



## CALENDAR

### September

25-27 — 148th MPA Convention,  
Holiday Inn Select, Columbia

### October

1 — Postal Form 3526 Deadline  
2-5 — NNA Annual Convention  
and Trade Show, San Antonio  
6-12 — National Newspaper Week  
11 — Intl. Newspaper Carrier Day

### November

6-7 — Russell Viers Workshop, Columbia  
10-11 — Dodging the Memory Hole  
forum at RJJ, Columbia  
20-21 — Potter Conference at RJJ,  
Columbia

# Missouri Press Association Bulletin

No. 1302 — 17 September, 2014



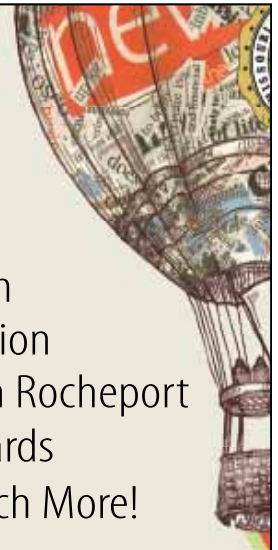
## 148th MPA CONVENTION! Holiday Inn Executive Center September 25-27, 2014 Columbia, Mo. FINAL DEADLINE FRIDAY!

Register by Friday, Sept. 19  
to ensure your spot!

Special Ferguson Panel  
Great sessions and speakers  
On-site newspaper design consultation  
Business and Leadership Panel Discussion  
Tour, Dinner at Les Bourgeois Winery in Rocheport  
Hall of Fame Banquet and Contest Awards

...and Much More!

*See details, speaker information, registration form,  
complete schedule of events in this Bulletin!*



## Upcoming Webinars

**Premium Editions:  
Reaching higher revenues**

**Friday, September 26**

Presenter Zach Ahrens,  
Log Cabin Media

Register at  
[onlinemediacampus.com](http://onlinemediacampus.com)

*Presented in partnership with:*

**Missouri Press  
Association**

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

## FREE newspaper critiques at MPA Convention: but you MUST sign up!

HURRY! Set an appointment NOW with Ed Henninger, newspaper design expert, who will be giving one-on-one design critiques of individual newspapers Friday, Sept. 26, during the annual Missouri Press Convention in Columbia.

FREE 20-minute appointments will be scheduled from 10 a.m. to noon and from 1 to 5 p.m.

Contact Ed directly to schedule your newspaper's critique session: email:

[edh@henningerconsulting.com](mailto:edh@henningerconsulting.com) or call: 803-325-5252.

If you send an email, use "MPA evaluation request" in the subject field.

Henninger has been an independent consultant since 1989 and is the director of Henninger Consulting in Rock Hill, SC. He is recognized as the world's leading design consultant for community newspapers. DON'T MISS THIS OPPORTUNITY!



## The News from Ferguson, What Lessons Can Be Learned?

“The News from Ferguson, Mo. -- What Lessons Can Be Learned?” At 9 a.m. Friday, Sept. 26 during the upcoming MPA Convention in Columbia, Paul Stevens, former Associated Press Bureau Chief in Kansas City, will moderate a panel made up of journalists and the superintendent of the Missouri State Highway Patrol, who were on the scene during the unrest in St. Louis County after the shooting of an unarmed black man, Michael Brown, by a Ferguson police officer, Darren Wilson.

Freedom of the press, freedom of assembly, freedom of information, the rights of property owners, and law enforcement’s duty to maintain order: all of those interests came into sharp view and even sharper conflict amid the protests that followed the fatal shooting Aug. 9 – and continue to this day.

Panelists at the MPA’s 148th Annual Convention will discuss the lessons from Ferguson, a northwest St. Louis suburb, and the way forward for all concerned. The panelists will provide opening comments about their personal experiences of the days and nights of unrest in Ferguson, and then answer questions from journalists in the audience.

