



## CALENDAR

### October

23 — Missouri Photojournalism Hall of Fame induction, 4 p.m., Washington

### November

6-7 — Russell Viers Workshop, Columbia

10-11 — Dodging the Memory Hole forum at RJI, Columbia

20-21 — Potter Conference at RJI, Columbia

### 2015

#### March

11-12 — Missouri Advertising Managers' Association Meeting, Camden on the Lake, Lake Ozark

#### June

24-28 — ISWNE Convention, Columbia

#### September

10-12 — 149th Annual MPA Convention, Columbia

#### October

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

# Missouri Press Association Bulletin

No. 1302 — 15 October, 2014



# POTTER

The Walter B. Potter Sr. Conferences

## Walter B. Potter Sr. Conference Nov. 20-21

### *Innovation and Transformation in Community Newspapers*

The Donald W. Reynolds Journalism Institute is inviting industry professionals to the second Walter B. Potter Sr. Conference this fall and the price of admission is two successful ideas - proven winners that generated revenue, boosted readership or improved your operation.

The Potter Conference will bring together community news executives and leaders at the Missouri School of Journalism in Columbia for an exchange and dialogue of best practices that will help sustain local journalism, especially in small and rural markets.

The two-day event is scheduled Nov. 20-21 at RJI in Columbia, Missouri. All participants will be permitted to bring up to three colleagues from their outlet or media group.

Those who make it to the conference will return home with access to all innovations presented, including details to help with implementation at their organization.

In addition, participants will receive a free book "Saving Community Journalism: The Path to Profitability," by Penelope Muse Abernathy, Knight Chair in Journalism and Digital Media Economics at the University of North Carolina at Chapel Hill.

Professor Abernathy, who will present virtual remarks at the Potter Conference, is also formerly an executive with *The Wall Street Journal* and *The New York Times*.

Apply online at: [www.rjionline.org/events/potter14](http://www.rjionline.org/events/potter14)

## Upcoming Webinars

### 10 Ways to Build Reader Engagement Friday, November 7

Presenter Brian Steffen,  
Simpson College

**Miss one of Online Media Campus's great webinars?**

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**Missouri Press Association**

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

## Blue Book still available

Copies of the 2013-2014 Official Manual, State of Missouri, commonly known as the Blue Book, are still available for purchase. The books are a project of the Missouri Press Foundation. Buy copies for local libraries.

The Blue Book, which is published by the Secretary of State every two years, is the definitive source of information about Missouri state government.

To order your copies today, call the Missouri Press Association, 573-449-4167.





# Saving Born-Digital Content

*You are invited to participate in digital news preservation forum*

A recent poll by the Donald W. Reynolds Journalism Institute found that about a quarter of news organizations have lost significant amounts of their news archive. Unlike print, digital news content can silently vanish in the blink of an eye.

Digital preservation is the key to ensuring long-term survival of your news content, content that news organizations need for context, credibility, reuse and monetization.

That's why RJI is asking you to join other journalists, librarians, historians, archivists and entrepreneurs in formulating a national agenda for saving digital news content by attending the "Dodging the Memory Hole: Saving Born-Digital News Content" forum, Nov. 10-11 at RJI in Columbia.

A recent memo to University of Missouri faculty included the following:

*Dear Faculty,  
As some of you will recall, in 2002, a Columbia Missourian server crashed and*

*wiped out fifteen years of text and seven years of photos. The archive was contained in an obsolete software package that effectively prevented cost-effective retrieval. Unlike content digitized from analog media, born-digital has no physical surrogate to serve as a fallback.*

*A recent Donald W. Reynolds Journalism Institute survey showed that we are not alone: 27 percent of legacy news organizations say they have lost significant amounts of their archived content.*

If you are a decision-maker in a news organization who recognizes the value of digital archives and wants to change the future of the past, join us for the forum. If you know of another person who should attend this event, please pass on this message.

Register now.

Go to: <http://www.rjionline.org/events/memoryhole>

The event is made possible by grants from The Mizzou Advantage and RJI.

## Missouri Press Membership Applications

The Missouri Press Association has received an application for "Friend of Missouri Press" membership from *Newstime*, <http://www.newstime-mo.com>, published by Kathy Colbert, Lakeway Publishers, 11102 Veterans Memorial Parkway, Lake St. Louis, MO 63367. (3rd notice)

Membership applications are considered by the MPA Board of Directors at its first meeting after this notice has been published in at least three issues of the MPA Bulletin or eBulletin.

Anyone with comments about the applications should email them to Doug Crews, Executive Director, MPA, at [dcrews@socket.net](mailto:dcrews@socket.net).



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 accepted.  
(573) 449-4167

## Missouri Press Association It Can Wait Editorial Contest

Open to all students enrolled in any Missouri public or private middle school and high school.



