



CALENDAR

**2015
March**

- 11-12** — Missouri Advertising Managers' Association Meeting, Camden on the Lake, Lake Ozark
- 19** — NNA Leadership Summit, Arlington, Va.

June

- 11** — Porter Fisher Golf Tournament, Lake Valley Golf Course in Camdenton
- 12** — MPA/MPS/MPF Board meetings (morning); Show-Me Press meeting (afternoon), Old Kinderhook
- 24-28** — ISWNE Conference, Columbia

September

- 10-12** — 149th Annual MPA Convention, Columbia

October

- 1-3** — 129th NNA Convention, St. Charles, Mo.,

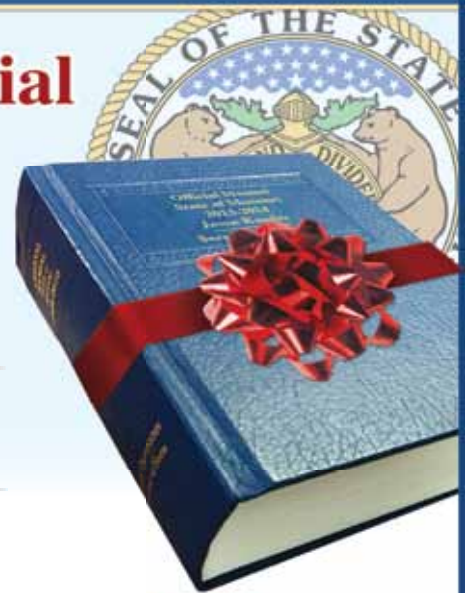
Missouri Press Association Bulletin

No. 1302 — 17 December, 2014

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Upcoming Webinars

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Newspaperbaton: Promoting
Newspapers and Communities**
Thursday, January 8
Presenter Laura Nakoneczny,
North Carolina Press Association
Register at www.regonline.com/Newspaperbaton

**What's Next for Classified?
Making 2015 a growth year**
Friday, January 9
Presenter Janet DeGeorge,
Classified Executive

**Making Digital Editions Really
Work for Your Newspaper**
Thursday, January 15
Presenter Jakob Fenger,
Mirabel Technologies

**Think Bigger than
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Thursday, January 29
Presenter Steve Gray,
Morris Communications

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Coming Soon!

Thanks to all the volunteer judges from the MPA, Colorado's recent Better Newspaper Contest judging has been completed.

Next up: The MPA will soon be recruiting judges for the Georgia Press Association's Better Newspaper Contest. Stay "tuned" for details.

Stay up-to-date with Webinars

Because Missouri Press promotes the programs of the following organizations, they allow MPA members to get their training webinars and programs at reduced or member rates. Visit these sites to find out about the latest webinars offered and/or to explore archived webinars:

-Inland Press Association: www.inlandpress.org/training/

-Local Media Association: www.localmedia.org.

-Online Media Campus: www.onlinemediacampus.com.



Gashouse Gang serial a home run

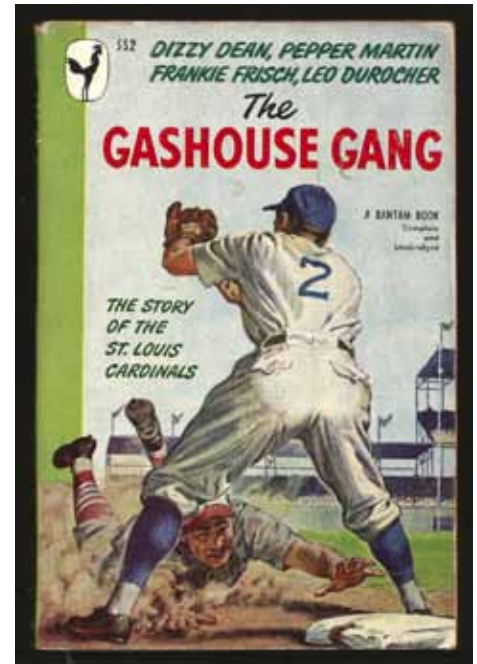
Serialized story set for late December release

The 2015 Reading Across Missouri Project, a serialized story on The Gashouse Gang, is gaining momentum.