Members of the panel are:

**Paul Stevens**, former Associated Press bureau chief in Kansas City, moderator.

**Colonel Ron Replegle**, Missouri State Highway Patrol superintendent.

**John Eligon**, New York Times correspondent, Kansas City.

**David Carson**, St. Louis Post-Dispatch photographer.

**Kenya Vaughn**, St. Louis American reporter and website editor.

**Lawrence Bryant**, St. Louis American photographer.

**Jim Salter**, Associated Press correspondent, St. Louis.

The panel session is scheduled 9 to 10:30 a.m. Friday, Sept. 26, at the Holiday Inn Executive Center in Columbia. The session is open to members of the Missouri Press Association, news media, and to people registered in advance. For registration information, contact 573-449-4167.

### 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. (2nd 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.

The next meeting of the MPA board is scheduled Sept. 25 during the Missouri Press Association’s annual convention in Columbia.

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



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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](http://ItCanWait.com).”

Contest deadline is: October 19, 2014

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

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## Missouri Press Association

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802 Locust St.  
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www.mopress.com

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#### STAFF

**Doug Crews:** Executive Director,  
dcrews@socket.net

**Mark Nienhueser:** Ad Director,  
mdnienhueser@socket.net

**Bryan Jones:** Editor, bejones@socket.net

**Melody Bezenek:** Missouri Press Foundation  
Director, mbezenek@socket.net

**Connie Whitney:** cwhitney@socket.net  
and **Jennifer Plourde:**  
jplourde@socket.net

Advertising Sales and Placement

**Karen Philp:** kphilp@socket.net

Receptionist, Bookkeeping

**Kristie Williams:** Member Services,  
Meeting Coordinator, kwilliams@socket.net

**Jeremy Patton:** Graphics Designer,  
jpatton@socket.net

**Brittney Wakeland:** Marketing,  
bwakeland@socket.net

**Shelby Feistner:** Digital/Web Intern

**Jean Maneke:**

Legal Hotline Counselor  
(816) 753-9000

jmaneke@manekelaw.com

**Dawn Kitchell:**

NIE & Education Director

(636) 932-4301; dawn.kitchell@gmail.com



## Course syllabi deemed exempt from open records law

# Judges rule in favor of UM System

by Ashley Jost  
*Columbia Daily Tribune*

A panel of judges ruled in favor of the University of Missouri System in an appeals case Tuesday, Aug. 26, determining that course syllabi are exempt from Missouri's open records law because they are ultimately the intellectual property of faculty members.

The National Council on Teacher Quality, a Washington, D.C.-based education group, filed a motion in October 2012 requesting the university disclose course syllabi under the Missouri public records law known as the Sunshine Law.

The Missouri Court of Appeals Western District sided with a Boone County circuit court decision in favor of the university's stance that "faculty members hold copyright ownership in their syllabi and, thus, the syllabi's disclosure was protected by the Federal Copyright Act," according to the ruling.

"We are pleased with the ruling by the Court of Appeals," UM System Spokesman John Fougere said in a statement. "In responding to the NCTQ's request for course syllabi, we felt it was important to respect the rights of the faculty members who created the syllabi. We are glad that both courts to review the matter have concluded that we acted lawfully."

NCTQ, in partnership with U.S. News

& World Report, is working on a college evaluation project that includes an analysis of course syllabi, which are documents professors prepare for their students to indicate what the expectations are for their class, as well as topics covered.

Arthur McKee, managing director of the NCTQ's teacher preparation study, told the Tribune in 2012 that the group was collecting the information nationwide, and most universities had complied with the requests. A similar legal challenge in Minnesota was ruled in NCTQ's favor.

According to the ruling authored by Judge Lisa White Hardwick, the NCTQ cited cases during the circuit court hearing that show the Federal Copyright Act had never been used to deny requested documents in open records cases.

"We find the NCTQ's reliance on such authorities unpersuasive," the ruling says. "The courts of this state are not bound by decisions of foreign jurisdictions. Moreover, none of the cases cited by the NCTQ hold that the Federal Copyright Act has no applicability in open records cases."

