



Missouri Press Association Bulletin

No. 1319 — 16 November, 2015

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Student journalists receive apologies

After student and faculty protests Monday, Nov. 9, on the University of Missouri campus in Columbia, the Missouri Press Association declared its support for MU student photographer Tim Tai and denounced the role students and staff played in attempting to prevent news media from covering events at the university.

“The actions and words captured on video of MU students and staff are disappointing to advocates of free speech and the First Amendment,” MPA President Jim Robertson said. “Public areas on the university campus are public for all individuals and the attempts by some to keep media from documenting the protests show a disturbing misunderstanding of how the First Amendment protects all individuals’ rights and freedoms.

“Student photographer Tim Tai should be commended for not only defending his First Amendment rights to document the student and faculty protests on the MU campus, but doing so in such a manner as to avoid escalating tension,” Robertson said.

Robertson is managing editor of the *Columbia Daily Tribune* and president of the Missouri Press Association, the statewide trade association of 275 Missouri newspapers.

In video of the incident, several MU staff, including an assistant communications

professor, Melissa Click, could be seen taking part in the protest. Click’s actions, recorded by Mark Schierbecker, drew scrutiny because she can be seen calling for assistance from others in the crowd to remove reporters from the area.

In a statement printed in the *Columbia Missourian*, Click apologized by saying Monday was “a historic day at MU — full of emotion and confusion. I have reviewed and reflected upon the video of me that is circulating, and have written this statement to offer both apology and context for my actions,

“I have reached out to the journalists involved to offer my sincere apologies and to express regret over my actions. I regret the language and strategies I used, and sincerely apologize to the MU campus community, and journalists at large, for my behavior, and also for the way my actions have shifted attention away from the students’ campaign for justice.”

Click also resigned her courtesy appointment, which allowed her to serve on the school’s doctoral dissertation committees, with the MU School of Journalism. She is still a member of the Department of Communication faculty.

A second MU staff member involved in Monday’s events, Janna Basler, MU’s director of Greek Life, also apologized for her actions and reached out to both Tai and Schierbecker to apologize.

Submit nominations for top MPA awards

Nominations are being taken now for three of the top awards of the Missouri Press Association and Foundation:

- Missouri Newspaper Hall of Fame
- Missouri Photojournalism Hall of Fame
- Outstanding Young Journalist

Nominations for all three of the 2016 awards must be in the MPA office by March 31. Nomination forms are at mopress.com/current_forms.php, or you can contact the MPA office.

Each of the nomination forms includes the criteria for selection.

At the 2016 MPA Convention (Sept. 29-Oct. 1) in Branson, Newspaper Hall of Fame honorees will be inducted and Outstanding

Young Journalist award winners — one from a weekly and one from a daily — will be recognized and receive their cash awards. Photojournalism Hall of Fame honorees will be inducted in a ceremony this fall.

Anyone is welcome to nominate people for these honors. Provide as much documentation as you can and any letters of support from others in the newspaper industry or other friends and associates.



CALENDAR

2016

January

15 — 2016 Missouri Advertising Managers’ Association Entries Due

March

10-11 — Missouri Advertising Managers’ Association meeting, Lake Ozark

25 — 2016 Newspaper Internship Program Application Packet Due

31 — Nominations for MPA Hall of Fame, Photojournalism Hall of Fame and Outstanding Young Journalist Awards Due

April

28 — MPA Past Presidents’ Dinner, Columbia

June

16 — Porter Fisher Golf Tournament, Columbia

17 — MPA/MPS/MPF Board Meetings, Columbia

17 — Show Me Press Association Meeting, Columbia

July

14 — SEMO Press Association Meeting, Cape Girardeau

September-October

Sept. 29-Oct. 1 — 150th Annual Missouri Press Association Convention and Trade Show, Branson



Missouri Press Association

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Winners of It Can Wait editorial contest announced

Sol Kim, 18, a senior at Liberty High School, and Mond Schuler, 13, a seventh-grade student at Maryville Middle School, are the statewide winners of the It Can Wait (no texting while driving) Essay Contest, sponsored by Missouri newspapers, the Missouri Press Association (MPA) and AT&T.