The story is being written by "Lily's Story" author Carolyn Mueller, of St. Louis. Nick Hayes, the British illustrator who drew pictures for our 2014 story and created amazing images for the children's book version, "Lily, A True Story of Courage and the Joplin Tornado," has agreed to bring our new story to life with his art.

Watch MPA News magazine and mopress.com for details on the story, which should be available in late December for use after Jan. 1, 2015.

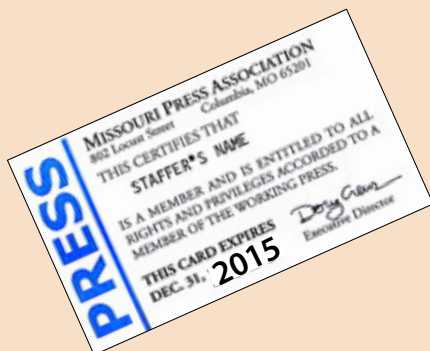
Last month, 43 Missouri newspapers downloaded features from MPA's Famous Missouri Journalists series. We promoted the use of the series to kick off National Newspaper Week in early October, but these stories about Missouri's journalism pioneers can be used at any time. There are 10 features in the series, including the four added this year about Walter



Williams, Lucille Bluford, Mary Paxton Keeley and Walter Cronkite.

To access the features, visit mo-nie.com and use code: [mojournalists](http://mojournalists.com).

Request your 2015 PRESS CARDS



If someone on your staff needs a 2015 press card, email the person's name to kwilliams@socket.net.

Get your Missouri Blue Book! Supplies Limited! Order Today!

The Missouri Press Foundation urges you and your newspaper to consider purchasing copies of the 2013-2014 Missouri Official Manual (Blue Book) and giving those copies to your local public libraries and schools. It also makes a GREAT PERSONAL GIFT for the Holidays!

Purchasing two, three, even four copies of the Blue Book will help the Foundation meet its sales goal of 2,500 copies by the end of December. Recently, one Missouri Press member newspaper bought 16 copies of the Blue Book to give to its local libraries and schools.

The Blue Book represents a historic reference book on Missouri government. Library patrons and school students

will refer to this book for generations to come.

Also, why not print out the order form and distribute the form to local county officials? And, post the form in your office's front window.

The Blue Book was out of print until earlier this year, never to be published again as ink-on-paper, until the Missouri Press Foundation stepped in and brought it back as a hardcover book.

With every purchase, you are helping to keep the Blue Book IN PRINT!

Thank you for buying a Blue Book (or a few Blue Books).

Sincerely, Missouri Press Foundation

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http://www.mopress.com/_lib/files/Missouri_Official_Manual_MPF_Order_11_4.pdf



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Keys: transparency, documentation, named sources

Fact-checking a sensitive story

by Jane Elizabeth, *American Press Institute*

Earlier this month, on the same day *Rolling Stone* magazine issued an apology for errors in a jarring story about campus rape, a small newspaper in western Virginia published an investigative series with similar sensitivities. The series told the stories of dozens of nurses who stole and became addicted to their patients' drugs, threatening the lives and health of the patients and themselves, and bringing shame and chaos to their families and communities.

But in its transparency, *The News Leader's* "Addicted Nurses" series was different: No one in the story was anonymous, documents were provided, videos were recorded. And the staff's fact checkers were named.

The story began a year earlier when the paper looked into the case of James Colus Walker, a former local nurse addicted to cocaine. By the end of the year-long project, the staff had tracked 2,366 nurses who had been cited for such violations.

Another sensitive story about a hidden crime. This one with transparency, fact checking, named sources.

William Ramsey is the local editor of the 20,000-circulation newspaper and the lead editor on the "Addicted Nurses" project. For the American Press Institute's Fact-Checking Project, Ramsey explained how and why the publication examined and changed its fact-checking efforts to produce the series.