The court said NCTQ's request for access to the syllabi is not protected from "disclosure" by federal copyright statutes, which addresses only "reproduction and distribution," but the university had the right to deny the request to copy the documents under the copyright law.

## J-School Dean applications sought

The University of Missouri in Columbia is seeking a dynamic and visionary leader for the position of Dean of the School of Journalism, the world's premier and first school of journalism founded by Walter Williams in 1908. The position reports directly to the Provost and is a member of the Council of Deans.

The current dean, Dean Mills, announced his retirement in early

February. He has served in this position for 25 years and is the longest serving dean at MU.

Information about the position, desired applicant qualifications, names of the search committee members and related details are available at <http://journalism.missouri.edu/position-announcement-dean/>.



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# National Newspaper Week Oct. 5-11

National Newspaper Week (NNW) is Oct. 5-11, 2014. This marks the 74th year of the week, which observes the importance of newspapers to communities large and small. The Minnesota Newspaper Association is coordinating this year's kit for the Oct. 5-11 National Newspaper Week, and the materials are posted the website: <http://www.nationalnewspaperweek.com/nnw/>

This year's kit contains editorials, editorial cartoons, promotional ads and more available for download at no charge to newspapers across North America. The theme of this year's NNW is: "Newspapers: The Foundation of Vibrant Communities."

PLEASE PROMOTE National Newspaper Week heavily by downloading these materials and devoting as many column inches as possible to reinforce the importance of newspapers to our local communities.

Please also editorialize locally about how your newspaper is important and relevant to your community. This can be about your government watchdog role, investigative journalism, providing timely public notices, etc.

# Constitution Day Feature Available

**WHAT'S IN YOUR CONSTITUTION?**  
TEST YOUR CONSTITUTION I.Q.!

The United States Constitution was signed by the delegates at the Constitutional Convention in 1787. It is the oldest written constitution of any democratic country. How well do you know the document that created our form of government? Take the quiz below to test your Constitution I.Q.

**Multiple Choice Questions**

- What is the name of the document, signed on July 4, 1776, that declared that the 13 British colonies in America no longer wanted Great Britain to be their government?  
A. U.S. Constitution C. Declaration of Independence  
B. Star Spangled Banner D. United States Declaration
- The Continental Congress adopted the first constitution of the United States in 1777. It created a loose confederation of sovereign states and a weak central government. The need for a stronger federal government eventually led to the Constitutional Convention in 1787. What was the name of the first constitution?  
A. Magna Carta C. Gentlemen's Agreement  
B. Articles of Confederation D. 15 Compromises
- The men who signed the Declaration of Independence creating our new country were called the Founders. Many of the same men, and other state leaders met for the Constitutional Convention in 1787 to work on the new government. These men are called:  
A. Legislators B. Framers C. Authors D. Framers
- The introduction to the U.S. Constitution, summarizing what the leaders wanted for our country, including safety in the states and a government that would protect the people's freedom, is called the:  
A. Preamble B. Beginning C. Preamble D. Clause
- Which of these famous men is considered the Father of the Constitution for his contributions to writing it and the Amendments?  
A. George Washington, president of the Constitutional Convention  
B. Benjamin Franklin, oldest delegate at age 89  
C. James Madison, records of information  
D. Jefferson Davis, politician
- The biggest arguments at the Convention were between the big and small states. They agreed on a government elected by the people. But big states wanted representation to be based on population and small states wanted every state to have the same number of representatives. What was the solution to this argument?  
A. The Big Stick Compromise C. New Jersey Plan  
B. Virginia Plan D. The Great Compromise
- The U.S. Constitution has 543 handwritten words on four pages. The original document is considered so valuable that there are many safeguards on how it is stored. It is kept in a vault at night designed to withstand a nuclear explosion. Where can you see the U.S. Constitution?  
A. Colonial Williamsburg, Va. C. Universal Studios, Anaheim, Ca.  
B. Pennsylvania State House D. National Archives in Washington D.C.
- The men who wrote the U.S. Constitution came to agreement and signed it on Sept. 17, 1787. But it still had to be approved — or ratified — by the people in each state. To get all the states to agree to sign it, what was the bargain that was reached?  
A. Trade C. Bank Paper, Securities  
B. Bill of Rights D. The First Amendment
- In more than 200 years there have only been 17 more amendments to the Constitution. The most notable of those are:  
A. Amendments 1, 14, 15 C. 26th Amendment  
B. 9th Amendment D. All of the above
- In 2005, the Congress passed a bill and the President signed it into law requiring all educational institutions receiving federal funding to teach about the U.S. Constitution. What is the date we celebrate Constitution Day?  
A. July 4 B. Sept. 17 C. April 1 D. June 14

