



## 152nd Missouri Press Association Convention and Trade Show

September 13-15, 2018  
Sheraton Westport  
Chalet Hotel  
St. Louis

**MISSOURI NEWSPAPERS: BEYOND WORDS!**

### TENTATIVE AGENDA

#### Thursday, September 13

11:00AM | Registration Open

Noon | MPF Board Meeting

2:00PM | MPA/MPS Board Meeting

6:00-7:30PM | Foundation Fundraiser Social Hour with Live Music from Lynn Rose Terry & Friends | Versailles Patio

#### Friday, September 14

7:30AM-6:30PM | Registration and Better Newspaper Contest Displays Open

8:00AM-4:00PM | Trade Show Open

8:30AM | Breakfast Program

9:30AM | Business Meeting

9:45AM | "Revolution, rights and rock 'n' roll: The hidden history of the First Amendment, an interactive presentation that will challenge and inspire," Ken Paulson, former editor-in-chief and columnist for USA Today

10:45AM | Questions and Answers with U.S. Senator Roy Blunt

11:15AM | Sunshine Law Panel Discussion with State Representative David Gregory, State Representative Jean Evans, Deputy Attorney General Darrell Moore, and General Counsel for the Attorney General, Michael Martinich-Sauter.  
Moderated by Jean Maneke, MPA's Legal Hotline Attorney

Noon | Lunch Program, "Making Trouble with Your Very First Line: If What You Say Makes Everybody Happy, You're Not Saying It Right," Gina Barreca, Syndicated Columnist, Hartford Courant

1:30PM | State Auditor Candidates Forum

2:30PM | Break

3:00PM | U.S. Senate Candidates Forum

6:00PM | Hall of Fame Reception

6:30 PM | Hall of Fame Dinner

8:30 PM | Hospitality Room Open

#### Saturday, September 15

7:30AM-Noon | Registration Open

8:45-10:00AM | Breakfast Program: "Addressing the elephant in the room... and the power of what we deliver!"  
Norm Frain, Sales Development Director of the St. Louis Post-Dispatch

10:00-11:00AM | Jon K. Rust, Publisher, Southeast Missourian on Rust Center for Media and a panel discussion featuring Dr. Tamara Zellars Buck, Associate Professor of Mass Media, Southeast Missouri State and members of the Southeast Missourian's Arrow Staff.

11:00-11:30AM | Stories of the Wild: Cover Missouri's great outdoors by focusing on resources, honing in on issues and interacting with readers, Andy Ostmeier, Joplin Globe

11:30AM | Better Newspaper Contest Lunch

Missouri Press Association  
**Bulletin**  
No. 1351 — 23 July, 2018

### REGISTER TODAY! • BRING YOUR STAFF

STAFF MEMBERS MAY ATTEND LEARNING SESSIONS FOR NO ADDITIONAL COST ONCE NEWSPAPER HAS PAID ONE REGISTRATION FEE!

Please visit [MOPRESS.COM/Convention](http://MOPRESS.COM/Convention) for online hotel room reservations!

Missouri Press Association Rate of \$119.00 per night. Call 314-878-1500 or reserve online by August 10.



**MISSOURI NEWSPAPERS: BEYOND WORDS!**

**152<sup>nd</sup> Annual  
Missouri Press  
Convention**

**REGISTRATION FORM**

**September 13-15, 2018**  
**Sheraton Westport Chalet Hotel**  
**191 Westport Plaza • St. Louis, MO 63146**  
**314-878-1500**

Newspaper or Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

Signature of Card Holder \_\_\_\_\_

Printed Name of Card Holder \_\_\_\_\_

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**Missouri Press Association Rate of \$119.00 per night. Call 314-878-1500 or reserve online by August 10.**

<b>Registration Fee</b>	<b>Active Member Newspaper</b>	<b>MPA Associate or Friend Member</b>	<b>Non-Member</b>	<b>Retired Member</b>	<b>Registration Fee</b>
Select one category for your group (pay registration fee once per group)	<b>\$175</b>	<b>\$185</b>	<b>\$200</b>	<b>\$50</b>	\$ <input type="text"/>

