

# Missouri Advertising Managers' Association Meeting

April 11-12, 2019

Holiday Inn Executive Center | Columbia | Room Reservation Deadline March 8

Call 573.445.8531 and Ask for Our Special Rate of \$109.95

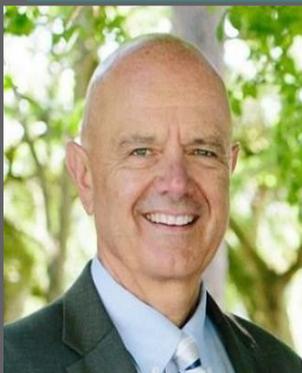
## Meeting Agenda

### Thursday, April 11

11:00 AM | MAMA Board meeting in The Sports Zone  
1-2:30 PM | "Top 10 Things To Know Before You Go"  
With St. Louis Post-Dispatch Trainer Norm Frain  
2:30PM | Break  
2:45PM | Best Ideas Session | Bring your Best Ad Ideas  
for a Chance to Win CA\$H!  
4:15PM | Meeting to adjourn for the day  
6:00 PM | Reception  
6:30 PM | Best Ad Contest Awards Banquet and Best  
Ad Idea Session Winners Announced  
8:00 PM | Thursday night fun event at the AXE HOUSE!  
Transportation Provided

### Friday, April 12

8:30AM | Breakfast  
9:00AM | Professional Sales Training from St. Louis  
Post-Dispatch Trainer Norm Frain  
10:30AM | Refreshment Break  
10:45AM | Amplified Digital will Outline New  
Opportunities for Missouri Press



Speaker  
Norm Frain



No. 1358 — 14 February, 2019

Go Online to Register at: <https://bit.ly/2TTrtEx>



# BETTER NEWSPAPER CONTEST

The 2019 Missouri Press Foundation Better Newspaper Contest template is now open and members can begin submitting entries. If you haven't yet, start collecting your entries for this year's contest now.

In response to members' needs, Missouri Press is extending the Contest deadline by one week. Entries **MUST** be uploaded by 11 p.m. Friday, April 5.

In anticipation of scheduling conflicts that might arise due to local elections the first week of April, please make plans to upload your entries **BEFORE** the election. No other extensions will be granted.

All categories for Missouri's 2019 Better Newspaper Contest now require digital entries. Missouri's BNC will no longer accept mailed-in entries for any categories.

If you need help entering any category, including those that previously required mailed-in entries, contact Matthew Barba ([mbarba@socket.net](mailto:mbarba@socket.net)) or Kristie Williams ([kwilliams@socket.net](mailto:kwilliams@socket.net)) for assistance. You can also call 573-449-4167.

The Contest Committee also voted to add a new category: Best Health Story. This category (45) covers health-related stories that member newspapers have produced in 2018, as well as supplementing coverage such as sidebars.

We encourage members not to wait until the deadline to enter your entries in the template. If a significant number of people attempt to use the template at the same time, it can slow everyone down and could cause you to miss the deadline window.

All the information about the contest — rules, categories, entry instructions — is online at [mopress.com/better-newspaper/](http://mopress.com/better-newspaper/)

Entries to the Missouri Press Foundation's Newspaper Contest will be submitted using BetterBNC Online Journalism Awards Platform: <https://betternewspapercontest.com/login>

**IMPORTANT:** It is important to remember BetterBNC is optimized for Google Chrome. If you do not have Google Chrome, download it at <http://www.google.com/chrome>.

**DEADLINE:** There is no need to wait until the deadline to upload your entries! The contest template will close 11 p.m. Friday, April 5, and will not accept entries after that -- no exceptions. You may begin uploading your entries now.

**ALERT:** Please try to keep file sizes under 5mb to aid judges in accessing entry content. For larger files such as Special Sections, there are options provided in the contest template. You cannot upload these large entries directly to the contest template because it has space limitations.

