



## CALENDAR

### July

17 — NIE Training, MPA building, Columbia

18 — Ozark Press Association meeting, Springfield

### September

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

### October

2-5 — NNA Annual Convention and Trade Show, San Antonio

10 — Sunshine Coalition Board meeting, 3 p.m., MPA, Columbia

# Missouri Press Association Bulletin

No. 1302 — 16 July, 2014



## MPA Convention Coming! Sept. 25-27, Columbia, Mo.

*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

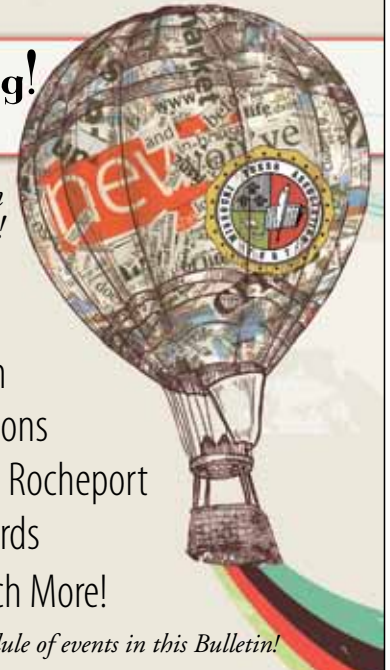
Business and Leadership Panel Discussions

Tour, Dinner at Les Bourgeois Winery in Rocheport

Hall of Fame Banquet and Contest Awards

...and Much More!

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



## MPA Board Nominations DEADLINE Aug. 1

See Page 4 for Details

## Upcoming Webinars

### Mobile Gadget Lab: Creating Great Video

Thursday, July 31

Presenter Chris Snider,  
Drake University

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.

## Ozark Press meets July 18

Mark your calendars for Friday, July 18 to attend the annual Ozark Press Association meeting on the Drury University Campus in Springfield!

The meeting is scheduled 2 to 5 p.m. and will feature:

- Developing a social media strategy and best practices for online journalism sites, with Jonathan Groves of Drury University.

- E-editions and content digitization, with Melissa Oribhabor of Newzgroup.

- Legal Advice, with Jean Maneke, Maneke Law.

Take in a Springfield Cardinals baseball game later the same evening. Call Zack Pemberton, 417-832-3038 and ask for Missouri Press Association tickets. Limited tickets available at group rate of \$12 each. The DEADLINE WAS EXTENDED to Wednesday afternoon, July 16 to order Cardinals tickets!

### ORDER NOW!

For people who are planning to attend, parking for Reed Auditorium is available in either of the lots south of the intersection of Drury Lane and Central Street (outside Shewmaker Hall or near the Hammons School of Architecture), within short walking distance of the Trustee Science Center. Parking is free, and no passes are needed.

A detailed schedule and registration form can be found online: [http://www.mopress.com/CURRENT\\_FORMS.php](http://www.mopress.com/CURRENT_FORMS.php)

### REGISTER TODAY!

Please fax registration form and payment (\$25 per person) to Kristie Williams at Missouri Press Association, 802 Locust Street, Columbia, MO 65201; Email: [kwilliams@socket.net](mailto:kwilliams@socket.net); Phone: 573.449.4167; Fax: 573-874-5894.



## We need 4 copies of each issue!

Missouri Press needs four copies of every issue of your paper!

Here's why. Missouri Press provides tearsheets to advertisers that place ads in your paper through Missouri Press Service. Some of you place the ads we send to you on the same page or on back-to-back pages. We need multiple copies of your newspaper so we can send a tearsheet to each advertiser.

If you **ARE** sending us four copies, then you do **NOT** need to send tearsheets at the end of the month.

ALSO: Your newspaper's membership agreement with Missouri Press states that you agree to send four copies of each issue to Missouri Press. It's part of the deal; we sell advertising for you, you provide us with the copies needed to provide tearsheets.

Please be sure that whoever handles your circulation understands that four copies of every issue should be sent to: Missouri Press Service, 802 Locust St., Columbia, MO 65201-4888.

These issues can be tied together in a Firm bundle so you have to pay postage on only one "piece" (you still need to count all of the "copies" for the weight portion of your postage).



Missouri Press  
Foundation

**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

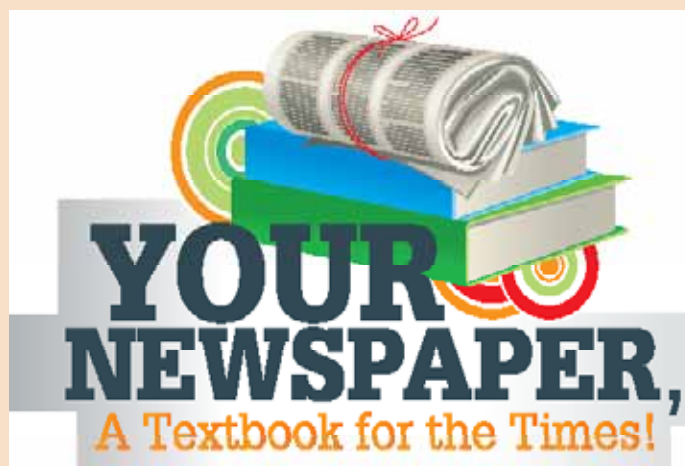
## Your newspaper could WIN \$100

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.