Sol and Mond will receive \$500 first prizes in the contest's high school and middle school divisions. Their essays were submitted to the state contest after being submitted to the *Liberty Tribune's* and the *Maryville Daily Forum's* local contests, respectively.

"Our goal is to share and reinforce this simple message — keep your eyes on the road, not on your phone. While many tragedies are



Mond Schuler

out of our control, the ones caused by smartphone driving distractions are completely preventable," said John Sondag, president, AT&T Missouri. "I want to thank the Missouri Press Association for leading the way to help educate students and I want to thank all of those who took the time to participate in the contest. By working together, we can help change behavior and make our Missouri roadways safer for everyone."

This is the third year Missouri newspapers, MPA and AT&T had teamed up for the contest.

"On behalf of the Missouri Press Association and its member newspapers, I wish to thank AT&T for this partnership aimed at saving lives on our roadways,"

said Jim Robertson, president of MPA and managing editor of the *Columbia Daily Tribune*. "The essays are excellent and sobering, urging all drivers to avoid texting while driving."



Sol Kim

Newspapers are encouraged to publish the winning essays.

Sol, the daughter of Jung Min and Hyun Kim, and Mond, daughter of Craig and Tatiya Schuler, will be awarded \$500 each when they and their guests visit the Missouri Press Association headquarters Nov. 17, in Columbia. Their day will include a tour of the University of Missouri School of Journalism and dinner with representatives from the school, newspapers, AT&T Missouri and MPA.

Each day in the United States, more than nine people are killed and more than 1,153 people are injured in crashes that are reported to involve a distracted driver, John Sondag of AT&T said. Texting drivers are much more likely to be in an accident.

Despite knowing the risks of texting while driving, 43 percent of teens admit to texting while driving. However, there is an opportunity to change this behavior, Sondag said. Ninety percent of teen drivers say they would stop if a friend in the car asked them, and 78 percent say they are likely not to text and drive if friends tell them it is wrong.

Drivers are encouraged to take the pledge to keep their eyes on the road, not on their phone at ItCanWait.com.

The essays are available on the MPA's website and the full text of them will be printed in the December issue of Missouri Press News.

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Time for reinvention

What we know about newspapers:

They are not dead. They're not dying. They'll be reborn, again.

This story was originally published Wednesday, Nov. 11, on the Media Life Magazine's website. A link to the original Media Life Magazine post can be found here.

by the editors of Media Life

He's a wry old newspaperman, speaking in the dark humor of wry old newspapermen.

"You can love a newspaper, kid, but it will never love you back."

He's speaking of his first and truest love, of course, but it's also a rueful foreboding of what he and so many others knew to be true. Newspapers were dying.

He had point. Papers were folding across the country, taken down by a new medium that was all that people were talking about.

[newsbug] When was he speaking?

A smart guess would be 2009. That year more than 100 newspapers shut down across America, and 10,000 newspaper jobs were cut, victims of the crashing economy and steep drops in newspaper ad revenues.

It was not 2009.

It was 50 years ago, a half-century ago.

Indeed, papers were then folding across the country. Cities that had five or six dailies now had three or just two, even. Brooklyn had lost its beloved Eagle. New York's august Herald Tribune, rival to The New York Times, would soon close.

The new medium so loathed by the wry old newspaperman was television. The internet was not yet imagined.

As it turned out, the wry old newspaperman was dead wrong.

Newspapers were not dying. They were being reborn.

The coming decade, the '70s, may have been their finest decade ever.

The Washington Post broke the Watergate scandal. The Post and Times published the Pentagon Papers. Otis Chandler, having turned his family's Los Angeles Times into a first-rate paper, bought up papers across the country—Baltimore, Hartford, Denver, Dallas—with the aim of turning them into first-rate papers, too. Bright young talents flooded into newsrooms, stirred by the idealism of the '60s. Alternative weeklies launched across the country.