Name/Newspaper (Please include all names)	Thursday Foundation Fundraiser \$50	Friday Breakfast \$35	Friday Lunch \$40	Friday Hall of Fame Banquet \$70	Saturday Breakfast \$35	Saturday Awards Luncheon \$40	*Saturday only Sessions & Luncheon \$50	Total Per Person

**\*Saturday only - skip registration fee and pay only \$50 total per person to attend Saturday sessions and awards lunch**

Convention Cancellations: cancellations received by Friday, August 10, 2018 WILL BE entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to [kwilliams@socket.net](mailto:kwilliams@socket.net). Cancellations received after August 10, 2018 are NOT entitled to a refund.

Deduct \$75 Active/Friend/Associate Registration Fee or \$20 off Retired Member Registration if registration is postmarked by August 10, 2018. Pay base registration once per group.

**Grand Total Due:** \$

**Please return this form along with check or credit card information to:**  
**Missouri Press Association • 802 Locust Street • Columbia, MO 65201 • 573-449-4167 • Fax: 573-874-5894 • [kwilliams@socket.net](mailto:kwilliams@socket.net)**



## Missouri Press Association

### Missouri Press Service

802 Locust St.  
Columbia, MO 65201-4888  
(573) 449-4167; FAX (573) 874-5894  
www.mopress.com

**PRESIDENT:** Carol Stark, *The Joplin Globe*

**FIRST VICE PRESIDENT:** James White,  
*Benton County Enterprise, Warsaw*

**SECOND VICE PRESIDENT:** Trevor Vernon,  
*Eldon Advertiser*

**SECRETARY:** Bryan Jones, *Versailles Leader-Statesman*

**TREASURER:** Sandy Nelson, *The Courier-Tribune, Liberty*

**PAST PRESIDENT:** Jeff Schrag, *Springfield Daily Events*

#### **DIRECTORS:**

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Roger Dillon, *Shannon County Current Wave, Eminence*

Julie Moreno, *Independence Examiner*

Steve Tinnen, *Clinton County Leader, Plattsburg*

Liz Irwin, *Missouri Lawyers Media, St. Louis*

Tianna Brooks, *Mountain View Standard News*

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**VICE PRESIDENT:** Jim Robertson, *Columbia*

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**MPS DIRECTORS:** Joe May, *Mexico*; Kevin Jones, *St. Louis*

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# Come join us in St. Louis

Just over two months remain until this year's Missouri Press Association Annual Convention and Trade Show, and with it being an election year, there will be a lot you will not want to miss.

MPA will hold its 152nd Convention and Trade Show Sept. 13-15, at the Sheraton Westport Chalet Hotel in St. Louis.

Foremost on the agenda this year are the candidate forums for U.S. Senate and Missouri State Auditor, both highly contested races.

While the candidate forums will headline Friday afternoon's activities, there is a lot more happening throughout the day. Following breakfast, Ken Paulson will kick things off with a presentation on the hidden history of the First Amendment.

Paulson is dean of the College of Media and Entertainment at Middle Tennessee State University and president of the First Amendment Center.

For lunch, attendees will be treated to a presentation from Gina Barreca

a syndicated columnist whose work has appeared in a variety of major publications.

Friday night will feature MPA's Hall of Fame reception during which four newspapermen will join the ranks of some of the greatest names in the industry. Those being inducted this year include Wendell Redden, Kent Ford, Joe May and Jim Robertson.

Saturday, Sept. 15, will begin with a breakfast general session featuring Norm Frain, sales development director of the *St. Louis Post-Dispatch*. A general session with Jon Rust will follow.

Just before lunch, Andy Ostmeyer of the *Joplin Globe* will present "Stories of the Wild" about covering Missouri's great outdoors by focusing on resources and interacting with readers.

The Convention will end with the 2018 Better Newspaper Contest Luncheon, scheduled to begin at 11:30 a.m.

