

From All of Us at Missouri Press Association



Missouri Press Association
Bulletin
No. 1368 — 18 December, 2019



MERRY

CHRISTMAS



**HAPPY NEW
YEAR**



Shelby Henderson
University of Missouri
Bolivar Herald-Free Press



Missouri Press
Foundation

*Dedicated to Freedom
for Tomorrow's World*

2019 Internship Grantee

“Getting the opportunity to work at my hometown newspaper this summer changed my perspective of journalism completely. My first year of college was intimidating and scary as I saw all of my classmates excel while I was afraid to interview anyone or meet any sources.

I decided to apply for this internship so I could get my feet wet and see what it’s actually like to be a reporter. I knew this internship was going to push me out of my comfort zone, and that it did. I hit the ground running, and I learned more than I ever expected to. I covered a variety of topics, from school board meetings to car accidents to a library barbecue. Getting such a wide variety of things to cover increased my confidence as a journalist who can handle any type of story.

I also realized the importance of local journalism through this opportunity. Before joining the staff of the *Herald-Free Press*, I didn’t realize how much the people of Bolivar depend on the paper for information on their local government. The paper is the only way Bolivar’s citizens are informed, which is an incredible duty we as journalists get to have. Learning the importance of local journalism firsthand only strengthened my passion for the press and encouraged me to continue pursuing a career as a journalist.

I am beyond grateful for this opportunity, which would not have been possible without The Missouri Press Foundation and the *Bolivar Herald-Free Press*. This internship has strengthened my confidence as a writer and allowed me to see why journalists do what they do everyday.”

Visit mopress.networkforgood.com to view her story and donate.

Missouri Press Foundation

funded 9 newspaper summer interns in 2019.

Can you help us make it 10 in 2020?



Kristen Dragotto UM - St. Louis Community News
 Danielle Williams West TX A&M Univ. Lincoln Co. Journal
 Mckenzie Knapp University of Missouri Jefferson Co. Leader
 Ariel Thibodeau Pensacola Christian LakeExpo.com
 Kara Jeffers William Woods Univ. Newstime/Centralia
 Layne Stracener Missouri State Univ. The Northeast News
 Shelby Henderson University of Missouri Bolivar Herald-Free Press
 (Not Pictured: Shelby Matthews • University of Missouri • Jefferson City News Tribune & Natalee Long • Cottey College • Branson Tri-Lakes News)

Silver Dollar City will give up to **\$3,000** to match 2020 internship program donations to MPF this holiday season.

YOUR  **+**  **=** **Double your dollars** 

Donation

YES! I wish to fund an intern, my tax deductible gift is:

- \$1,000** Fund an 8-week internship
- \$500** Fund a 4-week internship
- \$250** Fund an intern for 2 weeks
- \$125** Fund an intern for 1 week
- \$50** Fund an intern for 2 days
- \$25** Fund an intern for 1 day

Other amount: \$
 Any amount is welcome and appreciated.

My Check is Enclosed Please Charge My Credit Card

VISA MasterCard DISCOVER

Name On Card _____

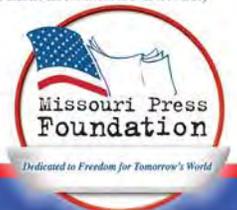
Card Number _____ 3 or 4 digit security # _____

Exp. Date _____ Signature _____

Also Credit _____
How to recognize my gift (ex: NAME OF SPOUSE, ORGANIZATION OR LEGAL NAME OF DONOR)

Make Checks Payable to the Missouri Press Foundation.

Return to: 802 Locust St. • Columbia, MO 65201 • Missouri Press Foundation is a 501(c)(3) general not-for-profit corporation.





Missouri Press Association
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Contest judging

Your help is needed with contest judging

From Missouri Press Staff
 It's that time of year again! Missouri Press Association needs your help judging the South Carolina Press Association's News Contest!

Our goal is to have about 60-80 to try to keep each judge's work manageable! If you have multiple judges from the same organization, please fill out a form for each volunteer. You will receive your judging assignment(s) in Mid January 2020 and you will be given 2 weeks to complete your judging. If you receive assignment(s) you feel you won't be able to complete, please notify MPA or the contest

administrator from South Carolina ASAP!

South Carolina does a separate ad contest much like Missouri does, we will be asking for judges to help with advertising entries in June 2020.

