



Missouri Press Association Bulletin

No. 1317 — 18 September, 2015

Photojournalism Hall of Fame to install three

Induction ceremony planned 4 p.m., Thursday, Oct. 15 in Columbia

The Missouri Photojournalism Hall of Fame will induct three award-winning photographers during the Hall of Fame reception and induction ceremony 4 p.m. Thursday, Oct. 15 in the Palmer Room of the Reynolds Journalism Institute in Columbia.

This will be the 11th group of inductees since the founding of the Hall of Fame in 2005. Inductees this year are Keith Myers, Dean Curtis and Larry Williams.

Photographs taken by the inductees will be displayed during the reception and ceremony. The photographs will join the Hall of Fame's collection of work by inductees. The Photojournalism Hall of Fame began as a project of Bill Miller, Sr., publisher of the *Washington Missourian*. The Hall was moved last year from Washington to a transitional home at the University of Missouri School of Journalism in Columbia.

Speakers/presenters at the ceremony include Miller; Washington, Mo. mayor, Sandy Lucy; Columbia mayor, Bob McDavid; Missouri Press Association Executive Director Doug Crews; University of Missouri School of Journalism Associate Dean Esther Thorson; and Photojournalism Hall of Fame Committee members David Rees and Cliff Schiappa.

Keith Myers

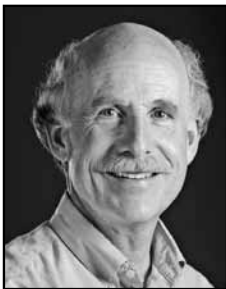
Keith Myers was born in Kansas City, Mo. and grew up just to the north of the metropolitan area in Platte City, where he first started taking photographs for his high school yearbook, using a camera his stepbrother brought back from service in the U.S. Navy during the Vietnam War.

Throughout his undergraduate years at the University of Missouri, Columbia, Keith kept photography as a hobby and graduated in 1975 with a bachelor's degree in public administration. After a year or so of working for the Social Security Administration, he realized photography was his first love and entered the graduate journalism program at MU, where he developed the skills needed to be a working photojournalist and received a master's degree in 1981.

Beginning in the late 1970s, Myers was a stringer for United Press International where he covered general assignments and the Kansas City Royals. He later became a stringer for *The Kansas City Times*.

In 1987, he won first place feature in the 45th annual Pictures of the Year competition for a photograph of prisoners with HIV/AIDS. In 1990, he was named assistant photo editor, a job he held until 1995. He returned to shooting photos and continues in that role today.

Through the years, Myers has taken time off annually to photograph the Platte County Fair. He also has copied and restored more than 200 old photographs from around Platte County which he displays at each fair and has shared with the local historical society.



Dean Curtis

Dean Curtis lives in Springfield, Mo., where he worked from 1992 to 2014 for the *Springfield News-Leader* as photo editor and then multimedia editor.

He graduated in 1982 with a Bachelor of Science degree with an emphasis in Mass Communications from Moorhead State University in Moorhead, Minn.

Curtis' first newspaper job was from 1982 to 1984 at the *Williston Daily Herald* in Williston, N.D. He then joined the *Argus-Leader* in Sioux Falls, S.D. as a staff photographer, working until 1987. He then held a staff photographer position at the *Courier-News* in Bridgewater, N.J., where he worked until being hired by the *News-Leader* in 1992.

During his time at the *News-Leader*, Curtis led the visual coverage of four of the worst natural disasters to hit southwest Missouri: the 2003 tornados that destroyed Pierce City and Stockton; the 2006 tornados that damaged much of the same areas; the 2007 January ice storm that crippled Springfield and southwest Missouri; and the devastating 2011 Joplin tornado.

Curtis has been a contributing photographer to three books: *Branson Backstage*; *Pope John Paul II, An American Celebration*; and *Powerless and Cold*, a photographic look at the 2007 ice storm, which he also edited.

He owns and operates Curtis Photography LLC in Springfield.

During his career as a photojournalist, he has had support from wife, Cindy, and children, Andrew and William.



Larry S. Williams

Larry S. Williams was a photographer with the *St. Louis Post-Dispatch* for nearly 40 years. Born in 1943, his first job at age 15 was working at Krummenacher's Camera Shop.

After high school, his next job was at Sievers Studio where he worked while attending night school at St. Louis University. He learned photography at Sievers and, during summers in the early 1960s, he attended the Winona School of Photography in Winona, Ind., where he studied commercial photography, advanced photography, small camera technique, and negative retouching.