## Newspapers in Education Workshop Thursday, July 17 in Columbia

With the anniversary to the Civil Rights Act of 1964, World War I commemorations, the 25th anniversary of the fall of the Berlin Wall in November, and more, this coming school year will be another great year for reaching out to young readers in your community.



Now is the time to start planning and Missouri Press would like to help.

If you would like to start a Newspapers In Education partnership with your schools or have a new staff person who needs a little help, we've got a training for you. A **Newspapers In Education Basics workshop is scheduled Thursday, July 17 at the MPA office in Columbia.**

This workshop will introduce Newspapers In Education, the goals, outcomes and how to get started. We'll share resources available to your newspaper at no cost from Missouri Press.

This NIE Basics workshop is scheduled 10:30 a.m. to 2:30 p.m. Thursday, July 17. We've made it easy to commute in and out in one workday. We'll even provide lunch. There is no cost to attend, but seating is limited so contact Dawn Kitchell to register your newspaper today at [dawn.kitchell@gmail.com](mailto:dawn.kitchell@gmail.com) or (636)932-4301.

Digital  
**FOOTPRINT**  
OFFERED BY MISSOURI PRESS SERVICE



Call: 573-449-4167





## Missouri Press Association

### Missouri Press Service

802 Locust St.  
Columbia, MO 65201-4888  
(573) 449-4167; FAX (573) 874-5894  
www.mopress.com

**MPA PRESIDENT:** Richard Gard,  
Missouri Lawyers Media

**FIRST VICE PRESIDENT:** Jim  
Robertson, *Columbia Daily Tribune*

**SECOND VICE PRESIDENT:** Dennis  
Warden, *Gasconade County Republican*,  
Owensville

**SECRETARY:** Dennis Ellsworth,  
*St. Joseph News-Press*

**TREASURER:** Donna Bischoff,  
*St. Louis Post-Dispatch*

**MPA DIRECTORS:** Mark Maassen,  
*The Kansas City Star*

Joe Spaar, *The Odessan*

Bill Miller Jr., *Washington Missourian*

Jeff Schrag, *Springfield Daily Events*

Carol Stark, *The Joplin Globe*

Trevor Vernon, *Eldon Advertiser*

James White, *Benton County Enterprise*,  
Warsaw

Darryl Wilkinson, *North Missourian*,  
Gallatin

**NNA REPRESENTATIVE:** Brad Gentry,  
*Houston Herald*

**MPS PRESIDENT:** Phil Conger,  
*Bethany Republican-Clipper*

**VICE PRESIDENT:** Joe May, Mexico

**SEC-TREAS.:** Kevin Jones,  
*St. Louis American*

**MPS DIRECTORS:** Vicki Russell,  
*Columbia Daily Tribune*; Jack Whitaker,  
Hannibal

### 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



## MPA's 150th, HOF, Public Notice Website, and more discussed

# Mo. Press Directors Meet

The Officers and Directors of the Missouri Press Association held their second meeting of 2014, beginning 8 a.m. June 27, at the Country Club Hotel & Spa, Lake Ozark. Activities the previous day included the MPA-Porter Fisher Golf Tournament and a dinner for the Board of Directors and guests.

Attending the meeting were President Richard Gard, Second Vice President Dennis Warden, Secretary Dennis Ellsworth, Treasurer Donna Bischoff, Past President Mark Maassen, and Directors Trevor Vernon, Bill Miller, Jr., Jeff Schrag, Joe Spaar, Carol Stark, James White, Darryl Wilkinson, and MPA Executive Director Doug Crews. Excused absent: First Vice President Jim Robertson, NNA State Representative Brad Gentry. Also attending: News Editor Bryan Jones, Legal Counsel Jean Maneke, Missouri Press Ad Director Mark Nienhueser, Missouri Press Membership Director Kristie Williams, Missouri Press Foundation Director Melody Bezenek, and members of the Missouri Press Foundation Board of Directors Bill Miller, Sr., Betty Spaar and Kirk Powell.

Minutes of the Feb. 12, 2014 MPA Board meeting were read and approved unanimously after a motion by Jeff Schrag, seconded by Mark Maassen.

The MPA monthly financial report for May 2014 was presented by Crews, discussed, and was approved unanimously after a motion by Jeff Schrag, seconded by Dennis Warden.

Jim McGinnis, CPA with Gerding, Korte & Chitwood, presented the 2013 MPA audit report. He said MPA received a "clean" audit. As another security measure, he suggested resetting QuickBooks to prevent adjustments being made more than 60 days in the past. He also suggested exploring ways to reduce certain tax liability. Crews said he will follow-up with McGinnis on both points.

A motion to accept the 2013 MPA audit report was made by Jeff Schrag, seconded by Dennis Warden and approved unanimously.

Ken Frevert of Central Trust & Investment Co. joined the meeting by telephone

and presented a report on Missouri Press investments.