You can use the form found here to sign up as a judge.

Or, you can send judges' names and email addresses, along with the types of entries you would like to judge to kfortier@mopress.com

Category examples are editorial, photography, sports writing, websites and advertising.

As always, thanks for your help!

Day at the Capitol is Jan. 30

Plan to attend the 2020 Missouri Press Association/Associated Press Day at the Capitol on Thursday, Jan. 30, in Jefferson City.

Members are encouraged to attend the event at the State Capitol building

and meet with their local legislators about issues important to Missouri newspapers. The day will also include lunch at the Governor's Mansion.

An agenda and registration information will be available soon.

Holiday closures for MPA offices

The Missouri Press Association office will be closed for upcoming holidays.

For the Christmas holiday, MPA offices will close at noon Tuesday, Dec. 24, and will be closed all day,

Wednesday, Dec. 25.

The offices will also close at noon Tuesday, Dec. 31, and be closed all day, Wednesday, Jan. 1, for the New Year holiday.

Make Your Voice Heard!
 Show-Me Press Association would like your input on future events!
 Go to: <http://bit.ly/showmesurvey>
Save the Date!
2020 Show-Me Press Meeting
 June 12 at Lodge of Four Seasons, Lake Ozark



Maneke law column

Juvenile records still limited under Sunshine Law

Late last fall, there were a number of reporters who called the hotline to report that they were suddenly having difficulties obtaining certain information from the Missouri Highway Patrol. Sometimes it involved highway accident reports. Sometimes it involved water patrol reports. But in every case, the reporter had the same frustration – the name of a juvenile in the report was not available. And not just the name. All other identifying information, other than the age, was being omitted from official reports.

Initial thoughts were that perhaps the Sunshine Law, specifically Section 610.100, which governs release of incident and investigative reports, might be helpful. That section contains nothing specifically allowing the disclosure of the names of minors in accident or incident reports. It does allow disclosure of information that is “likely to pose a clear and present danger to the safety” of a victim, witness or other person, but there was no evidence that any of these minors were in any personal danger as the result of the release of this accident or incident report.

However, it seems that perhaps the Highway Patrol has just recently realized it is illegal to release this information and this change is a result of the agency determining it should not be violating state law. Section 211.321, a statute in the state juvenile code, begins by talking about records of juvenile court proceedings being closed but, in subsection 3 of that statute, it provides

“ ‘Peace officers’ records, if any are kept, of children shall be kept separate from the records of persons seventeen years of age or over and shall not be open to inspection or their contents disclosed, except by order of the court.’ That subsection of [Section 211.321] has been included for more than 20 years ... ”

that “Peace officers’ records, if any are kept, of children shall be kept separate from the records of persons seventeen years of age or over and shall not be open to inspection or their contents disclosed, except by order of the court.” That section of the statute has been included for more than 20 years, it appears from looking at the legislative history of the statute.

(Incidentally, let me note here that the statute is slated for change in 2021, two years from now. On January 1 of that year, the age of 17 referenced in the statute above will increase to age 18.)

Therefore, I cannot argue that the highway patrol must release such information in regard to Sunshine Law requests.

Just last summer, another state’s law enforcement entity took some heat in regard to releasing official reports related to a sexual misconduct investigation involving minors. A city police department and a county sheriff’s department in Arkansas investigated sexual misconduct

allegations made by two siblings against their brother. In this case, the family happened to be stars of a popular reality show. Law enforcement promised the daughters, who were minors at the time, and other family members that their statements would remain confidential.

Subsequently, some members of the media requested via that state’s open records law a copy of these reports and eventually published an article

identifying the son as a target of an underage sex misconduct probe. While the daughters’ names were retracted, the salacious report of the events contained enough identifying information that there was no question as to who was being referenced.

First, a daughter filed a motion in state court to expunge copies of the City’s report from the public record, but copies of the report continued to be available on the Internet. Then the sisters’ attorneys filed a federal lawsuit claiming that the officials violated their constitutional and common law privacy rights by releasing the reports.

The Eighth Circuit Court of Appeals (the federal circuit that covers Missouri) in the past has ruled that public officials have some protection from liability for public disclosure of private information. But in this case, the Court felt there was significant humiliation resulting from release of such private and highly personal details. The Court issued a clear ruling that a minor victim of a sexual assault has a right not to have details of their abuse, or their identities, made public. Therefore, the Court found this to be a clear violation of their constitutional right to privacy, despite the application of the state open records law.

