



Missouri Press Association Bulletin

No. 1320 — 15 December, 2015



26th Annual

Missouri Press Association and the Associated Press Day at the Capitol • Jefferson City • February 4, 2016

Thursday, February 4 in Jefferson City

8:00-9:30 a.m.: Breakfast for MPA Members and Legislators (pastries and coffee), House Hearing Room 2, State Capitol Basement.

10:00-11:45 a.m.: Day at the Capitol program in the Senate Lounge, Third Floor, State Capitol. The morning program features Missouri State Auditor Nicole Galloway (invited). Also, a panel discussion on Ethics Reform and Missouri Campaign Finance Laws is scheduled featuring James Klahr, executive director of the Missouri Ethics Commission, and several Missouri legislators. Other programming is being planned.

12 noon: Luncheon with Governor Jay Nixon in the Governor's Mansion. Attendees will leave the Capitol at 11:45 a.m. for the brief walk to the Governor's Mansion. After lunch, Governor Nixon will offer remarks and take questions from the audience.

(You must be registered with Missouri Press Association to attend the luncheon in the Governor's Mansion. Missouri Press Association pays for breakfast and luncheon costs. There is no charge for members. However, last-minute cancellations will result in a \$50 cancellation fee.)

1:30 p.m.: Adjourn from the Governor's Mansion.

2:00 p.m.: Missouri Associated Press Managing Editors Contest Awards Ceremony, Capitol Building.

Need a sleeping room?

MPA is holding a block of rooms for Wednesday, February 3, at the DoubleTree Hotel in Jefferson City. Call 573-636-5101 by January 16, and ask for Missouri Press Association's \$109 room rate. DoubleTree's address is: 422 Monroe Street, Jefferson City.

*** If you have already registered online, there is no need to fill out this form.**

Name(s): _____

How many people for Thurs. Breakfast: _____ How many for Thurs. Lunch: _____

Newspaper or Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please send this registration form to Kristie Williams at Missouri Press Association
802 Locust Street • Columbia, MO 65201 • Fax: 573-874-5894 • kwilliams@socket.net





Celebrate the first 150 years

The coming year will mark the 150th anniversary of the Missouri Press Association's convention and the event is set to be held in grand fashion at Branson's Chateau on the Lake.

MPA will celebrate The First 150 Years of The Association beginning Thursday, Sept. 29, with a Boots and Bling Country Night to benefit Missouri Press Foundation. Nashville musician Beau

Fuller and others will entertain guests outdoors on the Chateau's Garden Terrace overlooking Table Rock Lake.

Thursday will also include meetings of the Missouri Press Foundation, Association and Service boards for those members.

Friday, Sept. 30, will include the convention's trade show and Better Newspaper Contest displays. Entries for the BNC contest, Outstanding Young Journalist and Hall of Fame awards are due to MPA by March 31; see below more information.

An MPA business meeting will also be held Friday morning.

After lunch Friday, attendees will be able to attend gubernatorial and senatorial political forums concerning the November 2016 general election.

The Hall of Fame banquet is scheduled for Friday night and the evening will be capped off with a dessert and champagne reception overlooking the lake. The evening's climax will be a fireworks display celebrating the 150th annual convention.

Saturday's, Oct. 1, main event remains the Better Newspaper Contest awards lunch; the start time has been adjusted to allow

more time for individuals driving to the hotel that day.

In addition to the various events listed above, Friday and Saturday will also include general sessions featuring informative speakers and panels to help newspaper publishers and staff better serve their communities.

If you would like to be a sponsor or trade show exhibitor, contact MPF Director Melody Bezenek by phone at 573-449-4167, ext. 303, or by email at mbezenek@socket.net.

Detailed convention information, including how to register for the convention, will be published in upcoming editions of Missouri Press News, as well as at mopress.com/convention.



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.

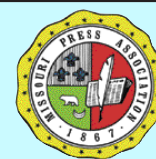
Each of the nomination forms includes the criteria for selection.