API: For the "Addicted Nurses" series, *The News Leader* was able to publish interviews with nurses who were addicted to drugs — who even stole their patients' drugs — and use their real names. How were you able to accomplish this?

Ramsey: In our small newsroom, we help each other. So reporter Patricia Borns gave us some names from state records, and we all slowly contacted people through Facebook, phone calls and door knocking. Our best source was a nurse whom Borns slowly built a rapport with. The fact that we don't use anonymous sources or fake names, per standing policy, helped persuade people to tell their stories on the record. Also, we sent certified letters to two dozen of the Virginia nurses whose public records we were reporting, and we got a trickle of calls from people wanting to talk.

API: The Virginia Nurses Association would not be interviewed for this story. Why not, and do you think this affected your ability to provide crucial information to your readers?

Ramsey: We're not quite sure why association officials wouldn't agree to an interview. We tried repeatedly. I think it's related to the culture of silence around this

workforce topic in Virginia. Luckily, enough clean and addicted nurses spoke with us. We didn't need the VNA.

API: Can you describe how the fact checking was conducted for this series?

Ramsey: We had a multi-pronged approach. We generated a list of every factual statement (not actual copy) from the main stories and sent it to state officials, who used investigators and PIOs to verify the information... We also sampled a percentage of our hand-built database and determined an error rate, which was really low. We... made a Google spreadsheet for the team, using it to log verification of each fact, the source, the person checking and a note when a change was made to the draft.

For personal stories, I did some interviewing of the reporter's sources that I don't normally do. For example, I spent two hours in the living room of one nurse's parents, checking background details... Also, I showed some early confidential drafts of our main story to a nurse I trust, to get expert reaction.

API: You made a point of highlighting your fact checking... Why was the fact checking different for this project?

Ramsey: We were able to take our time. There was no rush to publish. And we needed to be an authority on this subject to make statewide claims about the system. We're a small daily paper far from the state capital. We'd lose credibility if we made a mistake on the subject-matter details. The nurses who shared their difficult personal stories with us also deserved accuracy at a different level than is possible when you're covering daily news...

API: What is the return on investment for the labor-intensive fact checking of "Addicted Nurses"? Are you able to measure fewer errors or increased credibility?

Ramsey: We received little critical feedback from readers and the state based on accuracy. We published online on a Friday at noon, and multiple Virginia public relations officials and experts started reading the digital content, a ton of material. By late Saturday afternoon, they had given us about a half-dozen reasonable small tweaks or corrections in the material, which we made instantly online and reflected for print publishing, which started the next day in the Sunday edition and ran for five days. And on the data side, our fact checking let us get to a much lower database error rate than I thought possible, really tiny.

We have had one correction. A drug rehab facility we mentioned where medical staffers go for treatment was listed correctly by name but had the wrong town after it. That's all.



Reader engagement: Instead of killing comments, try to fix them

(Mathew Ingram, GigaOm) -- Every month or so, it seems, a media outlet decides to get rid of their comments. The latest is *The Week*, which follows Reuters and Re/code, both of whom shut down their comments recently. Every outlet that does this says the same thing: conversation has moved to social media, etc. But as *New York Times* staffer Mat Yurow argues in a post at Medium, this argument is essentially a cop-out. Comments need to be fixed, not killed.

In its post about shutting down comments, *The Week* says that “in the age of social media, the smartest and most vibrant reader conversations have moved off of news sites and onto Facebook and Twitter.” But even if this is the case—which I’m not disputing—whose fault is that? Most sites have done virtually nothing to try and make their comment sections a more hospitable place for smart and vibrant discussion, so why wouldn’t it go elsewhere?

The Week piece also says that the site has “a deep respect for the intelligence and opinions of our readers.” But not enough respect, apparently, to allow those readers to post their thoughts about its articles on the same page where those articles appear.

Instead, readers are forced to try and track down the writers and editors of the magazine on various social networks and then do their best to find the conversation about whatever article they are interested in, and then convince someone on the staff to engage with them. What many news outlets seem to mean by the discussion “moving to Twitter and Facebook” is that it’s much easier to ignore.

