

Missouri Press Association  
**Bulletin**  
No. 1356 — 19 December, 2018

MERRY  
*Christmas*

— AND —  
*Happy Holidays*





## CALENDAR

2019

### January

28 — Missouri Advertising Managers' Association Best Ad Contest Deadline

### April

5 — Missouri Press Better Newspaper Contest Deadline

11-12 — Missouri Advertising Managers' Association Meeting, Holiday Inn Executive Center, Columbia

### June

13 — Porter Fisher Golf Tournament, Lake Ozark (Lodge of Four Seasons course TBA)

14 — Show-Me Press Association, Lodge of Four Seasons, Lake Ozark

### September

26-28 — MPA 153rd Annual Convention and Trade Show, Harrah's North Kansas City

## Member participation

# Help judge Colorado's contest

Missouri Press Association is looking for members to help judge the Colorado Press Association's 2019 Better Newspaper Contest.

Each year, Missouri Press Association trades with another state to judge each other's contest. MPA has partnered with Colorado Press for 2019's Contest, a favor they will return

next year for our own contest!

We only need a few more judges to sign up to help with judging, which is scheduled to start in early January.

It's very important we get an ample amount of judges in order to keep each judge's workload to a minimum.

Sign up to judge Colorado's contest at <https://bit.ly/2OsTkMY>

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

Please mark your calendars and make plans to attend Missouri Press Association's 2019 Annual Convention and Trade Show!

The 153rd Annual Convention and Trade Show is scheduled for Sept. 26-28 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](mailto:kwilliams@socket.net); or Michael Harper at [jmharper@socket.net](mailto:jmharper@socket.net)

# Create, Sell, Profit...Instantly!

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800.223.1600

[service@metro-email.com](mailto:service@metro-email.com)

[metrocreativeconnection.com](http://metrocreativeconnection.com)



Dear Friend,

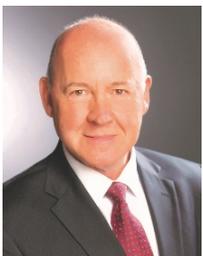
My name is Jim Robertson. After four decades in the Missouri newspaper industry, I retired from the Columbia Daily Tribune in 2017, was inducted into the Missouri Press Association's Newspaper Hall of Fame last September and continue to serve as the Vice President of the Missouri Press Service Board of Trustees and on the Missouri Press Foundation Board of Directors. For more than 40 years, I have worked in numerous capacities with numerous organizations to better this industry that I hold so near and dear to my heart. After reading this letter, I hope you will agree with me that there is one extremely important step we can both take right now to defend against the growing pressures our industry faces and build a brighter future for Missouri newspapers.

In the three decades I served as Managing Editor of the Columbia Daily Tribune, I was so fortunate to work with hundreds of budding, young reporters. Not only did I train them to be better at their jobs, but they trained me to be better at mine. Years of experience have taught me that bringing young and bright minds into the inner workings of our newspapers is critical to not only our survival, but our ability to remain the absolute best source for delivering news to our local communities, our state and our nation. It will take the next generation of news reporters to reach the next generation of news readers.

But so many newspapers are unable to benefit from the fresh new ideas, perspectives and skillsets that a highly trained young journalist can offer them. With budgets cut heavily and remaining budgets stretched extremely tight, there are hundreds of local newspapers across the state who simply cannot afford, for even a few weeks, to employ, train and learn from the talented young individuals coming from our colleges and universities. Many of these young journalists never get the opportunity to forge meaningful connections with a local newspaper to see firsthand how vital we are to the journalism industry. It is a lesson that only we can teach.

That is why the Missouri Press Foundation is working harder than ever to secure donations to raise \$10,000 by the end of this year to assist newspapers employ 12 summer interns in 2019. In 2018, the Foundation raised \$5,000 to assist newspapers employ summer interns. This year, only with your help, we can do twice as much for Missouri newspapers, students and communities. Will you join me in making a special year-end donation to this essential program? A \$50 gift (enough to fund an intern for two days), a \$250 gift (enough to fund an intern for two weeks), a \$1,000 gift (enough to fund an entire eight-week internship) or whatever amount you can afford is so very critical in helping us meet this goal. Every gift is important!

We simply cannot do this without you. As you may know, the Foundation relies heavily on friends like you. Dues to the Missouri Press Association help underwrite its services; in contrast, the Foundation relies on donations to achieve the objectives that aggressively support our industry during this critical time. Your gift will make a real, lasting impact on Missouri newspapers and the next generation of journalists.



Thank you for your continued support and friendship.

With much gratitude,

Jim Robertson

2015 Missouri Press Association President

P.S. The end of year will be here before we know it. Make your year-end, tax deductible gift by December 31st! Contact Missouri Press Foundation Director Michael Harper at [jmharper@socket.net](mailto:jmharper@socket.net) or 573-449-4167 for more information about how to donate.