One municipal law attorney in Missouri noted in discussing this case that perhaps a city faced with a request for access to such a report would benefit by filing a declaratory lawsuit to have a court determine such a release was required. I think that’s a good idea, too, although I admit that my viewpoint is tainted by knowledge that when a member of the media is sued by a public body over a Sunshine Law request, if the media wins the suit, it is entitled to its attorneys fees as an award!



Jean Maneke,
is MPA's Legal Hotline attorney.
Contact her at (816) 753-9000;
jmaneke@manekelaw.com.

Send requests for 2020 press cards

By Missouri Press Staff

Submit requests for 2020 press cards and 2020-2021 MPA auto stickers today by going online or emailing staffers' names to Kristie Fortier at kfortier@mopress.com

There is no charge for press cards or auto stickers for MPA members; please include a total number of stickers needed for your organization. In all requests, please include mailing information for your newspaper.

Because staffing changes occur



throughout the year, MPA does not keep a list of cards previously issued.

Members can also request copies of the 2020 MPA sticker calendar.

Email distribution list

Are all your staff who should be receiving Missouri Press emails signed up? Much of the Association's communication with our members is through email, and we want to ensure everyone stays informed. We also distribute statewide ads via email each week.

If your staff changes or we need to add someone, please send the names, job titles and email addresses to Matthew Barba at mbarba@mopress.com



CALENDAR

December

24 & 31 — Missouri Press' Columbia Office Closes at Noon

January

30 — Day at the Capitol, Jefferson City

February

3 — Best Ad Contest Deadline
17 — It Can Wait Local Deadline

March

31 — Better Newspaper Contest Deadline
31 — MPA Newspaper Hall of Fame Nomination Deadline

April

23-24 — Missouri Press Advertising and Marketing Executives, Lake Ozark

June

11 — First Amendment Golf Classic, Lake Ozark
12 — Show-Me Press Association meeting, Lake Ozark

September

24-26 — 154th Annual Convention and Trade Show, Jefferson City

Learn something new at NewsTrain in Nebraska

NewsTrain is bringing affordable training in digital-journalism skills to Lincoln, Neb., on April 4.

Register by March 4 to get the early-bird rate of \$75 for a full day of training in social, mobile, data, video and verification.

Missouri and other Midwest states have many small-to-medium sized newspapers that don't have the resources to train journalists. That's where NewsTrain comes in.

Sessions include:

- Using social media as powerful reporting tools,
- Storytelling on mobile: making smart choices,
- Becoming a verification ninja,
- Edit smarter video on your smartphone, with #MobileJournalism evangelist Geoff Roth, and
- Mining data for enterprise off any

beat, with USA Today Senior Reporter Matt Wynn.

Experience NewsTrain's highly rated training; attendees regularly judge sessions as 4.5, with 5 as highly useful and highly effective.

The early-bird rate of \$75 includes two light meals. Plus, the first 20 registrants receive a free, yearlong, online subscription to The AP Stylebook — a \$22 value. Discounted hotel rooms start at \$99 a night.

Journalists, journalism educators and journalism students from diverse backgrounds are invited to apply for competitive scholarships, which cover their registration, by Feb. 19.

Started by Associated Press Media Editors in 2003, NewsTrain has trained more than 7,500 journalists.

Learn more and register at:

bit.ly/LincolnNewsTrain2020

Funds available for local journalists to attend ethics conference

On April 24, 2020, the Center for Journalism Ethics will host its 12th annual journalism ethics conference at the Wisconsin Institutes for Discovery in Madison, Wisconsin.

The Center is also offering travel stipends, providing a way for local news journalists and editors from around the

country to attend and engage with the critical issues facing their communities and newsrooms. They will be offering \$1,000 stipends to 10 people.

If you are interested in learning more, please contact Matthew Barba at mbarba@mopress.com or Mark Maassen at mmaassen@mopress.com

Missouri Press Classifieds: Who is looking for YOU?