Engagement equals value

Yurow, by contrast—who works on the audience development team at the *New York Times*, and before that worked for *Huffington Post* and Bloomberg—believes as I do that handing over a key component

of your relationship with readers to Twitter and Facebook is a mistake. Not only does it give up something valuable, but it suggests to readers that their comments and interaction aren’t worth the trouble:

“To simply give up, and hand our most engaged users over to Facebook and Twitter is a major loss to an industry that is in dire need of loyalty. We need to come up with real, sustainable solutions—solutions that view community through the lens of modern culture, technology and business. It is imperative that we save comments. We owe it to our readers, we owe it to our writers, and we owe it to ourselves.”

Comments are broken, Yurow argues, because most publications have not put the time or resources into trying to make them work, and so they have become troll and spam-filled backwaters that everyone tries to avoid. But that’s not the fault of readers—it’s the fault of publishers for not seeing their relationship with their readers as being of value.

So how can this perception of comments be turned around? Yurow outlines several ways in his post.

For one thing, media sites could look at the actual return on investment that they get from engaging with readers—which is real, and can be measured. It’s easier for sites with subscriptions to do this, since they can track how many commenters eventually “convert” into being subscribers. But it’s not that hard to tie reader time spent with

things that matter to your business, whether it’s advertising or something else. As Yurow points out:

“Commenters do (at least) two things most site visitors do not: they explicitly demonstrate interest in your product, and they willingly hand over their email address. In any other business, we’d call these people ‘warm leads.’ In media, we call them trolls.”

Readers deserve our time

The other key point I agree with Yurow on is that many sites are to blame for their own troll-filled comments, because their writers and editors fail to engage even with the intelligent commenters, and so the predictable happens—flame-wars and offensive behavior take over. As blogger Anil Dash pointed out in a post in 2011, if there is bad behavior in your comments then you as the site owner are partially to blame.

Yurow notes: “It is important that some action is taken to remind readers that their voice is being heard. This can come in the form of a featured comment, a short response, or even a strategic email or tweet. Will this completely stop belligerence at the bottom of the page? Absolutely not. But it will help set the expectation of civil discourse and conversation.”

Among other things, Yurow also suggests that publishers try to figure out some way to make comments more relevant for more readers — whether it’s by having editors and writers highlight or point out interesting comments (something *Forbes* and other sites such as Gigaom already do), or by using algorithms and other tools such as reader votes to surface the best, something the *New York Times* itself has experimented with in the past.

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Education:

MU School of Journalism ranked No. 1

by Tom Gilbert, NewsPro/TVWeek

The University of Missouri School of Journalism in Columbia was once again far and away the No. 1 choice as the top J-school in the country in the annual NewsPro-RTDNA Top Journalism Schools poll of news professionals.

Missouri handily claimed the top spot in the 2014 survey, trailed by second-place University of Georgia's Grady College of Journalism and third-place Northwestern University's Medill School of Journalism, Media, Integrated Marketing Communications.

The survey was distributed on TVWeek.com and to members of the Radio Television Digital News Association, with 673 respondents participating.

The 106-year-old Missouri School of Journalism — the oldest J-school in the

country — is known for its “Missouri Method” that enables students to receive hands-on training in real news media, including the school-owned KOMU-TV, the NBC/CW affiliate for Columbia and nearby Jefferson City, Mo. MU also operates the local National Public Radio station, KBIA, and produces “Radio Adelante,” a Spanish-language radio program.