So much for what wry old newspapermen think.

Welcome to Media Life's new series "Reinventing the American Newspaper."

This series is based on several notions held by Media Life's editors from years of covering newspapers. The series will explore and test these notions over the coming months, and they are certainly all open to challenge, as in any discussion.

Notion 1: Newspapers are not dead. They are not dying. They are ripe for reinvention, and they will be reinvented.

Notion 2: For whatever damage has been done to newspapers by the internet, far worse damage has been done by mismanagement, incompetence, short-sightedness, greed, thick-headedness and a shocking inability of newspapers to learn vital lessons from their mistakes.

Notion 3: The internet did not do in newspapers. Newspapers were in trouble long before. The internet just poked a hole, allowing the money to flow out.

Notion 4: What really did in newspapers was the great killer of all markets—monopoly. That came long before the internet.

As consolidation continued into the '80s, more and more cities became one-newspaper towns. That meant the end of competition, and with it the end of risk-taking, of innovation. Frustrated, smart people left. Money men moved in, and the money flowed out. Profit margins soared.

The trouble came in the last decade when the digital revolution reintroduced competition to local markets.

Newspapers did not know how to sell against other media.

They still aren't very good at it. That is at the heart of their struggle. That is their struggle.

Notion 5: Print is not dead, and the print newspaper is not dead.

The printed newspaper may indeed seem antiquated, but it has one key advantage: visibility. It's wherever you are, on your desk, in your briefcase, on the coffee table. It insists, look at me, pay attention.

It says look at me, pay attention, even as you are throwing it in the trash.

No digital medium commands such attention. It can't. It's in a box.

The real question for newspapers is whether the economic model works. The answer is yes, it can and does.

Newspapers may be an expensive medium and old-fashioned to boot, but at the end of the day newspapers can still deliver the return on investment advertisers are looking for.

If an advertiser can spend \$1 and gets back 25 cents, that's a good deal. It's a better deal than spending 10 cents on digital and getting back a penny. Cheaper does not mean better.

It's up to newspapers to believe in and sell the value of their medium to advertisers.

Notion 6: Some papers are doing it right, and many of them are small. They've stuck by their communities, reporting honestly and well on all local matters and serving the needs of small advertisers.

That loyalty has paid off. While these papers were hit by the economic downturn, they've weathered the digital onslaught far better than larger papers.

Notion 7: Editorial matters a whole lot. The newspaper industry has largely forgotten that. People look to newspapers for reporting of the sort radio and TV do not provide. They quit subscribing when they don't find it.

All great newspapers are written for their readers, and it has always been so. The reinvented American newspaper will be all about quality editorial. Editors will figure out new, smarter and more creative ways to cover their communities.

Notion 8: Newspapers are special. They're different from all other media. They hold a special place in American society, public life, culture and history. We expect more of them, even with all their failings.

We don't care who owns TV networks. They are just names. We care a lot about who owns our newspapers.

Newspapers may change dramatically, but this fundamental aspect of newspapers will not change, and any discussion of newspapers and their future has to accept their uniqueness.



Reader reaction

After reading Media Life's column about the future of newspapers, which can be found on page 4 of this month's Bulletin, Buck Collier, editor of The Hermann Advertiser-Courier and president of Show-Me Press Association, shared his own thoughts:

Seeing this gives older newspaper guys like myself reason to keep doing what we've loved to do the past 30 or 40 years. Validation. A renewed sense that what we are doing actually matters. That our audience deserves more than the latest posting on a Facebook page, a posting that will be replaced just as quickly as, well, just as quickly as we can replace it with another posting of dubious value. I especially hope the younger people at our newspapers read this. They need a reminder of why they pursued this particular career. They need to understand they are writing not for themselves, nor for their bosses, but for the people of their community — whatever that community might be — who look to those newspapers for information that will help them in their daily lives. What we do matters. We can never forget that.