**Missouri Press Association**

**Missouri Press Service**

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(573) 449-4167; FAX (573) 874-5894  
www.mopress.com

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# Help your newspaper get the pulse of America's shoppers

Missouri Press Service is still supporting the survey from Pulse Research. Once the research project is complete, Pulse will provide us with results for our members.

This is completely free to Missouri Press Members. All you need to do is run any and all promo ads as you see fit. They make great fillers, and your readers will enjoy the chance to win \$3000!

By getting completed surveys from our Missouri audience, the final results will better reflect your market areas and our state. The purpose is to provide audience data that can be used in local sales presentations.

To help reach the sample goal by the end of December, please consider promoting the survey in your markets.

Here are six ways you can start promoting now:

1. Run a web Intercept

This has proven to be the fastest and most successful way to reach readers.

Some clients are able to get the needed sample in just a day or two. Save this idea for when it is needed.

Contact [support@paper.net](mailto:support@paper.net) to get your own custom web intercept.

2. Schedule and run the ROP ad

Consistent print promotion works. Also try frequent smaller ads in more sections.

Use the ads found online at [www.pulseresearch.com/poa.html](http://www.pulseresearch.com/poa.html) or contact Missouri Press Service's Ted Lawrence ([lawrencet@socket.net](mailto:lawrencet@socket.net)) for assistance.

3. Promote on your Facebook page.

A posting on your facebook page or other social media can get quick results.

See message ideas on Pulse of America's website.

4. Send an Email Blast

Contact your readers directly with a message about helping local businesses.

See example text on the Pulse

website or contact Missouri Press for help in crafting the perfect message to your readers.

5. Run Banner Ads

This is one of the easiest ways to consistently promote and get sample.

Use the creatives or the ad script on the Pulse of America website; let us know if you need custom ad sizes.

6. Run classified Ad

Just set the ad to run in every issue and in a variety of sections.

See the example text on the Pulse of America website or contact Missouri Press for help.

Enter To **WIN**  
**\$3,000**

Newspaper sponsored - Local shopping survey



Enter to win now, go to:  
[www.pulsepoll.com](http://www.pulsepoll.com)

## Holiday closures for MPA offices

The Missouri Press Association office will be closed for upcoming holidays.

For the Christmas holiday, MPA offices will be closed Monday, Dec. 24,

and Tuesday, Dec. 25.

The offices will also be closed Monday, Dec. 31, and Tuesday, Jan. 1, for the New Year holiday.

# Missouri Advertising Managers' Association

## [ 2019 BEST AD CONTEST ]



Your readers have been responding to your ads all year.

Now it's time to let the contest judges have their turn. Enter TODAY and be RECOGNIZED by your peers.

The contest will be judged by Colorado Press Association.

Enter online at: [Betternewspapercontest.com](http://Betternewspapercontest.com); find the 2019 Missouri Best Ad Contest and find your newspaper listed by city name first.

If you need your password or email reset or feel your newspaper is not listed in the correct circulation category, contact Kristie Williams at [kwilliams@socket.net](mailto:kwilliams@socket.net)

Entry deadline: Monday, January 28, 2019 by 11PM.

### [ DETAILS ]

Make plans now to attend the Missouri Advertising Managers' Meeting being held on April 11-12, 2019 at Holiday Inn Executive Center in Columbia. Winners will be recognized and awards presented Thursday, April 11th, 2019. Event Registration form will be available after January 10, 2019, at [www.mopress.com](http://www.mopress.com) under EVENTS.

To download this document and categories, go to: <http://mopress.com/mama-contest/>

## [ CONTEST RULES

The contest is open to all staff members of publications holding ACTIVE or ACTIVE ONLINE membership in the Missouri Press Association.

All entries must be submitted as FULL-PAGE electronic tearsheet files. Please name the file(s) in a way that clearly identifies the ad(s) being submitted for judging. You may also circle or include other graphic markings to indicate which ad(s) is/are to be judged.

All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

Entries must have been published between January 1, 2018 and December 31, 2018.

A fee of \$7 per entry must be paid online, mailed, called in by time of entry deadline. (NOTE: When more than one page or pages constitute an entry, the fee is \$7 for the combined single entry.)

If mailing payment, please mail check to: MAMA Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167.

Entries submitted that do not conform to the rules or category descriptions will not be judged, and entry fees will not be refunded. If you have any questions, call 573-449-4167 or email [kwilliams@socket.net](mailto:kwilliams@socket.net).