Enter for a chance to win:

- \$500 prize
- Tour of the University of Missouri School of Journalism
- Tour of the Missouri Press Association Building
- Dinner for the student and his/her guests with the leadership of AT&T, the MPA and local newspaper publisher

Entrants should write an editorial or opinion column answering the question, "Why is it important to take the It Can Wait pledge to never text and drive?" The piece should highlight the dangers of texting while driving and include the following call to action, "Take the pledge to never text and drive at ItCanWait.com."

Contest deadline is: October 19, 2014

[itcanwait.com](http://itcanwait.com) | Join the movement [#itcanwait](#)

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## Missouri Press Association

### Missouri Press Service

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Four new NIE features showcase famous news people

## Missouri Journalists series expands

Missouri Press has created four new features in their Famous Missouri Journalists series that are perfect resources for showcasing men and women who played major roles in journalism and other important arenas in Missouri. New this year are features about:

**Walter Williams** - Williams fought for and won the establishment of the Missouri School of Journalism. He led the world's first professional school, creating the Missouri Method.

**Mary Paxton Keeley** - Keeley was the first woman to graduate from the Missouri School of Journalism. She said she was waiting at the door when Walter Williams opened it!

**Lucille Bluford** - Bluford was a civil rights leader who fought for the opportunity to attend the Missouri School of Journalism.

**Walter Cronkite** - Cronkite was a newspaper man whose broadcasting standards forged his legacy as the "Most Trusted Man in America." Cronkite always considered Missouri his home and valued his newspaper roots.

Thanks to The State Historical Society of Missouri for sharing its biographies and photographs with Missouri Press Association for this project.

The four new features join six original



features in the series written by longtime Missouri Press Association historian Dr. William Taft. The original series has been converted to color and includes: William Switzler, Joseph Charless, Mark Twain, Eugene Field, Joseph Pulitzer and the Missouri Press Association.

To access any or all of these features, visit [www.mo-nie.com](http://www.mo-nie.com) and used download code: mojournalists.



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# Postal Service Update

## Newspaper subscribers: victims in USPS plant closings?

### National Newspaper Association

According to a recent release by the National Newspaper Association, newspaper subscribers may be the unseen victims in USPS plant closings:

The U.S. Postal Service should evaluate the impact of slower service to newspaper subscribers before proceeding with 2015 closings of mail processing plants, National Newspaper Association President John Edgecombe Jr., said this week. Edgecombe is the publisher of The Nebraska Signal in Geneva, NE.

NNA seconded the concern expressed by the USPS Office of the Inspector General that the Postal Service has not completed service impact evaluations on the planned closings of 82 more mail processing plants starting in January 2015. The evaluations should include public notice and comment. The OIG strongly recommended that USPS complete these evaluations and requested confirmation that they are being completed.

NNA has previously reminded the Postal Service that the impact of moving mail processing operations into urban areas creates mail delivery problems for its subscribers, who may judge the effectiveness of the mail by the on-time arrival of their newspapers.

“As I look at the list of plants on the closing list and see cities like Salina, Kansas; Grand Island, Nebraska; Eureka, California, and Elko, Nevada, I worry that small-town America is gradually losing reliable mail service,” Edgecombe said. “Affordable, dependable service links us to our subscribers. More importantly, it is the bedrock of local small-town economies. It is essential that USPS understand and grapple with these

impacts before it makes a decision to close any mail sorting plant.”

NNA Postal Committee Chair Max Heath in Shelbyville, KY, said a particular problem is that USPS has no universal system for measuring newspaper on-time delivery. Even with strong impact studies, it may not always capture the full effect of slower newspaper delivery, he said.

“USPS rests its service studies upon electronic scanning equipment on its automated mail sorters. But many newspapers are not sorted on these machines,” Heath said. “So our mail drops out of the visibility measurements that USPS depends upon to report its success in reaching delivery times. Certainly we are concerned whether a plant closing creates a slower standard. We are equally concerned that if newspapers are not

delivered on time with today’s delivery standards, USPS has no systematic way of detecting it.”

Newspapers are gradually adopting the Full Service Intelligent Mail barcodes that could be scanned by the sorting equipment. But unless the machines are used to sort the newspaper mail, usable information will still elude the Postal Service, he said.

“We are working diligently with USPS to develop a better measurement system,” Heath said. “But adoption of a better system for us is months, if not years away. What is important now is for USPS and publishers to recognize that newspaper subscribers want their issues on time, and any changes in service standards or actual service that puts their trust in jeopardy is bad for newspapers and for the Postal Service.”

## You Be The Judge!

The Missouri Press Association is seeking judges to help with the upcoming Colorado Press Association’s Better Newspaper Contest. Their newspaper people recently helped judge the MPA contest, so it’s time to return the favor.

