of Fame:



Killenberg



Plummer



White



Wilkinson

Four newspaper people, including an early leader in Missouri journalism from the 1800s, will be inducted in September into the Missouri Press Association Newspaper Hall of Fame.

The induction reception and banquet are scheduled 6 p.m. Friday, Sept. 11, during the 149th annual Convention of the Missouri Press Association (MPA) at the Holiday Inn Select Executive Center in Columbia. This will be the 25th group to be inducted into the Newspaper Hall of Fame, which was established by MPA in 1991.

This year's inductees are the late George A. Killenberg, former executive editor of the *St. Louis Globe-Democrat*; the late William H. "Bill" Plummer, reporter, editor and photographer for more than 50 years with the *Chillicothe Constitution-Tribune*; the late Col. Robert Morgan White, who published the *Mexico Ledger* beginning in 1876; and Darryl Wilkinson, publisher of the *Gallatin North Missourian*.

Hall of Fame inductees or their families receive Pinnacle Awards in honor of the inductees' service to the Missouri newspaper industry and their communities. Inductees' plaques will join the permanent display of inductees in the MPA office in Columbia and in the student lounge in Lee Hills Hall at the Missouri School of Journalism.

George A. Killenberg

George A. Killenberg served as a reporter, city editor, managing editor and finally executive editor of the old *St. Louis Globe-Democrat* during his 43-year career with the newspaper. A native of St. Louis, he attended St. Louis University, working as a sports information director. The *Globe-Democrat* hired him in 1941 as a reporter. After serving in the Army medical corps during World War II, Killenberg returned to the *Globe-Democrat* and to SLU where he earned a master's degree in American history. As a reporter, he covered the coal mine

disaster in Centralia, IL, in 1947 that killed 111 miners.

In 1956, Killenberg was promoted to city editor, then to managing editor 10 years later, and to executive editor in 1979. He retired when the New-house family sold the newspaper in 1984. He served as president of the St. Louis Press Club and the Mid-America Press Institute.

Born in 1917, Killenberg died in 2008 at age 91.

William H. "Bill" Plummer

William H. "Bill" Plummer's newspaper career spanned more than 50 years. He joined the *Chillicothe Constitution-Tribune* staff in February 1941, just 13 years after the *Constitution* and the *Tribune* newspapers merged. Except for about four years, Plummer worked for the Chillicothe daily until his retirement in 1987. Even after his retirement he continued to contribute stories, make photographs and write his popular column, "Reflections."

Plummer attended Park College in Parkville and the University of Missouri School of Journalism, receiving his degree from MU in 1936. He got his start in 1936 as a reporter with the *Harrison County Times* in Bethany. In 1940, he was hired as city editor and reporter in Chillicothe. Two years later, he joined the staff of the *Kansas City Times*. Then, he joined the U.S. Navy in 1944. In 1946, he returned to the *Constitution-Tribune*, working at the newspaper for the next 41 years, serving as editor, photographer, part-owner, and at his retirement in 1987, as assistant to the publisher.

Born in 1915, Plummer died in 2001 at age 86.

Col. Robert Morgan White

Col. Robert Morgan White was born in 1855. Col. White published his first edition of the *Mexico Weekly Ledger* Sept. 22, 1876. Col. White made the *Ledger* one of the state's leading newspapers, and he became one of

Missouri's and the nation's respected journalism leaders. Col. White earned his degree from Westminster College and was offered a contract to play baseball with the St. Louis Browns. He edited a college monthly, where he "acquired a taste for journalism."

Col. White served as president of the Missouri Press Association in 1885. His son, L. Mitchell White (1921), and his grandson, Robert M. White II (1984), served as MPA presidents and also are members of the MPA Hall of Fame. Col. White was active as a member of the Missouri Press Association all his life and was at one time recording secretary of the National Editorial Association (now the National Newspaper Association) and vice president of the Western Federation of Writers. He was a leader in church, civic and charitable organizations in the Mexico community.

Col. White died in 1934 at age 79.

Darryl Wilkinson

Darryl Wilkinson has been president of Gallatin Publishing Company since 1982. A 1972 graduate of Odessa High School, he is editor and publisher of *The Gallatin North Missourian*, the oldest business in continuous operation in Daviess County, established in 1864.

Wilkinson and his wife, Elizabeth, were a journalism team on projects even before they married and worked together on the campus newspaper at Northwest Missouri State University. They worked at newspapers in Ida Grove, Iowa, and Grant City, Mo., before moving to Gallatin in 1978.

During the years, the Wilkinsons have owned and operated Gallatin Publishing Company, gross sales and business operations have multiplied. Gallatin Publishing Company owns and operates four newsprint periodicals of its own while providing printing services to a dozen neighboring weekly and daily newspapers and advertising shoppers.

