



CALENDAR

June

- 19 — Southeast Missouri Press Association meeting, Cape Girardeau
- 20 — Northwest Missouri Press Association meeting, Maryville (tent.)
- 26 — MPA Golf Tournament, Eldon
- 27 — MPA/MPS Board meeting in morning, Country Club Hotel and Spa, Lake Ozark
- 27 — Show-Me Press Association meeting in afternoon, Country Club Hotel and Spa, Lake Ozark
- 27 — MPF Board meeting in afternoon, Country Club Hotel and Spa, Lake Ozark

July

- 11 — Sunshine Coalition Board meeting, 3 p.m., MPA, Columbia
- 18 — Ozark Press Association meeting, Springfield (tent.)

September

- 25-27 — 148th MPA Convention, Holiday Inn Select, Columbia

October

- 2-5 — NNA Annual Convention and Trade Show, San Antonio
- 10 — Sunshine Coalition Board meeting, 3 p.m., MPA, Columbia

Missouri Press Association Bulletin

No. 1302 — 15 May, 2014

Show-Me Press Association registration deadline is June 6

The Show-Me Press Association's annual meeting is scheduled Thursday, June 26 through Friday, June 27 at the Country Club Hotel in Lake Ozark.

Registration deadline is June 6.
Hotel registration deadline is May 28 to lock in \$92 rate.

The theme of the meeting is "Red,

White and News."

Featured presenters will speak about creating new revenue streams, local political coverage, working with print centric sales teams to sell digital solutions, circulation ideas, and more.

Registration fee is \$30 per person prior to June 6. The fee includes lunch. After June 6, the fee increases to \$40.

See [detailed registration form attached](http://www.mopress.com/magazine.php) or view here: <http://www.mopress.com/magazine.php>
Call 913-294-2311 for more.



Southeast Missouri Press Association regional meeting planned June 19

The Southeast Missouri Press Association has scheduled a regional meeting, hosted by the Missouri Press Foundation, Thursday afternoon and evening, June 19, in Cape Girardeau. **Details and a registration form are attached to this Bulletin.**

Registration begins 4 p.m. in the University Center Ballroom on the campus of Southeast Missouri State University.

Jean Maneke, Missouri Press hotline attorney, will be the featured speaker on the program beginning 4:30 p.m.

Dinner and networking begins 6:15 p.m. and the meeting will conclude by 7:30 p.m.

Members of the SEMO Press Board of Directors met by conference call April 11 to discuss the organization's future. The board members decided to plan the June 19 meeting, assisted by the Foundation, in hopes of providing a casual, informative, networking opportunity for newspaper members in the Southeast Missouri region.

Register now, mark your calendar, and plan to attend the June 19 SEMO Press meeting in Cape Girardeau.



Porter Fisher Golf Classic June 26 in Eldon

The MPA Porter Fisher Golf Classic is scheduled 1 p.m. Thursday, June 26, at Eldon Country Club. Cost is \$40, which includes lunch and cart.

A registration form is attached or can be found at www.mopress.com/current_forms.php.

Registration forms for coming MPA activities can be found at mopress.com/current_forms.php.



Friend of Missouri Press Membership Application

The Missouri Press Association has received an application for "Friend of Missouri Press" membership from the Raytown-Brooking Eagle, <http://www.raytowneagle.com>, published by Diane R. Krizck, 11780 E. 83rd St., Raytown, MO 64138, editor@raytowneagle.com, (816) 313-0202.

Membership applications are considered by the MPA Board of Directors at its first meeting after this notice has been published in at least three issues of the MPA Bulletin or eBulletin.

The next meeting of the MPA board is scheduled June 26, 2014 in Lake Ozark.

Anyone with comments about this application should email them to Doug Crews, Executive Director, MPA, at dcrews@socket.net. (2nd notice)

Apply now for Community Public Service Grant

The outstanding work of smaller news organizations continues to be a priority of the Associated Press Media Editors as it announces the third year of the Community Journalism Public Service Initiative.