If you are available to help judge, we’ve made it easy to volunteer and choose your preferred categories by completing a simple online judges volunteer form found online:

<https://mopress.wufoo.com/forms/colorado-press-contest-judging-signup-form/>

Judging is set to begin Oct. 29, with a deadline to complete your assignment(s) by Nov. 19. Fill out the form, submit it, and you will receive your assignments soon. Thank you for taking the time and making the effort to assist in this worthy endeavor.

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## Editorial:

# Time for Missouri to take Sunshine Law seriously

By Editorial Staff  
St. Louis Post-Dispatch

Here's a shocker: State and local government bodies in Missouri routinely do their business in private, in violation of the state's Sunshine Law. So says state Auditor Tom Schweich, who last week released an audit that found cities, counties, school boards and other government bodies, including the state House and Senate, regularly find a way to keep people out of the public business that determines how their hard-earned money is spent.

They are breaking the law. Attorney General Chris Koster isn't doing much to enforce it. That needs to change.

Sunshine Law violations have long been a problem in Missouri. Too many governmental bodies, either out of ignorance (real or pretend) or a desire for secrecy (far more likely), find ways to shut out the public. This despite the Sunshine Law's clear language: "It is the public policy of this state that meetings, records, votes, actions, and deliberations of public governmental bodies be open to the public unless otherwise provided by law."

The timing of Mr. Schweich's audit, in light of some of the lack of transparency coming out of governmental bodies involved in the ongoing Ferguson unrest, couldn't be any better.

In Ferguson, the City Council is advancing major changes to public policy that could not possibly have been developed without private conversations outside the public eye. The city's crack PR team announced the changes to the court system as a fait accompli, even before the council had had a public meeting to discuss any of them.

The city also is trying to limit the flow of public information to reporters and the public by charging outrageous (and potentially illegal) fees for gathering public information, a frequent tactic by governments these days. Late last month, the Associated Press reported that Ferguson is seeking to charge as much as 10 times some of their employee salaries to fulfill public records requests following the shooting of 18-year-old Michael Brown.

That is an insult. Not so much to reporters. We're used to it. It's an insult to the public, who are the people the Sunshine Law was written to protect.

There have been numerous other cases of government secrecy in the St. Louis region recently. The American Civil Liberties Union, for instance, had to sue St. Louis County to win access to a federal audit of the embezzlement of a former health department employee. The Post-Dispatch, too, has had to go to court to force public records to be opened, such as the documents regarding negotiations over upgrades to the Edward Jones Dome sought by the St. Louis Rams.

As Mr. Schweich points out, various government bodies, from cities to school boards, fail to record minutes, go into closed meetings to discuss items that should be talked about in open session or fail to disclose records when they are requested by citizens.

One of the problems with the Sunshine Law, Mr. Schweich told us in a meeting, is that Mr. Koster doesn't do enough to enforce it. Mr. Schweich is a Republican. Mr. Koster is a Democrat. The two men might run against each other in the governor's race in 2016.

Politics has nothing to do with this. The law is the law, and Mr. Koster should enforce it aggressively. But his predecessor, Democrat Jay Nixon, didn't do much to enforce it, either, and he has twice been elected governor. The exception was a high-profile case in 2007, when Mr. Nixon took on then-Gov. Matt Blunt over Mr. Blunt's failure to release records sought by this newspaper and others.

What's needed is a test case that has

nothing to do with politics. "If one municipality were brought to court and fined, I think people would start falling in line," Mr. Schweich said.

To Mr. Koster's credit, he's entered the fray regarding Ferguson's fees. But he must press the case all over the state that the Sunshine Law is a valuable accountability tool for citizens.

We also believe the Sunshine Law should be strengthened. Mr. Schweich's audit, for instance, suggests that the law be changed to make it clear that individual members of the House and Senate have to respond to Sunshine Law requests. For as long as Republicans have controlled those two bodies, the House and Senate have denied that members have to respond to requests for records.

Ironically, the father of Missouri's Sunshine Law was a Republican, the late state Rep. R.J. "Bus" King of Clayton. This was in the early 1970s, and Republicans were different then. Today the very people who are responsible for writing the state's laws are allowed to ignore one of them. It's incomprehensible.

The people's business should be done in public. It's a simple concept. When citizens can see their government do its business, there is accountability for how money is spent. There is less opportunity for corruption. Unfortunately, the Sunshine Law is ignored in Missouri on a regular basis. Both the attorney general and the Missouri Legislature should do something about it.

## Missouri Mules and Men



Long-time MU agriculture journalist and photojournalist Duane Dailey spent years photographing Missouri mules and their owners. This work, created mostly in 1982-83, has never before been exhibited. What we learn from these stubborn, gentle, persistent creatures, and the men and women devoted to them, is a beautiful partnership of man and beast.

On Exhibit Through October 31

McDougall Center Gallery, Lee Hills Hall  
Missouri School of Journalism  
Columbia, Missouri



# Newspapers: Foundation of Vibrant Communities

By David Burton

A recent visitor to my house noted that I had four different weekly newspapers on the kitchen counter. "If you have that many newspaper subscriptions, you must be rich," said my friend, who confessed to never having subscribed to a newspaper in his entire life.