In 1963, he was hired by Bruno Torres of United Press International as a bureau assistant in St. Louis. He also received his degree in marketing from St. Louis University. In 1966, he received an offer as a staff photographer to move to Austin, Texas. Instead, he went to work for the *St. Louis Post-Dispatch*, hired by Jack January, the *Post-Dispatch's* chief photographer.

Williams was a photographer for the newspaper from September 1966 until November 2005. His photography subjects included Mother Teresa, the Dalai Lama, Richard Rogers and many other dignitaries. He accompanied Joe Pulitzer, the son of Joseph Pulitzer, Sr., on an international assignment covering refugee camps throughout Africa.

While at the *Post-Dispatch*, Williams taught photography from 1977 to 1979 at Maryville University.

He and his wife, Stephanie, have five children, five grandchildren, and one great-grandchild.





Volunteers needed for MPA 150th Anniversary committee

Missouri Press Association Assistant Executive Director Mark Maassen is calling for volunteers to serve on a planning committee for next year's 150th anniversary of the MPA and convention events in Branson:

"As we wind down from this year's convention, it is not too early to look forward to next year's meeting, especially since it will be the 150th. We need to form a committee to assist us in the planning," Maassen said.

Some points to consider:

-- Next year is an election year, with

the US Senate and the Governor's races headlining.

-- Additional sponsors will be needed, especially with some of the special programming we have in mind.

-- Well-known speakers should be considered to potentially be added to the convention agenda.

The first meeting of the committee is tentatively scheduled the second week of November.

Contact Mark Maassen at mmaassen@socket.net or call 573-449-4167 if interested in serving on the committee.



CALENDAR

2015

October

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

15 — Mo. Photojournalism Hall of Fame induction, Columbia

PUBLIC NOTICES

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What You Need to Know About Overtime and Independent Contractor Laws and Regulations

Does your newspaper have exempt employees? Then you need to participate in this webinar to learn about the U.S. Department of Labor's proposed rule to increase salary thresholds to make overtime exemptions more difficult.

Friday, October 16

2:00-3:00 p.m. EDT
1:00-2:00 p.m. CDT

Registration fee: \$35
Registration Deadline:
October 13



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NNA Convention:



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



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

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Design, content tips:

What readers want in a newspaper

by Ed Henninger

newspaper design consultant

I've been a newspaper consultant for more than 25 years. In all that time, my basic message has not changed. That's because I believe the message we get from readers has not changed.

Many readers aren't shy about letting us know what they want:

Sequencing: Readers want to be able to find items in the same place from issue to issue. Are your obits on page 5 today? Will they be there again in the next issue? How about two weeks from now? Don't lead your readers on an Easter egg hunt. Eventually, they'll tire of that and your newspaper.

Shorter stories: Always search for ways to write tighter. And for those stories that need some length, look for ways to segment them into smaller pieces. A story about five candidates for mayor can easily be broken into five separate, shorter pieces. Readers will appreciate your effort to do that.

Briefs: The briefer the better. If you can round up some county news into a column of briefs, readers will almost surely spend more time with them than they would a longer county story with "in other business" items near the end. Readers aren't lazy, but they see briefs as something they can scan quickly. And their time is valuable.

Visuals: Give photos and other visual elements some real size. Sorry, but an index card-size photo on a nearly open page just isn't gonna cut it. For a vertical photo, I

advise at least three columns wide by eight inches deep. For a horizontal shot, I'd run it at least four columns wide by six inches deep. Those are minimums if you want the photo or other visual to have impact.

Points of Entry: Headlines, subheads, photos, graphics even mug shots and pull quotes all serve as points of entry into a page. All of these display items need to be given attention.

Better headlines: Nothing kills reader interest more quickly than a poorly written headline. I remember sitting on a news desk years ago when one of my fellow copy editors wrote a headline that read: Developments made known. Huh? You could place that headline on a bajillion different stories and it would still impart no information. None. Four killed in highway crash has much less meaning than Mom, 3 tots killed in crash.

Packaging: Use page structure, spacing and rules to carve off one package (visual, headline, text, other) on the page from others. Your design should clearly indicate to readers that elements a, b, and c go together, but not d, k and n.