## THREE TIPS TO MAKE UPLOADING EASY:

1. If you have entries that consist of more than one piece of content, combine them into one file. This will make uploading and judging much easier. This will apply to Best Columnist, Best Front Page, etc., where an entry is more than one piece. Combine them into one file. Do the same for stories that jump to another page. Combine the pages into one file for uploading.
2. Make the category number the first element in the title of each entry.
3. Put all your entries into a "Contest Entries" folder on your desktop.

**Please read the instructions and category listings carefully!**



## CALENDAR

### February

22 — Ozark Press Association Meeting, Springfield

### April

4 — Past President's and Spouses Dinner, St. Charles

5 — Better Newspaper Contest Deadline

5 — Newspaper Hall of Fame and Outstanding Young Journalist Nominations Due

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)

## Summer internships

# Apply now for one of this year's Foundation summer internships

Missouri Press Association newspaper member are encouraged to apply for funding for summer interns. The Missouri Press Foundation will be giving away \$10,000 this year to Missouri newspapers to assist with their intern employment expenses. The Missouri Press Foundation offers Missouri newspapers the opportunity to host summer interns for four, six or eight weeks.

Student interns may work as

reporters, editors, photographers, designers, advertising representatives or web site editors/reporters, depending on the job being offered by the participating newspapers.

Applications are due to the Missouri Press Foundation by April 15. Call 573-449-4167 ext. 303 or email Michael Harper at [jmharper@socket.net](mailto:jmharper@socket.net) for more information or go to <https://bit.ly/2BA2H5b> to download the 2019 summer internship grant application.

## Last call for rate MPS agreements

We want to include your updated information in all quotes and in the new membership directory!

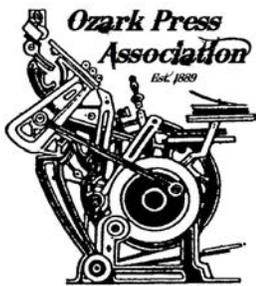
If you have not previously filled out the newspaper agreement, please do so and return it to Missouri Press Service by Feb. 18.

The agreement can be found here: <https://bit.ly/2X1DMQX>

A list of members still needing to file these agreements can be found here: <https://bit.ly/2GfJR9>

If your name is on the list but you have already responded, please disregard.

# 2019 Ozark Press Association Meeting



## REGISTER TODAY to Attend!

### Friday, February 22, 2019

Springfield-Greene County Botanical Center  
2400 S. Scenic Ave., Springfield, MO

Register by Jan. 25: \$25 per person | Registration after early deadline is \$35 per person  
Registration 8:30 a.m. | Program 9 a.m. — 3:30 p.m. | Lunch included

This year's convention will help you learn how to take the lead in your community, what you can do to maintain subscriptions, how to plan events that will have people talking and ways you can dream big for your newspaper. We hope these topics will help you kick-start your 2019. You also are encouraged to bring your ideas and share them during our Bright Ideas exchange!

Company: \_\_\_\_\_ Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Names of Attendees: \_\_\_\_\_

Attendees: \_\_\_\_\_

**Payment Information:** Number of attendees: \_\_\_\_\_ X \$25 each = \$ \_\_\_\_\_

For each attendee registering after Jan. 25, please add \$10 per registration to the total

**Make checks payable to Ozark Press Association | Send form and payment to Tricia Chapman, OPA Treasurer**  
Christian County Headliner-News, P.O. Box 490, Ozark, MO 65721; Phone 417-581-3541



## Maneke law column

# Changes to the Sunshine Law could cripple reporters

For those of us with a love of the Sunshine Law, the past month has been a roller coaster ride. Of course, the big news (not favorable) has been the passage in the Missouri House of Representatives two weeks ago of House Bill 445, which adds exceptions to Section 610.021 to close personal cell phone numbers, Social Security numbers and home address of individuals, constituent case file records and any other documents or records received by or prepared by or on behalf of a member of a public body that consists of advice, opinions or recommendations regarding legislation.

