



## CALENDAR

### August

- 22 — Hotel Room Deadline for MPA Convention
- 30 — MPA Tailgate, 11 a.m. at BBC II restaurant, Columbia; Mizzou kickoff, 2:30 p.m.

### 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

### November

- 6-7 — Russell Viers Workshop, Columbia
- 20-21 — Potter Conference at RJJ, Columbia



## Upcoming Webinars

**InDesign 301: Working with Images and Graphics**  
**Thursday, August 21**

*Presenter Russell Viers,  
 Atomic News Tools*

**Salesperson vs. Professional Visitor: Breaking through the sales cycle**

**Friday, August 29**  
*Presenter Tim Smith*

**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.*

# Missouri Press Association Bulletin

No. 1302 — 15 August, 2014

## 148th MPA CONVENTION!

**Holiday Inn Executive Center**

September 25-27, 2014 Columbia, Mo.

**Registration Deadlines Near!**

*Up, Up and Away!*

*Missouri Press Association is rising to new heights to help our members! Some great reasons for you to attend:*

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!*





## Newspapers in Education

### Calendar Inspires Learning All Year

Summer is winding down and back-to-school stories are hitting your newspapers.

Do your fall plans include reaching out to young readers in your community?

Missouri Press Association has just released another calendar of great resources that will help you reach and teach readers -- young and older -- inside your newspaper. Check out the calendar at the MPA website: [http://www.mopress.com/NIE\\_Calendar.php](http://www.mopress.com/NIE_Calendar.php) Contact Dawn Kitchell, NIE and Education Director, at [dawn.kitchell@gmail.com](mailto:dawn.kitchell@gmail.com) or 636-932-4301.

The first new feature on the calendar celebrates International Literacy Day Sept. 8.

For this year's celebration, "Lift Off to Literacy," the International Reading Association has joined NASA and Story Time From Space to inspire a literacy habit in students. Educators can pledge to add an extra 60 seconds of literacy activities in the classroom for 60 days.

Not sure what to do for those extra 60 seconds? We've got you covered! Sign up at the ILD website ([www.reading.org/ILD](http://www.reading.org/ILD)) to pledge participation and receive an activity kit of 60 fun, cross-curricular 60-second activities; by signing up, you'll be entered to win an out-of-this-world prize pack from NASA!



#### 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. (1st 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).



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

### 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 RJI 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>



## Missouri Press Association

### Missouri Press Service

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[www.mopress.com](http://www.mopress.com)

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*Print and digital circulation can now be reported on one form*

## USPS statement to count e-sub

(National Newspaper Association) -- Newspapers will for the first time in 2014 be able to claim e-subscriptions on a single form reporting circulation to the U.S. Postal Service.

Form 3526, the annual Statement of Ownership, Management and Circulation is due to local post offices by Oct. 1 each year. Digital subscriptions have been counted by an addendum to the form for the past several years. But, for the coming cycle, newspapers will be able to report all circulation figures – print and digital – on one form.

“Although this was the way NNA envisioned it when asking for this rule change back in the last decade, bureaucratic snafus, release schedules, and personnel retirements at the U.S. Postal Service all combined to thwart our efforts even after the approval three years ago,” said Max Heath, postal chairman for the National Newspaper Association.

Confusion ensued as papers dealt with multiple forms and requirements. The new form should streamline the process, Heath said.

Form 3526 is due from each newspaper that has a postal permit by Oct. 1. Newspapers issued daily must publish the statement in their pages by Oct. 10; papers issued less frequently must publish the statement by the end of October.

For paid newspapers, there will be one unified 3526 with print and e-sub reporting. Likewise, for requester periodicals, there will be a unified 3526-R for print and e-requesters. Both hardcopy forms are already posted on the Postal Explorer website. Scroll down the left blue toolbar to “Postage Statements,” then “Periodicals forms” and you will see the updated 3526 and 3526-R dated 7-2014.

The new form allows combining the total paid print and electronic copies for both “Issue closest to filing date” and “Average copies for previous 12 months,” achieving NNA’s goal to get recognition for electronically-filled subscriptions or requester copies added for those newspapers for whom the Statement of Ownership is their legal proof of circulation for advertisers, advertising agencies, and public notices.

This change will include accessibility of a single automated online form that can be completed electronically via PostalOne!. Many NNA members prefer to file the document electronically rather than hardcopy.

And, in other news, NNA is working on a new proposal to eliminate the “marked copy” for Periodicals. Instead, publishers would be able to keep their marked copies on file for later audit. This streamlined compliance rule will aid publishers in timely filing of their mailing statements.