Modular design: It's a basic of good design and readers expect it. They want a package that's rectangular, without doglegs. They're forgiving, of course, if you have to run a package around stair-stepped ads at the bottom of the page. But it's the designer's task to look for and identify those areas on a page where a story can be given modular treatment.

Records: Part of the foundation of community newspapers is records copy. Police and fire runs, ambulance calls, births, engagements and the like all need to be reported thoroughly and packaged in a matter that makes them easy to read.

Inclusion: It's not something you can design into your newspaper, but including readers in the processes of your newspaper is a great way to build community trust and support in what you do. Readers want to feel that they are a part of what you do and that they can come to you with suggestions, ideas and criticisms. After all, they feel that it's their newspaper they're just letting you run things for a while.

If this column has been helpful, you may be interested in Ed's books: *Henninger on Design* and *101 Henninger Helpful Hints*. With the help of Ed's books, you'll immediately have a better idea how to design for your readers.



Ed Henninger

Want a free evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com | 803-327-3322.

Ed Henninger is an independent newspaper consultant and the director of Henninger Consulting. On the web: www.henningerconsulting.com. Phone: 803-327-3322.

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Journalism research: Study shows TownNews is most-used content management system

(RJI) -- More daily newspapers in the United States use TownNews.com's BLOX content management system (CMS) than any other content management system, says a report released by the Reynolds Journalism Institute at the University of Missouri.

"More than half the dailies (with detectable systems) prefer the BLOX CMS," said the report, which was authored by RJI Fellow Barrett Golding.

By Golding's count, BLOX CMS is being used by 59 percent of the daily newspapers with detectable systems.

RJI's "The Tools We Use" report—posted Sept. 1, 2015—checked on 1,303 dailies and 203 alternative weeklies. Of the 1,506 newspapers checked, Golding's tech-detectors returned good CMS data on 698 sites. "Most of these use either. . . (WordPress, Joomla or Drupal) or the proprietary BLOX CMS. . ."

BLOX CMS is made for newspapers and owned by a newspaper company and has news-specific features such as classifieds,

an editorial section and a pay model option.

Golding noted that with BLOX Total CMS "articles automatically move into InDesign for print production." BLOX CMS simultaneously flows content onto Web pages and mobile devices.

Golding said that WordPress and Drupal newspapers have a slightly higher average circulation. WordPress' average was 48,850, Drupal 43,600 and BLOX CMS 40,377. The report said the median circulation of all three systems is 19,000.

The report listed the five largest BLOX CMS papers as the *St. Louis Post-Dispatch* (639,393), the *Omaha World-Herald* (375,767), *Richmond Times-Dispatch* (352,529), *Tulsa World* (246,353) and the *Roanoke Times* (203,994).

Drupal's largest papers by circulation are the *Las Vegas Review-Journal* (514,368), the *Virginian-Pilot* (392,357),

Florida Times-Union (317,347), *Boston Herald* (288,591) and *Augusta Chronicle* (148,078).

WordPress' top five papers by circulation are the *New York Post* (1,347,214), *Seattle Times* (854,077), *Chicago Sun-Times* (682,204), *Arkansas Democrat-Gazette* (508,250) and the *Albuquerque Journal* (268,089).

Golding said "many caveats accompany" his data. "In short, this data is generally more informative than exact," he noted. "None of the three services I used detected a CMS for more than 800 sites (of 1,506 checked). Some of these use NewsGate. Other proprietary CMSs that may run other U.S. newspaper sites are Escenic, Cxense and NewsCycle."

TownNews.com works with more than 1,600 news organizations and is headquartered in Moline, Ill.

For more details, view the RJI report online here:

<http://www.rjionline.org/storytelling-tools/tools-we-use-1-newspapers-cms>

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Tools of the trade:

How to create customer trust: Customer experiences

by *Shep Hyken*

It's an old adage that I've mentioned before in my writings and video lessons: People, as in customers, like to do business with people they know like and trust.

The knowing and liking is easy. Just creating a good image and having a good reputation makes it easy for customers to want to like you. Be nice and respectful and they start to feel like they are getting to know you. But, the trusting is more difficult. You have to earn your customers' trust by following through and creating a predictable experience.

Creating trust is paramount to creating customer loyalty. And anytime you have an opportunity to prove yourself and establish a little more trust with the customer, take advantage of it.

So, how do you know when your customers trust you? Aside from repeat business, referrals and accolades, there is one word that you are looking for them to use as they describe you. That word is "always."