A 1976 graduate of Northwest Missouri State University, Wilkinson served as president of the Northwest Missouri Press Association in 1985 and has served on the Missouri Press Association Board of Directors.

He was president of the Gallatin Industrial Development Corporation and named Missouri Volunteer of the Year in 1994 by the Southern Industrial Development Council.

The Wilkinsons are active in many community and church affairs. They have four children and seven grandchildren.



Trade show exhibitors:

The following newspaper industry leaders and innovators will be showcasing their products and services 11 a.m. to 4:30 p.m. Friday, Sept. 11 during Missouri Press Association's 149th annual convention at the Holiday Inn Executive Center in Columbia.

- Alpha CTP Systems, Inc.
- Centurylink
- Maneke Law Group
- Newspapers in Education
- Metro Creative Graphics
- Missouri Bar Association
- Missouri Press Service
- National Newspaper Association
- Newscycle Solutions
- Newzgroup
- Own Local
- Socket
- The State Historical Society of Missouri
- University of Missouri Extension

THANK YOU MISSOURI PRESS...

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SOLD OUT!

Spots are SOLD OUT for the Arrow Rock Print Shop Museum event Thursday, Sept. 10 during the MPA convention.

THANK YOU for your interest in MPA's Print Shop Museum and for helping us preserve our important Missouri newspaper history. If you missed this event, but would like more information about fundraising efforts to repair the building and plans to improve the museum experience for our guests, contact Melody Bezenek at mbezenek@socket.net or by phone at 573-449-4167.

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For the Record:

Post-Dispatch: ‘Ferguson is just one of many...’

The following is excerpted from an interview by Poynter's Kristen Hare

Last August, Gilbert Bailon, the *St. Louis Post-Dispatch's* editor, started overseeing coverage of a story that was just beginning – the shooting of Michael Brown in Ferguson, Missouri. Speaking to Poynter then, Bailon said “the satellite trucks and anchors are focusing on a few blocks in suburban St. Louis. And the agencies involved and responsible are a tangled web, which partly explains the withholding of investigative information and disconnection among the various local agencies involved. Ferguson is an inner-ring suburb of 21,000 that has never seen such glare of the national media.”

One year later, the Bailon looked back on what happened in Ferguson while reporting on the continuing story...

What has changed (in the newsroom, St. Louis, country) in the last year?

Nationally, police-involved shootings are being viewed through a different prism. While the Michael Brown case did not involve video of the actual shooting, the public reaction and unrest focused attention on issues regarding police tactics and how police interact with minority communities. Nationally, federal changes have occurred in police equipment standards, use of police body cameras and dashboard cameras as well as how some shootings elsewhere in the country have been investigated and how quickly some prosecutions have occurred.

Cities throughout the nation are keenly aware of how Ferguson combusted, and public officials have worked to stave off more unrest, although that did not happen in Baltimore.

Locally, many changes have happened or are in evolving stages. The U.S. Department of Justice is working to achieve a consent decree with the City of Ferguson, which has a new interim police chief, city manager and more African-Americans serving on the city council.

Municipal court reform aimed at fighting notorious speed traps and predatory policing that resulted in people being excessively fined and jailed on misdemeanors has taken hold with a new state law. Other court reforms including new judicial oversight have occurred.

The Ferguson Commission created by the governor after the Aug. 9 [2014] shooting will be delineating a large report with recommendations for action this fall. The commission has conducted many



Photographer Robert Cohen, right, poses with Edward Crawford, who is the subject of Cohen's iconic photo of Crawford throwing a tear gas canister toward police. This was shot on a peaceful night about two weeks after the protests started.
(photo by David Carson/*St. Louis Post-Dispatch*)

public meetings throughout the region as it gathered information across all sectors.

Also, many efforts to rebuild the area in Ferguson and Dellwood that were burned and looted are continuing, although some businesses have closed and overall business has suffered over the last year. Longer-term efforts to beautify the streets where the riots occurred are being planned and ongoing efforts include community fundraising, job fairs and an Urban League recreation center being built.

What hasn't changed?

The deeper societal underpinnings remain intact. Issues of poverty, unemployment, inadequate education, racial segregation and lacking minority representation in police departments and among locally elected officials present much more complex problems that defy simple solutions.

Ferguson is just one of many North St. Louis County municipalities that face these issues. With the city of St. Louis 10 minutes down I-70, some neighborhoods face these same issues with even greater intensity. The city of St. Louis is experiencing an ongoing surge in homicides this year. The St. Louis police chief calls the surge in crime the “Ferguson Effect” attributable to more brazen and bold criminals since the events after Ferguson. That has been debated, but without doubt, violent crime has surged in St. Louis.