Jeff Schrag presented a task force report regarding MPA's Public Notice Website. Members of the task force include Andy Waters, Mark Maassen and Trevor Vernon. Schrag said he and staff reviewed other states' websites. He said all Missouri newspapers populate the website, whether by scanned pages or by direct uploading. He noted costs are neutralized by Newz Group's purchase of newspapers from MPA. He said there was no solid conclusion at this time by the task force. Richard Gard suggested the establishment of minimum standards for a MPA Public Notice Website, and also asked, "Should Missouri Press have such a website?" Gard suggested recharging the task force with a goal of defining MPA's needs; working up a list of specifications for what we want out of a Missouri Press website, essentially an RFP we can share with potential vendors, Newz Group included; and contacting Newz Group, investigating options, and sharing with Missouri Press newspapers the "Best Practices" of Public Notice, as collected by Missouri Press staff. Gard suggested inviting the Newz Group team to the Sept. 25 Board meeting for a presentation.

Jeff Schrag reported on the task force looking at Bylaws and Mission Statements. Task force members include Jim Robertson, chair; Bill Miller, Jr.; Schrag; Vicki Russell and Richard Gard. Schrag said the task force is progressing, but is not ready with specific changes or suggestions. Bill Miller, Jr. said a review by an attorney specializing in Bylaws is suggested when drafts are ready.

New member applications were considered. The Active Membership application of the *Hale Horizons* was tabled until the next meeting, awaiting required paperwork; motion to table by Jeff Schrag, seconded by Bill Miller, Jr. Approved unanimously.

The following memberships were approved unanimously by the Board: *St. Louis*

**MPA Directors** (continued on page 6)

**Missouri State Medical Association**

For all things medical in Missouri,  
turn to the experts at the  
Missouri State Medical Association.

Lizabeth Fleenor  
800-869-6762 • lfleenor@msma.org  
www.msma.org

**Interlink**

**HOW NEWSPAPERS  
DO MAIL.**

**Helen Sosniecki** helen@ilsw.com  
888-473-3103



## MPA board nominations being sought

The Missouri Press Association nominating committee will be meeting Aug. 7 to decide on candidates for 2015 MPA Second Vice President, Secretary, Treasurer, three Directors and National Newspaper Association Representative.

Those who wish to be considered for any of the positions must complete a nomination form and return it to Missouri Press Association by Aug. 1.

The nomination form can be found here: [http://www.mopress.com/\\_lib/files/MPA\\_Board\\_Candidate\\_Profile\\_Form.pdf](http://www.mopress.com/_lib/files/MPA_Board_Candidate_Profile_Form.pdf)

Current MPA 1st Vice President Jim Robertson, Columbia Daily Tribune, will move to MPA President on Jan. 1, 2015.

Current MPA 2nd Vice President Dennis Warden, Owensville Gasconade County Republican, will move to MPA 1st Vice President on Jan. 1, 2015.

The terms of current MPA Directors Bill Miller, Jr., Washington Missourian, and Darryl Wilkinson, Gallatin North Missourian, are expiring Dec. 31, 2014. (Wilkinson is serving the remainder of a one-year term that was vacated by Brad Gentry, Houston Herald.) Also, a two-year term for Director is currently vacant due to the resignation of Taylor Smith, formerly with the Perryville Perry County Republic.

MPA Secretary Dennis Ellsworth, St. Joseph News-Press, and MPA Treasurer Donna Bischoff, St. Louis Post-Dispatch, are serving one-year terms, also expiring Dec. 31, 2014.

Brad Gentry is serving his first year as NNA Representative. According to MPA Bylaws, "the representative may not serve more than three years in succession at one time."

Mark Maassen, The Kansas City Star, immediate past president of MPA, is chairman of the nominating committee this year.

## Advertising and Marketing Plan to be Implemented Missouri Press Service Board Minutes

The Officers and Directors of the Missouri Press Service held their second meeting of 2014 on June 27, at the Country Club Hotel & Spa, Lake Ozark.

Attending the meeting were President Phil Conger, Vice President Joe May, Secretary-Treasurer Kevin Jones, Directors Vicki Russell and Jack Whitaker, Advertising Director Mark Nienhueser and Missouri Press Executive Director Doug Crews.

Minutes of the Feb. 12, 2014 MPS Board meeting were read and approved unanimously after a motion by Jack Whitaker, seconded by Joe May.

The MPS monthly financial report for May 2014 was presented by Crews, discussed, and was approved unanimously after a motion by Jack Whitaker, seconded by Joe May. Crews and the Executive Committee are to meet to review MPS budget status in regard to operating expenses for the first six months of 2014.

Jim McGinnis, CPA with Gerding, Korte & Chitwood, presented the 2013 MPS audit report. He said MPS received a "clean" audit. As another security measure, he suggested resetting QuickBooks to prevent adjustments being made more than 60 days in the past. He also suggested exploring ways to reduce certain tax liability. Crews said he will follow-up with McGinnis on both points. A motion to accept the 2013 MPS audit report was made by Vicki Russell, seconded by Phil Conger. Approved unanimously.

Ken Frevert of Central Trust & Investment Co. joined the meeting by telephone and presented a report on Missouri Press investments.