Ad Managers Contest

Submit entries now for MAMA

Start preparing to enter the Missouri Advertising Managers' Association (MAMA) Best Ad Contest Now! See all categories and rules on the Missouri Press Association website, as well as instruction for uploading entries into the contest template.

You can begin uploading entries Tuesday, Nov. 17, and the final deadline for entries will be Jan. 15. Entries will be

uploaded online at BetterBNC.

The MAMA meeting will be March 10-11, 2016, at Camden on the Lake Resort in Lake Ozark. Full meeting details and registration will be available in the coming weeks.

You may make hotel reservations now! Call 1-888-365-5620 and ask for the Missouri Advertising Managers' Association rate of \$112; the group code is: MAMA0316.

Request 2016 press cards today

Submit requests for 2016 press cards and 2016-2017 MPA auto stickers today by going online or emailing staffers' names to Kristie Williams at kwilliams@socket.net.

There is no charge for press cards or auto stickers; please include a total number of stickers needed for your organization. In all requests, please include mailing information for your newspaper.

Because staffing changes occur throughout the year, MPA does not keep a list of cards



previously issued.

More information can be found on Missouri Press' website.

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Tools of the trade

Want impact? Use a dominant visual

by Ed Henninger
independent consultant

Want to make your page—especially your front page—more compelling? Give it more impact? Get more readers to give it a close look?

Use a dominant visual.

Most times, that will be a photo. But occasionally, it may be a grouping of smaller pix or a graphic or illustration.

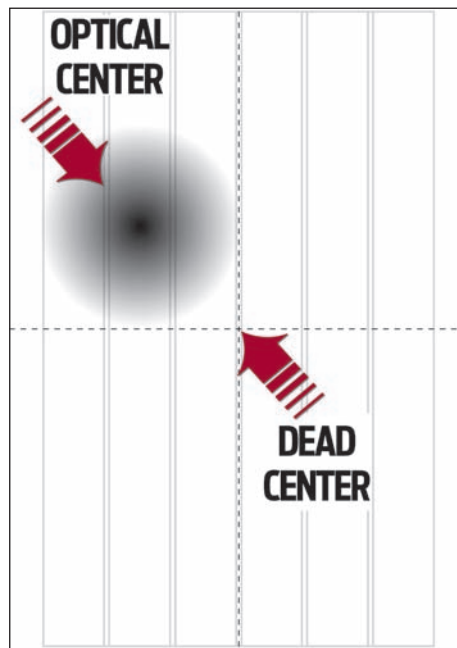
Whatever that visual may be, there's one quality it must have to make it work. That quality? Size. If your visual isn't large enough to dominate the page, then it isn't a dominant visual.

How big? My guideline has always been 3 columns wide by 8 inches deep, 4 columns wide by 6 inches deep—as a minimum. Again, that's a minimum. And, yes, those figures apply to tabloid pages as well. If your visual isn't big, it hasn't got the impact and pull you need to bring readers into the page.

Other points:

RELATIVE SIZE: One of the ways you can guarantee the dominant size of your key visual is to take care that no other visual elements compete with it for attention. You can do this by making sure that other elements are no larger than half the size of your dominant visual.

OPTICAL CENTER: As indicated in the illustration, optical center is an area of



the page that's above and left of dead center. Precisely how far above...and how far left? No one's been able to determine that, but we do know that optical center is an area of the page where the reader's eye naturally falls first. And that's where we want to place the dominant visual element.

THE FOLD: Does your dominant visual have to be above the fold? Well, on the front page, the answer is usually "yes." If you place the visual over the optical center, it goes

without saying that it's also above the fold.

GROUPING: Instead of one visual element, it's OK to package a few together. This can work well, for example, if you have group of photos taken at the same event.

CONTENT: Select an element with compelling content for your dominant visual. Check-passing photos and grip-and-grin shots certainly have their place in community newspapers, but they lack the interest needed to give the key visual strong reader appeal. If it's a photo, look for action and strong color.