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.

For more information, contact Matthew Barba at mbarba@socket.net or by phone at 573-449-4167



CALENDAR

2016

January

15 — 2016 Best Ad Contest Entries Due

22 — MPF Book Authoring Workshop, Columbia

February

3 — Missouri Press Association, Foundation and Service boards meetings, Jefferson City

4 — 2016 Day at the Capitol, Jefferson City

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



Missouri Press Association

Missouri Press Service

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www.mopress.com

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Columbia Daily Tribune

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Writing workshop will feature variety of authors

Countless journalists have dreamed of writing and publishing books, such as memoirs, biographies, investigative reports, novels, short stories, poetry collections, literature aimed at children or young adults. Whether you are an unpublished author who wants to break through or a published author who want to move to the next level, you are encouraged to attend a one-day workshop Friday, Jan. 22, at the University of Missouri School of Journalism to learn more about writing and publishing your own book.

The workshop will be led by organizers of the Unbound Book Festival and topics to be covered will explore why you want to write a book; who do you expect to print and sell your book; whether or not you should seek a literary agent; can you earn a living as a book author; and writing a book while employed at a salaried job.

Registration for the workshop is through Missouri Press Association; a registration form can be found online at mopress.com. The authors are donating their time. MPA will serve a box lunch and provide a parking pass for \$20 per participant.

Authors and other presenters during the workshop will include:

Steve Weinberg started his writing career in newspaper newsrooms, eventually moving on to magazines in order to write longer features before authoring his first book. In addition to his book writing, he is also a freelance writer for magazine features, newspaper op-ed pieces and book reviews.

Columbia-based writer **Laura McHugh** is the author of "The Weight of Blood," a suspense novel set in Missouri's Ozarks and published in 2014. She is currently working on her second book.

A current professor in the University of Missouri School of Journalism, **Nina Furstenau** teaches food and wine writing in the Science and Agricultural Journalism Program. Since selling her magazine company in 2001, Furstenau has written a culinary memoir, "Biting Through the Skin: An Indian Kitchen in America's Heartland," and "Savor Missouri: River Hills Food and Wine.

Mary Kay Blakely is an associate professor emerita of magazine journalism at MU's School of Journalism. She has been a contributing editor to Ms. Magazine since

1981 and a former Hers columnist for The New York Times. Blakely is also the author of several critically acclaimed books, including "Wake Me When It's Over," "American Mom," and "Red, White and Oh So Blue."

Deborah Zemke is a Columbia-based writer and illustrator nationally renowned for her work on children's books. Her work has appeared in more than 40 books, including eight she authored herself.

Author of several collections of poetry, Ashland, Mo.'s **Walter Bargaen** was working full-time when he first began publishing his award-winning work. In 2008, he received the honor of being named Missouri's first Poet Laureate, a distinction he held until January 2010.

Alex George, born in England and presently living in Missouri, is a writer and a lawyer. His last novel, "A Good American," was published by Amy Einhorn Books, an imprint of Penguin, in February 2012. It was a national and international bestseller. His new book, "Setting Free the Kites," will be published by Penguin in January 2017.

Marlene Lee currently lives in Columbia and is the author of several books of varying styles, including novels and short stories. Her career as a court reporter, which saw her moving all around the country, served as inspiration for some of her stories. Before that, she taught high school, children's special education, college English and vocational school classes in Stenotype.

Prior to moving to Missouri, **Cathy Salter** worked two years for National Geographic magazine and 15 years as a junior high history and geography teacher in south central Los Angeles. Salter is the author of "Notes from Boomerang Creek," formerly "Notes from Breakfast Creek," which is published weekly in the Boone County Journal and Columbia Daily Tribune. In the fall of 2008, she published "Notes From Breakfast Creek: A Look at the World," a collection of essays drawn from her newspaper columns.