Kevin Jones, chairman, and Mark Nienhueser presented the Advertising & Marketing Committee report. Members include Donna Bischoff, Les Borgmeyer, Kathy Conger, Jane Haslag, Mark Maassen, Brad Slater, Trevor Vernon, Dennis Warden, James White and Jeanine York. Highlights of the report include: 1. In hopes of providing more newspaper ad sales options, requesting from Missouri Press newspapers a Missouri Press ad rate that would be lower than a National Rate and Missouri Press would retain less commission on that rate; 2. Implementing a system for Missouri Press ad staff to provide more efficient quotes in the field to potential advertisers; 3. Creating a click-on map on the Missouri Press website, showing locations of Missouri Press newspapers with links to the newspapers' websites and/or the Missouri Press directory site; 4. Establishing the best way to place digital ads on Missouri newspaper websites via Missouri Press, including devoting more employee hours to focus on digital sales and placement. Board members thoroughly discussed the committee report and the Board consensus was for Missouri Press staff to move forward on the committee proposals.

The convention agenda for the 148th Annual MPA Convention, Sept. 25-27, Holiday Inn Executive Center, Columbia, was distributed. The MPA/MPS Board meeting is scheduled to begin with a noon luncheon Thursday, Sept. 25. The Missouri Press Foundation Board will meet at 9:30 a.m. Sept. 25.

There being no further business, the Board meeting was adjourned.  
Respectfully submitted, Kevin Jones, Secretary-Treasurer

### 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



# Experts at your service at 148th MPA convention

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 newspaper consultant since 1989 and is the director of Henninger Consulting in Rock Hill, SC. He is universally recognized as the world's leading design consultant for community newspapers. He recently developed the Francis A. Henninger Grant Program with the goal of making newspaper design services affordable for every newspaper—especially those with limited circulation, revenue and staff size.



"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 will conduct a "Closing Skills" session at 9:15 a.m. to help salespeople learn the different closing techniques the pros use.

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.

Later, a Youth and Young Adults Panel, led by Prof. **Margaret Duffy** will spotlight young journalists and Tim Smith will lead a session about

developing marketing campaigns.

**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 the editor of *The Hamilton Advocate Hamiltonian*. She bought the operation in 1985 and published the paper, now called *The Caldwell County News*, until selling it in September 2013.

**Scott Swafford** with RJI will speak about "Beefing Up Your Local Election Reporting" in general session. 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)



148th Annual  
Missouri Press Association  
Conference Agenda &  
Registration Form Attached!

**MPA Directors** (continued from page 3)

*Review*, Active Member, motion by James White, seconded by Dennis Warden; Quincy (Ill.) *Herald-Whig*, Active Member, motion by Jeff Schrag, seconded by Bill Miller, Jr.; *Raytown-Brooking Eagle*, Friend of Missouri Press Member, motion by James White, seconded by Bill Miller, Jr.

Melody Bezenek presented a report of the Missouri Press Foundation.

Jean Maneke, MPA legal counsel, outlined a Missouri court case that could close public records if they are copyrighted. She suggested that MPA may wish to file an amicus brief if the outcome of the case is negative to MPA interests. Motion by Jeff Schrag, seconded by Bill Miller, Jr., for Missouri Press to file an amicus brief in the case, if warranted. Approved unanimously.

A written report by Dawn Kitchell, Newspapers In Education Director, was distributed.

Crews reviewed legislation monitored by Missouri Press during the 2014 session of the General Assembly, and noted the Constitutional Amendments that will be on the statewide ballot in August and November.

The following reports were presented by Crews:

*MPA Better Newspaper Contest and MAMA Ad Contest.* Online entry and judging went well this year. MAMA contest received 556 entries, and awards were presented in April. Better Newspaper Contest received 2,892 entries, an increase of some 300 entries over last year. All MPA BNC winners have been notified. Preparation of plaques and certificates are the next step. Awards will be presented at the noon awards luncheon, Saturday, Sept. 27, during the MPA Convention.

*Publication/sale of The Blue Book (Official Manual, State of Missouri).* Approximately 350 books have been sold through the Missouri Press office. Missouri Press Foundation is committed to selling 2,500 books. Printing in July by R.R. Donnelley, publisher. Orders are also being taken by the RRD "fulfillment center" via 1-800. Many MPA newspapers are assisting with the promotion of the book by publishing a 2-column by 4-inch ad (value of space is tax-deductible, contact MP Foundation for letter for tax purposes). We are working with the Chief Clerk of the Missouri House and the Missouri Senate Administrator to arrange for "bulk" orders for House and Senate members. We have sought help from many Missouri trade associations and organizations, have faxed order forms to every County Clerk in Missouri, and have received help from The Missouri Bar, Missouri Association of Counties, Missouri Libraries Association, etc.

*MPA Newspaper Hall of Fame.* The Newspaper Hall of Fame Screening Committee and the Selection Committee met June 13 and June 18, respectively. The 2014 inductees are: David Bradley, Jr., *St. Joseph News-Press*;

Judy Dixon, *Festus Jefferson County Leader*; Don and Kathy Ginnings, *Hermitage Index*; Gary and Helen Sosniecki, *Vandalia Leader*. The induction banquet is Friday night, Sept. 26, during the MPA Convention. Members of the committees who participated in the screening and selection of inductees included: Richard Gard, Mark Maassen, Roger Dillon, Mike Farmer, R. B. "Bob" Smith, Jim Sterling, Dave Berry and Tom Miller, Sr.