They are always so nice. They always take care of me. I can always count on them. And, when there is a mistake or a problem, they always fix it.

So, how do you get to that level of trust? How do you get the word "always" to be

part of your customers' description of you?

Be respectful. Customers want and deserve it. They actually expect it. Say please and thank you. Show up on time.

Be predictable. Customers want an experience they can count on. They want to know that if you say the shipment will be there by Thursday, it will. They want to know that the service they get will always be what they expect. Being predictable is so much about the word always.

Create consistency. Some would argue that this is the same as being predictable, but hear me out. I may deal with Bob on one day and Sally the next. I don't expect these two people to be clones of one another. But, I do expect a consistency in their helpfulness and enthusiasm for taking care of me. This is more about the culture and personality of the organization than the actual experience. And, the personality is an important part of the experience.

Eliminate friction. It could be slow moving line, a long hold time, complicated forms, having to repeat your account number to the customer service rep after you were asked to key it in on your phone pad. I could go on and on

with the friction points that customers of many types of business deal with. Find out what your friction points are and do your best to eliminate them.

Don't fail. Okay, this is not reality. This is actually a goal. Nobody and no organization is perfect. But, trying to be is important. And, having the system to fix the problem properly is important.

Sure, there are more ideas, tips and tactics we can add to this list. (And, feel free to share them with us below.)

So, to summarize, creating the always predictable customer experience falls into two areas; operations and culture. Is your system in place, and does it work? Is your culture defined, and do your people walk the talk?

Shep Hyken, CSP, CPAE is a customer service expert, hall-of-fame speaker and New York Times and Wall Street Journal bestselling author.

He works with organizations to build loyal relationships with their customers and employees. He is also the creator of The Customer Focus, a customer service training program that helps organizations develop a customer service culture and loyalty mindset. For more information contact (314) 692-2200 or www.Hyken.com



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Informed by his extensive background handling independent contractor and labor relations issues particular to newspapers, Michael will address the following subjects and more:

- The U.S. DOL's Proposed Rule to increase salary thresholds to make it harder for employees to be exempt from overtime.
- The National Labor Relations Board's war on independent contractors.
- The U.S. Department of Labor's new Guidance Memo attacking independent contractor status under the Federal Wage And Hour Law.



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The webinar is open to the public with a \$35 registration fee.

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For questions, please contact Catherine Carroll
ccarroll@zinslerlaw.com or 615.244.9700.



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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

PART-TIME REPORTER: The *Platte County Landmark*, located in Kansas City's Northland, is looking for a part-time reporter Will cover general news beat, crime, government. Approximately 20 hours per week. Send resume, cover letter, any samples to ivan@plattecountylandmark.com 9-18

MANAGER/SALES REPRESENTATIVE: The *Lake Gazette*, Monroe City MO, an award-winning weekly newspaper located adjacent to the Mark Twain Lake is seeking a manager/sales representative. The successful applicant will have strong management skills, sales experience in both print and digital, and be a motivated team leader capable of setting and meeting sales goals. Excellent benefit package includes health and dental insurance, 401(k), vacation, gas allowance, etc. Email resume to Walt Gilbert at lmovp@lcs.net 9-14

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 in the county, along with other sports-related stories and features. 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 paper is located an hour from both St. Louis and Columbia. Send a resume, cover letter, writing and design samples to Managing Editor Tim Schmidt at tschmidt@warrencountyrecord.com. 9-14

EDITOR: The *West Plains Daily Quill* is seeking a motivated, hands-on managing editor to drive our local news coverage to even greater heights. The successful candidate will understand how to present local news both in print and online, have good management skills as well as strong writing, editing, design and pagination skills. Must meet deadlines and have knowledge of AP style. Experience with InDesign, website design and the ability to use social media a plus. This respected community daily newspaper is located in the beautiful Ozark Mountains of Missouri. We publish Tuesday through Saturday with a circulation of 5,300. All inquiries are strictly confidential. Please send your resume to jimp@phillipsmedia.com 8-28

PUBLISHER: Lewis County Press currently has an opening for a publisher position in Paris, Missouri, for the *Monroe County Appeal*. The successful applicant will manage a newspaper which publishes a weekly newspaper, website, and various social site products. Candidates should have strong leadership skills, 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 to exceed sales revenue, and budgetary targets. EOE. Please send resume and cover letter to Kevin Butner, Chief Operations Officer,

