



Photojournalism Hall of Fame is Oct. 18

Three will be inducted during ceremony at MU-Columbia

By Missouri Press Staff

The Missouri Photojournalism Hall of Fame in Columbia will induct three award-winning photojournalists and teachers of photography and journalism on Oct. 18.

This will be the 14th group of inductees since the founding of the Hall of Fame in 2005. Inductees are David Rees of Columbia; the late Thelma Blumberg; and Dave Marner of Owensville.

Photographs made by the inductees will be on display during the 4 p.m. ceremony and reception in the Palmer Room at the Reynolds Journalism Institute on the University of Missouri campus in Columbia.

The Photojournalism Hall of Fame was founded at the urging of Bill Miller Sr., publisher of the Washington Missourian twice-weekly newspaper, to recognize outstanding contributors to visual communication with ties to Missouri.

Information about the Photojournalism Hall of Fame can be found at photojournalismhalloffame.org

— **Thelma Blumberg** —

Thelma Blumberg was born November 23, 1920, in St. Louis. She learned about cameras and photographic equipment while serving in the U.S. Navy Women's Reserve during World War II. Following her three years of service, Blumberg studied the art of photography at the Chicago Institute of Design.

Blumberg created a large volume of photographs during her work as a free-lance photo journalist in the late-1950s and 1960s in what would become known as Gaslight Square.

Her photographs documented the neighborhood as it changed from a quiet antique row into one of the country's most popular entertainment districts. In the 1960s, her journalistic photography often appeared in the Sunday Magazine section of the *St. Louis Globe Democrat*, in *St. Louis*

Scene Magazine, and in *St. Louis Magazine*.

— **Dave Marner** —

Dave Marner has been a journalist since 1979 when he began stringing sports and taking photographs at the age of 17 for the suburban Chicago Wheaton, Ill. *Daily Journal* while still in high school. He studied photojournalism at the University of Missouri while attending from 1980 through his 1986 employment at *The Fulton Sun*.

In 1992, he joined the staff of *The Gasconade County Republican*, a weekly newspaper in Owensville as the sports editor. He now serves as managing editor and has been responsible for general news coverage through writing, editing and photojournalism.

— **David Rees** —

David Rees taught photojournalism at the University of Missouri School of Journalism from 1986 until his retirement in 2018, working with hundreds of students who have gone on to have meaningful careers in journalism and photojournalism. He was chair of the photojournalism faculty, director of the Angus and Betty McDougall Center for Photojournalism Studies and co-director of the Missouri Photo Workshop.

He also has led all of the university's landmark professional programs, including Pictures of the Year International and College Photographer of the Year, as well as overseeing development of the Edom Photojournalism Laboratory. Rees was named the O.O. McIntyre Distinguished Professor in 2003.



Missouri Press Association Bulletin

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New officers, directors elected to MPA Board

By Missouri Press Staff

James White, publisher of *The Benton County Enterprise*, was elected president of the Missouri Press Association Friday, Sept. 14, during the 152nd Annual MPA Convention in St. Louis.

White's family has been involved with newspapers for about 140 years and he has been president of Benton County Enterprise Co. for more than 10 years. He has served on the MPA Board of Directors since 2013.

In addition to his roles as president of Benton County Enterprise Co. and along with Vice President of the Democrat Publishing Company in Clinton, White has been actively involved in various community improvement organizations, including the Warsaw Main Street Association and the Benton County Foundation. He currently serves as vice president of the Bothwell Foundation of Sedalia, vice president of the Benton County Community Foundation, and vice president of the Parks and Recreation Board in Warsaw.

White has also used his time as a member of the MPA Board of Directors to advocate for newspapers at the state and national level. He has worked with Missouri's elected officials, including Senators and Representatives in Washington, D.C., to curtail legislation that would harm newspapers' ability to operate as a free and independent

press.

White will succeed Carol Stark, editor of *The Joplin Globe*, as MPA president Jan. 1. Stark will continue on the MPA Board of Directors through 2019 as immediate past president.

Other 2019 MPA officers and directors elected Sept. 14 include: First Vice President, Trevor Vernon, *Eldon Advertiser*; Second Vice President, Liz Irwin, *Missouri Lawyers Media*, St. Louis; Secretary, Hannah Spaar, *The Odessan*, Odessa; Treasurer, Amos Bridges, *The Springfield News-Leader*.