Media companies in metropolitan areas of 100,000 or fewer people are encouraged to apply for the grant. The recipient will receive \$1,000 to jump-start the initiative and a trip to the annual APME Conference Sept. 15-17 in Chicago, Ill. to present the project.

To enter: Draft a proposal of 500 words or less and include examples of how you would approach the project. It should be multiplatform, include social media, and address a long-standing community issue. Last year's winner was The Sedalia Democrat for its "Meth at the Crossroads" series.

To apply, go to <http://www.tfaforms.com/232227> and fill out the online form. The deadline for applications is May 31. The grant will be awarded in June.



Upcoming Webinars

**InDesign 101:
Introduction to InDesign**
Thursday, June 12
*Presenter Russell Viers,
Atomic News Tools*

**Handling Objections,
Follow-up & Optimizing
Sales Performance**
Thursday, June 19
*Presenter Allan Barmak,
The Barmak Group*

**Register at
onlinemediacampus.com**

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Editorial Writing, First Amendment Award contests are announced by SPJ

The Society of Professional Journalists has opened nominations for the Eugene C. Pulliam Fellowship for Editorial Writing and the First Amendment Award. Applications are due by June 22.

The \$75,000 fellowship presents an editorial writer the opportunity to travel, take courses or pursue independent study or other endeavors that enrich their knowledge of a public-interest issue. The fellow produces editorials or other writings within 18 months of receiving the award. A grant from the Sigma Delta Chi Foundation (SPJ's supporting foundation) supports this educational fellowship.

The other fellowship includes a \$10,000 award and salutes individuals, groups or organizations who work to preserve one or more of the rights guaranteed by the First Amendment. Since 2002, the award has kept Pulliam's passion for the First Amendment alive by recognizing similar values in journalists, educators, news organizations and free-speech and press advocates.

Nominate a worthy person, group of people or organization for the Pulliam First Amendment Award. Visit SPJ's website at <http://www.spj.org/apulliam.asp> to learn more.

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AP advises: keep it short

(The Washington Post) -- Brian Carovillano, AP's managing editor for U.S. news, recently sent a memo to staff saying stories are getting too long and the news co-op's members "do not have the resources to trim the excess to fit shrinking news holes."

Most stories should be between 300 to 500 words, Erik Wemple reports, and state top stories shouldn't be longer than 700 words.

Carovillano suggests ways to hit those targets. No. 1: Stick to the word count you were assigned. No. 2: "Consider using alternative story forms either to break out details from longer stories, or in lieu of a traditional text story."

'Oh no! My computer crashed! I should have uploaded my newspaper to Newz Group.'

Missouri Press Association members can get FREE digital backups of their newspapers by simply uploading their newspapers to MPA's digital archiving partner, Newz Group, which is based in Columbia. This process costs you nothing and a digital backup of your newspaper would come in very handy if/when your computer (server) crashes. That happened in Centralia when a storm knocked out the *Fireside Guard's* server. The PDFs the *Guard* had sent to Newz Group allowed it to restore important files quickly.

As members of MPA, newspapers already must mail four copies of every issue of their newspapers to the MPA office in Columbia. That requirement of membership remains in effect. Emailing PDFs of each issue allows MPA to speed up its services and to create a robust, searchable database of public notices from around the state.

MPA urges all of its members to upload PDFs of every issue they publish. If you are not yet doing so, please join the many newspapers that are uploading their PDFs to MPA's FTP site. This process, in addition to providing a backup, allows Missouri Press to build its online database of public notices. It also provides digital tearsheets of advertising placed by Missouri Press Service for those advertisers who demand digital tearsheets.

Many newspapers are paying fees for digital, offsite backups. You don't have to pay for this service, but you do have to email your PDFs to Newz Group.

Get started at <http://www.newzgroup.com/digitalarchive.php>. Or contact Ian Buchanan at Newz Group, ibuchanan@newzgroup.com or 573-474-1000 for the simple instructions.