*Missouri Photojournalism Hall of Fame.* The Photojournalism Hall of Fame Committee met June 5 to review nominations and select inductees for the Oct. 23 induction ceremony in Washington, Mo. This year will be the final year for the Hall of Fame in Washington, Mo., with Bill Miller, Sr. hoping a new home can be found in Columbia for the HOF. The 2014 inductees are: Sarah Leen, Director of Photography, *National Geographic Magazine*; Bill Marr, Creative Director, *National Geographic Magazine* (Sarah and Bill are married and live in the Washington, D.C. area); William Kuykendall, former Missouri School of Journalism photography professor, now living in Winterport, Maine; David Hutson, former *Kansas City Star* photographer; and Sydney Brink, former *Sedalia Democrat* photographer. Members of the committee are: Duane Dailey, David Rees, Cliff Schiappa, Bill Miller, Sr., Jim Curley, Brian Kratzer and Doug Crews.

*William E. James Young Journalists Awards.* A committee chaired by Jim Sterling has selected these winners for 2014: Bethany Bashoum, *Cass County Democrat-Missourian*, Harrisonville (weekly winner), and Kim Norvell, *St. Joseph News-Press* (daily winner).

*Edward L. Steele Scholarship.* The 2014 Edward L. Steele Scholarship winner for the Study of Community Newspapering at the Missouri School of Journalism has been selected: Trevor T. McDonald, print and digital news major, a native of Hannibal.

*District Press Association Meetings.* The Southeast Missouri Press Association met

June 19, in Cape Girardeau with 33 persons attending. New officers and directors were elected, and plans will be made for a June meeting next year. The Northwest Missouri Press Association met June 20, in Maryville with 25 persons attending. Current officers and directors were reelected. A June 2015 meeting will be planned for Northwest Press. The Ozark Press Association meets July 18, in Springfield.

*MPA's 150th Anniversary.* The Missouri Press Association's 150th Anniversary is in 2016. Should a task force be appointed to make plans for celebratory events during 2016?

"At 9 o'clock on the morning of May 17, 1867, thirty-eight newspaper men of Missouri met in Temperance Hall, Ninth Street and Washington Avenue, St. Louis. The meeting was pursuant to previous notice, and for the definite purpose of forming an organization." – from *History of the Missouri Press Association, 1867-1931*

Volunteering for the 150th Anniversary Task Force were Dennis Warden, Vicki Russell, Donna Bischoff, Carol Stark, James White and Bill Miller, Sr. Other volunteers will be invited and any MPA member is welcome to participate.

*148th Annual MPA Convention,* Sept. 25-27, Holiday Inn Executive Center, Columbia. The convention agenda was distributed. The MPA/MPS Board meeting is scheduled to begin with a noon luncheon Thursday, Sept. 25. The Missouri Press Foundation Board will meet at 9:30 a.m. Sept. 25.

The Board members and Crews went into executive session to discuss personnel issues.

There being no further business, the Board meeting was adjourned 11:25 a.m. The Show-Me Press Association luncheon followed at noon. The Missouri Press Foundation Board met at 1:30 p.m.

Respectfully submitted,  
Dennis Ellsworth, Secretary

## ***MU Football Tickets Offered for Opening Game!***

For the 24th consecutive year, Miz-zou's Athletic Department is offering MPA newspapers tickets for the home opener 2:30 p.m. Saturday, Aug. 30 versus the South Dakota State Jack-rabbits. You may use these tickets for your newspaper family, for your advertisers, for promotions, etc.

The program, which is strictly voluntary, involves the publishing of Miz-zou athletic display advertising in your newspaper(s) in exchange for a similar value of tickets.

Ad placement through Missouri Press is expected at intervals between August and December.

**MPA TAILGATE Aug. 30.** MPA members and guests, meet at BBC II restaurant, 220 S. Eighth St., (just

south of the MPA Building on Eighth Street) beginning 11 a.m. The MPA staff will be there. There will be hosted tailgate snacks. For stronger appetites, guests may order from the menu. Participants drive or walk to the stadium or catch a bus ride.

If you want to participate in the ticket/advertising trade-out, return the coupon by mail, fax or email to the Missouri Press office by Friday, July 18.

Get the coupon at [http://www.mopress.com/current\\_forms.php](http://www.mopress.com/current_forms.php).

If you have any questions, just contact Missouri Press. Phone 573-449-4167, email [mopressads@socket.net](mailto:mopressads@socket.net), fax 573-874-5894, or mail to: Missouri Press, 802 Locust St., Columbia MO 65201 no later than July 18, 2014.



Betty Spaar presented service appreciation plaque;  
Better Newspaper Contest entries increased in 2014

# Missouri Press Foundation meeting minutes

The Officers and Directors of the Missouri Press Foundation held a meeting June 27, 2014, beginning at 1:35 p.m. in the Valencia meeting room, Country Club Hotel and Spa, Lake Ozark. A quorum being established, the meeting was called to order by President Vicki Russell. Attending were: President Vicki Russell, First Vice President Wendell Lenhart, Second Vice President Kirk Powell, Secretary-Treasurer Doug Crews, Melody Bezenek, Dave Berry, Bill Miller, Sr., Tom Miller, Betty Spaar, James C. Sterling, and Dane Vernon. Excused absent were: Directors Chuck Haney and R.B. "Bob" Smith III; Honorary Directors Emeritus Wanda A. Brown, Rogers Hewitt, Edward Steele and Wallace Vernon. Also attending: Richard Gard and Kathy Conger

The Foundation members unanimously approved the minutes from the May 1, 2014 meeting. Motion by Bill Miller, Sr., seconded by Betty Spaar.