Directors for one-year terms: Julie Moreno, *Independence Examiner*; and Beth Durreman, *Perry County Republic-Monitor*, Perryville.

Directors for three-year terms: Roger Dillon, *Shannon County Current Wave*, Eminence; Bryan Jones, *Versailles Leader-Statesman*; and Kevin Jones, *St. Louis American*.

Continuing on the MPA Board in 2018 will be directors Mary Wilson, *Jackson County Advocate*, Grandview; Donna Bischoff, *St. Louis Post-Dispatch*; and Tianna Brooks, *Mountain View Standard News*.

Sandy Nelson, *Courier-Tribune*, Liberty was elected as the National Newspaper Association state chair.

Retiring from the MPA Board in December 2018 are Jeff Schrag, *Springfield Daily Events*; and Steve Tinnen, *Clinton County Leader*, Plattsburg.

Statements of ownership due by Oct. 1

The deadline is Oct. 1 for giving your postmaster your Statement of Ownership, Management, and Circulation (PS Form 3526). The filing and publication of the information on this form are required if you have a Periodicals mailing permit. You can download the form from the Postal Service website.

PS Form 3526 allows you to include electronic subscribers. Electronic subscriber figures are not to be entered

directly onto the PS Form 3526, as the figures on this form only include printed copies. The form has a box to check if circulation includes digital subscribers.

Weekly papers need to publish the information in Form 3526 in any issue in October. Publications issued more frequently than weekly should publish the information by Oct. 10.

A copy of your filled-out Form 3526 can be published, or the information contained on the form can be published.



Celebrate newspapers!

National Newspaper Week is Oct. 7-13

The 78th annual National Newspaper Week is a recognition of the service of newspapers and their employees across North America.

Content available on the National Newspaper Week website includes editorials, editorial cartoons, promotional ads and more; all available for download at no charge to daily and non-daily newspapers across North America. NNW is sponsored by Newspaper Association Managers, Inc., the consortium of North American trade associations representing the industry on a state and provincial, regional and national basis.

Additional materials for use by newspapers promoting NNW will be posted on the website as they become available.

This year's theme is "Journalism matters. NOW more than ever."

The NNW website is: nationalnewspaperweek.com

Plan to celebrate National Newspaper Week by downloading these materials

and devoting as many column inches as possible to reinforce the importance of Newspaper to your communities.

Please also make it local by editorializing about your newspaper's unique relevance. This can be about your government watchdog role, coverage of community events, publication of timely public notices, etc.

Since the principle is timeless, the materials, new and archived, remain on the website and accessible year-round as a continuing resource.

Thank you for supporting National Newspaper Week. You already know there is power in association. And the same principle holds when associations like ours band together to provide even greater impact — both directly to newspaper members locally and collectively to the overall industry nationwide.

An ad, shown at right, recognizing National Newspaper Week is available for newspapers to use.

JOURNALISM MATTERS

NOW MORE THAN EVER

National Newspaper Week - Oct. 7-13

NEWSPAPER MEDIA HAS THE POWER TO INFORM, ENTERTAIN AND CONNECT.

When you hold your local newspaper in your hands — whether in print or on a mobile device — you hold a powerful tool to inform and inspire.

For centuries in towns and cities across North America, local newspapers have served as the voice for the public good and as a powerful connection between citizens and the communities around them.

Oct. 7-13 is National Newspaper Week, a time to salute the dedicated professionals who work hard to bring you the news.

In this digital age, the newspaper audience has never been greater, with millions reading in print, online or via mobile. No matter the medium, those millions of readers rely on their local newspaper.

Journalism matters. *NOW* more than ever.

MEMBER NOTICE: 2019 Missouri Press Association Dues Restructuring



Your newspaper received a letter late last year with a notice of an MPA dues restructure starting in 2019.

MPA has only had one dues increase since 2001.

Missouri Press Association values your membership and is working hard for you. Some of the benefits of active membership include: Legal advice from MPA hotline attorney Jean Maneke; Newspapers in Education story discounts; advertising campaigns; discounts to attend Missouri Press events; and lobbying at the State Capitol in Jefferson City to promote newspapers' interests. The costs to provide these services have risen significantly since the last dues increase in 2008. We want to ensure we can continue to offer these services and help Missouri's newspapers remain strong moving forward.