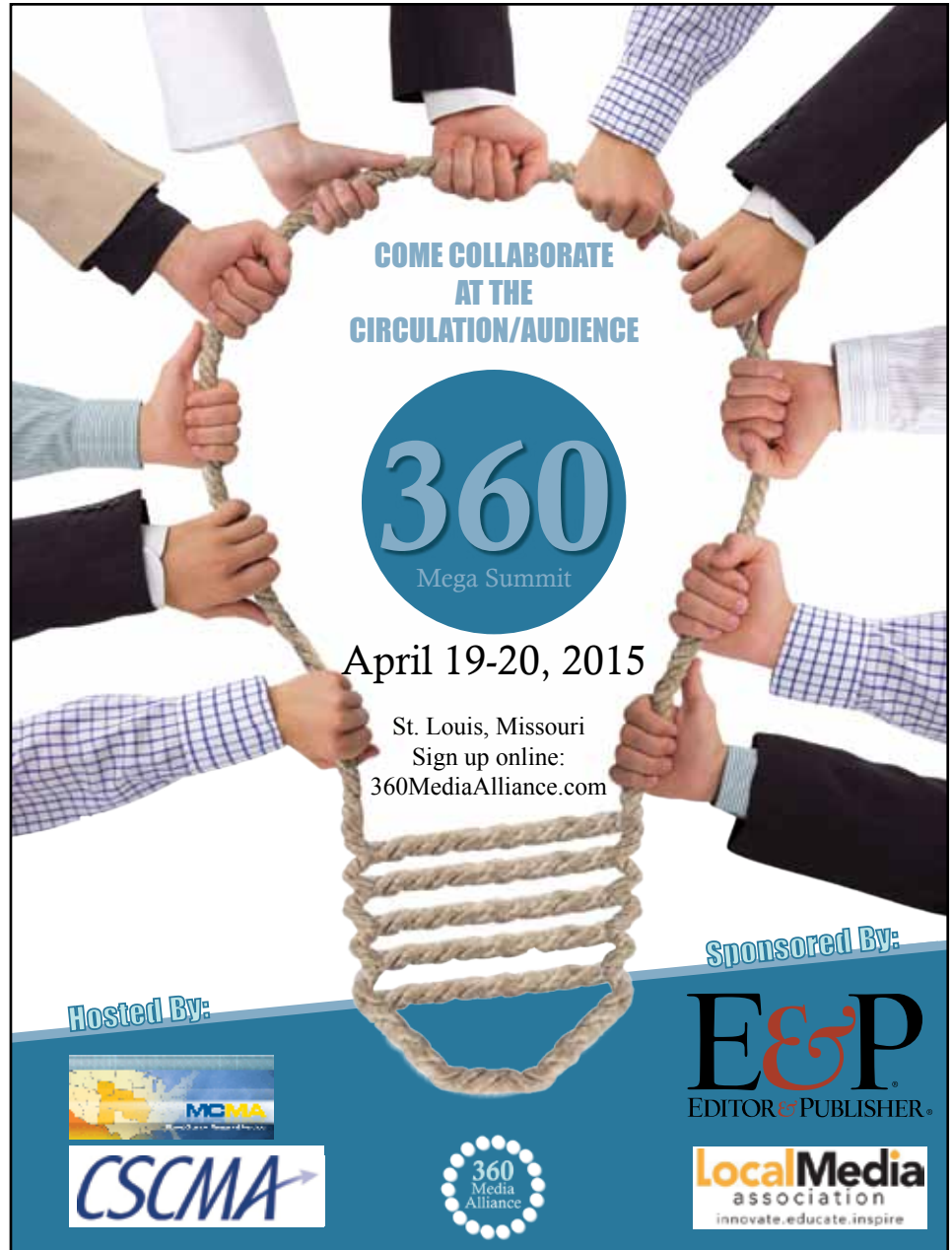
Some of the approximately 2,250 J-school students also get practical experience at the school's *Columbia Missourian* publications, which include

a website, a digital suite of apps, a print publication and e-books, and at *Vox Magazine*, which publishes a weekly iPad edition and a daily culture and entertainment blog called VoxTalk.

Asked why they selected a certain school as their top choice, responders were quite detailed in their answers. As can be expected, Missouri time and again won praise for its real-world approach. “The Missouri Method. You get real world, hands-on experience (and lots of it) before you even graduate,” wrote one of the many school's supporters.