Stephanie Williams is marketing manager for University of Missouri Press. The Press was founded in 1958 by William Peden, writer and member of the university's English Department faculty.

Find more detailed information about each presenter at <http://bit.ly/IP3jb6X>.



Time for reinvention

Six mantras for newspaper sales reps

Selling ads is hard work. These tips from buyers should help.

This story is part of Media Life's ongoing series "Reinventing the American Newspaper."

by the editors of Media Life

These must seem the roughest of times for people who sell advertising space in newspapers, with so much doom about their future. But one thing reps need to keep in mind is that for all their troubles newspapers are still seen by media buyers as a vital part of the media mix in any community.

As much as anyone, and a lot more than many, they'd like to see newspapers rebound and reinvent themselves. What follow are tips from media buyers to help newspaper reps compete in this new, tougher environment. These tips have been culled from reader surveys over the years, as well as from industry analysts and insiders.

One) "Let me tell you who reads my newspaper."

You may be selling ad space in your newspaper, but the advertiser is buying your readership, and your readership is your greatest single asset on a sales call.

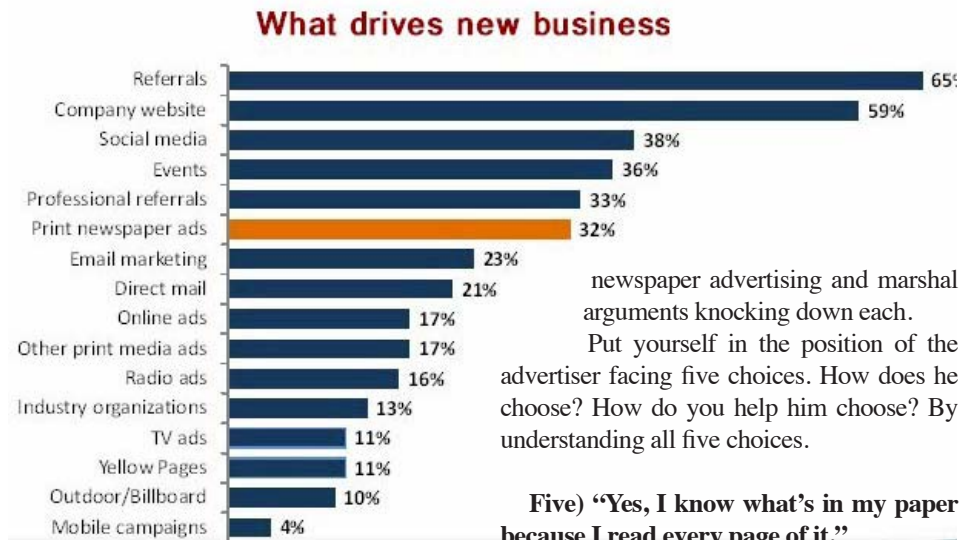
Newspapers are the medium of choice of people who matter in any community: These people own businesses, own homes, pay taxes, vote and have children in school. Those are the people advertisers most want to reach. You can't know too much about those people. The more you know, the better you'll be at selling them.

Two) "My newspaper can boost your sales. I can prove it."

Listen to a digital sales rep and you'll hear a stream of numbers. Are the numbers any good? Who's to say, but they serve to explain the major reason digital is exploding and newspapers are suffering.

Advertisers want and expect data on what they can expect of their ad dollars, but few newspapers have the research to prove their publications can deliver.

Worse, they simply don't sell advertising that way. The irony is that driving sales is the one thing newspapers are particularly good at.



Credit: Borrell Associates

So get the research going. Get testimonials where you can. Make the argument.

Three) "I'm a believer. I believe in my paper, I believe in newspapers."

Selling newspaper advertising these days has to be heart-breaking. So many think newspapers are dying or already dead, and what advertiser wants to invest in a publication that's on the verge of extinction?

But you have to believe. If you don't believe, you'll sell fewer ads. You'll also do deals you shouldn't, giving in to cockamamie demands.

