

# 2016 Ozark Press Association Meeting



**Friday, July 29th, 2016 | 10 a.m. – 4 p.m.**  
**Location: Springfield Botanical Gardens**  
**2400 S. Scenic Avenue | Springfield**  
**Registration Deadline July 22**



## **All-day. Helen Sosniecki | One-on-one Postal**

Schedule a 30-minute appointment at the registration desk with Helen Sosniecki, a former Missouri publisher and 2003 Ozark Press president, to discuss your periodicals postal form. (Bring a complete set of 3541 forms.) These sessions usually result in modest-to-major savings in postal costs for community publishers. Sosniecki is former senior sales and marketing manager for Interlink Inc. She recently retired in Lebanon.



## **10:00 a.m. Speaker Jim Pumarlo | Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper**

Identifying suicide victims and reporting names of suspended high school athletes are among the many challenging news decisions facing community newspapers. This session will teach participants how to handle these stories ethically and professionally. It will emphasize why it's important to print all the news - the good and bad - and will help participants understand the three-part process to effectively handling sensitive stories: Developing the policies, uncovering the facts, and explaining newspaper policies to readers.



## **11:30 a.m. Refreshment Break**

## **11:45 a.m. Digital Advertising Workshop | Programmatic Digital Advertising and Benefits for Community Newspapers**

Mark Nienhueser and Ted Lawrence will tell you how Missouri Press Service can assist in your digital needs



## **Noon: Lunch**

## **1:00 p.m. Speaker Jim Pumarlo | Public Affairs: How to Make Meeting Coverage Relevant and Timely**

Relevant and Timely Coverage of local governing bodies — school board, city council, county board — remains a primary responsibility of community newspapers. But newsrooms must change their approach if they are to engage readers — put more focus on previewing the meetings and report on government actions in terms of the practical impact on readers.



## **2:15 p.m. Refreshment Break**

## **2:30-4:00 p.m. Speaker Gary Sosniecki | Digital 101: How your community newspaper can make money with its website**

A program aimed at weeklies and small dailies that are struggling to understand digital. Sosniecki is a former Missouri publisher and 1994 Ozark Press president who recently retired in Lebanon after eight years with TownNews.com, a leading vendor of digital products to newspapers. He will discuss why digital is important to newspapers of all sizes and give you proven ideas for success.



## **7:10 p.m. Springfield Cardinals Game \$16\* | Call: Jake Buckner (417) 832-3042 at the Springfield Cardinals to reserve tickets |**

## **Request Missouri Press Association Rate | Limited Tickets Available at Group Rate.**

\*Tickets are for patio group seating and come with a free souvenir and Missouri Press Foundation will host snacks at the game. Tickets will be mailed, please order by July 22

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

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

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

## **Payment Information**

Check Included  Visa  Mastercard | Total attending: \_\_\_\_\_ \$25/attendee OR \$99 for a company with unlimited attendees | Total amount enclosed or to be charged to credit card: \$ \_\_\_\_\_

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

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Please send registration form and payment to Kristie Williams at Missouri Press  
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