## Your newspaper could WIN \$100

The Missouri Press Association 148th Annual Convention and Trade Show is scheduled Sept. 25-27 in Columbia. The trade show returns this year Sept. 26 and convention sponsorship opportunities are available at different contribution levels. Rewards for sponsorship are detailed on the sponsorship form which can be found attached or at: [http://www.mopress.com/CURRENT\\_FORMS.php](http://www.mopress.com/CURRENT_FORMS.php)

WIN \$100-- Any newspaper referring a company or organization that becomes a sponsor of the 2014 MPA Convention will receive a referral reward of \$100.



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## Denver Post Editor to Lecture Sept. 5 at RJI

Denver Post Editor Gregory Moore will discuss politics and press responsibility during the Gerald M. Boyd Lecture Series Friday, Sept. 5 at the Donald W. Reynolds Journalism Institute in Columbia.



Moore will examine and analyze the media's coverage of major political issues of the day. Associated Press correspondent David Lieb will moderate the discussion.

The talk will begin 10 a.m. Friday, Sept. 5, at RJI at the Missouri School of Journalism. A reception will follow 11:30 a.m. to 12:45 p.m. The event is free and open to the public. No registration is required.

Moore was named editor of *The Denver Post* in June 2002. He is responsible for everything in the newspaper and online except for the editorial/opinion and op-ed pages. During his editorship, *The Denver Post* has won four consecutive Pulitzer Prizes: two for photography, one for editorial cartooning and one for breaking news.

The Boyd series was created in memory of Gerald M. Boyd, former managing editor of *The New York Times* and 1973 graduate of the Missouri School of Journalism.

Visit RJI's site for more information: <http://www.rjionline.org/events/gregmoore>



### Because the People Must Know



## 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.

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](http://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](mailto: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

## MPA HAS PARTNERED WITH DIRXION to produce e-Editions for the bulletin and magazine.

Based in St. Louis, Dirxion is a leading provider of digital publishing solutions that transform your print into identical digital editions and enhance it with interactivity. Several Missouri newspapers already use Dirxion to produce their e-Editions.

FOR MORE INFORMATION OR A FREE DEMO

call 888.391.0202

# MPA convention 'faculty' the best of the best

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 Friday.

**John Robinson** and his car 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 and the Division of Tourism won five Odyssey Awards in four years. The Odyssey is the national tourism equivalent to the Academy Award.

**Tim Smith**, independent consultant, will conduct a "Closing Skills" session at 9:15 a.m. Friday to help salespeople learn different professional closing techniques.

At 10:15 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. **Dawn Kitchell**, with Newspapers in Education, will introduce the panel.

**Jim Robertson**, managing editor 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 across America.

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.

A registration form is online: [http://www.mopress.com/CURRENT\\_FORMS.php](http://www.mopress.com/CURRENT_FORMS.php)

**NEW!** Complete the registration process online, including making credit card payment. Go to: <https://mopress.wufoo.com/forms/148th-annual-missouri-press-association-convention/>



# 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 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 \$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



# 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**





## 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/EDITOR:** Seeking a weekly reporter/editor for The Lake Gazette in Monroe City, Mo, circ. 2,100. Duties will include hard news, local and city news, sports, features/lifestyle pieces and other duties as assigned. Great position with lots of room to grow and/or make your own. Applicants should possess strong writing skills, knowledge of AP Style, at least moderate photography skills. Full-time position with flexible hours. Negotiable salary with benefits. Email or fax resume and writing samples to: The Lake Gazette, Attn: Adriana Orsini, General Manager, [lgmgr@lakegazette.net](mailto:lgmgr@lakegazette.net), 573-735-3300, FAX 573-735-3261, 304 S Main, Monroe City, Mo 63456 8-11

**EDUCATIONAL MARKETING COORDINATOR:** We are looking for a dynamic individual to serve as our Educational/Marketing Coordinator. This position oversees our Newspapers in Education program, which places more than 4,500 newspapers into local classrooms. In addition to NIE, this position works closely with our Audience Development Manager for promotional campaigns, creative design and copy. If you have studied or worked in marketing and have a knack for graphic design, this position is for you. Responsibilities: Coordinate all marketing and fundraising efforts for our NIE program. Design and/or create print and promotional materials for print and digital. Nurture working relationships with sponsors, vendors and teachers. Report and database maintenance. Assist Audience Development Manager. Qualifications: Experience in Marketing, Fundraising or Communications. Degree preferred. Working knowledge of graphic design software including InDesign, Adobe Illustrator and PhotoShop. Proficiency preferred. Ability to positively interact with local businesses, employees, and outside vendors. Organized, detail-oriented and the ability to work independently. Pay range is k-k plus bonuses and a comprehensive benefits package. If this is something that interests you and you think you would enjoy a fast-paced environment to work in and to realize the creative you, please email resume to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com) EOE/Drugfree workplace. 8-8