Updated dues structure:

2% of Advertising revenue placed by Missouri Press Service in your newspaper from Nov. 1, 2017 to Oct. 31, 2018

PLUS the net to paper cost of a full-page ad in your newspaper

Cap of \$5,000 for two metro newspapers | Cap of \$1,500 for non-weeklies | Cap of \$750 for weeklies

You will receive your official 2019 dues invoice by late November.



Regional press meeting

CALENDAR

September

27-29 — National Newspaper Association Annual Convention, Norfolk, VA

October

7-13 — National Newspaper Week

16 — University of Missouri Honor Medal for Distinguished Service in Journalism Banquet, Columbia

18 — Photojournalism Hall of Fame Induction Ceremony, University of Missouri, Columbia

19 — Northwest Missouri Press Association Meeting, Missouri Western State University, St. Joseph

Northwest Press will meet Oct. 19

Northwest Missouri Press Association will meet Oct. 19 at Missouri Western State University in St. Joseph.

While many details of the meeting are still being planned, attendees will have a chance to participate in a number of activities. Tentatively, a political roundtable and social media

presentation will be the chief programs of the day.

Registration for the meeting will begin at 9:30 and it is scheduled to conclude by 3 p.m.

More information about Northwest Press' meeting will be available through Missouri Press Association as it becomes available.

Mark your calendars: MPA's 2019 Annual Convention is Sept. 26-28

While this year's Annual Convention and Trade Show is still fresh in your mind, please mark your calendars and plan to attend next year's event!

The 153rd Annual Convention and Trade Show is scheduled for Sept. 26-28, 2019, at Harrah's North Kansas City Hotel and Casino.

Lots more information will be

forthcoming through Missouri Press in the near future as we have another very exciting event planned for you.

If you would like to participate in next year's Convention or have ideas for the event, please contact Missouri Press staff: Kristie Williams at kwilliams@socket.net; or Michael Harper at jmharper@socket.net

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Shared lessons for newspapers

'The key is ... getting them addicted to our content'

By Cheryl Carpenter

Poynter Institute

The four editors on the panel could probably do each others' presentations, joked Neil Chase, editor of the *Mercury News* and *East Bay News* in the San Francisco Bay area. That's the result of spending a year together talking through their challenges.

Four news organizations that participated in last year's Knight-Lenfest Newsroom Initiative shared lessons behind their digital accomplishments on Wednesday in an ASNE panel in Austin, Texas, where the news leaders' organization held its annual conference.

The initiative's yearlong program is designed to help news organizations become more digitally savvy. The principles they learn are called Table Stakes, a play on what it takes to win at poker. Throughout the year, the news organizations learn performance management tools, receive coaching and get advice from their peer group.

All of the four news leaders on the ASNE panel had stories of online success:

— The *Houston Chronicle* revamped its newsletter strategy and expects that by the end of this year, it likely will have more readers coming to its subscriber website through newsletter click-throughs than home-page visits. "We had all sorts of newsletters; they just weren't strategic."

Nancy Barnes, editor of the *Chronicle*, said that she focused on newsletters as a key driver to the larger subscriber funnel. She said a morning report newsletter has grown dramatically, from 1,000 subscribers in January to 20,000 in August.

"We've had huge growth in search engine traffic," she said. The *Chronicle* focused on SEO best practices.

— Stan Wischnowski, Philadelphia Media Network's executive editor and senior vice president, said his news team takes pride in using all of the seven Table Stakes principles in executing its online strategy, which is an aggressive digital subscription model. "We're measuring everything we do."

One year after focusing on the performance management models taught in the Table Stakes program, digital-only paid subscribers are now at 25,109, about 25 percent above the goal they had established for the newsroom. "There were tools; there was inspiration; there was a pathway," he said. "Those things really helped."

How did they do it? Through workflow changes, technology investments, smarter use of data, roles and skills adjustments and a philanthropy boost that helped the overall financial health of the news organization. Philadelphia Media Network has been owned by a nonprofit organization for three years.

"I can't emphasize enough the investment in technology," Wischnowski said. His organization is installing Arc Publishing, a content management system built by the Washington Post. The team also has engaged the vendor Hearken in building an audience team.

"We're on pace to hire back 45 new journalists," Wischnowski said, after buyouts in 2017.