WEEKLY PAPER FOR SALE:

County-seat weekly newspaper situated in the Missouri Ozarks. Located in a progressive community where new jobs are arriving, a new high gymnasium and municipal swimming pool are under construction and businesses are investing in new buildings. This provides a unique situation where the owner is retiring from a profitable and award-winning publication that has both a digital and print focus. To make inquiries, write mbarba@mopress.com or Missouri Press Association, 802 Locust St., Columbia, MO 65201. All inquiries

FOR SALE

will be held in strict confidence. 12-9

COUNTY SEAT WEEKLY FOR SALE:

Missouri — County seat weekly, strong cash flow and profit, 2,500 paid circulation; great location near metro area, limited competition. Contact Dennis DeRossett at (217) 725-5900. 10-14

WEEKLY NEWSPAPER FOR SALE:

Newspaper for Sale in Fast-growing Platte County. Lively, growing town on Missouri River,

but owners of this prize winning community newspaper are ready to retire. Paid circulation, active web site, two face book accounts, subscription list, a paid e-edition list plus computer equipment, printers and copiers, desks and chairs, file cabinets, archives and lots more. Great opportunity for someone who wants an active, fulfilling and involved small town lifestyle. Rent or buy building, or move to your preferred location.

For more information email wcnews@embarqmail.com or call 816-640-2251. 8-26

PRINT PERSONNEL:

Growing regional printing facility seeking personnel for operations.

Positions in management and general operations.

Skill sets required: leadership, materials, management, supervisory, safety, mechanical background, estimating.

Send resume to job512541@gmail.com 12-9

SMALL TOWN EDITOR:

Editor needed in what was voted the Most Beautiful Town in Missouri. Hermann MO is looking for an editor for our small town paper. Benefits include 401K, health insurance, paid vacations and time off. This small office brings a family feel to local news. Candidate will be in charge of all writing in print and digital. This job would make a great stepping stone for a new reporter or great pace to make a permanent home.

Send resume to publisher Cathi Utley at hacmgr@lcs.net 11-26

MULTIMEDIA SPORTS

WRITER: Begin a career you are proud of as a Multimedia Sports Writer

What do we offer You?

- An opportunity to diversify your portfolio with print and digital storytelling opportunities

- Tools to perform your job to the highest potential, including training and up-to-date technology

- Flexible scheduling and competitive pay without being stuck in the office

- Great company benefits, including

HELP WANTED

medical, dental, life, mileage reimbursement, PTO and a 401K package

What is like to work for us?

- We focus on what it takes to make You successful in your job, preparing to inform and engage with an active audience

- As part of a family-owned business, you will develop strong team-building and family-like relationships with co-workers

What does it take to work for us?

- Be a sports-minded creative self-starter and storyteller, publication experience helpful

- Have strong two-way communication skills, oral and written

- Understand photography techniques and social media trends; Adobe Creative Cloud experience a plus

- Be able to manage time and effectively multi-task

Apply today! Email amy.neal@mycouriertribune.com with resume, cover letter and writing samples. 11-25

SPORTS EDITOR:

Weekly paper in east-central Missouri seeks sports editor to cover multiple high schools in the county. This is a great opportunity to work for a small, family-owned company where community journalism still matters. InDesign and Photoshop experience preferred. Full-time position with benefits package (health, dental, vision). Send resume and samples to Matthew Barba at mbarba@mopress.com 11-4

ADVERTISING DIRECTOR:

Phillips Media Group (Harrison Daily Times) is looking for a highly motivated, creative Multimedia Sales Manager to lead of our print and online advertising sales team. This is a challenging opportunity for an individual who possesses an understanding of marketing and advertising with a proven ability to develop effective and creative sales programs for small and medium-sized businesses. Located in the beautiful Arkansas Ozarks, we also produce niche publications and a tourism magazine.

This position requires the ability to develop specific market solutions based on client formal needs analysis. The ideal candidate should possess a high level of business sales acumen, marketing experience, digital understanding and creative flair.

Our group is comprised of three daily newspapers, six weeklies plus shopper and affiliates. We enjoy a high quality of life and a low cost of living. As a team leader, your voice will be heard and your opinion matters. We offer an excellent pay plan and benefits programs including mileage reimbursement and other expenses, medical, dental and vision plans, paid personal time, life insurance and a 401k program. The typical work schedule is Monday-Friday, 8 a.m. to 5 p.m. Earning potential (salary plus commission) is in the high 40s or greater with success. To apply for and learn more about this position, send resume with cover letter to jim@phillipsmedia.com. Phillips Media Group is an Equal Opportunity Employer. 10-22

Missouri Newspaper Heritage Trail will highlight state's long history in journalism

From Vicki Russell
MPF Board President

At a recent meeting of the Missouri Press Foundation board, members agreed to work on the idea of creating a "Missouri Newspapers Heritage Trail" as a means of better educating the public on the importance of a free press in general and newspapers in particular.