That website has a link to information detailing Newz Group's relationship with MPA and the benefits of digitally archiving your content with Newz Group.

If you have concerns or questions about this MPA project, contact Doug Crews, executive director of Missouri Press, dcrews@socket.net, 573-449-4167.



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Farming is worthy of coverage every week

Ag news serves more than farmers

(by Duane Dailey) -- Farm news remains big news in Missouri. Agriculture is a major economic driver for the state and part of the economy of every county. For community newspapers, farming is worthy of coverage every week. Yes, even in the urban fringe.

Recently released numbers remind us of farming vitality. Missouri has more cows than any other state except Texas. Missouri has more farms than any other state except, you guessed it, Texas.

At last farm census, Missouri had about 50,000 cow-herd owners. That's a big audience needing news about modern beef production. Also, they need local supplies and services from local advertisers.

A couple of years ago, an MU dean told his farm advisors that the College would stop all printing. No bulletins. No stories to newspapers. All news for farmers would be on his website.

Farmers rose and spoke as one. They want to read farm news in their local newspaper, as always. Rural readers have not heard that print is dead. The generation of farmers that owns land and cows still read news held in their hands.

The cow business has changed -- not as much as hogs and poultry or corn and soybeans -- but, all agriculture has changed. Farmers and consumers need to know that. Every week, there are stories from MU Extension and College of Agriculture, Food and Natural Resources.

Long ago, I helped MU editors work with newspaper editors. We proposed that if they filled the bottom of a farm page with ads, we'd send stories to fill the top. Some of those pages still function. Editors run farm pages to benefit community, farmers, ag businesses -- and their newspapers.

The most widely-grown crop in Missouri is forage. Our hills are covered with grass and clover. The way to harvest forage, cow food, for profit is by grazing. Herds earn income to buy feed, seed, fertilizer and ag services.

A big story, still developing, is belated federal disaster payments from the drought. In 2012, farmers lost forage and cattle. Now they can recoup losses. But, it's tough getting word to all. USDA Farm Service Agency has no funds for newsletters. They rely on e-mail and local newspapers.

I get feedback on stories. Recently, a woman wrote she has lived in a "farm town" all her life. She knows farmers who attend her church. But, she said, she had no idea that farming was so complex. The perception of "Old McDonald" persists.

People in town read farm pages and learn about their neighbors. It's overlooked that people in town inherit farms they, in turn, rent to farmers. Land owners need farm news.

As I started this story, I saw an item in the *Marshall Democrat-News*. They started a monthly farm tabloid to serve readers in their rich agricultural area along the Missouri River. I predict that paper will be well read and serve that region.

Release of the 2014 ag census gives details about farming in every county. That's news for farmers *and* local businesses. Community newspapers can localize that data.

MU Extension celebrates 100 years of service this year. Educational needs are greater than a century ago. Founders of Agricultural Extension assumed the connection from the Land-grant University to the people would be through local newspapers. That's still a viable cooperative concept.

Duane Dailey is Senior Writer and Professor Emeritus, Agricultural Journalism with the University of Missouri. He has been writing Extension stories for 55 years. He can be reached at: daileyd@missouri.edu.



America's First Wireless Newspaper

(Editor and Publisher) -- It's hard to imagine that people used to receive their news by carrier pigeons, but before 1903, that was the case with the residents of Avalon, located on the small Southern California island of Catalina. According to the website Gizmodo, if island residents wanted to know what was going on with the rest of the world, they had to rely on the carrier pigeon system and copies of the *Los Angeles Times* arriving by boat.

That all changed when Catalina received the country's first "wireless newspaper" March 25, 1903. Named *The Wireless* and published by the *Times*, the newspaper printed the latest news sent wirelessly from Los Angeles via Morse Code. The Early Radio History website reported that a summary of the *Times'* news was telegraphed every morning to a wireless station on the coast, where it was transmitted throughout the island. Then, the Avalon editor added his local items before getting the paper out. In addition to world news, *The Wireless* included local island happenings, tourist information, and sporting and social events.