— George Stanley, chief executive of news for the *Milwaukee Journal Sentinel*, said that despite having three owners in two years, his news team learned in Table Stakes that they could grow audience and revenue. The journalists had more control than they thought, he said.

After its Table Stakes experience, the *Milwaukee Journal Sentinel* grew page views 20 percent year over year since 2017, unique visitors by 29 percent and digital-only subscriptions from 13,000 to 30,000.

"We were getting data on best practices," he said of his participation in Table Stakes. "We were learning effective innovation concepts. ... Watch the numbers. Iterate. Adjust."

His advice to other news organizations: "Stop doing the stuff that's widely available from other sources. Give up the stuff that nobody is reading.

"We're not a cost center any more; we're the value proposition of our business. ... Great journalism sells."

— Chase said that despite doing fewer stories, the *Mercury News* and *East Bay Times* grew page views during the merged newsroom's Table Stakes experience and grew page views per story. Complaints from readers held steady.

"If your story is really important and nobody read it, then it wasn't that important. Or we didn't put the right headline on it. Or we didn't put it up at the right time of day."

He gave his newsroom employees actual plastic funnels so they could understand "our customer's journey" and how to convert an occasional reader at the top of the funnel into a dedicated and loyal one. The exercise helped the newsroom's journalists see how they could influence attracting and retaining readers.

He encouraged journalists to think like product managers about their work, which he acknowledged is difficult. For example, a pet column writer sought out a partnership with a pet rescue foundation with 20,000 members. "I'm not saying you can't compromise our pet journalism, but I'm not too worried about the line there," Chase said.

The *Mercury News* and *East Bay Times* started a pet newsletter and a college football newsletter focusing on West Coast schools.

"The advertising doesn't matter; the print newspaper doesn't matter, which is a painful thing for people to hear," he said. "It has to be digital subscriptions; it has to be people paying for that."

Panel members were asked how much they might be able to charge for a digital subscription over time.

"I don't think we know yet," said the *Chronicle's* Nancy Barnes. "The key is finding new audiences and delivering content to those new audiences and getting them addicted to our content."

It might be that unbundling parts of your content is a next step, she said, potentially creating different types of niche products to drive new streams of income.

Missouri Press Classifieds: Who is looking for YOU?

HELP WANTED

GENERAL

REPORTER: The Daily American Republic in Poplar Bluff, Missouri, is looking for a general assignment reporter to join our news team. An ability to write clean, concise copy on a deadline, with a passion for community and regional reporting is important. Photography skills are a plus.

This job includes occasional night and weekend hours.

The 150-year-old DAR publishes five days a week as part of Butler County Publishing, which also includes three weekly papers. We are situated in a growing community, surrounded by multiple state and national parks. Poplar Bluff is also within easy driving distance of St. Louis, Memphis and Little Rock.

Candidates should send their resumes and salary expectations to editor@darnews.com. 9-10

TYPESETTER: Typesetter (typist) for two community weekly newspapers, the Morgan County Press (Stover) and Versailles Leader Statesman. Office is located in Versailles.

The position is part-time, 8 a.m. to 5 p.m. three days per week (Monday, Tuesday, and Thursday). Starting pay is \$9 per hour.

Benefits include six paid personal days upon hire and one week paid vacation after one year of service, two weeks paid vacation after two years, and three weeks paid vacation after three years. This part-time position does not include any insurance or health benefits.

Responsibilities include using Adobe InDesign and Photoshop programs to type and layout items such as obituaries, menus, police and fire reports, birth announcements, archival newspaper entries, anniversaries/weddings/engagements, court news, land transfers, graduations, awards, and more.

Ability to type accurately and reasonably quickly is required. Must meet deadlines, be detail oriented, and be able to work in a team environment.

In addition, training may be provided for front-office clerical work, including subscriptions/ mailing software, accounts management, daily cash sheet/deposits, answering phones, customer service, etc.

Contact Publisher Bryan E. Jones to apply: 573-378-5441 or email bjones@leader-statesman.com. 8-30

GENERAL

REPORTER: A small, community based weekly with an online presence seeks a well-rounded journalist to join our team. Qualified applicants should be able to cover sports as well as community meetings and crime. Special consideration will be given to those with a strong social media background.