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Press Freedom: Journalist murders in Syria a shocking new trend

(Reuters) -- The beheading of journalists by Islamist militants in Syria this year showed that reporters face a dangerous new threat, media freedom organization Reporters Without Borders said recently.

While the overall number of journalists killed around the world was down 7 percent in 2013, to 66, the nature of some of the killings was of great concern, the Paris-based group said in an annual report.

“The Reporters Without Borders round-up for 2014 highlights an evolution in the nature of violence against journalists and the way certain kinds, including carefully-staged threats and beheadings, are being used for very clear purposes,” it said.

“Rarely have reporters been murdered with such a barbaric sense of propaganda, shocking the entire world,” the report said.

The deadliest country for journalists this year was Syria, where 15 were killed, followed by the Palestinian territories, especially Gaza, then eastern Ukraine, Iraq and Libya.

China is the country where most journalists were jailed, followed by Eritrea, Iran, Egypt and Syria, the report found.

The number of journalists kidnapped rose 37 percent this year to 119, of which 90 percent were local reporters, with most

cases in the Middle East and North Africa.

Some 40 journalists are still being held hostage worldwide.

Due to “diverse forms of intimidation”, the report said, twice as many journalists fled into exile this year as in 2013.



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Editorial:

New year looks bright for newspaper industry

2015: Newspapers will provide more collaboration, engagement, content

by Caroline Little, president/CEO, NAA

The past 12 months have been an invigorating time for the newspaper media business. The next 12 are shaping up to be even better.

In 2014, the newspaper industry overflowed with new ideas, technologies and content. Our industry developed better ways to reach readers and give them more of what they want – more stories, more engagement, more personalized information, and more content on their preferred platforms.

The future of the newspaper media industry is across all platforms, from print to digital to mobile.

For example, our colleagues across the industry boldly experimented with technologies such as Google Glass, drones and automated technology to enhance reporting and developed new forms of interactive stories.

Thanks to a wealth of information about digital news consumption, we are able to analyze data to personalize content, identify trends and create better products for both consumers and advertisers. Newspapers' digital content audience rose to 166 million unique adult visitors in October – a record high.

The segment of readers accessing content exclusively on mobile exploded by 85 percent last year, according to comScore, and we expect that trend to continue.

This growth offered new insight into our readers. In fact, the fastest growth for mobile content came from women ages 18-24 and men ages 25-34. Cutting-edge technology, immediate information and engaging social media content are important to these readers, and each of those things will be a key component of publishers' strategies in the next year.

It's now time to build on this success and move forward with exciting initiatives to better serve and inform our communities. Here are three ways the industry will accomplish that objective:

More collaboration

Sometimes, all it takes is a creative idea. I believe that next year, we will see

more partnerships between newspaper media and new start-ups, collaborating to bring news and information to readers by whatever method they choose to engage.

In 2014, NAA launched the Accelerator Pitch Program as a way to directly connect winning start-ups with industry executives at our annual NAA mediaXchange conference. I was delighted to find so many entrepreneurs focused on the newspaper media space, with fresh visions for maximizing our content, interacting with readers and leveraging appropriate new technology. We are hosting the competition again in March at NAA mediaXchange 2015 in Nashville. The event will lead to a new wave of ideas and partnerships as we work together to serve our readers.

More engagement

One way to deepen engagement with local communities and offer something unique to loyal readers is to create and host specialty events. This has already proven immensely popular for newspapers such as the *Atlanta Journal-Constitution* and *Denver Post*. It is likely that more newspapers will engage in these across the country.

For the reader, engagement can involve giving them access to cooking demonstrations online when the food section is especially well-read. It can mean hosting bridal expos to feature the best local businesses; offering panels on key, local topics with recognized community experts; or holding a music festival for those who turn first to entertainment information. These types of unique and

targeted events foster a deeper engagement with readers, while having a positive impact on the community at large.

