



Missouri Press Association

Serving Missouri Newspaper Since 1867

Member Services Guide

Missouri Press Association

History.....	Page 2
Contact Information.....	Page 2
Staff.....	Page 2
Types of Membership.....	Page 3
Annual Convention and Trade Show.....	Page 3
News Bulletin.....	Page 3
Missouri Press News Magazine.....	Page 4
Legal Hotline.....	Page 4
Legislative Representation.....	Page 4
Missouri Advertising Managers' Association.....	Page 4
Regional Press Associations.....	Page 4

Missouri Press Foundation

Mission.....	Page 5
Better Newspaper Contest.....	Page 5
Internships.....	Page 6
Missouri Press Hall of Fame.....	Page 6
Missouri Photojournalism Hall of Fame.....	Page 6
Memorial Giving.....	Page 6
Society of 1867.....	Page 6
Museum.....	Page 6
Monument.....	Page 7

Missouri Press Service

Advertising Sales and Placement.....	Page 7
Adnet America.....	Page 7
Display Ad Network.....	Page 7
Classified Ad Network.....	Page 8
Mighty MO.....	Page 8
Flash News!.....	Page 8
Newspaper Directory.....	Page 8

History of Missouri Press

Missouri Press Association was founded on May 16, 1867, by Missouri editors and publishers to serve its member newspapers. Its members were instrumental in founding the State Historical Society of Missouri and the Missouri School of Journalism in 1908. The 15 member Board of Directors leads the Association. The association works to preserve the history of the newspaper industry, works on new technology and lobbies in Jefferson City to preserve its future.

Missouri Press is comprised of three branches: Association, Foundation and Service. Each of these entities serve a unique purpose, however, all work in conjunction with one another to serve our members and interests of newspapers in Missouri.

Contact Information

Mopress.com

Address:

802 Locust St.
Columbia, MO 65201-4888

Phone: Phone: (573) 449-4167

Toll Free: (800) 568-1927

Fax: (573) 874-5894

Staff

Mark Maassen, Executive Directormmaassen@socket.net | Phone Ext. 308**Matthew Barba, Editor**mbarba@socket.net | Phone Ext. 302

- Bulletin, ebulletin and News Magazine
- Better BNC Contest
- Press Release Service

Mark Nienhueser, Advertising Directormdnienhueser@socket.net | Phone Ext. 312

- Advertising Sales
- Missouri Newspaper Directory
- Online Advertising Sales

Jeremy Patton, Advertising Placement Coordinatorjpatton@socket.net | Phone Ext. 304

- Ad Placement and Insertion Orders
- Missouri Newspaper Directory
- Networks

Jean Maneke, Legal Consultantjmaneke@manekelaw.com

Phone (816) 753-9000

Melody Bezenek, Foundation Directormbezenek@socket.net | Phone Ext. 303

- Donor Solicitation and Relations
- Sponsorships
- Society of 1867

Karen Philp, Bookkeeper & Receptionistkphilp@socket.net | Phone Ext. 300

- Accounts Receivable
- Accounts Payable
- Bookkeeping

Lauren Kliethermes, Digital Media Specialistlaurenmariek@socket.net | Phone Ext. 306

- Online Ad Network
- Digital Footprint
- Social Media Accounts

Kristie Williams, Membership Services Directorkwilliams@socket.net | Phone Ext. 301

- Convention
- Members Relations
- Contest Administration

Types of Membership

MPA has **FOUR** classes of membership. For membership applications, please go to <http://mopress.com/how-to-join-the-mpa/>

(1) Active Membership – This is open to any weekly or daily newspaper that has been in business for three years and devotes at least 25% of its space to news content and fulfills the requirements set forth in the MPA bylaws. Fees are based on circulation. All Active Membership applications must be approved by the MPA Board of Directors.

(2) Associate Membership – This is open to any publisher who has retired or to any person in government, education or an association who serves in an information capacity or to any teacher or student of journalism. Fees are \$35.00 annually.

(3) Friend of Missouri Press Membership – This is open to anyone in public relations or in a field allied to the newspaper industry or serving it, or to newspapers that have not been in business for three years or publish less frequently than weekly and thus may not qualify for active membership. Fees are \$195.00 annually. All newspapers applying for Friend of Missouri Press Memberships must be approved by MPA Board of Directors.

(4) Active Online Membership – This is open to any online newspaper that has been in business for three years (MPA member newspapers online prior to Sept. 7, 2007, are grandfathered in) and fulfills the requirements set forth in the MPA bylaws. Fees are \$195.00 annually.