To register for the Convention, fill out the form on Page 2 of this month's Bulletin and return it to Missouri Press.

## Slate of MPA officers proposed for 2019

The Missouri Press Association Nominating Committee met recently, finalizing a slate of MPA officers and directors for 2019, effective Jan. 1.

The election of MPA officers and directors is scheduled during the annual MPA business meeting Friday, Sept. 14, at the 152nd annual MPA Convention at the Sheraton Westport Chalet Hotel in St. Louis.

Here are the candidates proposed by the nominating committee:

2019 President, James White, *Benton County Enterprise, Warsaw*; First Vice President, Trevor Vernon, *Eldon Advertiser*; Second Vice President, Liz Irwin, *Missouri Lawyers Media, St. Louis*; Secretary, Hannah Spaar, *The Odessan, Odessa*; Treasurer, Amos Bridges, *Springfield News-Leader*.

Directors for one-year terms: Julie Moreno, *Independence Examiner*, (Liz Irwin open position), and Beth Durreman, *Perry County Republic-Monitor, Perryville*, (Michael Jensen open position)

Directors for three-year terms: Roger Dillon, *Eminence Shannon County Current Wave*; Bryan Jones, *Versailles Leader-Statesman*; and Kevin Jones, *St. Louis American*.

Sandy Nelson, *Courier Tribune, Liberty*, is being nominated as the National Newspaper Association state chair, (Jacob Brower open position)

Continuing on the MPA Board in 2018 will be directors: Donna Bischoff, *St. Louis Post-Dispatch*; Mary Wilson, *Jackson County Advocate, Grandview*; and Tianna Brooks, *Mountain View Standard News*.

Carol Stark, *Joplin Globe*, will serve as immediate past president in 2019.

Stepping down from the MPA Board in December 2018 are Jeff Schrag, *Springfield Daily Events* and Steve Tinnen, *Clinton County Leader, Plattsburg*.

The nominating committee, was chaired this year by Schrag.

The committee members thank everyone who submitted nominations.





## CALENDAR

### July

**27** — Cardinals vs. Cubs Missouri Press Foundation Fundraiser Baseball Game, St. Louis

### August

**10** — Deadline to submit Mizzou Football Ticket Advertising Tradeout

### September

**1** — UT-Martin at Mizzou Football Game, MPA Ticket Tradeout, Columbia

**13-15** — MPA's 152nd Annual Convention and Trade Show, Sheraton Westport Chalet, St. Louis

**27-29** — National Newspaper Association Annual Convention, Norfolk, VA

### October

**18** — Photojournalism Hall of Fame Induction Ceremony, University of Missouri, Columbia

## Excellence in legal journalism

### Submit nominations for legal journalism award

In recognition of the vital role played by the state's news media in improving public understanding of legal issues, The Missouri Bar is now accepting nominations for its annual Excellence in Legal Journalism Awards.

Up to three separate awards may be presented in recognition of individual stories, series or editorials that meet one or more of the following criteria:

- Contributed significantly to public understanding of the law and legal system and/or the role of lawyers and/or judges within the system.

- Revealed a problem in the organization, structure or administration of the law, resulting in the correction of that problem for the benefit of all Missourians; and/or

- Enhanced the equitable administration of justice.

Media representatives are invited to identify members of the news media – either within their own

organization or elsewhere – who performed exceptional work within the general criteria outlined above. Self-nominations are also encouraged. The nominations should be for items printed or broadcast in the full year before June 30, 2018.

Copies of pertinent articles, audio, video or links to content should accompany all nominations. In addition, letters in support of nominations are encouraged. These letters should set out the content of the item(s) and indicate their significance to the citizens of the area or state as a whole. Follow-up or reaction to the item(s) should also be summarized.

The deadline for receipt of nominations is Monday, Aug. 6, 2018. Please send nominations to Gary Toohey, Director of Communications, The Missouri Bar, P.O. Box 119, Jefferson City, MO 65102 or garyt@mobar.org.

