



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 3rd annual contest

at Missouri Press Association (MPA) Convention

September 19, 2015 Contest begins on It Can Wait National Day of Action

Announced by local newspapers in paper and/or directly with schools

October 19, 2015 Contest ends at the local level

· 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

• 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.



it can wait



Nine to receive Honor Medal for service in journalism

Seven individuals and two media organizations will receive the prestigious Missouri Honor Medal for Distinguished Service in Journalism during a banquet Monday, Oct. 26, on the University of Missouri campus.

Medalists are selected by the faculty of the school on the basis of lifetime or superior achievement in journalism. The Missouri School of Journalism has awarded the Missouri Honor Medal for Distinguished Service in Journalism annually since 1930 to outstanding journalists, advertising and public relations practitioners, business people, institutions and media organizations from around the world. Among them are Tom Brokaw, Christiane Amanpour, Sir Winston Churchill, Gloria Steinem, Deborah Howell, David Granger

and Gordon Parks.

During the day, the medalists will present master classes on topics related to their areas of expertise to Missouri School of Journalism students and other guests.

Those to be honored are CNN Digital, one of the world's leading digital news brands; Barbara Ehrenreich, author and activist; Rea Hederman, publisher, The New York Review of Books; Gerd Ludwig, photojournalist and documentary photographer; Merrill Perlman, copy editor; Bill Plante, senior White House correspondent, CBS News; Yoani Sánchez, Cuban blogger, journalist and entrepreneur; Lincoln Stephens, co-founder, The Marcus Graham Project; and Sports Journalism Institute, training-internship program



CALENDAR

2015

October

15 — Mo. Photojournalism Hall of Fame Induction, Columbia, Mo.

19 — It Can Wait Editorial Contest Deadline

26 — Honor Medal Banquet, MU School of Journalism, Columbia





Missouri Press Association Missouri Press Service

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Foundation Foundation minutes:

Missouri Press Foundation Minutes Sept. 10, 2015

The Officers and Directors of the Missouri Press Foundation met 9:30 a.m. Thursday, Sept. 10, 2015 in the Polo Room at the Holiday Inn Executive Center, Columbia. Attending were: President Vicki Russell. First Vice President Wendell Lenhart, Secretary-Treasurer Doug Crews, Assistant Secretary Melody Bezenek, Dave Berry, Kathy Conger, Chuck Haney, Bill Miller, Sr., Jean Snider, Jim Sterling, Dane Vernon, and Dalton Wright. Excused absent were: Brian Brooks, Kirk Powell, Betty Spaar, and Paul Stevens.

The meeting was called to order by President Vicki Russell. Those in attendance introduced themselves.

Minutes of the June 12, 2015 meeting were approved unanimously following a motion by Bill Miller, Sr., seconded by Kathy Conger.

Year-to-date financials through June 30, 2015 were presented, along with a brief report on the Blue Book, by Doug Crews and approved unanimously after a motion by Bill Miller, Sr., seconded by Jim Sterling.

Doug Crews reported this year's Photojournalism Hall of Fame induction ceremony will be Oct. 15 at the Reynolds Journalism Institute. Inductees are Dean Curtis, Keith Myers and Larry Williams.

Vicki Russell presented applications for membership from Steve Ahrens, Executive Director of Missouri Propane Gas Association, and David Bradley, CEO of News-Press and Gazette Company. Wendell Lenhart made a motion to approve both membership applications. Chuck Haney seconded. A unanimous vote followed.

Wendell Lenhart made a motion to approve the bylaws change to Article II Section 3 as presented. Bill Miller, Sr. seconded. A unanimous vote followed. The 2015 slate of officers was approved unanimously after a motion by Dane Vernon, seconded by Kathy Conger. Candidates David Bradley and Steve Ahrens were elected to the board by a unanimous vote following a motion by Wendell Lenhart and second by Jim Sterling.

Vicki Russell brought members' attention to a two-sided marketing piece created from the data collected in the recent literature review. The piece will be distributed during MPA's Annual Convention. Vicki also presented committee descriptions and requested the board help fill the committees with volunteers both inside and outside of the newspaper industry. Committee members must love newspapers and have a skill set which would allow them to contribute to the committee on which they serve.

Dawn Kitchell reported on NIE activity and plans for the 2015-2016 school year.