Missouri has a rich heritage in newspaper publishing. The first newspaper west of the Mississippi – outside New Orleans – was published in St. Louis. Two legendary newspaper barons, Joseph Pulitzer and William Rockhill Nelson, made their fortunes in St. Louis and Kansas City, respectively. In addition, the world's first School of Journalism was created at the University of Missouri's Columbia campus in 1908. Even today, Missouri has an extraordinary number of daily and weekly newspapers considering its population of 6.16 million.

I'm sure all of you are familiar with various trails of this type. For example, there is a Missouri Civil War History Trail that leads people to the various

Civil War sites of historic significance within the state. Usually, a visitor gets a "passport" stamp when visiting each site, which encourages people to complete the suggested tour. This memo is intended as a means of getting us closer to defining the historic sites within the state that the public would be encouraged to visit.

Please respond by January 3 with suggestions for additional stops on our trail.

Below is a sampling of sites that could be included on a Missouri Newspaper Heritage Trail. Many more possibilities exist and are being documented.

St. Louis – Location of the first newspaper published in Missouri and one of the first in the Louisiana Purchase territory, the *Missouri Gazette*, July 12, 1808.

Hannibal – Home of Mark Twain, the famous humorist and novelist whose career started work as a typesetter at the *Hannibal Journal*, owned by his brother, Orion.

Florida, Mo. – Florida is about 15 miles east of Paris, Mo. At Florida is

a state parks museum with the house in which journalist and novelist Mark Twain was born and a well-stocked collection of Twain archives.

Columbia – The new Center for Missouri Studies has a rich collection of microfilm of Missouri's newspapers, 1808-Present.

Franklin – Home of the first country newspaper in Missouri, the *Missouri Intelligencer and Boon's Lick Advertiser*, April 23, 1819.

Bloomfield – The military newspaper Stars and Stripes was founded by Union troops in Bloomfield in 1861. It was restarted by a native Missourian, Gen. John J. Pershing, in World War I and restarted again by Gen. Dwight D. Eisenhower in World War II. It continues to be published daily to serve U.S. troops around the world.

Paris – Hometown of H.J. "Jack" Blanton, the noted Country Editor made famous by Norman Rockwell's 1946 cover of the *Saturday Evening Post*.

Thank you for your suggestions. Again, please respond by January 3 to mbarba@mopress.com.

grow **Local Engagement...**
connect with **New Business...**
produce **Game-Changing Revenue...**

With **Automated Print & Online Event Calendars**
From **Evnt & Metro**



ONE **Attract Event Marketers & Readers With Free Online Calendar Posting**

Event marketers send and syndicate their events to your online calendar for free with the Evnt online marketing platform.

TWO **Create Revenue With Ready-to-Upsell Add-Ons**

Approach online event advertisers with a variety of ready-to-implement upsell opportunities like print calendar advertising, "featured" placement or "editor's pick" status, voice marketing and more valuable add-ons.

THREE **Reverse-Publish to a Print Calendar Instantly**

Turn your online calendar into a ready-to-publish print calendar with the click of a button.

Ready to revolutionize your local event and entertainment advertising to produce profits of \$50K+ in the first year? **Contact partners@evnt.com now!**

METRO

CREATE. SELL. PROFIT.

Missouri Press Advertising and Marketing Executives



2020 BEST AD CONTEST

Your readers have been responding to your ads all year.
Now it's time to let the contest judges have their turn. Enter TODAY
and be RECOGNIZED by your peers.

The contest will be judged by South Carolina Press Association.

Enter online at: betternewspapercontest.com; find the 2020
Missouri Best Ad Contest and find your newspaper listed by city
name first.

If you need your password or email reset for betterbnc.com OR feel
your newspaper is in the wrong class, please contact Kristie Fortier
at kfortier@mopress.com or call 573.449.4167 ext. 301

DETAILS

Make plans now to attend the Missouri Press Advertising and Marketing Executives meeting being held on April 23-24, 2020, at Camden on the Lake in Lake Ozark. Winners will be recognized, and awards presented Thursday, April 23, 2020. Event Registration form will be available after January 8, 2020, at www.mopress.com under EVENTS.