I wanted to cry in response to the fact that he had never subscribed to a newspaper, but I laughed instead. "I am not rich when it comes to money, but these communities are better off by having a weekly newspaper," I said. "That is why I support local newspapers with my subscription."

As a consumer, I know firsthand that most weekly newspaper subscriptions are reasonable. I have subscriptions to my hometown newspaper, the newspaper I managed, the newspaper in my community of

residence and the newspaper in the community where I work. These newspapers keep me updated on government decisions, community events and the lives of my friends.

Despite our changing world, daily and weekly community newspapers remain a prime source for recording local news events. Newspapers document the lives of local citizens from birth to death. Newspapers chronicle the decisions of city councils, county commissions, fire districts and school boards along with hometown school athletics and art programs.

Newspapers serve an important function in the American democratic process. When I was editing a weekly newspaper, I would say the newspaper was a "beacon of truth." I still believe that is true in most communities. At the very least, quality newspapers aid

in the well-being of the communities they serve.

Newspapers help protect our communities from destructive influences. Newspapers help to sound the alarm with accurate and complete coverage of sensitive or tragic community issues. The best community newspapers provide facts and editorials that help communities make decisions. They also help celebrate individual and collective achievements in the community, offer congratulations and join in the community celebration.

Newspapers have an important role in small and large communities across this country. Despite what a few might have you believe, newspapers are not dead. Weekly newspapers are doing well and for communities that want to grow and flourish, they are vital.

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# Political Ad Reminder!

Missouri Press Association hotline attorney, Jean Maneke, reminds all publishers and ad managers they should obtain a copy of the Missouri Ethics Commission attribution language, post it and refer to it whenever an ad comes in.

In particular, if receiving an ad from a not-for-profit organization, the organization MUST include "Paid for by" their corporate name, along with the **name** of a principal officer, and the mailing address of the entity or the principal officer.

Furthermore, the check received in payment for ANY ad must have the same name on it as the ad states.

Questions? Call Jean Maneke, 816-753-9000.

Online link to the Missouri Ethics Commission brochure:

<http://www.mec.mo.gov/WebDocs/PDF/CampaignFinance/CampaignMaterialsIdReq.pdf>



Public Notice advertising plays a unique role both in American history and in the process by which this country's democracy is preserved. Its one premise is that people must be informed if they are to govern themselves competently. Public Notice advertising first came into being with the Congress of 1792. The publication requirements in federal, state and local laws today, reinforce government officials' obligations to inform the public. Newspapers over the years have been the vehicle by which these obligations have been fulfilled. They will continue to be as long as the public demands that it be informed frequently and by the best means possible.



Essay Contest Ends Locally Oct. 19

# It Can Wait could save lives

For the second year, Missouri Press Association (MPA), local newspapers and AT&T are sponsoring a contest and challenging Missouri middle-school and high-school students across the state to write an editorial or opinion column highlighting the dangers of texting while driving and encouraging their peers to take the It Can Wait pledge. **The contest ends locally Oct. 19!**

The contest schedule:

**Sept. 19** -- Contest began.

**Oct. 19** -- Contest ends at a local level.

Local winners announced by local newspapers and forwarded to MPA Office.

**Oct. 25** -- Contest ends at statewide level with local winners sent to MPA.

**Nov. 1** -- Contest ends with final statewide winner announced.

**Nov. 18** -- Statewide Contest Winners treated to \$500 award, J-School and MPA Office Tour and Dinner in Columbia.

Texting while driving is a problem. More than 100,000 crashes a year involve drivers who are texting, often causing life-changing injuries and deaths.

Texting drivers are far 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. 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.

Interested newspapers should contact local schools now to begin contest arrangement. Submitted essays need to answer the question, "Why is it important to take the It Can Wait pledge to never text and drive?" The piece will highlight the dangers of texting while driving. The piece must include the following call to action, "Take the pledge to never text and drive 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 [dcrows@socket.net](mailto:dcrows@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 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.

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.



Call: 573-449-4167



## Marketplace

Please email your ads to [bejones@socket.net](mailto:bejones@socket.net). Ads are posted when received to [mopress.com/jobs.php](http://mopress.com/jobs.php).