Lewis County Press, 1401 Redbud Drive, Macon, MO, or email to kevin@lewisnj.com. 8-27

PRESSMAN: *Junction City (Kansas) Daily Union* needs an experienced pressman for our six-unit Goss Community. We are a five-day-a-week morning newspaper. Benefits package includes health insurance, 401k. Submit resume to production.mgr@thedailyunion.net 8-24

EDITOR: The highly-acclaimed, twice-weekly *Bolivar Herald-Free Press* is seeking an editor. This opening is due to a springboard opportunity for our most recent editor. Experience with NewsEdit Pro is a plus, along with online products, Photoshop, page design and staff management. Good benefits in a great place to live. EOE Send resume' and samples to: JanieT@PhillipsMedia.com; by fax to: 417-326-8701; or by mail to: Editor Position, PO Box 330, Bolivar, MO 65613. 8-21

PAGINATOR/GRAPHIC DESIGNER: The *Kirksville Daily Express*, an award-winning newspaper published six days each week in northeastern Missouri, is seeking a full-time paginator and graphic designer. Primary duties would include pagination of daily editions and designing advertisements. Candidates should be proficient in programs including, but not limited to, Quark, Adobe InDesign, Photoshop and Illustrator. This is a chance for a person to use his or her creativity to help take our products to the next level. If you believe you are that person, send a resume and samples of your work to dailyexpresseditor@gmail.com. No phone calls, please. 8-14

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 *Republic 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@lawrencecountyrecord.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 publiher@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@maryville-dailyforum.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@paragouldailypress.com 7-23

Use Newspaper Toolbox

Visit the Newspaper Toolbox on the MPA website for articles and links providing useful publishing resources.
mopress.com/MediaToolbox.php

Missouri Press Association

It Can Wait® Editorial Contest

The National Safety Council estimates that texting while driving is involved in 200,000+ vehicle crashes each year, often causing injuries and deaths and new research shows that as many as 7-in-10 people may engage in smartphone activities while driving.

However, there is an opportunity to change this behavior. Ninety percent of teen drivers say they would stop if a friend in the car asked them and 78 percent say that they are likely not to text and drive if friends tell them it is wrong.

The Missouri Press Association (MPA), local newspapers and AT&T will sponsor and challenge Missouri middle school and high school students across the state to write an editorial or opinion column highlighting the dangers of engaging in smartphone activities while driving and encouraging their peers to take the It Can Wait pledge.

Write an editorial or opinion column about the dangers of smartphone driving distractions

- The piece will answer the question, "Why is it important to take the It Can Wait pledge to keep your eyes on the road, not on your phone?"
- The piece will highlight the dangers of engaging in smartphone activities like texting, using social media and taking pictures while driving.
- The piece must include the following call to action, "Take the pledge to keep your eyes on the road, not on your phone at ItCanWait.com."



Who can participate in this contest?

The contest is open to all students enrolled in any Missouri public or private middle school and high school.

How are entries to be submitted?

Each local newspaper can establish if entries are to be emailed, mailed or hand delivered.

Who will judge this contest?

Local newspapers will first determine the local winners of both the middle school and high school categories* and send to dcrews@socket.net at the MPA office. The MPA will then determine the statewide winners.

What is the prize for the statewide winners of both the middle and high school categories?

The statewide prize will include \$500, a tour of the MU School of Journalism and the MPA Office, and a dinner for the students and their parents with the leadership of AT&T, the MPA and their local newspaper publisher.

Contest Schedule:

| | |
|--------------------|---|
| September 11, 2015 | AT&T Missouri President John Sondag announces 3 rd annual contest at Missouri Press Association (MPA) Convention |
| September 19, 2015 | Contest begins on It Can Wait National Day of Action <ul style="list-style-type: none">• Announced by local newspapers in paper and/or directly with schools |
| October 19, 2015 | Contest ends at the local level <ul style="list-style-type: none">• Local winners announced by local newspapers and forwarded to MPA Office |
| October 26, 2015 | Contest ends at statewide level with local winners sent to MPA <ul style="list-style-type: none">• Deadline for local newspapers to send winners' submissions to MPA Office |
| November 2, 2015 | Contest ends with final statewide winner announced |



*Local Newspapers may set their own prizes for local winners if they so choose. Local winning entries may be published by local newspapers and the statewide winning entry will be made available to member papers to publish at their discretion.