## [ CLASSES

### Weeklies

Class 1 | 0-2000

Class 2 | 2,001-5,000

Class 3 | 5,001 and Up

### Non Weeklies (Publishing 3 or more times a week)

Class 1 | 0-10,000

Class 2 | 10,001 and Up

## [ DEE HAMILTON SALES PRO AWARD

Criteria:

- Served as Ad Director or in Ad Sales for 10 years or more
- Excellent management/sales skills
- Past or present member of MAMA
- Nominee must be employed with a member newspaper at time of presentation
- Nomination form must be submitted, along with supporting documentation why this person is deserving of the award

ENTER ONLINE AT: [betternewspapercontest.com](http://betternewspapercontest.com), 2019 Missouri Advertising Best Ad Contest | Deadline Jan. 28, 2019



## Maneke law column

# Think the best, but prepare your office for the worst

This is a time of year when we spend time with family and those we love. For many of us, those who are around us every day in our offices are almost like our family and we care about each other deeply. For that reason, I recently sat through a seminar on newsroom security and I want to take a few minutes of your time to tell you the things that were shared with me, in hopes it will make all of you think about how to keep others around you safe.

One of the first group of suggestions offered was in a category called “target hardening.” Are there a lot of glass walls in your offices? If so, you might look into either replacing those walls with solid walls, or with a transparent product that is shatter-proof. Nothing like that is bullet-proof, but every few additional seconds you can give your employees is beneficial. Similarly, if your parking lot is not secured, that is recommended, even if it is just a fence. The point is to slow down someone with evil intent.

In your newsroom, be sure you have a first-aid kit fully stocked. Actually, the speaker suggested there be multiple such kits in your room. Teach staff where they are located. If the building security is breached, staff needs to have planned places to hide or take shelter, and they should grab these kits to take with them, if they sit near the kits. And they need to know how to silence their cell phones, obviously. Lights need to be out. If you

don't have door jams, buy some and put one by each door so the staff can use them to block access, even if the doors have locks.

Another suggestion was that these first-aid kits contain something that can be used as a strap. The point of the strap is that when law enforcement arrives to evacuate those on site, they need to be able to tie their personal possessions around their bodies and then exit with empty hands held above their heads.

In holding discussions with current employees, ask them to consider what security issues they see in your offices. Be sure your front-desk folks have an idea of the big stories you are working on (or even staff members' personal family risk issues), so they will be alert if a person walks into the offices that might threaten harm to your employees.

If an employee is working outside the office on a story that could pose some potential risk of personal harm, you are encouraged to send out someone with that employee – just having a photographer present can help protect your reporters. Your staff also should know how to get a restraining order from the circuit court if they have concerns about their safety. They should limit giving out their personal phone numbers or their home addresses in cases where they aren't commonly known.

Additionally, reporters should think about what is posted on personal

social media accounts, because that information can be used for intimidation of staff. And if possible, have your phone system provide call tracking and your computer system do ISP address tracking in regard to those who comment on stories.

Finally, don't hesitate to invite local law enforcement into your offices to acquaint them with your setup and to offer suggestions. (PS: In cases of a crisis, NEVER announce that there are folks still sheltered within a building where a suspect is hiding.)

Some of you will think these suggestions are beyond the scope you'll ever need. I truly hope that is true. But I encourage you all to spend a few minutes considering if your co-workers have thought about these issues. Years ago you just had to worry about mad citizens puncturing a tire or scratching your car. Times have changed. I want all of you to be safe! I think back to 2001 when the *Columbia Tribune* had a reporter murdered. Our lives haven't gotten substantially safer in the last 17 years.

Wishing all of us a safe and happy 2019!



## Request your 2019 press cards, strip calendars

Submit requests for 2019 press cards and 2018-2019 MPA auto stickers today by going online or emailing staffers' names to Kristie Williams at [kwilliams@socket.net](mailto:kwilliams@socket.net).

There is no charge for press cards or auto stickers for MPA members.

In all requests, please include mailing information for your newspaper. Because staffing changes occur throughout the year, MPA does not keep a list of cards



previously issued.

Members can also request copies of the 2019 MPA sticker calendar.

### Email distribution list

Are all of your staff who should be receiving Missouri Press emails signed up? Much of the Association's communication with our members is through email, and we want to ensure everyone stays informed.

If your staff changes or we need to add someone, please send the names, job titles and email addresses to Matthew Barba at [mbarba@socket.net](mailto:mbarba@socket.net).

# Missouri Press Classifieds: Who is looking for YOU?

## HELP WANTED

**SHEET FED PRESS OPERATOR:** The Branson Tri-Lakes News is currently seeking a Full-time experienced Press Operator to operate a Ryobi sheet-fed press at a journeyman level. The successful candidate will join an experienced crew printing multiple commercial products. Duties include, but are not limited to, outputting plates, installing plates on press, setting color registration and correct ink and water balance, measuring quality and adjusting equipment, as well as the operation of bindery equipment.