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

## HELP WANTED

**REPORTER POSITIONS:** A family of six local newspapers surrounding Springfield is seeking journalists with a passion to report news in our local communities. If you possess skills befitting a community news organization we would like to talk with you. Web experience and page design would be a plus. We offer good benefits and many opportunities to make a difference. EOE Please complete an application from our website, [www.commpub.com](http://www.commpub.com), and email with resume and samples to: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com). Or fax to: 417-326-8701, Or mail to: Reporter Positions, PO Box 330, Bolivar, MO 65613. Full-Time positions available in Missouri at: *Bolivar Herald-Free Press* in Bolivar; *Christian County Headliner News* in Ozark; *Cedar County Republican* in Stockton; *The Marshfield Mail* in Marshfield; and *Nixa Xpress* in Nixa. 10-8

**TWO POSITIONS OPEN:** Sexton Media Group, Inc., publisher of the *River Hills Traveler*, *The News-Dispatch* and *Midwest Times*, is expanding and looking for a COMMUNICATIONS REPRESENTATIVE for five different markets (Kansas City, Joplin, St. Louis, Cape Girardeau, and Springfield-Branson) as well as a composing/graphics artist. For the communications rep, this person will work with existing clients in their market as well as new clients both in person, by email and by phone. He/she will also develop new media strategy and marketing opportunities for the company in that market both in Missouri and across the state line. Advertising sales experience a plus but not necessary. Part-time or full-time, excellent pay. For our COMPOSING DEPARTMENT, we need someone part-time to update our websites and social media daily and to design/layout our print editions weekly and monthly as well as other specialty print/online media projects. Experience with InDesign, QuarkX-Press and Photoshop necessary. Flexible hours, good pay. Contact Jimmy Sexton at [jimmy@sextonmediagroup.com](mailto:jimmy@sextonmediagroup.com). 10-3

**COPY EDITOR/PAGE DESIGNER:** *The Quincy (Ill.) Herald-Whig*, an award-winning seven-day newspaper, is seeking an experienced copy editor/page designer for our universal desk. We're looking for someone who enjoys the challenge of being involved in all operations of our multi-platform desk -- editing local copy, doing daily page design, Web editing and taking a role in our social media sites. Good editing and headline writing skills are a must. Candidates must have experience in page design, and knowledge of InDesign is a plus. *The Herald-Whig* offers a comprehensive employee benefits package with everything you expect and more. 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](mailto:cbwilson@whig.com). 10-2

**PRODUCTION MANAGER:** *The Examiner*, based in Independence, MO (Kansas City area), has an exciting career opportunity for a Production Manager with a proven track record and excellent leadership skills. The Production Manager is responsible for the

planning, execution and project management of the company's entire process of print production including offset printing, inserting, distribution and pre-press. This includes the supply chain process for all print production requirements from planning, RFO, through delivery to customers. Requirements: At least 3 years of offset print management; A thorough knowledge of commercial printing processes; Computer skills including Microsoft Office programs; Strong organizational ability and problem solving techniques; Ability to multi-task and execute tasks within a deadline-oriented environment; Excellent communication and negotiating skills. Send resume, including salary requirements, to: [jobs@examiner.net](mailto:jobs@examiner.net). *The Examiner* is a GateHouse Media publication. An Equal Employment Opportunity Employer 10-1

**WEB OFFSET PRESS OPERATOR/FOREMAN:** Nowata Printing Company is seeking a single-width, web offset press operator/foreman with at least 5 years experience. Heat-set, Goss Magnum knowledge and supervisory experience preferred. This commercial printing facility produces newspapers, inserts, shoppers, and other publications on several different press lines and operates 24 hours a day, 5+ days a week. Competitive pay. Great benefit package including 401K, Profit Sharing, Medical, Dental, bonuses. EOE. Visit our website at [www.commpub.com](http://www.commpub.com), complete the application, and submit it with your resume to: [cecilias@nowataprinting.com](mailto:cecilias@nowataprinting.com) or P.O. Box 472, Nowata, OK 74048. 9-15

**GENERAL ASSIGNMENT REPORTER:** If you're looking to put yourself in a position to advance your career, come join our family newspaper team. We have a proven reputation of award-winning journalism and placing our reporters at larger operations. We're seeking a talented and motivated journalist who can produce well-crafted, clean copy and lots of it. Fast-paced daily newspaper environment for a general assignment reporter who likes variety. Photo skills, knowledge of Internet reporting, and page layout useful. We're located in southwest Missouri within easy driving distance of Kansas City, Joplin and Springfield. Apply to Publisher Floyd Jernigan at [fjernigan@nevadadailymail.com](mailto:fjernigan@nevadadailymail.com) 9-8

**REGIONAL ADVERTISING DIRECTOR:** Gatehouse Media is seeking a strong sales leader to manage local digital products and services, as well as print and online marketing programs and packages. This role involves direct oversight of eight multi-media sales executives for a group of three daily newspapers in southwestern Missouri. Responsibilities include driving sales of Propel Digital Products and Services, newspaper and other print products, direct mail and event-based marketing solutions; maximizing key revenue initiatives; coaching and developing the staff; collaborating effectively with management colleagues; building a sales pipeline; and maintaining excellent client relationships. Propel Marketing is a full service digital services firm owned by Gatehouse, with offices located in each newspaper market. We offer a competitive base salary and excellent bonus plan. We also offer health, dental, life insurance, 401(k) and flexible spending accounts. To apply, submit a cover letter, resume and salary requirements to: [michelle.smith@gatehousemedia.com](mailto:michelle.smith@gatehousemedia.com) An Equal Employment Opportunity Employer 9-2