You can become a believer by mastering mantras one and two: Know your reader and be able to prove advertising in your newspaper can deliver.

Four) "I can sell against anyone. Bring it on."

The old newspaper days were great. You were the one paper in a one-newspaper town. Media was a silo business; each silo had its slice of media dollars it could call its own.

Digital came along and blew the silos down. Now everyone competes for every scrap of business.

To sell in this new environment, you need to know your paper but you also need a deep understanding of your competitors' strengths and weaknesses. All have weaknesses.

Catalog all the arguments against

newspaper advertising and marshal arguments knocking down each.

Put yourself in the position of the advertiser facing five choices. How does he choose? How do you help him choose? By understanding all five choices.

Five) "Yes, I know what's in my paper because I read every page of it."

The worst thing a rep can do on a sales call is flub a simple question about the paper. It looks dumb. You come off as not caring, and in front of someone who you want to invest ad dollars.

Assume the person you are selling to reads the paper every day and has for years.

You need to read the paper every day and be able to discuss what's in. You the rep are likely that advertiser's one human link to the paper. You are, in his or her mind, the publisher, editor, favorite columnist, despised columnist and delivery boy, all wrapped into one. Their engagement in your paper is a blessing. Put it to work for you.

Six) "I will stay ahead of the curve of change in media."

What is true one day may not be true the next, and vice versa. Such is the nature of change. For all the forecasting done in media, the sad fact is we are invariably taken by surprise by the biggest developments. Who anticipated social media? Or Google even?

Newspapers have had a rough slog this past decade or so. But that could change tomorrow, or next Thursday, or Jan. 1, the result of this or that development in the media marketplace.

You need to know about it in order to sell with it.

The only way you are going to know about it is if you closely follow not just newspapers but all media: radio, TV, out of home, direct mail and of course all things digital.

So stay tuned in.



Ad Managers Contest

Submit entries now for MAMA

Entries for the Missouri Advertising Managers' Association (MAMA) Best Ad Contest are being accepted now!

See all categories and rules on the Missouri Press Association website, as well as instruction for uploading entries into the contest template.

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.

PRESS

MISSOURI PRESS ASSOCIATION
802 Locust Street Columbia, MO 65201

THIS CERTIFIES THAT
STAFFER'S NAME

IS A MEMBER AND IS ENTITLED TO ALL RIGHTS AND PRIVILEGES ACCORDED TO A MEMBER OF THE WORKING PRESS.

THIS CARD EXPIRES
DEC. 31, 2016

Doug Green
Executive Director

Request 2016 press cards

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.

Members can also request copies of the MPA sticker calendar for their office if they need extras.

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Industry talk

Reporters discuss merits of carrying guns

by **Barbara Selvin**
Poynter.org

To carry or not to carry — that is the question some journalists were asking after the Dec. 2 San Bernardino massacre.

The topic of whether community journalists should start packing concealed guns at public meetings or in the office was the busiest topic on the listserv of the International Society of Weekly Newspaper Editors. The issue was first posed by editor Patric Hedlund of *The Mountain Enterprise* in Frazier Park, Calif. She asked, “Does this now become a question for journalists who cover so many public events to consider?”

Most, though not all, of the editors who responded said they wouldn’t carry:

“In my town of 4,000? In my county of 25,000? I don’t see the need, and I don’t know if I can conceive of the circumstance where I would,” wrote Brad Martin, editor of the *Hickman County Times* in Centerville, Tenn. In a phone interview, he added, “I guess my answer would be the same if I lived in a city of 1 million.”

“Do I really want the responsibility of carrying a deadly weapon, capable of taking a life, around with me?” asked David Pugh, news editor at the *Archbold Buckeye* in Archbold, Ohio. “Am I really mature enough to be trusted with that responsibility?”

David Giffey, the retired editor of the *Home News* in Spring Green, Wisc., said he hadn’t carried a gun since his days as a soldier in Vietnam. “I choose to deal with my fears unarmed,” Giffey wrote, adding that he had been “threatened often in the past.”