**True/False Questions**

True	False	True	False
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Some of the signers of the Constitution were Irish. There are mispelled words in the Constitution. It took about 100 days to actually "frame" the Constitution. What the Constitution was signed, the United States' population was a million. George Washington established the first Thanksgiving Day.

**READ ON IN YOUR NEWSPAPER TO FIND THE ANSWERS TO CHECK YOUR CONSTITUTION I.Q.**  
This Newspaper in Education feature brought to you by this newspaper, The Missouri Bar and the Missouri Press Association.

How well do you know your U.S. Constitution? Test your I.Q. along with your readers with a new feature that offers 18 questions about our nation's founding document.

Drive readers through your newspaper to find the answers on the companion feature that you publish in the same issue.

Readers will benefit from a Constitution Day civics lesson on or near Sept. 17.

In addition to the Constitution Quiz, MPA has four archived features created in partnership with The Missouri Bar.

To download the Constitution Quiz and answers feature, or any of the archived features, use download code: constitution.

## 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.

September 8, 2014 - October 31, 2014  
Gallery Gala - Thursday - September 18 - 4 p.m. - 8 p.m.  
McDougall Center Gallery, Lee Hills Hall  
Missouri School of Journalism  
Columbia, Missouri

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# Convention speakers, panels offer expertise

The 148th Annual Missouri Press Association Convention Sept. 25-27 in Columbia is shaping up to be the must-attend event for journalists in Missouri, offering outstanding sessions from industry professionals, a tour and dinner at Les Bourgeois Winery overlooking the Missouri River near Rocheport, informative and relevant panel discussions, and key presentations by national media personalities.

The convention kicks off Thursday, Sept. 25 with a tour of Les Bourgeois Winery, followed by a dinner at the site.

Friday, Sept. 26 is jam-packed with activities. **Ed Henninger** will offer professional one-on-one critiques of individual newspapers at the convention. Henninger has been an independent consultant since 1989 and is the director of Henninger Consulting in Rock Hill, SC. He is recognized as the world's leading design consultant for community newspapers.



"I Drove Past Your House" is the intriguing title of John Robinson's breakfast program 8 a.m. Friday.

**John Robinson** recently finished traveling every mile of every road on the Missouri highway map, a 13-year, 250,000 mile journey, resulting in the publication of two books. In his career, he has written high-profile advertising copy, written for America's



Most Wanted, and served as a staffer for two governors and two lieutenant governors, before becoming Missouri director of tourism. Under his leadership, Missouri tourism set records for visitors and revenues.

**NEW!** "The News from Ferguson, Mo. -- What Lessons Can Be Learned?"

**Paul Stevens**, former Associated Press Bureau Chief in Kansas City, 9 a.m. Friday, will moderate a panel of journalists who were on the scene during the unrest in St. Louis County.

**Tim Smith**, independent consultant,

will conduct a "Closing Skills" session at 10:45 a.m. Friday to help salespeople learn different professional closing techniques.

Also at 10:45 a.m., a Newspaper Business Management and Leadership Panel, moderated by **Randy Smith** of the Reynolds Journalism Institute (RJI), will take place. Panel members include **Tianna Brooks**, *Mountain View Standard*; **Lee Sawyer**, *St. Joseph News-Press*; **Cathi Utley**, *Hermann Advertiser-Courier*; and **Andy Waters**, *Columbia Daily Tribune*.