Social justice and the relationship between the black community and police have been in the news regularly since Ferguson.

Have you or anyone in your newsroom reached out to journalists in other communities covering similar stories?

Issues of social justice and minority/police relations have arisen in a number of cities over the last year. Our journalists have spoken at many public forums and media industry panel workshops. Some of our journalists have frequent contact through social media and by phone with other journalists who have covered police-related shootings and the public reaction in other cities.

What advice do you have for other journalists who could find themselves reporting huge stories like Ferguson?

For others encountering a volatile, complex story with long-lasting story lines and impact: take care of yourselves when the emotions are highest and the adrenaline of pursuing a big story reaches its apex. Such a big story that lasts for months pulls together the mission of a newsroom into a tighter focus. The story reigns supreme over issues and how resources get deployed.

Longer-term, dig and dig some more. As with Ferguson, many antecedents and deep threads run through the underpinnings of a big story. Aggressively use open record requests, gather your own data and pursue deep coverage that attempt to answer the how and why with greater context that can be hard to find among other media in mid-sized markets. The impact of photo and multimedia visuals tell powerful stories. All departments across all platforms must have a stake in the coverage.



Membership Application:

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New Ways to Grow Audience Online

Thursday, August 20

Presenter Val Hoepfner,

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

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

North Cass Herald, publisher Laurie Bassett and editor Allen Edmonds; 120 Main St., Belton, MO 64012; laurie@northcassherald.com, Allen@northcassherald.com; 816-322-2375.

North Cass Herald is published weekly and has a circulation of 1,200.

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, eBulletin or magazine.

The next meeting of the MPA Board is scheduled Sept. 10, 2015 in Columbia.

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



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>



www.HistoricStCharles.com



Marketplace

Please email your ads to bejones@socket.net. Ads are posted when received to mopress.com/jobs.php.

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

HELP WANTED

REPORTER: The *Daily Statesman*, a four-day-a-week Rust Communications paper based in Dexter, Mo., is looking for a full-time reporter. Duties would include daily front-page items of interest in the community, city government coverage, some school coverage, limited school board coverage, feature items. Looking for an aggressive writer with excellent writing skills, preferable proficient with InDesign and Photoshop. References required. Journalism degree not a necessity. Salary begins at ,000 annually. Benefit package with Dental Insurance option and 401K option. Please call 573-624-4545 or email resume to Noreen Hyslop at nhyslop@dailystatesman.com. 8-11

NEWS EDITOR: Miami County Newspapers, which serves the communities of Paola, Osawatomie, Louisburg, Spring Hill and portions of Linn County, Kansas is looking for a News Editor. We are looking for someone who is a self-starter, is deadline-driven and is a strong, versatile writer. Job responsibilities will include covering meetings, attending community events, taking photographs and writing stories about Miami County residents. Miami County Newspapers is an award-winning chain of three papers: *The Miami County Republic*, *Osawatomie Graphic* and *Louisburg Herald*. Competitive salary and benefits. Send a cover letter, resume and at least five clips showing the range of your abilities to Editor/Publisher Brian McCauley, Miami County Newspapers, 121 S. Pearl St., Paola, KS 66071, or by email to brian.mccauley@miconews.com. (Please include your name and News Editor applicant in the subject field.) 8-10

EDITOR: Editor position now open at the *Republican Monitor*. Position includes salary, health insurance and retirement plan. Responsible for weekly newspaper, online presence and special sections throughout the year. Must have some related journalism experience, be presentable, be able to work on deadlines and have a working knowledge of AP style. Email resume to thepaper@lawrencecountyre-cord.com. 8-6

EDITOR/REPORTER: The *Richmond News*, a Missouri Press Standard of Excellence newspaper 2009-2014, is seeking an editor/reporter to coordinate its news coverage and continue its high editorial standards. Responsibilities include leading a small team of veteran reporters and correspondents. This position also requires a strong reporter and writer who will contribute stories to each edition, along with the role of copy editing and proofreading staff and contributed stories. Applicants should possess: a passion for local, community news; strong journalism background and writing ability; solid copy-editing and headline writing skills; organizational skills; leadership qualities. Layout skills in Adobe InDesign and photography are a plus. *Richmond News* is a twice-weekly, county-seat newspaper, located 38 miles east of downtown Kansas City. Send resume and work samples to Publisher JoEllen Black at publisher@richmond-dailynews.com or mail to P.O. Box 100, Richmond, MO 64085. 8-3