Entries must have been published between January 1, 2019 and December 31, 2019.

To download this document, go to: <http://mopress.com/ad-contest/>

CONTEST RULES

The contest is open to all staff members of publications holding ACTIVE or ACTIVE ONLINE membership in the Missouri Press Association.

All entries must be submitted as FULL-PAGE electronic tearsheet files. Please name the file(s) in a way that clearly identifies the ad(s) being submitted for judging. You may also circle or include other graphic markings to indicate which ad(s) is/are to be judged.

All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

Note: For large files, you may use Dropbox, Google Drive, Scribd or issuu to create a remote digital file and share the url. Please make sure the file is public, made shareable or that a password is provided, so it can be printed for judging and/or display purposes. For smaller files, you can use PDF or Word Documents.

ENTER ONLINE AT: betternewspapercontest.com

Find: 2020 Missouri Best Ad Contest | Deadline Feb. 3, 2020

A fee of \$7 per entry must be paid online, mailed or called in by time of entry deadline. Pay online at: <https://bit.ly/2Lq6FVe>. If mailing payment, please mail check to: MPAME Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167 ext. 300.

Entries submitted that do not conform to the rules or category descriptions will not be judged, and entry fees will not be refunded. If you have any questions, call 573-449-4167 or email kfortier@mopress.com

CLASSES

Weeklies

Class 1 | 0-2000

Class 2 | 2,001-5,000

Class 3 | 5,001 and Up

Non-Weeklies (Publishing 3 + times/ week)

Class 1 | 0-10,000

Class 2 | 10,001 and Up

Contest Administrators have the authority to combine classes if divisions have less than 4 entries in them.

ENTER ONLINE AT: betternewspapercontest.com, 2020 Missouri Best Ad Contest | Deadline Feb. 3, 2020

DEE HAMILTON SALES PRO AWARD

Criteria:

- **Served as Ad Director** OR an Ad Manager for 10 or more years
- **Excellent management/sales skills**
- Employed by a past or present member of Missouri Press Association
- **Nomination** must be submitted through BetterNewspaperContest.com (listed as category 23) along with supporting documentation why this nominee is deserving of the award

Who was Dee Hamilton? **Dee Served as Missouri Ad Managers'**

Association President in 1993 and worked for the Buffalo Reflex from 1978-1993, she passed away from cancer in Sept. of 1994. Dee embodied the spirit of a true sales pro and it is our honor to bestow this award in her name.

CONTEST CATEGORIES

01. Best Full-Page Ad - Judging based on originality, layout, copy and creativity. NO HOUSE ADS. NON-WEEKLIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).

02. Best Ad Smaller Than A Full Page, No Smaller Than 1/4 Page - Judging based on originality, layout, copy and creativity. NO HOUSE ADS. NON-WEEKLIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).

03. Best Ad Series (3 or more ads) - Each entry will consist of at least three ads with a continuing theme for a single advertiser. Judges will consider the basic idea, layout, copy, typography and originality. Two classes. NON-WEEKLIES and WEEKLY.

04. Best Single House Ad - Judging based on originality, layout, copy and creativity. NON-WEEKLIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).

05. Best Ad Smaller than 1/4 Page - Judging based on originality, layout, copy and creativity. NON-

NEW for 2020! ACCOUNT EXECUTIVE OF THE YEAR

Criteria:

- **Served** in Ad Sales for 1 or more years
- **Excellent sales skills** – revenue driven, this person goes above and beyond revenue expectations for your newspaper.
- Employed by a past or present member of Missouri Press Association
- **Nomination must be submitted through BetterNewspaperContest.com** (listed as category 24) along with documentation supporting why this nominee is deserving of the award

WEEKLIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).

06. Most Creative Use of Full Color in An Ad - Non-paid section covers do not qualify. NON-WEEKLIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).

07. Best Special Section – Can be a one-time special section OR regularly scheduled. Judging based on originality, layout, copy and creativity. NON-WEEKLIES - (2 circulation classes will be used in this

category). WEEKLIES - (3 circulation classes will be used in this category).