CROPPING: Give the element even greater impact by removing unimportant or extraneous content. A photo of a car/truck crash, for example, need not show yards of pavement at the bottom and miles of sky at top.

You want readers to look forward to the content and impact of your pages — especially your front page and section fronts. One of the best ways you can do that is by offering them a dominant visual.

Ed Henninger is an independent newspaper consultant and the director of Henninger Consulting. On the web: www.henningerconsulting.com. Phone: 803-327-3322. Want a free evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com | 803-327-3322.

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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

Upcoming Webinars

PubAux Live - Creating a Letters to Santa Special Section

Thursday, December 3
Presenter Sue Brown, Pleasanton (Texas) Express

Using Alternative Story Formats: The How and Why

Thursday, December 10
Presenter Carlene Cox, GateHouse Media

Using Social Media to Engage Your Audience

Friday, December 11
Presenter Lisa Rossi, Des Moines Register

Register at onlinemediacampus.com

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DIGITAL CITIZENSHIP SERIES

DIGITAL ACCESS

DIGITAL ACCESS is the process of making sure that everyone has access to technology. Digital access also includes making sure that everyone knows how to use the technology. The U.S. Census Bureau has many statistics about digital access.

In 2013, 83 percent of U.S. households had a computer, but only 74 percent of households had access to the internet. Internet access can be difficult to get in rural areas. The cost of internet can also be very expensive. Laws have been passed requiring companies to provide internet at an affordable cost. For example, the Federal Communications Commission (FCC) has required Comcast to provide internet essentials to low income families for \$9.95 per month. Google Fiber, which features connections at 1,000 megabits per second and instant downloads, has free monthly packages in some of the larger urban areas, including Kansas City.

there been other events in history where one group has had access to resources that were denied to others due to race, gender, or socioeconomic status? How does digital access compare and contrast to this event?

WHO'S ONLINE

Age 15-34	92%
Age 35-44	92%
Age 45-64	86%
Age 65 and older	65%

As you can see, the use of computers in ages 65 and older is a lot lower than the other ages. So, how do senior citizens use the internet?

SENIOR CITIZENS & THE WEB

Communicate with family and friends	70%
Research medical information	53%
Online shopping	46%
Reading the local news	40%
Watching TV, movies, or video	17%

Learn more in a video trailer about a Cyber-Seniors documentary: <https://www.youtube.com/watch?v=bemDfowuHJo>.

TEENS & THE WEB

Facebook	49%
Snapchat	39%
Instagram	38%
Twitter	26%
Pinterest	8%

Teens are heavy mobile users. Eighty-eight percent have access to smart phones and use phones to access the internet. Some of the most popular ways teens use the internet is for texting, social media, video games and streaming movies, television and music.

Talk About It

What obstacles might make it difficult for all citizens to have digital access? What are some possible solutions? Based on the information you read, how is computer use different for senior citizens and young adults? Have

In the News

Many newspapers have online editions available. Online newspapers allow for breaking news updates, and give readers a chance to interact with stories as they leave comments. Stories and links can quickly be shared on social media. Compare and contrast the online and print edition of your newspaper. What are the pros and cons of each? Which do you prefer? Why?

Try It

Survey your classmates. What technology is available to each student—computer, smart phone, tablet, etc. How would you rate the digital access for your classmates? What technology is available in your school?

grandparents. Tell them about your favorite tools and gadgets and how you use media. Ask them how their generation used media. How comfortable do they feel using current technology?

Create a simile to explain your media life: "My media life is like..."

Interview your parents and

How have different generations had access to technology?

Academic Standards: Reading nonfiction text for main idea and supporting details. Making text-to-self and text-to-world connections. Making inferences.

Brought to you by this newspaper, The Missouri Bar and the Missouri Press Association.