The noon luncheon features University of Missouri Chancellor **R. Bowen Loftin**. Loftin became chancellor of the University of Missouri Feb. 1, 2014, succeeding Dr. Brady Deaton. He is Mizzou's 22nd chief executive officer. He is also a professor of physics at MU. Chancellor Loftin, with degrees from Texas A&M University and Rice University, was president of Texas A&M from 2010 to 2014.



He is a frequent consultant to industry and government in the areas of modeling and simulation, advanced training technologies and scientific/engineering data visualization. He is the author or co-author of more than 100 technical publications.

His citations and honors include NASA's Space Act Award, the NASA Public Service Medal and the 1995 NASA Invention of the Year Award. He is a Charter Fellow of the National Academy of Inventors.

After lunch, a Sunshine Law Litigation Panel with media attorneys **Jean Maneke**, **Ben Lipman** and **Mark Sableman** will equip attendees with the tools they need to navigate the media law landscape. Concurrently, **Tim Smith** offers training about developing marketing campaigns.

Later, a Youth and Young Adults (YAYA) Panel, led by Prof. **Margaret Duffy** will spotlight young journalists.

**Jim Robertson**, managing editor

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of the *Columbia Daily Tribune*, will moderate a discussion titled "Why Did I Pick Newspapers for a Job?"

**Robert M. Williams Jr.**, president of the National Newspaper Association, is a MPA special guest and will address attendees at the Hall of Fame Banquet Friday evening. The National Newspaper Association is the nation's largest newspaper organization, representing nearly 2,300 community daily and weekly newspapers.

On Saturday, former top college football writer for *USA TODAY* and a member of the prestigious College Football Playoff Selection Committee, **Steve Wieberg**, will offer the breakfast session. A sportswriter for



more than 30 years, Wieberg's career accomplishments include winning more than two dozen national writing awards. He has his roots in Missouri, serving as sports reporter and Sunday sports editor at the *Springfield News-Leader* and as sports reporter at the *Mexico Ledger*.

Saturday morning, **Anne Tezon**, a recently retired community weekly publisher,

will present a session providing a step-by-step guide to re-purposing news, sports and feature content into print or e-books. Tezon began her newspaper career as editor of *The Hamilton Advocate Hamiltonian*, which she purchased in 1985. She published the paper, now called *The Caldwell County News*, until selling it in September 2013.

**Ed Henninger** will then continue with "Good Design Is More Than Just Good Looks." **Scott Swafford** with RJI will speak about "Beefing Up Your Local Election Reporting" and **Tim Smith** offers training about handling customer objections.

Saturday's activities will end with the Better Newspaper Contest Awards Luncheon.



# MPA Convention Only One Week Away

DON'T MISS the 148th Annual Missouri Press Association Convention Sept. 25-27 in Columbia!

The convention, which is quickly approaching next week, is shaping up to be a must-attend event for journalists in Missouri, offering outstanding sessions from industry professionals.

Awaiting attendees includes a tour and dinner at Les Bourgeois Winery overlooking the Missouri River near Rocheport; informative and relevant panel discussions, including one about the recent events in Ferguson; and key presentations by national media personalities. DON'T MISS IT!!

Here's a preview of what you can expect:

## THURSDAY, SEPT. 25

Dinner and Tour of Les Bourgeois Winery in Rocheport.

## FRIDAY, SEPT. 26

Breakfast session with John Robinson: "I Drove Past Your House"

Free consultation: Newspaper critiques with design guru Ed Henninger

Panel discussions:  
- "The News from Ferguson, Mo. -- What Lessons Can Be Learned?"

- Business, Leadership, with RJJ's Randy Smith and industry leaders

- Sunshine Law litigation with three top media lawyers

- YAYA (Youth And Young Adult) panel for and about young journalists

- Ad sales, closing techniques, marketing campaigns with Tim Smith

Trade show with industry vendors demonstrating resources and tools to build your newspaper.