That passage came after some heated debate in the chamber over the change in the law and the fact that this language was extremely broad as to who would be covered, apparently meaning that local, school and county public bodies would be included in coverage. But it passed, by a vote of more than two to one.

Then, this past week, there was a hearing on Senate Bill 132, which contained nearly identical language. Legislators are claiming they receive correspondence from constituents about a variety of personal problems that are not meant for public release. They are seeking to close all those records, which would have been public records under the Constitutional amendment passed in November. Both bills will continue to make their way through the legislature this session.

Meanwhile, in mid-January, a decision was issued by Cole County Circuit Judge Patricia Joyce in a lawsuit brought by the American Civil Liberties Union of Missouri (ACLU) against the state Department of Health and Senior Services (DHSS). The ACLU was

seeking copies of records regarding lab tests done on liquids thrown at police during protests on September 17, 2017, that occurred after Jason Stockley, a white former St. Louis police officer, was found not guilty of first-degree murder in the death of a black man named Anthony Lamar Smith.

In response to the request, DHSS claimed the records, which it held, were closed because they were part of an “ongoing criminal investigation.” This was despite the fact that DHSS has no state-granted authority to arrest any individual and that it was required by statute to work with appropriate law enforcement authority in any investigation.

For those reasons, the Judge held that this refusal to produce the records was a violation of the Sunshine Law. Further, because the agency acknowledged to the Court that it was aware its legal position was wrong, the Court found it was a purposeful violation, issuing a \$500 civil penalty to be paid to the ACLU and awarding the ACLU payment of its costs and reasonable attorneys’ fees.

Finally, on January 28, Cole County Circuit Judge Jon E. Beetem issued a judgment in a lawsuit between Missouri Alliance for Freedom (MAF) and State Auditor Nicole Galloway. After receiving repeated requests from MAF for all records of communications from the defendant Galloway during her entire term in office, each slightly different, the staff of defendant Galloway discovered that the State Auditor’s cell phone was not retaining text messages more than 30 days. The setting on the phone was immediately changed and several attempts were made to recover earlier text messages

from other sources that might have a backup of the messages, unsuccessfully.

The Court held that because the messages sought no longer existed, there was not a violation of the law. “... [T]he evidence showed an enormous good-faith effort to comply... Because the form of the records requested did not exist, the [state auditor’s office] did not violate the ... law...”, the Court held. In addition, the Court focused also on the fact that it is the obligation of the requester to frame the request so it is “reasonably specific so that a custodian of record can provide access to the record.” A lack of specificity may invalidate a request, the Court held.

This last case holds important considerations for reporters in Missouri. Sometimes it is hard to frame a request so that the information sought is readily identified and produced, especially when the reporter is uncertain what is sought. This case opens the door to an argument that if your request is too general, it can be void. In this case, a request for records spanning a two-year period was held not valid.

What conclusion do you draw from all this? A troubling one. We have good judges who are upholding much of the Sunshine Law and, generally, the courts in Missouri have been good for Sunshine Law advocates. But on the legislative side, trouble is brewing.



## Educational ‘cameras in courtrooms’ videos available online

Two videos have been created by the Missouri Press-Bar Commission in its efforts to provide guidance to reporters who are covering Missouri Courts.

Find the videos on Missouri Press Association’s website, mopress.com, at the bottom of the “Links” page.

Judges have reported they realize reporters in the state work for papers that are often short-staffed and may not have extensive experience covering courts. The judiciary worked with the Commission to create these videos to help reporters understand the legal system and the technicality of the courts.



**Missouri Press Association**

**Missouri Press Service**

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# Make plans to attend MAMA April 11-12 in Columbia

Make plans now to attend the Missouri Advertising Managers' Meeting being held April 11-12, at Holiday Inn Executive Center in Columbia. Winners will be recognized, and awards presented Thursday, April 11.

Norm Frain, director of sales development and training at the *St. Louis Post-Dispatch*, will be the featured speaker at this year's meeting. He was recently a presenter at Missouri Press Association's Convention in St. Louis.