Annual Convention and Trade Show

Each Fall, members and associates of MPA gather to exchange ideas, learn from one another and renew professional ties at the MPA Convention and Trade Show. This is a tradition 150 plus years in the making! The location of the MPA Convention and Trade Show changes each year, check online to see our current plans.

Missouri Press Bulletin

The Missouri Press Bulletin began in March of 1938. The monthly bulletin is produced by the MPA Editor at the Association's office in Columbia.

Past issues of the monthly Bulletin are available for public perusal during regular business hours at the MPA office. You can find an online archive of Bulletins from 2003 to the present can be found on our website. You can read the current Bulletin online at <http://mopress.com/bulletin/>

Missouri Press News Magazine

Missouri Press News magazine began on July 10, 1933. The bi-monthly magazine contains news about MPA member newspapers and their activities, previews of MPA meetings and events, and reports on Association activities. It is produced by MPA Editor at the Association's office in Columbia. Bound volumes of past issues of the magazine are available for public perusal at the MPA office. This page archives issues from 2012 to the present can be found online.

You can read the magazine online at <http://mopress.com/mpa-news-magazine/>

Legal Hotline

Attorney Jean Maneke of Kansas City provides MPA members with free legal consultation on virtually any issue involving newspapers. She's a dedicated free speech and open meetings advocate and an invaluable member of the Missouri Press team. Active, Active Online and Friend of Missouri Press members have access to Jean's expertise as a benefit of their membership.

Jean also writes a column to share her legal advice for Missouri Press. Archives can be found at: <http://mopress.com/legal-hotline-jean-manekes-law-archives/>

Legislative Representation

Missouri Press Association maintains an active presence in the State Capitol. Missouri Press meets frequently with legislators, state office holders and agency offices to explain the concerns of Missouri newspapers.

Missouri Advertising Managers' Association

Missouri Advertising Managers' Association was formed in 1948 to not only help advertising managers, but by providing learning clinics and encouraging the exchange of ideas to benefit the buying public and merchants who purchase advertising space as well. The organization's primary concern is the honesty, truth and quality of advertising in newspapers. This group hosts a Spring meeting each year. At this meeting the group honors winners of their annual Best Ad Contest, which features approximately 18 categories. One of the highlights of this annual event is the Dee Hamilton Sales Pro of the Year Award, designed to honor excellence in newspaper advertising of one deserving individual.

Regional Press Associations

Four regional Press Associations exist in Missouri. Each of these groups hold meetings that traditionally take place each year. These associations have their own boards of directors and operate

independently, however, Missouri Press Association and Foundation support these organizations in their missions in journalism and assist in the promotion of their events. These groups are:

- Northwest Press Association
- Ozark Press represents the (Southwest Missouri)
- Show-Me Press Association (Middle and Northeast sections of Missouri)
- Southeast Press Association

When meeting information is available, it can be found by going to:

<http://mopress.com/current-forms-and-event-registration/>

If you would like to serve on your regional board, please contact Mark Maassen or Kristie Williams of Missouri Press for individual contact information. Information on these boards is located on the back inside cover of the Missouri Press News Magazine.



Missouri Press Foundation is a tax-exempt, non-profit corporation formed in 1984, by the Missouri Press Association. "The purpose or purposes for which the corporation is organized are: exclusively for charitable, literary, or educational purposes within the meaning of section 501(c)(3) of the Internal Revenue Code of 1954 (or the corresponding provision of any future United States Internal Revenue Law) including such activities as providing journalism scholarships and faculty honorariums, conducting journalism seminars, making journalism merit awards, coordinating newspapers in education programs, collecting and preserving old printing presses and printing equipment, operating historical museums on a not for profit basis, and other journalistic activities deemed appropriate by the Board of Directors."

Better Newspaper Contest

Each year scores of Missouri Press member newspapers enter their best work in competition for plaques and certificates in 40 plus categories. Gold Cup awards go to each of the six circulation divisions (three Daily Divisions and three weekly divisions) that earn the most points in each division. The contest is held not just as a reward for excellence, but also as an educational project that monitors the evolution of the newspaper industry in the state. Missouri Press partners with other states to judge the contest each year and we return the favor to the partnering state.

Internships

Each year, Missouri Press Foundation funds a certain number of internship grants for our member newspapers. Newspapers are accepted into the program based on grant availability and past support of Missouri Press Foundation. Each newspaper in the program is responsible for finding eligible students. Eligible students must be enrolled in a post-secondary academic, professional or vocational newspaper journalism program in Missouri. 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.