Please send resume, clips and references to Managing Editor Kimberly Blackburn at The Excelsior Springs Standard, PO Box 70, Excelsior Springs, MO 64024 or email: kimberely@leaderpress.com. 8-27

PHOTOGRAPHER: Do you want to be part of the story-planning process from the ground up? Can you work with reporters and photographers to ensure stories are presented in an appealing way? Do you want to be part of an interactive staff and an award-winning website? If so, let's talk about this opportunity.

As a photographer with The Herald-Whig, you join our award-winning team. The ideal candidate brings big ideas and works collaboratively.

You must have experience in photo planning and knowledge of Adobe Creative Suite, and social media expertise is a must. You will need to be able to handle photo assignments as assigned, provide copy editors with accurate information, meet standards for high-quality digital photos, be proficient in use of all cameras and associated equipment, assist editors in use and display of local photos, produce quality video for interactive platform, react to change productively and handle other essential tasks as assigned.

The Herald-Whig is part of a growing, family-owned-and-operated company dedicated to the communities it serves. The seven-day newspaper publication has won more than 70 state and national awards the past two years, and our circulation is growing.

Quincy is a beautiful, affordable community of 40,000 on the banks of the Mississippi River in West-Central Illinois. Our coverage area consists of West-Central Illinois and Northeast Missouri. Quincy is a two-hour drive from Peoria and Springfield in Illinois, St. Louis and Columbia in Missouri, and Iowa City, Iowa.

The Herald-Whig offers a comprehensive employee benefits package with everything you expect and more. The Herald-Whig is an equal opportunity employer.

ASSIGNMENT

To apply, send a resume, references and samples of your work by mail to

Christina Wilson/Human Resources, The Herald-Whig, P.O. Box 909, Quincy, IL 62306

or by email to cbwilson@whig.com.

You may learn more about The Herald-Whig at www.whig.com and about Quincy Media, Inc., our parent company, at www.careersatQuincy.com. 8-27

GENERAL

REPORTER: CEDAR COUNTY REPUBLICAN, based in Stockton, is seeking a Reporter with a passion to report news in our local community. If you possess skills befitting a community news organization we would like to talk with you.

The successful applicant will have the ability to juggle multiple projects, social media know-how and strong time management skills. We offer good benefits and many opportunities to make a difference.

Please submit an application with resume' and writing samples: by email to: marilyn@CedarRepublican.com; by fax to: 417-276-5760; by mail to: GENERAL ASSIGNMENT REPORTER POSITION; P.O. Box 1018; Stockton, MO 65785

Or pick up an application at: 26 Public Square; Stockton, MO; 8 a.m. – 5 p.m. Monday – Friday; 417-276-4211 EOE

REPORTER/PAGE DESIGNER:

Looking for a versatile reporter to join a small newsroom covering Lake of the Ozarks and the surrounding area. Lake of the Ozarks is a great place to live with strong school systems, great shopping, golf, entertainment and outdoor activities.

Job responsibilities will include reporting for a daily and 2 weekly newspapers covering everything from government to boat races and community events. Some evening and weekend work required. Successful candidate must be able to report, handle some page design and work as a team member. Photography, video and social media skill are also required. If covering community news is what you are looking for, this is an ideal position. Above average pay and competitive benefit package.

Requirements include a degree in journalism or related field or extensive work experience. Submit resume and clips to jmiller@lakesunonline.com. No phone calls. 8-13

Missouri Press Classifieds: Continued from Page 7

NEWS EDITOR: The Columbia Daily Tribune, a 14,5000 circulation Monday-Sunday daily located in central Missouri, is seeking a News Editor to help drive our newsroom's transition to a digital-first operation while also maintaining the relevance and impact of our print product. This is a leadership position within our organization and will require working with reporters, photographers, page designers and other editors.

Our ideal candidate is someone who can bring high energy, creativity and new ideas in order to engage readers and increase online traffic. Candidates must be organized and possess a strong attention to detail and have a broad range of interests and experience. A typical work day could range from giving articles first edits to shooting spot or live video at events. This position requires some night and weekend work.

SUMMARY OF DUTIES

This position:

Provides edits to staff, wire and submitted content.

Helps to create daily story budgets, and selects/edits regional, state and wire stories that compliments local reporting for the print edition.

Checks and supervises the work of page designers.