Doug Crews presented an overview of convention activities.

There being no further business, the meeting was adjourned 11:15 a.m.

Respectfully submitted, Melody Bezenek MPF Assistant Secretary



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Relevant reminder:

These pages might tempt you...

This letter, and the response from Columbia Daily Tribune Publisher Vicki Russell, appeared in the Tribune's Sunday, Oct. 11, print edition:

To the Publisher, Vicki Russell:

If it had been one or two things, I could have kept quiet, but as I read Friday's *Tribune* there was more than I could abide without speaking out.

On this Saturday morning, as I mulled whether to embark on Plan A or Plan B for the day, I decided first to catch up on the *Tribune*. Because of other obligations, I saved yesterday's edition to read this morning while my dog went outside and I had another cup of coffee.

I am not much of a sports fan, so minutes spent in the sports pages are either minutes wasted or minutes spent expanding my range. With a headline like, "All grown up but still his mother's son," a story will attract enough interest for me to start reading. I finished it, too. The sports staff consistently finds the interesting stories behind the players' play. That consistency had me looking at the motherdaughter picture on page B3, and it's why I read that story, too. "Royals clinch AL Central" caused this casual Cardinals fan to want to compare the Royals' division-clinching record with that of the Cardinals. Headed to that piece of information, I was distracted by Pete Bland's column. He drew me in with his opening and I had to read it all. On to the agate: The Royals' 89-63 best of the AL record would have tied them with the Cubs at third in the NL Central. Question answered. If I care when the Tigers play, I know to look in the Tiger football story of the day for that information: 6:30 p.m. The "Kane-accuser" headline made me read about a hockey player I have never heard of and a lawyer whose ethics seemed questionable based on his post-representation comments. The name "Incognito" drew me into a story which caused me to recall his bullying controversy.

It's interesting (and sometimes amusing) to read about the issues that resonate in Columbia. Today, I consumed the double-homicide story first, obviously. Both Tom Reddin and Tom O'Sullivan were quoted, and I am comfortable with those names. There being no breakthrough in that shooting case, the reporter told of the grid search by law enforcement, one piece of the investigation that officers did in public view and that gave the reporter the angle of the LETI trainees getting some on-the-job training.

Then, I moved on to Planned Parenthood. I start and typically finish any story that has Rudi Keller's byline so his story grabbed me, too. Politics.

"Name frees man from troubled past." What's that all about, I wondered. The cryptic lead suggested to me that this would be a story of one man who distinguished the Byndom family

name and another who tarnished it. I followed Bill Clark down the path, just as he intended, reading first about the malefactor and expecting to read about his righteous cousin. Then, with the end of Stanley, Bill exulted, having set me up for the contrast but then to surprise me – the righteous Byndom is really the unrighteous-and-now-reformed-Stanley. Bill Clark regularly proves he can find stories about people who otherwise would not be featured and tells those stories entrancingly. His is the piece that convinced me I had to write you.

The biggest shocker of my KBIA drive home yesterday was the announcement of John Boehner's resignation. So I read more about that on page 3A.

"Scram!" and its subhead hooked me for the editorial but the cartoon lured me away for a moment. Having tried to snag a good local cartoonist during my earlier and brief newspaper career, I appreciate what an accomplishment and commitment it is for the Tribune to get John Darkow. I believe his artwork to be among the Tribune's best offerings. Back to the editorial. I felt Hank Waters' pain as he expressed the impact of a decision that – as long as it is followed – ends the Boone County Fair as he knew it. I daresay he watched the classy saddle horse shows and appreciated the wonder of the county fair as a youth and then came to appreciate the existence of the county fair as an institution. Despite best efforts, the fair may be gone. This reminded me of what my son, a young man of few words, said about a failed community theater in Hermann: "It's unfortunate, as we advance, we also have to give up what came before."

The Dalai Lama's quote below the editorial, reminding us to listen more, is advice I generally accept, but I have more to write today.

My regret about John Rosemond's "Parenting" column is that my wife and I did not sit down with each of his columns, discuss them and decide together how we would parent in light of his advice. His Friday column helps me accept there are limits to what a parent can do with children.

The 4-inch, going-out-of-business ad for the only shoe store on Court Street in downtown Fulton wasn't news to me but made me hope it brings business.