Hall of Fame

The Hall of Fame was established in 1991. Plaques of the honorees are on display in the Missouri Press Association Building and in Lee Hills Hall at the Missouri School of Journalism in Columbia. Missouri Press Association Newspaper Hall of Fame inductees are selected annually from nominations received by the MPA Newspaper Hall of Fame Committee. To be considered for induction into the Newspaper Hall of Fame, a person must have made exemplary contributions to the newspaper industry over many years, lived honorably, influenced unselfishly, thought soundly and displayed community involvement.

Society of 1867

The Foundation launched the Society of 1867 campaign on Sept. 6, 2013, at the MPA Convention in Kansas City. Members of the Society of 1867 share the vision of the significant Missouri institutions founded by the Missouri Press Association and newspaper journalists. Society of 1867 membership is bestowed on partners who recognize the important history of our organization and are dedicated to helping Missouri newspapers meet the challenges and opportunities that lie ahead.

Foundation Builders

Missouri Press Foundation's Foundation Builders fund-raising program, which began in 2001, involves making a pledge of advertising revenue. Newspapers can pledge the equivalent of a half-page of advertising revenue annually for one to five years – or indefinitely. Missouri Press Service will withhold from national advertising checks an amount equal to your newspaper's pledge. MPS's commission also will go to the Foundation.

Museum

The Missouri Newspaper Print Shop Museum in Arrow Rock was established in 1966. It houses a collection of letterpress printing equipment and is operated by the Foundation in cooperation with the Friends of Arrow Rock.

Monument

This monument to *The Missouri Gazette*, the first newspaper in Missouri, stood on the north bank of the Missouri River just across from Boonville near Old Franklin. Erected in 1919, it was washed away in the Great Flood of 1993. A replacement monument was built near this spot, next to the cross-state KATY Trail, in 1997.



Missouri Press Service, Inc. was created in 1954. MPS is your representative for Missouri newspaper advertising. MPS can help you place advertising such as display ads, classified ads, inserts and online ads in any number or combination of newspapers and newspapers websites.

Newspaper Advertising Planning & Placement

MPS is your representative for Missouri newspaper advertising. We can help you place advertising such as display ads, classified ads, inserts and online ads in any number or combination of newspapers and newspapers websites. We'll help you develop the list and, if needed, we'll even produce your ad. Then, we'll ship the materials with insertion orders to the newspapers on your list. After publication, you'll receive only one invoice listing each newspaper and its charge along with tearsheets or an affidavit as proof that your ad ran. We save you money since we pay for all phone calls, postage, packaging/handling and related charges once the order is received.

ADNET America

Simply the most efficient way to run a multiple-state newspaper campaign. Never again will you spend hours, days or even weeks trying to figure your rates. We'll compute them for you! Then just send us your ad. We'll place it in any combination of newspapers NATIONWIDE!

Missouri Newspaper Display Ad Network

The best deal in media today. The Missouri Newspaper Display Ad Network provides advertisers the opportunity to reach almost 1 million households in Missouri at a very steep discount. Advertisers can place a 2 column by 2 inch (or a 2 column by 4 inch) ad in 160 participating newspapers with one order. Missouri Press Service can also place your ad in other any other state advertising network at the rates set by each individual press association.

Missouri Newspaper Classified Ad Network

Through the Missouri Newspaper Classified Ad Network you can reach 2.25 Million users through 199 Missouri newspapers. Missouri Press Service can place your ad in any other state advertising network at the rates set by each individual press association.

Mighty MO

Reach Missouri's Largest Daily Newspaper Classified Audience with MPA's Mighty MO Classifieds. Your client, or company, can reach a total circulation of OVER 802,000 in one quick and easy advertisement. Want to hit a more of a market than just Missouri? Check out rates from states across the country.

Flash News! Press Release Service

The Missouri Press Flash News! Press Release Service is the perfect way to send your news instantly to virtually ALL newspapers, radio and television stations in Missouri. Businesses, individuals and organizations of all kinds use Flash News! to promote their events and developments.

Member newspaper are encouraged to make sure MPA communications come through to their inbox to ensure these releases are seen and potentially used. Fees for this service help keep Missouri Press operating costs down.

Newspaper Directory

The Missouri Newspaper directory, printed every 2 years, provides information on the newspaper members of Missouri Press Association. This valuable guide helps advertisers and others do business through Missouri Newspapers. It is available through print, on Mopress.com and in an excel spreadsheet.