Lunch with MU's Chancellor R. Bowen Loftin

MPA Hall of Fame Banquet, with NNA President Robert Williams

## SATURDAY, SEPT. 27

Sessions:

- Good Design is More Than Just Good Looks, with Ed Henninger

- Mining Your Newspaper's Content to Publish eBooks, with Anne Tezon

- Beef Up Your Local Election Reporting, with Scott Swafford

- Handling Objections, with Tim Smith

Awards: Better Newspaper Contest Luncheon, Scholarship Presentations

A detailed conference AGENDA can be found online at: [http://www.mopress.com/CURRENT\\_FORMS.php](http://www.mopress.com/CURRENT_FORMS.php)

It's EASY to complete the registration process and make payment online by going to: <https://mopress.wufoo.com/forms/148th-annual-missouri-press-association-convention/>

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# Winning Student Texting Essay Receives \$500 It Can Wait campaign could save lives

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.

For the second year, Missouri Press Association (MPA), local newspapers and AT&T will sponsor and challenge Missouri middle-school and high-school students across the state to write an editorial or opinion column highlighting the dangers of texting while driving and encouraging their peers to take the It Can Wait pledge to never text and drive.

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 dcrews@socket.net at the MPA office. The MPA will then determine the statewide winners.

### What is the prize?

For the statewide winners of both the middle and high school categories, the 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.

### 2014 Contest Schedule:

**Sept. 19** -- Contest begins on National Drive 4 Pledges Day. Announced by local newspapers in paper and/or directly with schools

**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.



**Because  
the People  
Must Know**

## Bring Two Proven Ideas, Leave with 40

Have you successfully implemented an idea at your news organization in the last year and thought, "Wow, I could use 20 more like that"? We can help.

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 RJJ in Columbia, Missouri.

All participants will be permitted to bring up to three colleagues from their outlet or media group.

We're looking for 40 unique ideas, not 40 versions of the same idea. So, compile your ideas NOW and apply, before someone takes your spot! Submit several ideas to increase your chances for participation. Seating is limited.

Those who make it to the conference will return home with access to all innovations presented, including details on how you can implement them at your organization.

To apply, go online to: <https://www.eventbrite.com/e/application-for-walter-b-potter-sr-conference-2014-tickets-12511124109>

More information is available at: <http://www.rjionline.org/events/potter14#sthash.x4LpBaTb.dpuf>

## 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

**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

**REPORTER:** Are you someone who wants to make a difference? If you do, and you possess the skills to work in the editorial department of a community newspaper, we would like to talk with you about a Full-Time position with our Webster County publications. Experience in newspaper reporting and photography a must, along with Web experience. Quark, NewsEdit Pro and Photoshop experience preferred. We are a family of six local newspapers surrounding Springfield. We offer good benefits and many opportunities to make a difference. EOE 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) Fax to: 417-326-8701 or Mail to: Reporter, PO Box 330, Bolivar, MO 65613. 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@nevadadaily.com](mailto:fjernigan@nevadadaily.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. The ideal candidate will be a strategic thinker, knowl-

edgeable and creative about developing customized local advertising solutions. Digital sales and management experience strongly preferred. If you are motivated, goal oriented and success driven, this may be the career position for you. 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 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 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 ideal 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 Newspaper. 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 developing new customers and offering outstanding customer service to our current clients. The Digital Media Consultant will conduct all aspects of the position to include prospecting, research, proposals, coordination with fulfillment, maintaining and reporting on activity and sharing best practices across the team. Must have the ability to choose from a broad array of products which would best suit each customer and serve as the digital expert to the marketing staff. The candidate must have a detailed work ethic, be highly motivated, well organized and be able to communicate effectively with a widely diverse group of individual customers by phone and in person. Must have intermediate to advanced skills in Microsoft Office. A valid driver's license and use of a reliable vehicle is

required. If you enjoy a team environment and genuinely want to help businesses grow and succeed, please send resume and cover letter with salary requirements to [jane@newstribune.com](mailto:jane@newstribune.com). 8-20