An event registration form is available on Missouri Press' website at <https://bit.ly/2TTrtEx>

Also presenting at this year's MAMA meeting will be Amplified Digital, detailing new opportunities available to MPA members.

Following the Thursday night Best

Ad Contest Awards Banquet, attendees will visit one of Columbia's newest attractions: The Axe House.

Participants will have the chance to learn from throwing experts how to safely throw axes and other sharp objects down a lane at targets. There will also be fun games and other activities available during the night.

Transportation to The Axe House from the hotel will be provided.

Make sure you reserve your room at the Holiday Inn Executive Center before March 8 to receive the special room rate of \$109.95. Call 573-445-8531 to make reservations.

For more information about registering or attending the meeting contact Kristie Williams at [kwilliams@socket.net](mailto:kwilliams@socket.net).



## House ads available for MPA's new public notice website

With the launch of its new public notices website, Missouri Press Association has created some ads to help you spread the word about this important service provided by the state's newspapers.

Print and web ads of varying sizes are available on Missouri Press' website here: <https://bit.ly/2Ic0IPC>

Also available is Missouri Press' previous series of Public Notice ads that help inform your readership as to the importance of keeping public notices in the newspaper.

Through public notices, newspapers provide citizens and communities they serve with important information on topics ranging from abandoned property to zoological districts.



## In partnership with Missouri Press' member newspapers

**What:** It Can Wait campaign between AT&T, Missouri Press Association and Missouri newspapers

**When:** Spring 2019, with a local deadline of April 15

**Who:** Missouri high school-age students

**What:** Have students write an essay or produce a video with transcript about the dangers of distracted driving. Entries should answer the question, "What is the most persuasive argument to convince people not to drive distracted?"

Solicit local entries and choose an essay winner and a video winner from those individuals. Local winners will then be passed on to Missouri Press Association for statewide judging.

**Prizes:** The statewide essay winner will receive \$1,000; video winner will receive \$500

For more information, contact Matthew Barba at  
mbarba@socket.net or 573-449-4167

# Missouri Press Classifieds: Who is looking for YOU?

## HELP WANTED

### COMMUNITY MINDED LEADER:

Lakeway Publishers of Missouri has an immediate opening for a Publisher/GM to lead three small community weeklies. Based in Bowling Green, Mo., the successful candidate is someone who understands community newspapers and understands that we're not "selling ads," we're helping our neighbors SUCCEED.

We need a revenue-focused people person to lead a young team as we launch new digital products and help our communities prosper. Preference will be given to candidates with proven abilities to help newspapers grow.

If you are a goal oriented, motivated, organized self-starter with proven skills, we want to hear from you. Advertising sales experience preferred.

Please email a cover letter, your resume and professional references to VP Jeffrey Peyton at [jpeyton@lakewaypublishers.com](mailto:jpeyton@lakewaypublishers.com) for immediate consideration. 2-12

### COMMUNITY - FOCUSED SALESPERSON: HELP YOUR NEIGHBORS MAKE MONEY!

That's what this job is really all about. We aren't looking for a sales rep, we're looking for someone who cares about their community, who wants their local businesses to SUCCEED, who understands that great marketing includes the local newspaper, specialty publications AND a healthy dose of digital. If this sounds like you, Lakeway Publishers of Missouri wants to talk! We have positions open in several markets across our broad coverage area. (Our coverage area stretches from Wentzville to Bowling Green, from Monroe City to Hermann, from Elsberry to Centralia!) Email VP Jeffrey Peyton at [jpeyton@lakewaypublishers.com](mailto:jpeyton@lakewaypublishers.com) if you want to earn while HELPING YOUR NEIGHBORS SUCCEED. 2-12

**DESIGNER:** Phillips Media Group is looking for a designer for the Springfield, Mo. area. Phillips Media Group has several publications located through Missouri, including five in communities around Springfield.