PUBLIC NOTICES

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

Marketplace

Please email your ads to mbarba@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

CIRCULATION SALES MANAGER: BH Media Group Holdings, Inc. in Tulsa, Okla. is looking for a full-time circulation sales manager for the *Tulsa World* to be responsible for growing digital and print circulation by retaining current customers, gaining new customers and improving single copy sales of the newspaper. This position will report to the circulation director and work closely with the marketing team. Duties also include collaborating with the marketing department to develop campaigns to grow the newspaper's audience and customer retention; hire, direct, motivate, supervise and train personnel in customer service and circulation sales areas; manage kiosk events and hire staff to man kiosk; work with retailers and event promoters to maximize opportunities for kiosk efforts; generate Circ Pro reports for all departments as needed; plan, prepare and conduct new employee and in-service training efforts; and oversee sample programs. The ideal candidate will be able to handle all assignments and business relationships with professionalism, tact and sound judgment; must have the ability to read, write and speak clearly, as well as effectively and concisely communicate with others; must be able to work evenings and weekends; must be able to work independently without close supervision; must use good judgment and display initiative on projects/assignments; flexibly work in an environment where priorities change; strong service orientation, spelling, grammar and proofreading skills; must be able to multi-task and be highly organized; must be able to meet deadlines; must be able to read and follow a map. The ability to close sales, write sales scripts and train salespeople is strongly preferred. Candidates must be proficient with computers and possess a strong command of Microsoft Office products, including Excel, Word, PowerPoint and Outlook; possess an associate or bachelor's degree in marketing or a related field or related work experience; have a minimum of five years of customer service or sales experience; and management experience is strongly preferred. To apply for the position, email Kevin Gunn, human resources manager, at kevin.gunn@tulsaworld.com. 11-11

COPY DESK SUPERVISOR: The Quincy, Ill. *Herald-Whig* is searching for an experienced Copy Desk Supervisor to join our award-winning team. The ideal candidate is a take-charge leader who will mentor and manage a six-person copy desk staff of talented designers and accomplished editors. As copy desk supervisor you will be responsible for overseeing the quality of story editing along with some page design. Showcase your talents by taking the lead in niche publication and feature planning. Preferred qualifications include strong design and editing skills, a solid knowledge of the AP Stylebook, experience with story and photo planning, and knowledge of Adobe Creative Suite. Web and social media expertise are a must. The *Herald-Whig* offers a comprehensive employee benefits package with everything you expect and more. The *Herald-Whig* is an equal opportunity employer. To apply, send a resume, references and samples of your work by mail to Christina Wilson/Human Resources, The Quincy *Herald-Whig*, P.O. Box 909, Quincy, IL 62306, or by email to cbwilson@whig.com. You may learn more about The *Herald-Whig* at www.whig.com and about Quincy Newspapers Inc., our parent company, at www.careersatquincy.com. 11-5

REPORTER: The *Lincoln County Journal* is looking for a hard-working, enterprise general assignment reporter with the ability to help with placing data on our website, preparing slideshows/videos, uploading photos to our photo gallery, and working through social media to keep the public up-to-date on news. Experience is preferred, but we are willing to give eager prospects a first step into today's technology world. This is an ideal position for a communications major or related field. A general knowledge in Photoshop, InDesign, iMovie, social media (Facebook, Twitter, etc.) Wordpress and photography will be beneficial. Strong proof reading and editing skills are essential to this position. The position will also include covering community events such as municipal and school boards, county government, features and sports activities. Some nights and weekend work will be required. Benefits following probationary period include health insurance, 401K, paid vacation and holidays. Send resumes, any clippings or samples of work and salary requirements to: The *Lincoln County Journal*, c/o Amanda Wood, General Manager, #20 Business Park Dr. Troy, MO 63379; email to lcjpub@lcs.net; or fax to 636-528-6694. 10-29