**CIRCULATION MANAGER:** The Sedalia Democrat, located in Sedalia, Mo., is looking for a talented, energetic and aggressive individual with passion for providing excellent customer service and who has strong communication skills and the ability to manage a staff of four employees for our six-day morning newspaper. This position is also responsible to execute sales and marketing programs for all circulation sales including home delivery, single copy and Newspapers In Education. Candidate will have excellent knowledge of Microsoft Word and Excel. To apply, send your resume and cover letter to: Jill Sinkclear, Circulation Director, 700 S. Massachusetts Ave., Sedalia, MO 65301 or email [jsinkclear@civitasmedia.com](mailto:jsinkclear@civitasmedia.com) 8-15

**GENERAL ASSIGNMENT REPORTER** needed for 12,000-circulation evening daily in Poplar Bluff, Mo. Ideal candidate would have several years of experience. Entry level candidates with degree in journalism or related field also will be considered. Would prefer someone from Missouri, Illinois, Arkansas or west Tennessee. Benefits include health, dental, vision, 401(k) and disability insurance. Salary is negotiable based on experience. Have staff of seasoned reporters and turnover is rare. However, retirement is looming for top three members of staff. Send resumes and writing samples to Stan Berry at [sberry@darnews.com](mailto:sberry@darnews.com) or mail to Stan Berry at Daily American Republic P.O. Box 7, Poplar Bluff, Mo. 63901 7-28

## 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; [clarenceccourier@centurytel.net](mailto:clarenceccourier@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

**NEWSPAPER FOR SALE:** The Ballard County Weekly, A small newspaper in Wickliffe, Kentucky is for sale by local owner. Price: 15k. Call 270-335-3700 or 270-748-5602. Contact: Lisa Turner, Owner/Publisher, The Ballard County Weekly, P.O. Box 6, Wickliffe, Ky 42087. Fax: 270-335-3701. 6-3

## 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)



# Agenda for 148th Annual Missouri Press Convention

## Holiday Inn Executive Center

2200 I-70 Drive Southwest | Columbia, MO | 65203

September 25-27, 2014



### Thursday, Sept. 25

9:30am Missouri Press Foundation board meeting Polo Room

Noon Missouri Press Association/Service board meeting and lunch

4:00pm Shuttle service from hotel for tours, dinner and music at Les Bourgeois Winery, Rocheport

### Friday, Sept. 26

Ed Henninger, newspaper design expert will give one-on-one critiques of individual newspapers during the day. Publishers/editors: Bring copies of your newspapers for consultation on newspaper design. Atrium Lounge

8:00am Breakfast Program: "I Drove Past Your House" with Missouri author John Robinson

9:00am Ferguson Panel with moderator Paul Stevens; Associated Press.  
Featuring panelists: Col. Ron Replogle, Missouri State Highway Patrol; Jim Salter, AP, St. Louis;  
David Carson, St. Louis Post-Dispatch; John Eligon, New York Times; Kenya Vaughn, St. Louis American;  
Lawrence Bryant, St. Louis American.

10:45am Concurrent Sessions:  
• Advertising Sales Session with Tim Smith: Learn the different ad sales closing techniques the pros use  
• Newspaper Business Management and Leadership Panel with moderator Randy Smith, Reynolds Journalism Institute. Featuring panelists: Tianna Brooks, Mountain View Standard News; Andy Waters, Columbia Daily Tribune; Lee Sawyer, St. Joseph News-Press; Cathi Utley, Hermann Advertiser-Courier

11am - 6:30pm MPA Trade Show with refreshment breaks, games and prizes all day!