**SPORTS REPORTER:** *The Cedar County Republican* is seeking a "sports champion" to cover local high-school sports and general assignments. Experience in photography and any Web experience a plus. NewsEdit Pro and Photoshop experience preferred. We are a family of local newspapers in print and online surrounding Springfield, Mo. We offer good pay and benefits and many opportunities to make a difference. EOE. Complete an application from our web-

site, [www.commpub.com](http://www.commpub.com), and email with resume and samples to: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com) or mail to: Sports, P.O. Box 330, Bolivar, MO 65613 or fax: 417-326-8701. 9-2

**PRESS OPERATOR:** A Springfield, Mo. commercial printer seeks a Heatset Press Operator, newspaper experience a plus. Competitive pay, bonus, excellent benefits, clean work environment. EOE. Complete an application from our website, [www.commpub.com](http://www.commpub.com), and email with resume and description of work experience to: Press Operator, P.O. Box 330, Bolivar, MO 65613 or email to: [careers@Mo.NeighborNews.com](mailto:careers@Mo.NeighborNews.com) or fax to: 417-326-8701. 9-2

**MARKETING COORDINATOR:** *News Tribune* has an opening on their marketing operations team. This full-time position will help coordinate various events, organize special section schedules and assist in numerous varied duties. The idea candidate will have excellent computer skills in Microsoft Word and Excel as well as a neat appearance, pleasant personality and enjoy working with the public. This is a great opportunity for a self-starting team player who is flexible, detail oriented, willing to learn and likes a busy, fast-paced environment. Benefits include vacation, sick leave, 401k and medical insurance. Interested parties please email resume, along with cover letter and salary requirements, to: Jane Haslag, Marketing Director, at [jane@newstribune.com](mailto:jane@newstribune.com) or mail to Marketing, News Tribune, P.O. Box 420, Jefferson City, MO 65102 8-20

**DIGITAL MEDIA CONSULTANT:** We have a full-time opening for a Digital Media Consultant in the digital division at Central Missouri Newspapers. This is a great opportunity for someone who is well versed in digital media and has a teaching mentality. The goal of this position is to help businesses manage their online and mobile presence through a suite of products and services. We are looking for a dynamic, engaged individual who will be focused on offering outstanding customer service. The candidate must have a detailed work ethic, be highly motivated, well organized and be able to communicate effectively. Must have intermediate to advanced skills in Microsoft Office. A valid driver's license and use of a reliable vehicle is required. Send resume and cover letter with salary requirements to [jane@newstribune.com](mailto:jane@newstribune.com). 8-20

## FOR SALE

**PRESS FOR SALE:** 2 unit NewsKing w/KJ4 folder, two roll stands, air compressor, power unit, rolling 1-ton hoist, plate bender, punch, spare parts. Located on ground floor, easy take out. Asking 2,500 dollars or best offer. Clarence Courier, 106 East Maple St., Clarence, MO 63437. 660-699-2344; [clarencecourier@centurytel.net](mailto:clarencecourier@centurytel.net) 8-14

**NEWSPAPER FOR SALE IN SW MO:** Established Southwest Missouri weekly newspaper for sale. Healthy list of paid subscribers. Owners ready for new challenges. Contact Missouri Press Association, Attn: Bryan Jones, [bejones@socket.net](mailto:bejones@socket.net). 6-18

**NEWSPAPER GROUP FOR SALE:** Small weekly newspaper group in Southwest Missouri. Close to metro area. Legal publications in adjoining counties. Job printing equipment and real estate available. Priced near annual gross. Excellent growth opportunity for motivated sales professional. Email [swmopapers@centurytel.net](mailto:swmopapers@centurytel.net). 6-6

## Use Newspaper Toolbox

Visit the Newspaper Toolbox on the MPA website for articles and links about publishing a newspaper.

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



**Only 8 Spots Available! Register Today!**

*Missouri Press Foundation*

# TECHNOLOGY ACADEMY

*with Russell Viers*



**9 a.m. to 4:30 p.m. | November 6 & 7**

**Stoney Creek Inn,  
Columbia, MO**

**The Adobe Creative Suite – lots of tools but lots to learn.**

Russell will take you through the most popular programs (InDesign, Photoshop, Illustrator, Bridge and Acrobat XI Pro) and give you time saving techniques that you can take back to your newspaper and use immediately. The 2014 MPF Technology Academy is limited to the first 15 who register. Most Adobe training cost hundreds of dollars for one session. You will only pay \$99 registration per person for two full days of training (lunch included).