SPORTS REPORTER: Campbell Publications has an immediate opening for a full time sports reporter. The successful applicant will be responsible for the coverage of local sports in the readership area, some outdoor/wildlife sports stories and an occasional general news assignment. The ideal candidate will be familiar with a wide variety of sports and will enjoy working with people, in person and on the

telephone. Must have reliable transportation. Pleasant office and friendly co-workers. Opportunity to excel in a fast-paced and creative work environment. Typing ability, good grammar skills, ability to meet deadlines, camera, computer and web skills required. InDesign proficiency strongly desired but will train qualified candidates. This position is based in Jerseyville, Ill. within one hour of metro St. Louis. To apply, send resume, cover letter and clips to Bob Crossen, regional editor, P.O. Box 407, Jerseyville, IL 62052 or email to: bcrossen@campbellpublications.net. 10-20

EDITOR: The *Moberly Monitor-Index*, a five-day newspaper in north-central Missouri, has an immediate opening for an editor to lead our print and digital operations. Responsibilities include managing the newsroom, content creation, social media management and more. This person will lead the newsroom and play a key role in covering this community. Our company offers health, dental and vision benefits, 401K, paid vacation and sick time, and paid holidays. Send your resume and work samples to Jason Hunsicker at P.O. Box 809, Kirksville, MO 63501, or email at dailyexpresseditor@gmail.com. No phone calls, please. 10-19

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 be obtained at the front desk or printed at www.columbiatribune.com EOE / Drug free Workplace 9-29

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



A contribution to the Missouri Press Foundation is a wonderful way to recognize an associate or to honor his or her memory.

VISA, MasterCard, Discover
(573) 449-4167

Use Newspaper Toolbox

Visit the Newspaper Toolbox on the MPA website for articles and links about every facet of publishing a newspaper, from ad sales to legal issues to photography.

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



[CONTEST RULES]

The contest is open to all staff members of publications holding ACTIVE or ACTIVE ONLINE membership in the Missouri Press Association.

All entries must be submitted as FULL-PAGE electronic tearsheet files. Please name the file(s) in a way that clearly defines the ad(s) being submitted for judging. You may also circle or include other graphic markings to indicate which ad(s) is/are to be judged.

All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

Entries must have been published between January 1, 2015 and December 31, 2015.

A fee of \$7 per entry in each be mailed at time of entry.
(NOTE: when more than one page or pages constitute an entry, the fee is \$7 for the combined single entry.)

Please mail check to: MAMA Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167.

Entries submitted that do not conform to the above rules will not be accepted, and entry fees will not be refunded. If you have any questions, call 573-449-4167 or email mopressads@socket.net.

[DEE HAMILTON SALES PRO AWARD]

Criteria:

- Served as Ad Director or in Ad Sales for 10 years or more
- Excellent management/sales skills
- Past or present member of MAMA
- Nominee must be employed with a member newspaper at time of presentation
- Nomination form must be submitted, along with supporting documentation why this person is deserving of the award

[ENTRY DEADLINE IS Friday, January 15, 2016.]

Awards will be presented during the MAMA conference at
Camden on the Lake Resort in Lake Ozark, March 10 & 11, 2016

MISSOURI ADVERTISING MANAGERS' ASSOCIATION

[2016 BEST AD CONTEST]



Your readers have been responding to your ads all year.

Now it's time to let the contest judges have their turn.

Enter **TODAY** and be **RECOGNIZED** by your peers.

Make your plans now to enter the MAMA Best Ad Contest.

Contest rules begin on page 2 and entries are to be submitted to betterhnc.com
by **January 15, 2016.**

The contest will be judged by Kansas Press Association



Missouri Press Association
Newspaper Hall of Fame
NOMINATION FORM



To the MPA Hall of Fame Committee:

I am pleased to nominate the following person (nominees from the previous two years are automatically eligible for consideration this year. They need not be renominated).