“Having a gun, I think, would probably have ended badly for someone, maybe me,” he said.

And Bill Tubbs, owner and publisher of the *North Scott Press* in Eldridge, Iowa, wrote, “As journalists, our weapons are words, used wisely and appropriately.”

A handful of editors and publishers posted that they already exercise their right, legal in their states, to carry a concealed weapon.

“I conceal carry a firearm most of the time when I am out and about,” wrote Gregory J. Lamoureux, publisher of the *County Courier* in Northwestern Vermont’s Franklin County. “You never know what you are going to run into, and my personal feeling [is] that I would

Missouri Press wants to hear from its members ...

- What are your thoughts on yourself or your staffers carrying guns?
- Do you have a concealed carry permit?
- Do you see a greater need for gun protection in the wake of shooting incidents that draw national/international headlines?
- Do you see more individuals in your coverage area seeking conceal carry permits following incidents like the Dec. 2 shooting?

Send your thoughts to
mbarba@socket.net for inclusion
in a future MPA publication.

rather have the gun with me and never have to use it than not. I even have a pistol hidden in my office in the case that I need it.”

The weekly editors’ society, with about 300 members in the U.S., Canada, Australia, Ireland and the United Kingdom, has no official position on the issue. Neither does the National Newspaper Association, which represents 2,200 daily and weekly community newspapers in the U.S. “As a legal matter, I would counsel publishers to be aware of their local laws before taking any action, and to consult their insurance carriers before authorizing any weapons,” said Tonda Rush, the newspaper association’s CEO.

One Oklahoma editor posted to the listserv on Dec. 4 as she prepared to cover a daylong open-carry class that a local pastor holds on church property. Kaylea M. Hutson-Miller, managing editor of the *Grove Sun* in the state’s hilly northeast, said the pastor had called her when the usual monthly enrolment quadrupled after the California attack. “So it’s a story,” she wrote. “Locals are reacting, just as we are in this thread, and reacting by getting training and licenses.”

Hutson-Miller hasn’t yet taken the class herself, but she’s considering it, she said in a phone interview, since her marriage to a detective four months ago meant she now lives with guns in her home. “I’m not going

to let fear dictate what I decide,” she said, but she believes in educating herself.

Bill Reader, a journalism professor at Ohio University and a member of the weekly editors’ group, argued that armed journalists misconstrue their role.

“A journalist who goes to cover an ‘active shooter’ situation is neither trained nor authorized to ‘take down’ the ‘bad guy,’” Reader posted on Dec. 9. “And by showing up to an active crime scene armed and twitchy, a journalist can very well cause more problems for law enforcement officers as they are very much the targets in such situations. Armed journalists could become no better than the armed vigilantes who are causing problems along borders, in ‘neighborhood watch’ activities, and etc.” [This paragraph has been edited for clarity.]

Some editors who posted seemed to be considering their options, or they preferred to keep their position ambiguous.

“I might never be armed; I might always be armed; I might sometimes be armed,” wrote Bobby Mayberry of the *Cairo Citizen* in Cairo, Ill. “Let’s just leave it at that.”

Cyndy Slovak-Barton, publisher since 1985 of Barton Publications in central Texas, had a purely practical reason for considering a concealed handgun license.

“I testify occasionally at committee hearings for the Texas Legislature regarding issues dealing with newspapers,” she wrote. “The line to get into the capitol can be rather daunting, especially when you are late for a committee hearing.”

But with a permit, she said, “You can bypass the line, show your license and go on in to the capitol. Strange as it sounds, having a concealed gun gets you in easier.”

And Dan Thalmann, the owner of three Kansas weeklies and a past president of the Kansas Press Association, said, “Let’s just be thankful we can have this conversation and present two sides of the debate.” Guns, he said, are pretty common in rural Kansas, but mostly for hunting.