## **MPF Technology Academy Registration - November 6 & 7, 2014**

Newspaper/Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Attendee(s): 1. \_\_\_\_\_ 2. \_\_\_\_\_

*\$99 per person, includes lunch both days* **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 \_\_\_\_\_

### **Lodging**

A special rate of \$99 (breakfast included) has been secured for lodging the night of Thursday, November 6 at the Stoney Creek Inn located at 2601 S. Providence Road. Classes will be held at Stoney Creek Inn.

Please call 1-800-659-2220 by October 17 and reference the Missouri Press Association group rate.

### **Note:**

This class will be taught using lecture tools. You may bring your own computer with Adobe Creative Suite, however, computer issues will be dealt with before or after class as to not hinder the progress of the class.

**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**



# CALLING ALL SALES REPS



# SPOOKTACULAR



## CONTEST RUNS AUGUST - OCTOBER

### How The Contest Works:

- Sell a **Statewide Classified** for **\$350** and your newspaper keeps **\$150**
- Sell a **2x2** for **\$1,200** and your newspaper keeps **\$600**
- Sell a **2x4** for **\$2,400** and your newspaper keeps **\$1,200**
- Sell a **1x2 Statewide Display** for **\$599** and your newspaper keeps **\$249**
- Sell a **Mighty MO Classified** ad for **\$850** and your newspaper keeps **\$127.50**

In addition MPS will pay the **SALES REPS** a **\$25 BONUS** for **EACH AD SOLD!** Salesperson with the most ads sold will win the **GRAND PRIZE** of **\$500.**



**Deadline for placement is the Wednesday PRIOR to the week the ad is published.**

### 1x2 Statewide Classified

EXAMPLE

**MISSOURI PRESS SERVICE**

**BUY THIS AD FOR \$599**

*Limited Space Available!*

**BUY YOURS TODAY!**  
Logos Allowed!  
**BOLDING ALLOWED!**

**Ad Size: 1.83" x 2"**

Creative Available



### MPS Networks



**Statewide Classifieds:** \$350 for one insertion of a 25-word classified ad, \$10 for each additional word over 25. **BUY 3 GET 4th FREE!** Same ad content for all 4 runs. Bonus paid out from MPS on the first 3 insertions but no bonus for the free ad.

**Statewide 1x2 Classified Display:** 1x2 ad in 185 newspapers. **Ad size:** 1.83" x 2", can include logos, bolding, QR codes, Website



**2x2 Display Ad Network:** \$1,200 for one insertion of a 2-column x 2-inch ad (3.4"x2") in over 160 Newspapers statewide. Discount for Multiple Insertions: 25% discount for each additional insertion of the same ad during the following and succeeding weeks. 25% discount = First insertion sold for \$1,200 and newspaper keeps \$600 and following and succeeding weeks ads sold for \$900 and newspaper keeps \$450. One random tearsheet will be sent upon request for a fee of \$10.00



**2x4 Display Ad Network:** \$2,400 for one insertion of a 2-column x 4-inch ad (3.4"x4") in over 160 Newspapers statewide. Discount for Multiple Insertions: 25% discount for each additional insertion of the same ad during the following and succeeding weeks. 25% discount = First insertion sold for \$2,400 and newspaper keeps \$1,200 and following and succeeding weeks ads sold for \$1,800 and newspaper keeps \$900. One random tearsheet will be sent upon request for a fee of \$10.00



**Mighty MO:** 18 Word classified runs in St. Joseph News-Press, Hannibal Courier-Post, Kansas City Star, Sedalia Democrat, St. Louis Post-Dispatch, Joplin Globe and Springfield News-Leader for 5 days with a circulation of over 1,334,083. Program is not available for in-state real estate, automobile sales, or recruitment (help wanted) advertising.

For more information contact Jennifer @ [jplourde@socket.net](mailto:jplourde@socket.net) or call 573.449.4167



## BUILDING FOR THE FUTURE

### *Tired of hearing about the demise of newspapers?*

Newspapers will be around for a long time to come, thank you.

However, to combat today's negativity about our industry, the Missouri Press Foundation announces its **BUILDING FOR THE FUTURE** campaign.

The Foundation intends to help secure the future of our newspapers by exploding the myths, increasing newspaper staff training, nurturing future journalists and being an overall champion for Missouri newspapers!

**How to Help?** Be a **PAGE BUILDER**. Donate the equivalent of one page of newspaper advertising per year to the Foundation. For individuals, donate tax-deductible contributions to become a **SOCIETY OF 1867** member.

## HOW WILL WE BUILD FOR THE FUTURE?

### NEW DIRECTOR

The Missouri Press Foundation Board of Directors plans to hire a Director, with a background in fundraising, during the fourth quarter of 2013.

### NEWSPAPER TOOLBOX

With increased funding, the Foundation will develop a Newspaper Toolbox to enable members to demonstrate the value of newspapers to local audiences. The Toolbox will cover such topics as: Exploding the myth that "newspapers are dead;" and helping newspapers build readership.