More content

The *Boston Globe* recently launched an expanded, stand-alone business section, recognizing the tremendous corporate and entrepreneurial growth in the region. Similarly, the *Dallas Morning News* will offer its third luxury lifestyle magazine in 2015, leveraging journalists' insights and storytelling strengths to discuss home designs, furnishings and elegant living in North Texas. The *Omaha World-Herald* has expanded its digital offerings with niche websites, aimed at popular categories in Nebraska such as high school sports and the outdoors.

These are all examples of publishers understanding their readers and community, and offering more of what they like – whether that is more local news coverage, unique videos or expanded content. It's about customizing offerings to each reader and finding new ways to offer more of what matters to the community.

"More" is the best word to describe what I expect from the newspaper industry in 2015. We have changed how people view newspaper media, and are doing even more. With technology, journalism and media engagement rapidly evolving, so does the business structure that supports those efforts.

We enter 2015 with more ways to build on the successes of 2014. I have every reason to believe these actions will pay off for our readers, our advertisers and our industry.



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COMMUNITY NEWS REPORTER: The *Mexico Ledger*, Mexico, Mo., a five-day daily, is searching for a community news reporter with digital savvy. Developing relationships within the community will be crucial. While you will work with our editor, you will be independent in obtaining story ideas and sources. Experience with digital cameras, video and social media is a must. To apply, submit a cover letter, résumé and three writing samples -- as well as any photo samples -- to The *Mexico Ledger*, 300 North Washington, Mexico, MO 65265, or email Brenda Fike at bfike@socket.net. 12-1

REPORTER, PART-TIME: *Springfield Business Journal*, an award-winning weekly niche publication in southwest Missouri, is seeking a part-time reporter. Expertise in AP style is required; three to five years of reporting, ideally in business, is preferred. The position offers competitive hourly pay up to 30 hours per week. Send résumé and clips to Eric Olson, editor, eolson@sbj.net or PO Box 1365, Springfield, MO 65801. 12-1

COMMUNITY NEWS REPORTER: The *Pittsburg (Kan.) Morning Sun*, a six-day daily, is searching for a community news reporter. The reporter must have a digital-first mentality, engaging readers with timely reporting and social media. Developing relationships within the community will be crucial. While you will work with our editor, you will be independent in obtaining story ideas and sources. Experience with digital cameras, video and social media is a must. To apply, submit a cover letter, résumé and three writing samples -- as well as any photo samples -- to Andrew Nash at anash@morningsun.net 11-25

EDITOR: The *Moberly Monitor Index* (GateHouse Media, Inc.) is recruiting for an editor. We're looking for a hands-on, visible leader who can manage an editorial department and other areas of the business. Position requirements: reporting; supervising the editorial staff; scheduling, assigning and editing news content in both print and digital products; leading regular staff meetings; overseeing newsroom training; coordinating community outreach activities. Candidates must have knowledge, experience and a passion for digital, and creative talent with exceptional communication, time-management and planning skills. Bachelor's degree in journalism, marketing or business preferred with demonstrated experience. Competitive compensation package and excellent benefit programs. Send resume and cover letter via email to: mhargus@moberlymonitor.com or mail to: Moberly Monitor Index, c/o Marsha Hargus, 218 N. Williams St., Moberly, MO 65270. 11-24

PUBLISHER/MANAGER: for Lakeway Publishers Inc. - Middle Tennessee Company - seeks professional hands-on results oriented leader who can direct a diverse staff and foster a collaborative team; build relationships with the public; and utilize digital tools and time-tested hard work of feet on the street. Candidate should have intuitive ability to drive gains in multiple revenue streams and bottom line results; and be goal-driven, a leader, enthusiastic, and self-motivated. If you would like a full-time position with benefits in a company that is driven and dedicated, then please send your resume and salary expectations to cthrm@lcs.net 11-24

EDITOR: The *Kearney Courier* is looking for a multi-talented journalist who can be the driving force of our news and features reporting for print and online. The ideal candidate will have three years of experience writing a variety of content for a daily or weekly newspaper, have experience with photography and page design, and be familiar with AP style and social media trends. A bachelor's degree in journalism or a related field is preferred. The *Courier* is a part of NPG Newspapers, a family-owned company based in St. Joseph, Mo., that offers competitive pay and benefits. To apply, send resume, cover letter and 3 to 4 examples each of writing, photography and page design to amy.neal@npgco.com. 11-24