“We don’t have gun violence like elsewhere,” he wrote. “We’ve had two murders in the last 35 years. The last one about 10 years ago was by a big knife. For the murder before that, a body was never recovered — they think the victim was fed to hogs.”



Missouri Press Foundation

Dedicated to Freedom for Tomorrow's World

A portion of the registration fees from Missouri newspapers participating in Online Media Campus webinars goes to benefit the Missouri Press Foundation.



Education, resources

The 13-chapter Newspapers in Education serial, "Night at the Capitol," will be available in mid-December for publication beginning in January. The series was written for Missouri's newspapers by children's author Carolyn Mueller, who wrote previous NIE series "Lily's Story" and "The Gashouse Gang." It is illustrated by Chris Grant. Missouri Press will provide a promotional ad, 13 ready-to-publish chapter features and a companion teacher guide; newspapers that begin publishing the series in January and continue each week should finish in early April.

There are a few guidelines to participate in the Reading Across Missouri project. These are the same as in previous years and can be accessed at mo-nie.com; the download code is: **readmo16**. The most important guidelines pertain to electronic publication.

Upcoming Webinars

PubAux Live - Generating Revenue with a Local Business Honor Roll

Thursday, January 7

Presenter Cecile Krim,
Crosby (N.D.) Journal

Instant Sales: Six-Step Proven Process

Thursday, January 14

Presenter Steve Kloyda,
the Prospecting Expert

A Crash Course to Fact-Checking Journalism

Friday, January 15

Presenter Jane Elizabeth,
American Press Institute

Google Analytics: Finding and reading the data

Thursday, January 21

Presenter Sherri Horton,
GateHouse Media

Register at onlinemediacampus.com

High-quality, low-cost web conferences
that help media professionals develop
new job skills without leaving their offices.



Reading Across Missouri 2016

Join young people inside their newspaper

Written by Carolyn Mueller • Illustrations by Christopher Grant

Missouri is a boring state. At least, that's what Charlie thinks. Eleven-year-old Charlie just moved to Missouri from California. Bored on his field trip to the Missouri State Capitol, Charlie wanders off and, when night falls, finds himself involved in a wild mystery to find an important piece of Missouri history.

After hiding in the Senate Chamber, Charlie falls asleep and wakes to find a very different Capitol. History has come to life. Charlie joins soldiers, Native Americans, authors, musicians, baseball stars and a quirky reporter turned tour guide on his adventure through the Capitol.

Charlie learns Missouri history and what it takes to be brave during his quest. Follow Charlie and friends for one very exciting "Night at the Capitol."

Read "Night at the Capitol" only in your newspaper through the statewide Newspaper In Education reading project from the Missouri Press Foundation.

To download the companion teacher guide, visit mo-nie.com and use code: **teachmo16**.



FOR SALE

Long established small weekly newspaper in Southwest Missouri, the *Webb City Sentinel*, is for sale. Owner for the past 36 years is nearing retirement. To inquire, send message to news@webbcity.net.

HELP WANTED

PRESS OPERATOR: Experienced press operator needed at weekly newspaper/print operation. We are seeking an experienced offset press operator. Responsibilities include printing newspaper and shopper each week along with several print customers. Must be capable operating and maintaining a Goss Community press. Competitive compensation and benefits. To apply, send resume and work references by email to mbarba@socket.net with subject line "Press Operator." 12-7

REPORTER: *The West Plains Daily Quill* is seeking an energetic reporter to join its news staff. The position requires a good "nose for news" as well as solid writing and reporting/research skills; either a journalism degree or experience writing for publication is needed. Recent journalism graduates are encouraged to apply as well as applicants who have writing and research/reporting experience, are fast learners and are willing and able to learn the ropes of the newsroom quickly, under the tutelage of experienced journalism mentors in both the managing editor and publisher. To apply, please email the following, with the words "Reporter Applicant" in the subject line, to editor@wpdailyquill.net: (1) A cover letter explaining why you would be a good fit for our paper; (2) your resume; (3) FIVE writing samples (preferably hard news or features); (4) salary requirements; and (5) three references familiar with your work. Position is open now and will be filled as soon as a proper candidate is found, so don't delay! 12-3