#### The right candidate will:

- Have a high-level understanding of InDesign, Photoshop and Illustrator, as well as other products in the Adobe Creative

Suite.

- Possess excellent written and verbal communication skills.

- Be able to work both independently and as part of a team.

This is a full-time, evening shift position with competitive pay and benefits, as well as a generous paid time off policy.

Send your resume and work samples to [charlesg@phillipsmedia.com](mailto:charlesg@phillipsmedia.com). 2-7

**ASSOCIATE PUBLISHER/GROUP ADVERTISING DIRECTOR:** A family newspaper group in Kansas, has an opening for a person who can fill the role of Group Advertising Director / Associate Publisher.

This person will oversee sales of daily and weekly newspapers covering communities in Emporia, Abilene, Chase County, Madison, and St. Marys, Kansas.

Duties include: managing and motivating an inside and outside sales team with an emphasis on generating profitable revenue from our print, magazines, and digital products.

Send resume to [walker@emporia.com](mailto:walker@emporia.com) 2-7

**EDITOR/REPORTER:** The Bowling Green Times is looking for an experienced individual willing to jump in head-first into delivering breaking and developing news in our community. Ideal candidate should have experience with photography and page layout, and would cover local, city, county, school, sports, for both print and digital media. The right person should be social media savvy, be able to work independently and on strict deadlines. Must have dependable transportation and be willing to relocate to our area. Please send resume and writing samples along with photo, to Publisher Ron Schott, [bgtpub@lcs.net](mailto:bgtpub@lcs.net) or [tvlpub@lcs.net](mailto:tvlpub@lcs.net) 2-1

**CITY REPORTER:** The Sedalia Democrat is seeking a qualified candidate to join its newsroom.

It is looking to fill its vacant city reporter position in the newsroom. This person would report to the editor and work with two other news reporters and two sports reporters.

Primary duties include covering law enforcement, city government, business, breaking news, and occasional features. This position also includes taking photos, producing content for special sections, and

assisting with social media.

Minimum requirements include a college degree in journalism, communication or a related area of study and/or experience as a journalist covering city government at a news publication. Experience with Microsoft Office, Macintosh and Adobe Photoshop is helpful.

Candidates must be willing to have a flexible schedule, have basic photography skills, attention to detail, ability to meet a nightly deadline, work well in partnership with coworkers and community members, and be able to produce content for both our online and print products.

Send a resume and work samples to Editor Nicole Cooke at [ncooke@sedaliademocrat.com](mailto:ncooke@sedaliademocrat.com).

Owned by Phillips Media Group, an equal opportunity employer, the Democrat offers salary and benefits in a comfortable working environment. 1-23

**FULL-TIME REPORTER:** The Lake Sun/LakenewsOnline.com is looking for a full-time staff reporter to cover community news at Lake of the Ozarks in central Missouri.

Responsibilities will include gathering news for print and digital, handling photography, video, social media, content management on the digital platform and assisting with page building using Quark.

Position requires a journalism or related degree. Experience is helpful. Pay and benefits are competitive. Position is available immediately.

Please send resume and clips to [jmiller@lakesunonline.com](mailto:jmiller@lakesunonline.com) or mail to 918 North Business Route 5, Camdenton, MO. 65026. No phone calls. 1-17

### REPORTER/PHOTOGRAPHER:

The Rolla Daily News is looking for a staff reporter/photographer. Responsibilities will include gathering news for print and digital, handling photography, video, social media, content management on the digital platform and assisting with page building using Quark.

Position requires a journalism or related degree. Experience is helpful. Pay and benefits are competitive.

Please send resume and clips to [jmiller@lakesunonline.com](mailto:jmiller@lakesunonline.com) or mail to 918 North Business Route 5, Camdenton, MO. 65026. No phone calls. 1-17

*Kansas City Here We Come!*

~ Save the Date ~

September 26-28, 2019



153rd  
Missouri Press Association  
Annual Convention  
& Trade Show

Harrah's North Kansas City