SPORTS COPY EDITOR/PAGE DESIGNER: The *Quincy (Ill.) Herald-Whig*, an award-winning seven-day newspaper, is seeking an experienced sports copy editor/page designer for our universal desk. Duties include: editing local copy, daily page design, Web editing and social media. Knowledge of InDesign is a plus. Quincy is a community of 40,000 on the banks of the Mississippi River in West-Central Illinois. The *Herald-Whig* offers a comprehensive employee benefits package with everything you expect and more. The *Herald-Whig* is an equal opportunity employer. To apply, send a resume, references and samples of your work by mail to Christina Wilson/Human Resources, The Quincy Herald-Whig, P.O. Box 909, Quincy, IL 62306, or by email to cbwilson@whig.com. 11-24

EDITOR: The *Fulton Sun*, a five-day morning newspaper in Mid-Missouri, is looking for an editor. The newspaper excels at providing community journalism to readers in Fulton and Callaway County. The editor is responsible for the day-to-day operation of the news room, which consists of three full-time news reporters and a two-person sports staff. Candidates for the position should have a bachelor's degree in journalism or a related field, exceptional skills in grammar, spelling and punctuation, knowledge of AP style, design experience, an attention to detail and a track record of meeting deadlines. A connection to Mid-Missouri is a plus. Send a resume, cover letter and samples of your work to gary@newstribune.com. 11-19

PAGE DESIGNER: The *Sentinel-Record*, Hot Springs, Ark., has an immediate opening for a newspaper page designer. Experience with Adobe InDesign is preferred. You will have the opportunity to work on all sections of the paper, including sports. Resumes, cover letters, and PDFs of work samples may be submitted by email to Mark Gregory, editor, at mark@hotsr.com. Benefits include health insurance, 401k, and profit sharing. EOE 11-19

REPORTER: The *Sentinel-Record*, a morning daily newspaper in Hot Springs, Ark., has an opening for a full-time time reporter (5 days a week, 40 hours total) to cover law enforcement and the court system in Garland County, Ark., and surrounding areas. Health insurance and 401K provided, dental and vision optional. Email any examples of your work along with a resume and cover letter to Mark Gregory, Editor, at mark@hotsr.com. EOE 11-19

EDITOR needed for high-energy weekly community newspaper in Mena, Ark. We are a family owned company of newspapers We seek an experienced, existing writer/editor or a #2 looking to make a move up and prove their abilities. A journalism degree is desired, but will consider other with appropriate work experience in newsroom applications. You will cover everything from local government, hard news to ribbon cuttings and education. We are searching for a candidate to become a part of our small community and build relationships. Proven experience with Macintosh, Quark and Photoshop is required. Skill in photography a plus. We offer an excellent competitive salary, paid holidays, vacation and health insurance. The *Mena Star* is a 4,500 circulation weekly community newspaper, nestled in the Ouchita Mountains of Arkansas. To apply, please submit your resume, cover letter and samples of your work to: clark@menastar.com 11-19

EDITOR: The *Columbia Daily Tribune*, an award-winning afternoon daily, has an immediate opening for Associate City Editor. Duties include planning and supervising coverage of business news and other local news, supervising reporters, editing and assigning stories, and interaction with the public about news coverage. Responsible for assignments and editing for weekend editions. Works closely with the city editor to manage and organize daily news report. Familiarity with the use of social media in news application is preferable. Successful candidate will be a demonstrated newsroom leader with substantial reporting background and editing experience. Benefits include vacation, sick, & holiday pay; health & dental insurance; 401(k); use of employee gym including basketball court. Email resume, salary requirement and samples of your work to srinehart@columbiatribune.com or mail to Columbia Daily Tribune, Attn: HR, P.O. Box 798, Columbia, MO 65205 EOE / Drug free Workplace 11-6

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