### Requirements include:

- Sheet-fed offset printing experience or a combination of education and experience demonstrating ability to perform the job
- Knowledge of all aspects of operating an offset printing press and bindery machinery
- Mechanical and troubleshooting ability
- Ability to work in a deadline-driven, team environment
- Ability to lift up to 50 lbs. occasionally
- Good color perception with ability to register 4-color process
- Ability to work a flexible schedule if needed

The Branson Tri-Lakes News offers a professional work environment and a full benefits package. All applicants must pass preemployment drug screening process.

If interested please send a resume and salary requirements to the Branson Tri-Lakes News, PO Box 1900, Branson, MO 65615. Attn: Robert Erickson, or e-mail [rerickson@bransontrilakesnews.com](mailto:rerickson@bransontrilakesnews.com). 12-13

**MULTIMEDIA JOURNALIST:** Have you ever thought of living in wonderful Branson MO? The Branson TriLakes News is seeking a full-time, multi-skilled journalist to cover a variety of news in our growing communities.

We're looking for someone with a passion for journalism and community news who is ready to showcase Branson MO and the surrounding area through their writing and photography skills with a total focus on LOCAL content. Layout, Design, and Social media skills are a plus for this position.

This is an excellent opportunity for an experienced journalist looking to make their next move or a recent college graduate with the desire to get their foot in the door.

The position is ideal for someone ready

to meet new people and share their stories through features while covering events including local government, education, and community projects, that are important to our readers.

A journalism degree is preferred.

The hourly reporter position includes a full benefits package with medical insurance, vacation, sick, and holiday pay.

Interested candidates submit your resume with three to four work samples to [publisher@bransontrilakesnews.com](mailto:publisher@bransontrilakesnews.com). 11-12

### DESIGN SUPERVISOR:

BridgeTower Media is seeking a full-time design supervisor for the ad design team in the Creative Services department headquartered in St. Louis, Missouri.

BridgeTower is one of the country's leading business-to-business media companies, covering legal, financial, real estate and government affairs sectors with 44 print and digital publications in more than 20 different U.S. markets. We provide various design and production services to editorial, marketing, sales, circulation, and event teams. Additional, we provide custom publishing services for our properties' clients and partners.

The right candidate will be adept at fast-paced deadline work and creative solutions, detail-oriented and a team player. Good written and verbal communication skills are also important. Experience with Adobe InDesign, Photoshop, Acrobat Reader, and Illustrator is required.

### Responsibilities:

Supervise a team of designers in a multi-market production hub.

Collaborate with designers and provide art direction where needed.

Communicate with internal and external teams to ensure production schedules run smoothly.

Effectively manage and prioritize numerous projects with various deadlines.

Train and assist with the orientation of new team members.

Log and report tasks as completed.

### Qualifications:

2 or more years experience supervising the work of others.

2 or more years of relevant experience with print design and publishing.

Bachelor's degree preferred.

This position follows a typical Monday through Friday work schedule, although

hours may vary depending on production schedules.

We offer competitive compensation and a comprehensive benefits program. Go online to apply: <https://ghm.applicantstack.com/x/apply-bridgetowermedia/a2n5qetk2cg7>

BridgeTower Media and all subsidiaries are Equal Opportunity Employers and value diversity in our workplace. 11-12

### GENERAL ASSIGNMENT

**REPORTER:** Salem Publishing Company, which publishes The Salem News and Phelps County Focus in Salem and Rolla, respectively, has an opening for a general assignment news reporter. We have award-winning print and web products, and one of our current staff members was in 2017 named Missouri's Outstanding Young Journalist by the Missouri Press Association.

Job description includes print and digital coverage of local entities, along with the opportunity to work on in-depth feature, enterprise and investigative stories that are a staple of our news products.

Photography and page design skills are a plus. A great position for any reporter who desires more than writing about meetings, accidents and disasters. The position offers competitive pay, including life, short-term disability and profit sharing. Send resume and samples of work to Donald Dodd, publisher, [donald@thesalemnews.com](mailto:donald@thesalemnews.com) or P.O. Box 798, Salem, MO 65560. 11-2

### GENERAL ASSIGNMENT

**REPORTER:** The Missourian, an award-winning twice-a-week community newspaper, is seeking a reporter to cover municipal, school and county beats. This position requires substantial reporting responsibilities and fluency in digital and social media. Experience in community journalism is preferred, but will consider recent graduates. Solid reporting background and photography skills required.

Community newspaper background preferred. This position requires some night and weekend work.

Good pay and benefits, including health insurance, 401K plan and profit sharing.

Send resume, qualifications and clips to Susan Miller Warden, 14 W. Main St., Washington, MO 63090, or email to [millers@missourian.com](mailto:millers@missourian.com). When applying, mention you saw this opening listed with the MPA. 10-3