GENERAL MANAGER: *The Sentinel-Record* in Hot Springs, Ark. seeks an experienced leader who is innovative and results-oriented. He or she will manage all the operations of this seven-day a week newspaper. This individual must possess exceptional leadership, marketing and communication skills as well as be dedicated to growing all aspects of a profitable newspaper. The ability to think strategically and work with managers to develop and execute plans is essential. We are looking for a proven leader with excellent organizational, financial and management skills. Community involvement is also necessary and encouraged. Ideal candidates will have experience as a general manager or advertising sales leader of a newspaper. *The Sentinel-Record* is owned by WEHCO Media, an industry leader offering a competitive salary commensurate with experience and a comprehensive benefits package including health insurance, 401K and profit sharing. Please send resume and salary requirements to Terri Leifeste at terril@newstribune.com. 12-3

GRAPHIC DESIGNER: Lake Media at Lake of the Ozarks is looking for a skilled full-time graphic artist who will be able to take our marketing ideas and create sophisticated, appealing ads and graphics that will engage our target audience. Projects will include magazine layout, ads for multiple publications, web ads and more. Required skills include proficiency with Adobe Creative Suite, InDesign and QuarkXPress on Mac computers; 3-5 years minimum in graphic design experience; and working knowledge of current design trends and best practices. Please send resume and portfolio to jmiller@lakesunonline.com. 11-18

COPY EDITOR: Can you work with reporters and photographers to ensure stories are presented in the most appealing way? Do you want to be part of an interactive staff that recently launched a redesigned, award-winning website? As a copy editor with *The Herald-Whig* in Quincy, Ill., you join our award-winning team. 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. 11-16

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. 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. 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. 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. 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

Missouri Press Foundation Presents

So, You Want to Write & Publish a Book!

A One-Day Workshop on Authoring and Publishing

10 a.m. to 4:30 p.m.

Jan. 22, 2016

Reynolds Journalism Institute,
University of Missouri Campus



Countless journalists have dreamed of writing and publishing books - memoirs, biographies, local histories, investigative reports, novels, short stories, poetry collections, literature aimed at children or young adults.

For some journalists, those dreams have come true. For other journalists, not yet.

Whether you are an unpublished author who wants to break through, or a published author who wants to move to the next level, you are invited to attend this one-day workshop in Columbia. Hosted in conjunction with Steve Weinberg and the Unbound Book Festival committee, this workshop will feature panels and informal conversations with successful book authors. The authors will also be able to answer questions about whether to seek a national trade (commercial) publisher such as Random House, or a regional trade publisher, a university press or follow the self-publishing route.

The workshop will be held at the University of Missouri School of Journalism. The authors are donating their time. MPA will serve a box lunch and provide a parking pass at the cost of \$20.

MPF Write & Publish Workshop Registration Form

Friday, Jan. 22, 2015 @ 10 a.m.

Reynolds Journalism Institute, 401 South 9th Street, Columbia, MO 65201

Cost Per Participant is \$20 and includes lunch, snack and a one-day parking pass

Newspaper/Company _____ Contact Person _____

Address _____ City _____ State _____ Zip Code _____

Phone _____ Fax _____ Email _____

Attendee(s): 1. _____ 2. _____

Total amount paid or to be charged: \$ _____

Payment Method: Check enclosed Invoice me Charge to Visa, MasterCard or Discover

Name on Card _____ Card No. _____

Exp. Date _____ Security Code _____ Billing Zip Code _____

Return registration to MPF, 802 Locust Street, Columbia MO, 65201 or fax 573-874-5894

Questions? Contact Melody Bezenek at 573.449.4167 or mbezenek@socket.net





[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