Flipping some more pages, I paused and smiled at "News of the Weird" and "Non Sequitur"

On to the Obit page . . . Two obituaries. No, I don't know either of them. Shooting a guy in a wheelchair is novel so I read that story and came to understand why anyone would do such a thing. The exhumation story was of passing interest because of how one law officer's curiosity caused it to happen. The Emerson-Ferguson story was also intriguing.

On the back page, I learned about a candidate for county commission and more about the

Boone County Republicans' platforms.

I really was ready to be done then, but if I didn't at least peruse "Striving to Work," I would feel uncaring about my fellow man. Okay, I'm a better person for having read it. Karen Worley recognized through Isaac Welch resources in Columbia of which I was unaware. Lessons included: Take the call when someone reaches out to you; "Let It Be" is appropriate funeral music; things might work out if one attends to opportunities; optimism will out with the acknowledgment of challenges; the community can appreciate a person if it pays attention; and that appreciation can be such a boon for the appreciated. Reading Isaac's baccalaureate speech allowed us to know him through his words rather than those of others.

That's it. I'm done. In the past, I've told you and Publisher Emeritus Hank Waters how much I appreciate the *Tribune*. Elsewhere in my life, newspapers are declining. The *Tribune* flourishes with enough news to keep me as informed as I need or want to be. On a day like today, when I let it, the *Tribune* can consume considerable time. On other days, I am stronger and don't give in to the temptation to read more and more.

Keep the temptation coming.

Bob Sterner, Attorney Fulton, MO

To all *Tribune* readers:

For the 75th National Newspaper Week, newspapers across America are encouraged to publish information about why they remain relevant and important to their communities.

The *Tribune* has historically invited readers to tell us what they think about the newspaper (or any other topic)...

Mr. Sterner's letter speaks more eloquently about the role of a community newspaper than any promotional materials we might create. While we receive "love notes" from readers frequently, we rarely see one in which a reader so thoroughly describes his or her experience, page-by-page and story-by-story, along with an explanation of why each article mattered.

Thank you, Mr. Sterner, for devoting your Saturday morning to reading and writing about the *Tribune* and for allowing us to publish your letter. We are honored.

The *Tribune* has just started its 115th year of serving as Columbia's first daily newspaper and, unlike most dailies in the U.S. today, it remains family owned. The *Tribune* also remains committed to the community – from readers and advertisers to the many organizations we assist each year.

Together, we will continue to create more temptations.

Vicki Russell, Publisher



Promoting newspapers:

To help promote the newspaper industry, the Colorado Press Association has created newspaper "memes," which can be used on social media sites, on news sites or in print. The memes leave a space for newspapers to place their logos. #newspapersthrive is the perfect way to engage readers while advocating for our industry. Make National Newspaper Week last all year! The #newspapersthrive meme provides new ways to help demonstrate to readers how newspapers matter to communities. To learn more visit the Colorado Press Association website:

http://www.coloradopressassociation.com/

If you think newspapers only print yesterday's news, you're living in the past.



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"I know, right? And I don't need farmers; 'cause I get my food at the supermarket."

Saying: "I don't need newspapers;

I get my news from the Internet."

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Tools of the trade:

How to make your customers feel special

by Shep Hyken

You do the same thing, over and over each day. Work is a routine. You might even get bored. So how do you stay motivated to be nice to your customers? Before we answer that question, let me share an example with you to set up the lesson.

I have a friend who is a very successful orthopedic doctor. He has a reputation for being really good at what he does, which includes both his ability as a surgeon and his bedside manner. One morning we were playing golf and with a couple of holes to go I asked what he was doing the rest of the day. He said he had a hip-replacement surgery to perform in about an hour. I asked him if he needed to leave right away. He said he was in no rush. The hospital was nearby and as long as he was there a few minutes early, he'd have plenty of time to prep for the surgery. I asked if he needed to get psyched up for the operation to get his "head in the game." He casually said, "No," and proceeded to take his shot.

I was surprised that he didn't need to spend time to mentally prepare. Whenever I do a speech, which I assume is much easier to do than a hip-replacement, I need some time to get focused. How could he not need time to mentally prepare?

As my doctor buddy walked away, another member of our golf group came up to me and said, "He does this all of the time. It's like carpentry. For him, it's as easy as a skilled carpenter hanging a door."