### TRAINING OPPORTUNITIES

Increased funding to the Foundation will allow an increase in training opportunities for Missouri Press Association newspaper staff members in a cost effective way through a variety of meetings, whether online, at regional locations, or at the annual MPA Convention.

### NEWSPAPERS IN EDUCATION

Increased funding to the Foundation will allow expansion of the Foundation's award-winning Newspapers In Education program to build reader habits among young people.

### YOU'RE INVITED

You are invited to be a partner in the Building For the Future project, the new Missouri Press Foundation effort aimed at better serving Missouri newspapers.

## BE A PAGE BUILDER

The Missouri Press Foundation is the only organization that exists solely to champion the future and quality of Missouri's newspapers. The Foundation seeks your newspaper's support as a **PAGE BUILDER**, contributing the dollar equivalent of advertising space to the Foundation.

The **PAGE BUILDER** program asks newspapers to donate the net proceeds of one page of advertising annually. **There are two ways to make this contribution: 1)** By authorizing Missouri Press Service to withhold the amount you pledge from your newspaper's advertising checks; **or 2)** A cash donation to the Foundation. Your **PAGE BUILDER** donation to the Missouri Press Foundation is 100 percent tax deductible.

## SOCIETY OF 1867

As a **Society of 1867** member, you share the vision of historically significant Missouri institutions founded by the Missouri Press Association and Missouri newspaper journalists whose contributions laid the groundwork for the Missouri Press Association and its Missouri Press Foundation.

**Society of 1867** membership is bestowed upon partners who recognize the important history of our organization's past and are dedicated to helping Missouri's newspapers meet the challenges and opportunities that lie ahead. Levels in the **Society of 1867** are achieved with outright or cumulative contributions by individual donors beginning in 2013.

**The Missouri Press Foundation is a 501(c)(3) general not for profit corporation.**





## SOCIETY OF 1867 RECOGNITION OF DONORS

### Joseph Charless, Missouri Gazette - Legacy Giving - \$25,000

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Wearable item displaying embroidered **Society of 1867** insignia with MPF logo
- Commemorative **Society of 1867** Lapel Pin
- Personal keepsake award presented during MPA Convention
- Individual Wall Recognition at MPA Headquarters
- Other special recognition to be determined.

### Walter Williams Level - \$10,000

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Wearable item displaying embroidered **Society of 1867** insignia with MPF logo
- Commemorative **Society of 1867** Lapel Pin
- Personal keepsake award presented during MPA Convention
- Individual Wall Recognition at MPA Headquarters

### The State Historical Society of Missouri Level - \$5,000

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Wearable item displaying embroidered **Society of 1867** insignia with MPF logo
- Commemorative **Society of 1867** Lapel Pin
- Wall recognition on **Society of 1867** Group Plaque at MPA Headquarters

### Country Editor Level - \$2,500

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Item with **Society of 1867** insignia and MPF logo (valued at \$50 or less)

### Editor/Publisher Level - \$1,000

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Item with **Society of 1867** insignia and MPF logo (valued at \$20 or less)

### Eugene Field Level - \$500

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Item with **Society of 1867** insignia and MPF logo (valued at \$10 or less)

### Other general recognition for each levels:

- Discounts on individual registrations to MPF-sponsored training
- Special **Society of 1867** reception at MPA Convention

*The Foundation's goal is for every MPA newspaper member to make an annual contribution.*



## BUILDING FOR THE FUTURE PLEDGE FORM

Return to: Missouri Press Foundation / 802 Locust Street / Columbia, MO 65201  
 Fax: 573-874-5894 Phone: 573-449-4167 Email: dcrews@socket.net

As a member, friend or associate of the Missouri Press Association . . .

\_\_\_ I want to be a **PAGE BUILDER**. My newspaper pledges to donate the dollar equivalent of one page of newspaper advertising per year to the Missouri Press Foundation, beginning October 1, 2013.  
 (through Missouri Press Service advertising check deduction.)

and/or

\_\_\_ As an individual, I pledge to donate \$100 or more per year to the Missouri Press Foundation, beginning October 1, 2013.  
 (Levels of Giving recognition for cumulative donations by individuals of \$25,000 to \$500 and more, above.)

or

\_\_\_ My newspaper and/or I pledge to donate the following amount per year to the Missouri Press Foundation, beginning October 1, 2013.

\$ \_\_\_\_\_

\_\_\_ I am interested in a Foundation representative to contact me.

Signed: \_\_\_\_\_

Print name: \_\_\_\_\_

Newspaper (if applicable): \_\_\_\_\_

Mailing address: \_\_\_\_\_

City/State/ZIP Code: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email address: \_\_\_\_\_

Date: \_\_\_\_\_

802 Locust Street • Columbia, MO 65201 • 573-449-4167 • Fax: 573-874-5894 • www.mopress.com  
 The Missouri Press Foundation is a 501(c)(3) general not for profit corporation.