# Create, Sell, Profit...Instantly!

A new revenue tool, MiAD Wizard generates targeted print, online and mobile **spec ads in seconds** to close more sales with every appointment.

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*Please call for more info.*

**Call 573.449.4167 ext. 312 for all your PRINT and DIGITAL needs.**

An affiliate of Missouri Press Association



# Missouri Press Classifieds: Who is looking for YOU?

## HELP WANTED

**AD SPECIALIST:** Missouri Press Service is currently seeking an individual to fill the role of Ad Specialist. This is a part time role, 20 hours per week. Times and schedules are flexible depending on applicant needs.

**Responsibilities include:**

- Working with the Missouri Press advertising team to successfully execute print advertising in local and national newspapers.

- Communicate with newspaper advertising staff members to make sure insertion orders are received, approved and returned to Missouri Press

- Answer newspaper staff members' questions about advertising orders; direct them to the correct Missouri Press staff member for other questions and concerns

- Make sure ad orders are received and approved within 48 hours to ensure ad placement

- Communicate with newspapers to reschedule ads that are missed or incorrect (via email and phone)

- Gather the newspaper tear sheets as proof of placement for advertising clients.

- Communicate with newspapers via email and phone to collect missing ad tear sheets

- Occasional communication with clients concerning ads and tear sheets

**Skills:**

- Extremely organized
- Works well in individual and team environments

- Must be comfortable making and receiving business calls

- Knowledge of Windows computers and programs, email and Macintosh products.

- InDesign skills a plus

Please send resumes to Ted Lawrence at lawrencet@socket.net 7-16

**EDITOR:** Small-town newspaper looking for editor for print and online. Optional benefits include 401K, insurances and vacation time. Slow down to end your career or use as a stepping stone for the experience. Great small town, low crime, good schools, competitive pay and friendly citizens. Send resume to Missouri Press Association, Re: Editor, 802 Locust St., Columbia, MO 65201; or by email to mbarba@socket.net 7-10

**SPORTS EDITOR:** The Richmond News is seeking a dynamic Sports Editor to oversee the sports coverage of three school districts in Ray County, 38 miles east of Kansas City, Mo.

The successful candidate will be adept at photography, expected to write game stories, previews and features, and to copy-edit part-time and sports stringers' work. This individual also must be highly organized, and detail- and deadline-oriented. Experience in Adobe InDesign and social media a plus.

Please send cover letter, clips and references to Publisher Brian Rice at The Richmond News, PO Box 100, Richmond, MO 64085 or email: jobs@richmond-dailynews.com. 7-10

**NEWS REPORTER:** The Chillicothe Constitution-Tribune has an immediate opening for a news reporter.

We're looking for a reporter who wants to do it all. You'll be responsible for covering all kinds of news, from courtroom trials, to local government, to community events. This is a northwest Missouri town with a long, proud history, full of stories that deserve to be told. We need a storyteller who is ready to meet the challenge using appropriate print and digital tools.

Our company offers great health, dental and vision benefits, 401(k), paid vacation, holidays and more.

To apply, send your materials to Jason Hunsicker at jhunsicker@kirksvilledailyexpress.com. 6-11

**SPORTS EDITOR:** The Headliner News, a county seat weekly newspaper in Ozark, Missouri is seeking a sports editor.

Although once a week in print, we pride ourselves on being a daily online.

We cover 7 school districts for varsity sports, all within Christian County.

**This community is used to top-notch coverage, so the successful candidate will:**

- Have a journalism degree or equivalent experience

- Knowledge of AP style

- Exceptional photography & video skills

- Meet strict deadlines

- Ability to schedule stringers as needed

- Must be able to work independently with a high regard to time management

- A very flexible schedule that leaves room for evening and weekend coverage

- Cultivate solid relationships with coaches, AD and other sources

- Have the ability to multi-task between newspaper coverage and help produce athletic magazines

Health insurance and 401k are available, as well as generous PTO plan

If you're the person we're looking for, send your resume, cover letter and samples to triciac@ccheadliner.com EOE 6-5

**GENERAL ASSIGNMENT**

**REPORTER/SPORTS:** The Marshfield Mail, a weekly newspaper, is seeking a full-time general assignment/sports reporter.

Our coverage expands throughout Webster County, Missouri.

