



Missouri Advertising Managers' Association Meeting

**Holiday Inn Executive Center
2200 I-70 Drive SW.
Columbia, MO 65203**

**Call by March 4 for reservations!
Special \$99 Rate for Missouri Advertising Managers' Association
573.445.8531**



Jack Miller

True Media's fearless leader and founder attended the University of Missouri and William Woods University where he studied

business, finance and marketing. Prior to launching True Media, Jack worked as Director of Sales, General Manager, and was a minority partner in the Premier Marketing Group. He is a serial entrepreneur who has won numerous awards for his leadership at True Media, including recognition by the Small Business Administration as a regional business person of the year.

True Media rose from humble beginnings in 2005, staffed by a handful of people (with extra large brains) and founded on the premise of offering clients more than "a media buy." True Media is a truly multi-national strategic communications firm, with offices in Calgary, Alberta; Minneapolis, Minnesota; St. Louis, Missouri; and Columbia, Missouri. They hang their hats on a worldly representation of media strategy that goes beyond borders, languages and cultures.



Bill Church

In 2016, GateHouse Media named Bill Church as Senior Vice President of News.

Most recently, Church served as Executive Editor of the award-winning Sarasota Herald-Tribune, where he elevated the quality of both print and digital editions of the newspaper. In recognition of his talent and contributions, Church was given the additional responsibility of Southeast Regional Editor for GateHouse Media in June 2015.

Bill has extensive experience in strategic leadership roles; nationally recognized as a media executive, innovator, diversity leader and mentor; accomplished public speaker, recruiter, and facilitator/moderator; organizational change agent, trainer, social media enthusiast, columnist, editor and market analysis work. Church is the current President of Associated Press Media Editors, a 2016 Knight Visiting Nieman Fellow at Harvard and a two-time Pulitzer jurist. He has been a longtime member of the Asian American Journalists Association and received the national Robert G. McGruder Diversity Leadership award in 2010. Church was named a McCormick Fellow in 2006.

Thursday, April 6

11AM | MAMA Board Meeting in hotel restaurant

1-2:30PM | What advertising agencies look for when placing advertising
True Media CEO Jack Miller

2:30PM | Special! Special! Hear all About Special Section Ideas!
James Sterling, Journalism Professor at Missouri School of Journalism

3:15PM | Break

3:30PM | Best Ideas Session | Bring your best ad ideas and get a chance to win a CASH prize!

Est. 4:30PM | Day Program Adjourns

6PM | Reception

6:30PM | Awards Banquet

8 PM | Paint the Town! Make artwork while networking with the group! An art instructor will walk you through creating your very own masterpiece while having a blast!

Friday, April 7

8:30AM | Breakfast Buffet

9:30AM | Great Content for Revenue Generation
Bill Church, GateHouse Senior Vice President of News

10:45AM | Break

11AM | Missouri Press, Your New Digital Advertising Agency | Mark Nienhueser & Ted Lawrence of Missouri Press Service | Jeremy Patton introduced as new advertising placement manager and gives overview of programs

11:15AM-12:15PM | Round Table Discussions

- Making the Most of Sales Opportunities with Metro
Lou Ann Sornson, Metro Creative Graphics
- Engagement is More Than a Click | Kevin Jones | The St. Louis American
Successful community engagement comes in many flavors. While digital efforts are important and need to grow, news connections and loyalty. And no, you don't have to be a big metro paper with a large staff to produce successful events. The benefit is not just about connecting your news organization to the community, but creating an opportunity for the community to come together and have an experience among themselves and your operation. Kevin Jones of the weekly St. Louis American will tell you how.
- Mystery Round Table Discussion!