Carpentry? That's what a hip surgery is? As easy as hanging a door? I don't think so. But, the point is that it is mechanical. The doc does three to five surgeries a day, four days a week. That's at least 12 surgeries, if not more, each week, and if he does that at least 40 weeks throughout the year, he is doing at least 500 surgeries a year – for the last thirty years. That means he done at least 15,000 surgeries. I'm guessing by now he's finally got it down.Okay, I get it.

So, on the last hole I asked him if he ever gets bored doing his "carpentry" work. He laughed and said, "All the surgeries are pretty much the same, with the exception of the occasional problem. But, what's not the same are the patients. Each of them are different. They are all people and need to be treated as if they are the only patient I have."

And, there you go! He gets it. That's why his reputation is stellar. That's why other doctors refer their patients to him. He's a good surgeon – and a good person.

Isn't that what you want from the people you do business with? You want them to be good at what they do, sell a product that does what it's supposed to do, and give you the customer service experience you rightly deserve. And conversely, that is exactly what your customers want from you.

So, no matter how long you've been doing what you do, no matter how many times you've done it, no matter if you are bored by it or still get excited about it, each time you interact with your customer, it's your opportunity to make them feel special... as if they are your only (and most important) customer.

Shep Hyken, CSP, CPAE is a customer

service expert, hall-offame 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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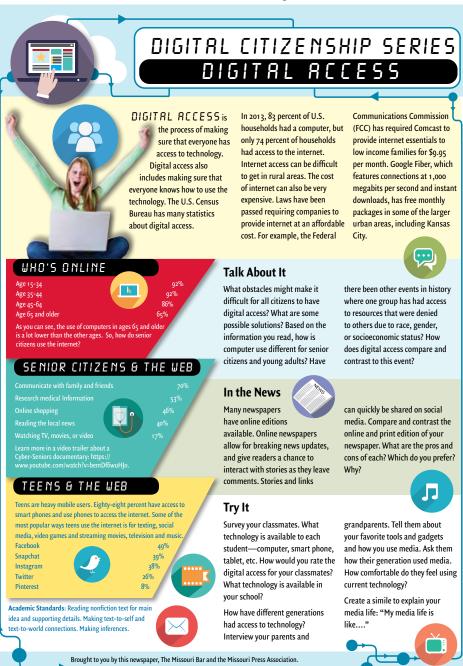
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Education, resources:

The latest Newspapers in Education series is now available. It is a 9-part series about Digital Citizenship, covering the themes of access, commerce, communication, literacy, etiquette, law, rights and responsibilities, health and wellness, and self-protection. Young readers' lives revolve around technology today, so these features will be a resource welcomed by both educators and parents.

The download code is: digital15





Public Notices must remain in printed newspapers because the public must know!

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

AREA SALES MANAGER: The Columbia Daily Tribune is currently seeking an Area Sales Manager to oversee a portion of the carrier delivery force. Manager will ensure on-time delivery, improve service and circulation, and recruit and contract carriers. This individual must be sales and service oriented, have the ability to motivate and multi-task, have reliable transportation, good driving record and a MO Class E driver license (obtain prior to start date). The ideal candidate will have managerial experience, sales and customer service background. A college degree is preferred. Benefits include health and dental insurance, 401(k) retirement plan, vacation and sick pay, personal time, holiday pay, and access to company gym. Email resume to srinehart@columbiatribune. com or send to Columbia Daily Tribune, Human Resources, 101 N 4th Street, Columbia, MO 65201. An application can obtained at the front desk or printed at www.columbiatribune.com EOE / Drug free Workplace 9-29

DESK/PAGE DESIGN EDITOR: Desk editor/page design editor needed for seven-day daily in South Arkansas. We're looking for someone with a keen editorial eye, creative design skills and the ability to use multiple media formats to tell great stories, and "live in a fun little town to boot." Contact Managing Editor Rick Fahr by email, rfahr@eldoradonews.com to explain what you bring to the 21st century local media table. 9-29

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. 9-21

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 Imovp@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 sportsrelated 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@lewispnj.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@the daily-union.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



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Add the Toolbox to your browser bookmarks and refer to it any time you need some information or have a question.

mopress.com/ Media_Toolbox.php