08. **Best Cover Design for a Special Section** – Judging based on originality, layout and creativity. Two Classes NON-WEEKLY and WEEKLY. **NEW CATEGORY FOR 2020!**

09. **Best Single Classified Display Ad** - Judging based on originality, layout, copy and creativity. Two Classes NON-WEEKLY and WEEKLY.

10. **Best Classified Section** - Each entry will consist of tearsheets from three (3) classified sections from three consecutive issues from either July 2019 OR December 2019. Judges will consider organization and attractiveness of pages, headings, etc. Two classes NON-WEEKLY and WEEKLY.

11. **Best Newspaper Promotion** - Awarded in recognition of the best ORIGINAL newspaper promotion idea in print OR digital. To be judged on reader appeal, originality and creativeness in promoting your newspaper. Limited to three entries per newspaper, either single idea or series. Two classes NON-WEEKLY and WEEKLY.

12. **Best Shared/Signature Page** - Judging based on originality, layout, copy and creativity. NON-WEEKLIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).

13. **Best Advertising Sales Tool** - Sales tools may include but are not limited to the following: research studies, promotion calendars, fliers, newsletters, rate cards, etc. - anything used by the sales staff to aid its

selling activities. Two classes NON-WEEKLY & WEEKLY.

14. **Best Ad Designer** - Submit portfolio of 3-5 examples by the same designer. Entry can include examples of paid ads and/or house ads. Any number of designers may enter this category. Two classes NON-WEEKLY and WEEKLY.

15. **Best Online Ad Designer** - Submit hard copies of 1-3 examples by the same designer. Entry can include examples of paid ads and/or house ads. Any number of designers may enter this category. Two classes NON-WEEKLY and WEEKLY.

16. **Best Ad Content Entire Publication** - Submit 3 issues of ENTIRE publication. One copy shall be from month of May 2018, one issue from month of August 2018 and one issue of your choice. 2 classes NON-WEEKLY and WEEKLY.

17. **Best Multimedia Campaign** - Entry may be a series campaign, special page or issue or any other ad campaign using a combination of print, digital, and/or social media platforms. These entries will be judged based on originality of the campaign; creativity; makeup; layout and design; use of art and photos. Two classes NON-WEEKLY and WEEKLY. **NEW CATEGORY FOR 2020**

18. **Best Idea to Grow Revenue** - Submit explanation of marketing strategies and activities used to grow advertising revenue during the contest period. Advertising can be in print or digital media such as websites, newspaper along with samples and links as needed. Two classes NON-WEEKLY and WEEKLY.

19. **Best Print Advertising Campaign** - Judging based on originality, layout, copy and creativity. Submit description of print campaign series during the contest period in **the newspaper's print edition**. Submit samples and links as needed. Two classes DAILY and WEEKLY. Submit samples and links as needed. Two classes NON-WEEKLY and WEEKLY.

20. **Best Sponsored Content/Native Advertising** - These ads are designed to look like traditional editorial content that would appear in the newspaper or on your website but are paid for by an advertiser. They can also be printed and presented as an entire newspaper section, inserted the same way within a newspaper as store fliers, comics sections, and other non-editorial content. Judging is based on originality, layout, copy and creativity. Two classes, NON-WEEKLY and WEEKLY.

21. **Best Newspaper-Produced Insert** - Judging based on originality, layout, copy and creativity. Note: you may use Dropbox, Google Drive, Scribd or issuu to create a remote digital file for large files. Please make sure the file is public, sharable or a password is provided so it viewed and printed. Two classes NON-WEEKLY and WEEKLY.

22. **Best Newspaper-Produced Event** - Include promotional materials, including print, digital and social media, a description of the event, number of participants and revenue produced. Two Classes NON-WEEKLY and WEEKLY. **NEW CATEGORY FOR 2020!**

ENTER ONLINE AT: betternewspapercontest.com, 2020 Missouri Advertising Best Ad Contest | Deadline Feb. 3, 2020



In partnership with Missouri Press' member newspapers

What: It Can Wait campaign between AT&T, Missouri newspapers

When: Spring 2020, with a local deadline of February 17

Who: Missouri high school-age students

What: Have students write an essay or produce a 60-90 second 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?"

Students must also create a Twitter campaign message of up to 280 characters

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: Each statewide winner, essay and video, will receive \$750
For more information, contact Matthew Barba