**WEB PRESS OPERATOR:** The Branson Tri-Lakes News is now accepting applications in the production department for a web press operator. This is a full-time, year-round position. The successful candidate must have a working knowledge of a Goss Community offset press, with some equipment maintenance and repair experience. Other job requirements are working with the circulation department, loading inserts for our newspaper, and various other jobs as needed. We offer a competitive salary and benefits package including health, sick days and vacations. Interested persons need to send a resume ATTN: Mike Schuver, Publisher, P.O. Box 1900, Branson, MO; or apply in person at 200 Industrial Park Drive, Hollister, Missouri or email: [publisher@bransontrilakesnews.com](mailto:publisher@bransontrilakesnews.com) 7-28

**GENERAL ASSIGNMENT REPORTER** needed for 12,000-circulation evening daily in Poplar Bluff, Mo. Ideal candidate would have several years of experi-

ence. 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

**REPORTER:** The Monett Times and Cassville Democrat of southwest Missouri seeks a talented and energetic full-time reporter. Candidates for this position must possess strong writing, editing and photography skills. The successful candidate must have an insatiable sense of curiosity, and a willingness to ask tough questions and ruffle feathers to get down to the bottom of a story. They must also be reliable, confident and have a positive attitude. We also seek someone who realizes the importance of breaking news, as well as using social media to drive readers to the online and print product. Organization, adherence to deadlines, and the ability to produce in a fast-paced environment are key. InDesign skills are a plus. Barry County is a friendly, growing area that contains Roaring River State Park and Table Rock Lake. We are a short drive to Branson, Springfield, Joplin, Kansas City, Eureka Springs, Ark., and Fayetteville, Ark. Qualified candidates should send their resumes to Publisher Jacob Brower at [jwbrower@yahoo.com](mailto:jwbrower@yahoo.com). No phone calls, please. 7-21

**JOURNALISTS NEEDED:** The *River Hills Traveler*, Missouri's monthly outdoor publication, is expanding Ozarks-wide. Journalists needed who can write, edit and photograph for hunting, fishing, floating, and tourism coverage as well as advertising representatives who can work with existing top accounts and develop new accounts. Excellent pay! Positions available in Southwest, Southeast and Central Missouri as well as Branson and Kansas City. You won't be tied down in an office! This is a great opportunity to work the area you live in and make good money doing what you enjoy! Who else can say they love what they do (and not get stuck inside all day)? Send resume, work samples and letter of application to [jimmy@riverhilltraveler.com](mailto:jimmy@riverhilltraveler.com) 7-14

**COMMUNITY JOURNALIST** needed at *The Republic-Monitor*, Perryville, a twice weekly newspaper in Southeast Missouri. Perryville is a charming, family oriented community, 30 minutes north of Cape Girardeau and roughly one hour and 30 minutes south of St. Louis. Successful applicants will have interest in covering government, crime, public safety and anything else that crops up. Strong writing and photography skills needed. InDesign page layout experience would be awesome. If you are looking for a position where your skills will be appreciated by your team and by your community, this may be the place. People read the newspaper in Perryville. In a city survey, 82 percent of residents said they get their news from *The Republic-Monitor*. Contact Beth Chism, Publisher, 573-457-4567; cell 417-818-2626; email [bchism@perryvillemnews.com](mailto:bchism@perryvillemnews.com). 7-10

**ADVERTISING CONSULTANT:** The *Key West Citizen* is looking for an experienced newspaper sales consultant who still believes in the print community newspapers. If you think the way to build and maintain customers is face-to-face and you have excellent presentation skills; then let's talk. Must be comfortable selling a diverse range of publications which include daily and weekly papers, magazines and meet deadlines. This position works with new and existing clients to develop new revenue growth. The

sales position must handle the accounts with accuracy, effectiveness and maintain extraordinary level of customer service. Meet or exceed monthly sales performance objectives. This is a great opportunity for the right person who truly enjoys newspapers and year around beautiful weather. Base salary plus excellent commission plan, benefits include medical and dental insurance, 401k, vacation, monthly expense and more. Qualified candidates should email a cover letter, resume and references to Tommy Todd at [ttodd@keysnews.com](mailto:ttodd@keysnews.com) Why not work and live in paradise? 7-7

**GENERAL MANAGER:** Award winning north central Missouri weekly has position open. Great chance to run a weekly newspaper. Experience in reporting, layout and design. Email resume to Pat Roll at [proll@fayetnews.com](mailto:proll@fayetnews.com). 7-3