The YTD Financial Report was given by Doug Crews. Copies were distributed to those in attendance. The Financial Report was unanimously approved after a motion by Kirk Powell, seconded by Tom Miller, Sr.

President Vicki Russell presented Past President Betty Spaar with a plaque in recognition and appreciation of her service as Board President from 2009 to 2014.

Vicki Russell reported on behalf of the Nominating Committee. The Committee presented Kathy Conger for consideration for Board membership. Kathy Conger was elected unanimously to the Board after a motion by Bill Miller, Sr. and a second by Betty Spaar. Other newspaper industry candidates were discussed. Candidates from outside of the newspaper industry were suggested.

A letter of resignation from R. B. "Bob" Smith III was read. A unanimous vote to approve Mr. Smith's status as Honorary Director Emeritus was held after a motion by Wendell Lenhart and a second by Betty Spaar.

Bill Miller Sr. reported that David Rees, from the University of Missouri Photojournalism Program, has picked up all accumulated photographs from the Photojournalism Hall of Fame. David will be cataloging and archiving the photos. Miller stated his concern about finding space to display the 40 plus plaques from previous induction ceremonies while having room for growth.

Doug Crews reported that approximately 350 Blue Books have been sold through the Missouri Press office. Many MPA newspapers are assisting with the promotion of the book by publishing ads. Orders are being collected from the Missouri House of Representatives and the Senate. We have enlisted the help

of many trade associations and organizations to spread the word about the Blue Book. Missouri Press Foundation has committed to printing 2,500 copies.

Vicki Russell reported on the progress of the Bylaws Committee. She stated that the Committee is trying to determine the relationship between all three Boards.

Melody Bezenek shared information about the fall Convention and Trade Show. The sponsorship brochure, registration form and schedule are now posted on the Missouri Press website. Several sponsors are already on board. She asked for the help of Board members who solicited auction items in the past.

Nine newspapers are participating in the summer internship program. Melody Bezenek read the list of newspapers with summer interns.

Doug Crews reported that entries increased this year for the Better Newspaper Contest. Entries were submitted online again and are judged by Colorado Press Association members.

Doug Crews gave a brief recap of Southeast and Northwest Press district meetings.

Dawn Kitchell's written NIE report was distributed.

Vicki Russell suggested the Board consider meeting four times in the coming year. She proposed the first meeting be held in tandem with the MPA/MPS meeting in mid-to-late February in Jefferson City, the second meeting be held in Columbia along with the Past Presidents Dinner in April or May, the third meeting be held in tandem with the June MPA/MPS meeting at the Lake of the Ozarks and the fourth meeting be held in tandem with the MPA Convention in the fall.

Group discussion was held on the Foundation's Mission Statement, ideas for engaging all members in fundraising programs and next steps in creating a Newspaper Toolbox.

A suggestion was made that the Missouri Press Foundation should have a booth at the MPA Trade Show.

Another suggestion was made that MPF have a full-page ad in each issue of the Missouri Press News magazine.

The Foundation Board will meet 9:30 a.m. Sept. 25, at the Holiday Inn Executive Center, Columbia.

There being no further business, a unanimous vote was held at 3:25 p.m. to adjourn the meeting. Motion by Bill Miller, Sr., seconded by Tom Miller.

Respectfully submitted, Melody Bezenek, MPF Executive Director



## PUBLIC NOTICES

Public Notice advertising plays a unique role both in American history and in the process by which this country's democracy is preserved. Its one premise is that people must be informed if they are to govern themselves competently. Public Notice advertising first came into being with the Congress of 1792. That body, recognizing its responsibility to the people, required the Postmaster General to advertise for bids for the construction of new post offices. From that inauspicious beginning to the publication requirements in federal, state and local laws today, government officials have come more and more to understand their obligations to inform the public through Public Notice advertising. Newspapers over the years have been the vehicle by which these obligations have been fulfilled. They will continue to be as long as the public demands that it be informed frequently and by the best means possible.



## 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

**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@riverhillstraveler.com](mailto:jimmy@riverhillstraveler.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@perryvillemonitor.com](mailto:bchism@perryvillemonitor.com). 7-10

**REPORTER:** Full-time reporter needed at *Dexter's Daily Statesman*. Applicants should have excellent writing and preferably pagination and camera skills. Benefits include health and dental insurance options and 401K. Email [nhslop@dailystatesman.com](mailto:nhslop@dailystatesman.com) with resume. 7-9

**PHOTOJOURNALIST:** The *Columbia Daily Tribune* has an immediate opening for a full-time photojournalist. We seek an enthusiastic, talented and self-driven photojournalist to join our team. Ours is a family owned newspaper in the vibrant city of Columbia, Missouri. The ideal candidate is passionate about visual storytelling, is a strong sports shooter, and works well on a team. Their portfolio will be proficient in all aspects of daily newspaper photojournalism while showcasing their unique vision and ability to capture moments. Additionally, we are looking for someone who has a good command of studio, location, and arena lighting. Knowledge of Photoshop, Photo Mechanic, and Nikon equipment is a must. If you're looking for a company in which to grow, then this is the place for you. Members of our photo staff cover the full spectrum of newspaper assignments, including coverage of NCAA SEC sports, feature hunting, a weekly photo column, and long-term photo-driven projects. Candidates with proven experience working for a news publication are encouraged to apply by July 25. Benefits include vacation pay, sick pay, 401(k), health and

dental insurance, use of employee gym. Please email a cover letter, resume with references, and portfolio link to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com). EOE / Drug free workplace 7-8