Name

Newspaper or organization

Address

Eligibility Criteria

1. Nominee has shown exemplary contributions to the newspaper industry during a period of at least 20 years prior to being nominated, or, if nominee died while still active in promoting the newspaper industry, the nominee displayed exemplary contributions during a period of at least 10 years.
2. Nominee has lived honorably.
3. Nominee has influenced unselfishly.
4. Nominee has thought soundly.
5. Nominee has displayed community involvement

Nominated by:

Date Submitted

Print Name

Your Signature

Newspaper or organization

Address

Phone

Email

Attach biographical information of your nominee to assist the Hall of Fame Committee with its evaluation. Include a photo of the nominee, if available. Provide any information you think will help the Committee choose inductees. Letters of support from associates and acquaintances of the nominee assist the committee. You may renominate a person you nominated in a previous year. Confidentiality is extremely important for all nominees. The selection committee thanks you for your participation and assistance.

Annual deadline for nominations is **March 31**. Inductees will be honored at the fall MPA Convention. Return this form to Missouri Press Association, Hall of Fame, 802 Locust Street, Columbia, MO 65201. Nominations received after the deadline will not be considered. You may nominate more than one person. Copy this form if necessary.

SEEKING NOMINATIONS

Missouri Photojournalism Hall of Fame



The Missouri Photojournalism Hall of Fame endeavors to recognize those people who have made outstanding contributions to Missouri photojournalism, and to provide an exhibit venue to showcase these visual reporting pioneers and the work of current photojournalists. The nomination process is open and nominees may be living or deceased. The nomination packet should include a statement explaining the nominee's contributions to Missouri photojournalism. Additional letters are encouraged, as are other supporting materials (portfolio or examples of work).



Inductees will be recognized for one or more of the following: outstanding photojournalism achievement; long-term photography for a Missouri newspaper or other publication/journalism outlet; leadership in education; ethical values and integrity; contributions to community.

**Send nominations by March 31 to:
Missouri Photojournalism Hall of Fame
C/O Missouri Press Foundation
802 Locust Street
Columbia, MO 65201**

Judging will be conducted by a committee headed by David Rees, MU School of Journalism, and Cliff Schiappa, retired Associated Press photographer and photo editor. Nominees not selected will remain under active consideration for two more years.

Inductees will be recognized this fall at a ceremony in Columbia, Mo., and examples of their work and a summary of their contributions will be display at the Missouri Photojournalism Hall of Fame exhibit.

To view current inductees and their work, visit www.photojournalismhalloffame.org.



William E. James Outstanding Young Journalist Award

Two young Missouri journalists — one from a weekly newspaper and one from a daily — each will receive a \$250 cash prize at the Missouri Press Association's Annual Convention each fall.

Winners of this award will have demonstrated excellence in the field of journalism and maintained the quality, ethics and standards of The Journalist's Creed. The aim of the award is to reinforce the importance of a journalist's role by recognizing and nurturing talent to further promote quality journalism.

The late William E. James served as president of the Missouri Press Association in 1998. He was the publisher of the Cass County Democrat-Missourian in Harrisonville from 1985 until 2000 and of the Warrensburg Daily Star-Journal from 2007 until 2013. He served in many leadership positions in MPA and was a director of the National Newspaper Association in 1999-2001. Mr. James was inducted into the Missouri Newspaper Hall of Fame in 2001. The Outstanding Young Journalist Award was named in his honor in 2013, a few months before his death from complications of lung cancer at the age of 65.

Rules and Regulations

Nominations for Outstanding Young Journalist must be submitted by March 31. An editor or publisher must submit the nominee's resume, letter of nomination and 10 samples of work from the previous calendar year.

Entries will be judged on the quality and variety of the work samples and the impact of the work in the community. The nomination letter must be signed by the editor or publisher and should note the contributions the nominee has made to the newsroom. Winners are not eligible to win this award in subsequent years.

Nominees Must Be:

- Younger than 30 years old on January 1, of the year of the nomination
- An employee of a Missouri Press Association member newspaper
- A regular contributor to the newspaper

Submit Nominations by March 31 to:

Missouri Press Association
802 Locust St.
Columbia, MO 65201-4888