Assists with short- and long-term story planning, to include serving as the assigning editor for special sections.

Writes and rewrites headlines for print and online audiences.

Works with reporters to strengthen articles and catches holes in reporting.

Selects photos to accompany news articles for online and print.

Leads breakout training sessions for staff.

Serves on the Tribune's editorial board, producing 1-2 editorials per week.

Represents the Tribune during community functions when necessary.

We have a lot going on at the Tribune, and we need someone who wants to do even more. At the Tribune we believe in the power of the team, and we need another strong coach. If you bring positive energy into the office, can build up those around you, and possess the creativity and willpower to try new ideas and break away from tradition in order to grow readership, we might be the right fit. This position reports directly to the Managing Editor.

QUALIFICATIONS

A degree in journalism, English, a related

field or equivalent work experience is required, along with prior editing experience (2 years minimum) at a daily newspaper.

TO APPLY

Email a cover letter, resume, references and writing samples to tocwestmoreland@columbiatribune.com. Include "news editor" in the subject line. No phone calls, please. Finalists will be contacted for a phone interview. 8-8

MANAGING EDITOR: Seeking ideal candidate for Managing Editor position with strong community weekly and related products. This is NOT a desk job! Writing and photography skills are just as important as layout and organization. At the Lincoln County Journal, we're building a solid team – all we lack is the right player/manager to round out the lineup! If you're ready to step up to a 20k weekly with digital products experiencing exponential growth, send your resume and clips to publisher Jeff Peyton @ jpeyton@lincolncountyjournal.com. 8-2

VERSATILE JOURNALIST: Take advantage of the opportunity to diversify your portfolio and take the next step in your career with the Warrensburg Daily Star-Journal. We are looking for a multi-talented journalist to report on diverse topics.

Expect to produce well-crafted copy, hone your photography and page-design skills, and contribute to maintaining a daily online and social media presence for this twice-weekly, award-winning community newspaper. To succeed in this role, you must work well under deadline.

We work as a team — this journalist must have strong interpersonal skills and be able to collaborate with other editors and office staff. Our work schedules are dependent on community events, so some evening and/or weekend hours should be expected.

Our goal is to be the primary source of local news within the community.

The ideal candidate will have experience writing news and features for a daily or weekly newspaper, have experience with pagination software, and be familiar with AP style and social media trends. A bachelor's degree in journalism or a related field is preferred.

If this sounds like a good fit for you, please send your resume, cover letter and 3 to 4 examples each of writing, photography and page design to amy.neal@npgco.com. 8-1

RETAIL ADVERTISING MANAGER:

Are you a born leader who loves advertising sales? Are you eager to motivate people? If so, the Herald-Whig wants to speak with you!

We're looking for a retail advertising manager with passion and initiative. Someone who is creative, flexible and assertive. You must be able to think and operate strategically and tactically and have excellent written, presentation and oral skills.

Our next Retail Advertising Manager will lead a team of 6 retail advertising sales executives to achieve and surpass their sales goals. We're looking for someone who focuses on delivering value to our customers. Someone who will drive results while growing and mentoring our sales team. Someone who represents our newspaper in a positive light to the community we serve. This person will have the opportunity to advance their career to become our next Advertising Director after receiving coaching and training from the Publisher.

Our ideal Retail Advertising Manager will have:

- A minimum of five years advertising sales leadership experience. Only candidates with relative newspaper industry experience will be considered.
- Magazine experience is a plus.
- The ability to develop/execute advertising sales plans to achieve print/digital revenue goals.
- Experience as a digital leader, who is knowledgeable about digital technologies and has a proven track-record of driving digital sales performance.
- Hands-on approach, with the talent for coaching sales professionals and sales management to maximize their potential and build long-term client relationships.
- Strong organizational and computer skills (in particular Word, Excel and PowerPoint)
- The ability to guide company strategy and tactics as a member of the executive team.

The Herald-Whig is an award winning seven-day newspaper that is part of a growing, family-owned-and-operated media company dedicated to the communities it serves.

Owned by Quincy Media, Inc.; we offer competitive compensation and an outstanding benefits package.

Interested candidates should send resume, cover letter and salary requirements to: Herald-Whig, Attn: Christina Wilson/ Human Resources, 130 South 5th Street, Quincy, IL 62301

or email to: cbwilson@whig.com 7-31