MANAGING EDITOR: The *Maryville Daily Forum*, a family-owned, 5-day daily newspaper, located in Maryville, Mo., is looking for someone to lead its newsroom. Experience in a similar professional leadership role is preferred. Experience with journalistic writing is a must, as well as, experience with digital media, page layout and photography. We need someone with the ability to lead a small team of reporters, coordinate news coverage, contribute to the news content and design the news pages of the newspaper. You will be working with Macintosh computers and Adobe software. This is a fantastic opportunity to work for an employer who cares about its employees and the communities in which it serves. If you match these qualifications, e-mail your resume and cover letter to: pcobb@maryvilledailyforum.com. 7-24

NEWS REPORTER: Full-time position with the *St. Clair County Courier*, a weekly county-seat newspaper located on the western side of Truman Lake, midway between Kansas City and Springfield on Highway 13. Ideal for self-starter who requires limited supervision and enjoys covering a variety of news topics. Open to all applicants. Please send letter of application/resume to: Michael Crawford, Publisher, Sac-Osage Publishing, PO Box 580, Osceola, MO 64776-0580; fax to 417-646-8015; or email: sacosagepublish@centurytel.net 7-24

ADVERTISING PRINT & MULTIMEDIA DIRECTOR: The *Eldorado News Times* located in South Arkansas is a 7-day-a-week newspaper with a strong Web presence. Seeking a capable advertising director to lead, coach, and train a staff of eight. Our focus is on growing revenue in our print product, TMC, quarterly magazine and through digital offerings including our website. Candidates must be able to plan a budget and execute plans to meet that budget. As part of a larger media company, we offer group medical insurance, paid holidays, paid vacation, 401k, a sabbatical plan and profit sharing plan. If you are the person we are looking for and you want to work where you can make a difference, please send a letter of introduction telling us why and include your resume. Send to Ronnie Bell at rbell@eldoradonews.com. 7-23

REPORTER: The *Paragould Daily Press* seeks a full-time reporter. This position includes coverage of general news, local politics, community events, seniors, business, features, education and health issues. The successful candidate will have previous newspaper experience covering similar topics and must be highly productive with the ability to work well with a small staff. Candidate will display an entertaining and informational writing style and will be open to coaching and the introduction to new media models. Some nights and weekend work. Full benefit package including paid vacation, medical benefits and 401k. The *Daily Press* is a community-based daily newspaper located in northeast Arkansas with a circulation of 4,000 and has been in business for more than 100 years. It is part of Paxton Media Group. Apply by sending resume and work samples to: Brenda Keller, General Manager, bkeller@paragoulddaily-press.com 7-23

REPORTER: The *Cedar County Republican*, based in Stockton, is seeking a journalist with a passion to report news in our local community. If you possess skills befitting a community news organization we would like to talk with you. Web experience would be a plus. We offer good benefits and many opportunities to make a difference. EOE Please email, resume and samples to: JanieT@PhillipsMedia.com by fax to: 417-326-8701; or mail to: Reporter Position, PO Box 330, Bolivar, MO 65613. 7-15

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@nevadadailymail.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

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; understand mechanical specifications for pre-press, 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; and have a good driving record and reliable transportation. 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

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.

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 Missouri Press Association / Missouri Press Service 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.

6:15 p.m. Dinner at J. Huston Tavern in Arrow Rock

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," David Lieb of The Associated Press, moderator. Panelists: State Rep. Shawn Rhoads; State Rep. Brandon Ellington; Sheldon Lineback, Missouri Police Chiefs Association; Deputy Chief Jill Schlude, Columbia Police Department; and Tony Rotherth, American Civil Liberties Union of Missouri.

10:45 a.m. Rick Ferrell: Selling Has Nothing To Do With Selling, *Part 1*

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

11:00 a.m. to 5:00 p.m. MPA Trade Show

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

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

1:30 p.m. Speaker: Jaci Smith, Reynolds Journalism Institute Institutional Fellow, 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. 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.

2:45 p.m. Jaci Smith on newspapers' social media content, finding and engaging audiences, online comments, best practices online

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

6:00 p.m. Missouri Press Hall of Fame Banquet Reception

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: Selling Has Nothing To Do With Selling, *Part 2*

9:30 a.m. Gerri Berendzen: Getting it right! Fact checking and verification of non-traditional information sources

10:45 a.m. Morley Piper, A Hero in Our Midst. Piper, a New England newspaperman, will tell his experiences about landing on D-Day, 71 years ago.

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 14.

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 14, 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 14, 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 14, 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:

- | | |
|--|---|
| <input type="checkbox"/> Dinner Sponsor – \$2,500 (Exclusive) <ul style="list-style-type: none">• 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 | <input type="checkbox"/> Beverage – \$750 (Two Available) <ul style="list-style-type: none">• 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 |
| <input type="checkbox"/> Transportation – \$750 (Exclusive) <ul style="list-style-type: none">• 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 | <input type="checkbox"/> Entertainment – \$500 (Exclusive) <ul style="list-style-type: none">• 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 _____