11:45am Missouri Press Business Meeting, Election of Officers

Noon Luncheon with MU Chancellor R. Bowen Loftin

1:30pm Concurrent Sessions:  
• Developing Marketing Campaigns: How to use all your resources and networks to serve your customers, Tim Smith  
• Sunshine Law Litigation Panel Media attorneys Jean Maneke, Ben Lipman, Mark Sableman

2:30pm Concurrent Sessions:  
• Why Did I Pick Newspapers for a Career? Moderated by Jim Robertson, Columbia Daily Tribune. Panelists: Bethany Bashoum, Kim Norvell, Jack Witthaus, Emily Younker  
• YAYA (Youth and Young Adults) Panel, Moderated by Prof. Margaret Duffy, Missouri School of Journalism

3:45pm Reception in the Trade Show for all attendees

6:00pm Missouri Press Hall of Fame Banquet Reception in the Trade Show

6:30pm Missouri Press Hall of Fame Banquet Inductees: David Bradley, Jr.; Don and Kathy Ginnings; Judy Dixon; Gary and Helen Sosniecki  
Special guest: Robert Williams, NNA President

### Saturday, Sept. 27

8:00am Breakfast with Steve Wieberg, former USA Today college sports reporter and member of the College Football Playoff Selection Committee

9:15am Concurrent Sessions:  
• A New Revenue Stream: Mining Your Newspaper's Content to Publish eBooks, Anne Tezon  
• Good Design Is More Than Just Good Looks, Ed Henninger

10:30am Concurrent Sessions:  
• Beef Up Your Local Election Reporting, Scott Swafford, Reynolds Journalism Institute  
• Handling Customer Objections, Tim Smith

11:45am Better Newspaper Contest Awards Luncheon  
William E. James Outstanding Young Journalists of the Year  
Edward L. Steele Scholarship winner

*Up, Up and Away! Rising to New Heights!*



# Missouri Press Association 148th Annual Convention Registration

September 25-27, 2014 • Holiday Inn Executive Center • 2200 I-70 Drive S.W.  
Columbia, MO 65203 • 573-445-8531

Newspaper or Company \_\_\_\_\_

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

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

Visa    Mastercard    Discover    Check

Credit Card Number \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature of Card Holder \_\_\_\_\_

Printed Name of Card Holder \_\_\_\_\_

## REGISTER TODAY! • BRING YOUR STAFF

STAFF MEMBERS MAY ATTEND LEARNING SESSIONS FOR NO ADDITIONAL COST ONCE NEWSPAPER HAS PAID ONE REGISTRATION FEE!

**Please visit [MOPRESS.COM](http://MOPRESS.COM) for online hotel room reservations!**

**Missouri Press Association Rate of \$94.95 per night, call 573.445.8531**

### Registration Fee

Select one category for your group  
(pay registration fee once per group)

**Active Member  
Newspaper  
\$175**

**MPA Associate or  
Friend Member  
\$185**

**Non-  
Member  
\$200**

**Retired  
Member  
\$50**

**Registration  
Fee  
\$ \_\_\_\_\_**

Name/Newspaper (Please include all names)	Thursday Les Bourgeois Vineyard \$25	Friday Breakfast \$30	Friday Lunch \$35	Friday Hall of Fame Banquet \$55	Saturday Breakfast \$30	Saturday Awards Luncheon \$40	Saturday only Sessions & Luncheon \$50	Total Per Person

**\*Saturday only - skip registration fee and pay only \$50 total per person to attend Saturday sessions and lunch**

Convention Cancellations: cancellations received by Monday, August 22, 2014 WILL BE entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to [kwilliams@socket.net](mailto:kwilliams@socket.net). Cancellations received after August 22, 2014 are NOT entitled to a refund.

Deduct \$75 from Active/Friend/Associate grand total or \$20 for retired member if registration is postmarked by Monday, August 22, 2014. (Spouses are welcome at no additional registration fee. Only pay for meals and events.)

**Grand Total Due: \$ \_\_\_\_\_**

**Please return this form along with check or credit card information to:**

**Missouri Press Association • 802 Locust Street • Columbia, MO 65201 • 573-449-4167 • Fax: 573-874-5894 • [kwilliams@socket.net](mailto:kwilliams@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





**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**



## 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: \_\_\_\_\_