**The ideal candidate will:**

- Have a journalism degree or equivalent experience

- Possess a strong knowledge of AP style

- Write crisp, accurate and compelling stories, headlines and photo captions

- Meet established deadlines

- Load stories and photos onto website

- Have good photography skills

- Have experience with copy editing

- Have a flexible schedule

Health insurance and 401k are available, as well as generous PTO plan.

Please submit your resume, cover letter and samples to daveb@phillipsmedia.com EOE 6-5

**GENERAL ASSIGNMENT**

**REPORTER:** The Cedar County Republican located in Stockton, MO is seeking a journalist with a passion for local news in and around Cedar County, Missouri. Sports reporting would be a plus.

As a weekly print and 24/7 online publication, CCR values intellectual curiosity, strong analytical skills and a demonstrated commitment to integrity, accuracy and timeliness.

We also take pride in providing a visually striking print product to our readers, so excellent photography skills are a plus.

The successful applicant will have a flexible schedule, social media know-how, the ability to juggle multiple projects and strong time management skills.

Please submit an application with resume' and writing samples to: by email to: marilyne@CedarRepublican.com

# 2018 MIZZOU Football Tickets / Newspaper Ad Trade-Out Proposal for MPA Members

**To:** MPA Publishers  
**From:** Mark Maassen

**Deadline:** Aug. 10, 2018

For the **28th** consecutive year, the University of Missouri Athletic Department is working through Missouri Press to arrange a “football-tickets-for-advertising trade-out.” The deadline to reply is **August 10, 2018.**

Mizzou’s Athletic Department is offering MPA newspapers an allotment of tickets for the season-opening home game with the **UT-Martin Skyhawks** on Saturday, **Sept. 1.** Game time is 3 p.m.

You may use these tickets for your newspaper family, for your advertisers, for promotions, etc.

If you want to participate in this voluntary ticket-advertising trade-out, please return the completed coupon (below) by mail or fax or email to the Missouri Press office by August 10, 2018. MPA will send you the tickets, insertion order and ads as soon as they are available. If you have any questions, just contact Missouri Press. Phone 573-449-4167, email [mopressads@socket.net](mailto:mopressads@socket.net), fax 573-874-5894, or mail to: Missouri Press, 802 Locust St., Columbia MO 65201 no later than August 10, 2018.

**Ticket Details:** The Mizzou Athletic Department, through Missouri Press, provides each participating newspaper a minimum of 6, maximum of 20, reserved seat tickets to the **UT-Martin-Mizzou** game at a maximum total value of \$45 per ticket (total maximum value of \$900). These tickets will be outside the 20-yard line in the best available special Missouri Press section. In return, participating newspapers provide Mizzou athletics up to a total of \$900 in display advertising. The total minimum is 6 tickets and total maximum is 20 per publication. This is a first come, first served opportunity. The number of tickets you request, multiplied by \$45, will determine your level of commitment. Display advertising placement will come through Missouri Press. It is expected the ad schedule will run at different intervals between August and December.

**MPA Gathering:** Missouri Press staff will host a pre-game tailgate in the MPA parking lot. More information about the tailgate will be released closer to game day.

## COMPLETE THIS FORM TODAY!

**Newspaper Name:** \_\_\_\_\_ **City:** \_\_\_\_\_

\_\_\_\_\_ Number of tickets you are requesting; # of tickets x \$45 = Your commitment

Please consider donating tickets to MPA. Missouri Press may have \_\_\_\_\_ tickets.  
(Donated tickets will be deducted from the number of tickets you are requesting.)

**Address to mail tickets:** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Email address:** \_\_\_\_\_