**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@fayettenews.com](mailto:proll@fayettenews.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

**SPORTS EDITOR/REPORTER:** Our sports guy of 30 years is retiring. The *Bolivar Herald-Free Press* is seeking a Sports Champion to cover local high school and college sports and general assignments. Experience in Photography and any Web experience a plus. NewsEdit Pro and Photoshop experience preferred. We are a family of eight local newspapers in print and online surrounding Springfield, MO. We offer good pay and benefits and many opportunities to make a difference. EOE. Email 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 to: 417-326-8701. 6-18

**PART-TIME DELIVERY DRIVER:** Springfield, MO, newspaper and commercial printer is looking for an experienced driver for a Part-Time delivery driver position. Hours vary. Need dependable driver with understanding of deadlines and log requirements and Class B Driver's License. Some benefits. EOE Send description of work experience to: DELIVER DRIVER, P.O. Box 330, Bolivar, MO 65613; fax to 417-326-8701; or email to [careers@Mo.NeighborNews.com](mailto:careers@Mo.NeighborNews.com) 6-18

**EDITOR:** Due to a pending retirement of a long-term employee, the *Cedar County Republican*, based

in Stockton, is seeking an editor. The position opens in early October. Experience with NewsEdit Pro is a plus, along with online products, Photoshop, page design and staff management. Good benefits in a great place to live. EOE. Send Resume' and samples to [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com); by fax to 417-326-8701; or by mail to: Editor Position, PO Box 330, Bolivar, MO 65613. 6-18

**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, knowledgeable 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, 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: [gfunckhouser@gatehousemedia.com](mailto:gfunckhouser@gatehousemedia.com). An Equal Employment Opportunity Employer 6-16

## 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 [svmopapers@centurytel.net](mailto:svmopapers@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

Digital Preservation Speaks  
**VOLUMES**

Protect and Share  
Digitally preserve your  
newspapers and  
bound volumes

[www.ArchiveInABox.com](http://www.ArchiveInABox.com) ArchiveInABox  
The newspaper archive scanning service from SmallTownPapers



---

---

# 2014 Ozark Press Association Meeting

---

---

**Drury University**  
**Trustee Science Center | Reed Auditorium**  
**Springfield**

**Friday, July 18th, 2014**

**2pm** | Developing a Social Media Strategy and Best Practices for Online Journalism Sites  
Jonathan Groves | Drury University Professor

**3:45pm** | E-Editions and Content Digitization  
Melissa Oribhabor | Newzgroup

**4:30pm** | Legal Advice | Jean Maneke  
Missouri Press Hotline Attorney

**7pm** | Springfield Cardinals Game  
\$12.00 Call Zack Pemberton at 417-832-3038 and ask for Missouri Press Association tickets.  
Limited tickets available at group rate.

## FEATURED SPEAKERS



**Jonathan Groves**  
Drury University  
Professor

Jothan Groves worked 14 years as a professional journalist at various newspapers as a reporter, an editor, and a self-described "online geek" before becoming a professor at Drury University.

Groves also spent two years at the University of Missouri-Columbia Reynolds Journalism Institute as a doctoral fellow studying how the Internet was changing the face of journalism. He now devotes his time to exploring new media and its impact on journalism.



**Jean Maneke**  
Missouri Press  
hotline attorney

Jean Maneke has been practicing media, publishing and entertainment law for more than 25 years. In addition to her work for individual clients, she serves as counsel to the Missouri Press Association.

She has counseled newspapers, magazines, broadcasters, book publishers, web site designers, authors, photographers, film and video producers, and recording artists both in Kansas City and across the country in the areas of libel, privacy, and copyright issues.

-----  
Company: \_\_\_\_\_

Name(s) of Attendee(s): \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

### Payment Information

Check Included    Visa    Mastercard

Total attending: \_\_\_\_\_ \$25 per attendee, Total amount enclosed or to be charge to credit card: \$

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

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

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

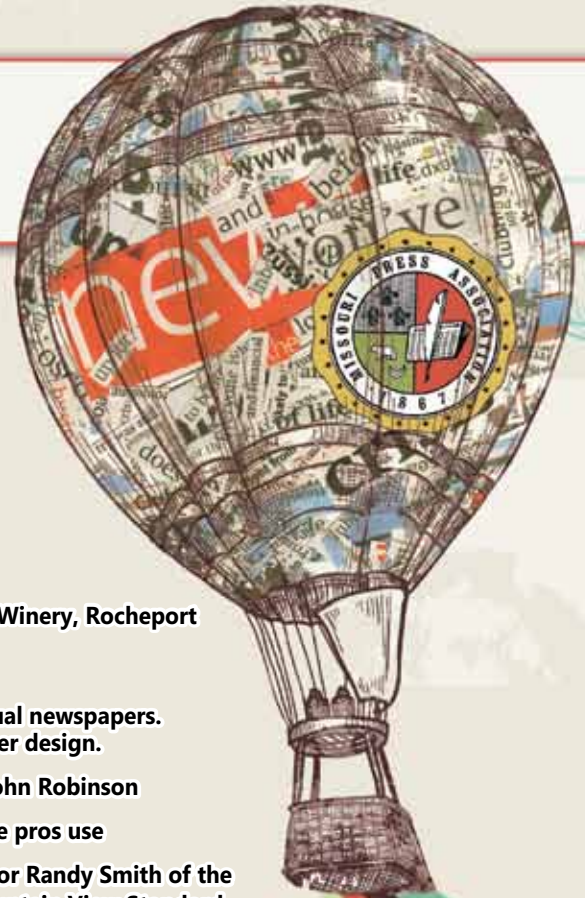
Please send registration form and payment to Kristie Williams at Missouri Press  
802 Locust Street, Columbia, MO 65201 | kwilliams@socket.net • Phone: 573.449.4167 | Fax: 573.874.5894