**SPORTS REPORTER:** The *Wynne Progress* is seeking a reporter to cover sports and general assignments. Duties include photography and page layout. Quark and Photoshop experience preferred. We are a family owned business. Facility and equipment are top notch and exceeds many dailies! The *Progress* is a weekly award-winning newspaper (2012 3rd place in general excellence). We also publish a 40-year-old free regional newspaper. This publication was the first free newspaper in Arkansas. Wynne is a very nice and growing city of 9,000. We are located 45 minutes west of Memphis, Tenn. and 45 minutes south of Jonesboro, Ark. Great hunting, fishing and golf. Salary: 25K to 30K depending on experience. Please apply with resume, work samples and salary requirements to David Boger, P.O. Box 308 Wynne, AR 72396 or email to [sb@wynneprogressinc.com](mailto:sb@wynneprogressinc.com) 6-23

## FOR SALE

**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

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# 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

9:30 a.m. Missouri Press Foundation board meeting

Noon Missouri Press Association/Missouri Press Service board meeting and lunch

4:15 p.m. 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.

8:00 a.m. Breakfast program: "I Drove Past Your House" with Missouri author John Robinson

9:15 a.m. Advertising Sales Session with Tim Smith: Learn the different sales closing techniques the pros use

10:15 a.m. Newspaper Business Management and Leadership Panel with moderator Randy Smith of the 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

11 a.m. - 6:30 p.m. MPA Trade Show with refreshment breaks, games and prizes!

11:30 a.m. Missouri Press Business Meeting, Election of Officers

Noon Luncheon with MU Chancellor R. Bowen Loftin

1:30 p.m. Concurrent Sessions:

- Sunshine Law Litigation Panel, media attorneys Jean Maneke, Ben Lipman and Mark Sableman
- Developing Marketing Campaigns: How to use all your resources and networks to service your customers, Tim Smith

2:30 p.m. Concurrent Sessions:

- YAYA (Youth and Young Adults) Panel, moderated by Prof. Margaret Duffy, Missouri School of Journalism. Publishers and Editors: Here's your chance to hear from young people about their ideas, their attitudes and what they want from information sources. Preceded by an introduction by Dawn Kitchell for Newspapers in Education.
- Why Did I Pick Newspapers for a Job? Young Missouri journalists discuss their duties, their hopes, their dreams; moderated by Jim Robertson, Columbia Daily Tribune managing editor.

3:45 p.m. Reception in the Trade Show for all attendees. Networking opportunity for journalists of all ages.

6:00 p.m. Missouri Press Hall of Fame Banquet Reception in the Trade Show

6:30 p.m. Hall of Fame Banquet, with special guests including Robert Williams, President of the National Newspaper Association

### Saturday, Sept. 27

8 a.m. Breakfast with Steve Wieberg, former USA Today college sports reporter and member of the College Football Playoff Selection Committee.

9:15 a.m. Concurrent Sessions:

- Good Design Is More Than Just Good Looks, Ed Henninger
- New Revenue Stream: Mining Your Newspaper's Content to Publish eBooks, Anne Tezon

10:30 a.m. Concurrent Sessions:

- Beef Up Your Local Election Reporting with Scott Swafford of the Reynolds Journalism Institute
- Handling Customer Objections: The different processes to handling objections, Tim Smith

11:45 a.m. Annual Missouri Better Newspaper Contest Awards Luncheon, including scholarship presentations and William E. James Outstanding Young Journalists Awards.

*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 by August 22.**

### 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	<b>Total Per Person</b>

**\*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)**



## Sponsor / Trade Show Information

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Email Address \_\_\_\_\_

Company Website Address \_\_\_\_\_

**Click here to participate in Trade Show \$350**  
 (All display tables will have electric & wireless internet).

### Please Select Sponsorship Level:

- Platinum Sponsor - \$3,000     Gold Sponsor - \$2,000
  - Silver Sponsor - \$800         Bronze/Break Sponsor - \$500
  - Trade Show reception sponsor - \$1,000
- Total \_\_\_\_\_

### Payment Information:

Check (include  Visa  MasterCard  Please Invoice

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Exp Date \_\_\_\_\_ Signature \_\_\_\_\_

*Thanks for your support!*

## Trade Show & Sponsorship Opportunities



*Up, Up and Away! - Rising Above Challenges.*

## Missouri Press Association's 148th Annual Convention and Trade Show

September 25-27, 2014  
 Holiday Inn Executive Center  
 Columbia, MO



802 Locust • Columbia, MO 65201 • 573.449.4167  
 Fax: 573.574.5894 • www.mopress.com









## 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.



Missouri Press  
Foundation

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

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