# 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. MPF board meeting

Noon MPA/MPS/ board meetings 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. 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. Closing Skills Session with Tim Smith: Learn the different closes that 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. Sunshine Law Litigation Panel, media attorneys Jean Maneke, Ben Lipman and Mark Sableman

2:30 p.m. Concurrent Sessions:

- Youth and Young Adults Panel led by Prof. Margaret Duffy with young journalists
- Developing Marketing Campaigns: How to use all our resources and networks to service our customers, Tim Smith

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. Ed Henninger, newspaper design consultant

9:15 a.m. Anne Tezon, New Revenue Stream: Mining Your Newspaper's Content to Publish eBooks

10:30 a.m. Concurrent Sessions:

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

11:45 a.m. Annual Missouri Better Newspaper Contest Awards Luncheon, including scholarship presentations and announcement of the 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 \$50	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 \_\_\_\_\_

Check 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 Included     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: 573.874.5894 • www.mopress.com



### Trade Show \$350

- 6' display table
- All tables have electric and wireless internet connections
- Friday, September 26, 11am-6:30 p.m.
- Includes two lunches on Friday, September 26.

### Platinum Sponsor \$3,000

- Top billing for your company or organization as a Platinum Sponsor on signage and in convention announcements
- One half page ad in the convention program
- Free Convention Registration for four attendees
- 4 Free Missouri Newspaper Directories
- Free year Subscription to the Missouri Press News magazine
- Free full page ad in the magazine preceding the convention
- Link on MPA website to your company or organization's website
- Company logo in the convention program
- Opportunity to address attendees at the Friday Luncheon for 5-7 minute presentation
- Full page black and white ad in next year's MPA Directory
- Notice to our members of your sponsorship in MPA newsletter and magazine prior to and after the convention

### Gold Sponsor \$2,000

- Notice for your company or organization as a Gold Sponsor on signage and in convention announcements
- Free Convention Registration for two
- 2 Free Missouri Newspaper Directories
- Free year Subscription to the Missouri Press News Magazine
- Free half page ad in the magazine preceding the convention
- Link on MPA website to your company or organization's web site
- Company logo in the convention program
- One fourth page ad in the convention program
- Half page black and white ad in next year's MPA Directory
- Notice to MPA members of your sponsorship in MPA newsletter and magazine prior to and after the convention

### Silver Sponsor \$800

- Notice for your company or organization as a Silver Sponsor on signage and in convention announcements
- Free Convention Registration for one
- Free Missouri Newspaper Directory
- Free year Subscription to the Missouri Press News Magazine
- Free quarter page ad in the magazine preceding the convention
- Link on MPA website to your company's or organization's web site
- Company logo in the convention program
- Quarter page ad in the convention program
- Notice to MPA members of your sponsorship in MPA newsletter and magazine prior to and after the convention

### Bronze Sponsor \$500

- Your Company or organization will be noted in the convention program as the sponsor of a specific refreshment break.
- Your company or organization's name will appear on signage for that break
- Notice to MPA members of your sponsorship in MPA newsletter and magazine prior to and after the convention

### Trade Show Reception Sponsorship \$1,000

- Listed as break sponsor in Trade Show area
- Listed as the reception sponsor for open bar from 3:30-5 p.m.
- Listed as a sponsor in the convention program, on the MPA website and at the Hall of Fame Banquet

### Other Donations

All donations are appreciated. If you would like to make a financial donation, or one of goods or services that does not fit into the listed categories, you will be noted as a donor in the convention program and on the MPA web site. Many of these donations will be used as items in MPA's auctions.

In the past, MPA's annual auctions have raised more than \$5,000 annually for Missouri Press Foundation to help support Newspaper In Education and Internship Programs and many other worthwhile programs that help build the future and highlight the past of the newspaper industry.

### Event Naming and Lanyard Sponsor (Exclusive) \$1,000

- Acknowledgment of your company in promotional materials and event program
- Your company logo and link on the event website
- Your company name goes on the event name tag
- Your Company logo appears on Convention Lanyards
- Two complimentary registrations to event
- Event attendees for direct marketing

### Any Questions?

Please Contact Kristie Williams at  
kwilliams@socket.net or by phone (573) 449-4167  
Fax form to: (573) 874-5894  
or mail to:  
Missouri Press Association  
802 Locust Columbia, MO 65201





## 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 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: dcrows@socket.net**

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

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

**and/or**

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

**or**

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

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

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

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

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

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

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

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

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

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

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

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