*Farmers...
want to
read farm
news in
their local
newspaper,
as always.*



Subcommittee being considered to focus on development;
Foundation to begin paying pledge to museum

Missouri Press Foundation meeting minutes

The Officers and Directors of the Missouri Press Foundation held their annual meeting May 1, 2014, beginning at 1:30 p.m. in the William A. Bray conference room, Missouri Press Association building, Columbia.

A quorum being established, the meeting was called to order by President Betty Spaar. Attending were: President Betty S. Spaar, First Vice President Wendell Lenhart, Second Vice President Kirk Powell, Secretary-Treasurer Doug Crews, Chuck Haney, Bill Miller, Sr., Vicki Russell, R.B. Smith III, Edward Steele, James C. Sterling. Excused absent were: Directors Dave Berry, Tom Miller and Dane Vernon; Honorary Directors Emeritus Wanda A. Brown, Rogers Hewitt and Wallace Vernon, Also attending: Melody Bezenek, Foundation Executive Director.

President Spaar and Board members welcomed Melody to the Missouri Press staff.

The Foundation members unanimously approved the minutes from meetings of February 1, 2013, April 25, 2013, and June 27, 2013. Motion by Vicki Russell, seconded by Chuck Haney.

The Annual Financial Report, completed by James R. McGinnis, CPA of Gerding, Korte & Chitwood, was presented by Doug Crews. Copies were distributed to those in attendance. The Financial Review was unanimously approved after a motion by Chuck Haney, seconded by Bill Miller, Sr.

Doug Crews presented the proposed annual Foundation budget for 2014. The 2014 budget was unanimously approved after a motion by Vicki Russell, seconded by R.B. Smith III.

Copies of the Foundation Board's conflict-of-interest policy were distributed and signed by board members. No potential conflicts of interest were reported by members. Copies of the policy will be requested from Board members who were absent.

President Betty S. Spaar stated her desire to step down as president. A unanimous vote was held to elect Vicki Russell as Foundation President. Motion by Betty Spaar, seconded by R.B. Smith III.

Vicki Russell will appoint a nominating committee to fill two openings left by deceased members, Robert W. Wilson and William E. James. The committee will meet and bring recommendations to the June meeting.

The following were elected unanimously as Directors for another term: Bill Miller, Sr., Kirk Powell, and Dave Berry after a motion by R.B. Smith III, seconded by Vicki Russell. The terms will expire in 2017.

A unanimous vote was held to elect Edward Steele to Director Emeritus. Motion by Chuck Haney, seconded by Kirk Powell. Mr. Steele has announced plans to move from Columbia to Oregon this summer.

A unanimous vote was held for the following officers to be elected for another one-year term: Wendell Lenhart, First Vice President; Kirk Powell, Second Vice President; Doug Crews, Secretary-Treasurer. Motion by Bill Miller, Sr., seconded by R.B. Smith III.

Bill Miller Sr. reported that he will be closing the Missouri Photojournalism Hall of Fame in Washington, MO at the end of

this calendar year. The Hall of Fame will hold its 10th induction in October. He would like to see it moved to Columbia. The board will explore options and discuss again at the next meeting.

Doug Crews presented information on printing options for the Blue Book. The Foundation Board voted unanimously to authorize Doug to enter an agreement with RR Donnelley to print 2,500 copies and to ask if they will print a brochure advertising the book. Motion by Wendell Lenhart, seconded by R.B. Smith III.

Doug reminded the Board that the Foundation has pledged \$56,600 to the Friends of Arrow Rock for the renovation of the Missouri Press Newspaper Print Shop Museum. Ed Steele has pledged \$10,000, and the Foundation has recently donated \$2,000, leaving \$44,600 to be raised. The Board unanimously voted to begin payments of the pledge, spreading them over the maximum period allowed by the terms of the gift. Motion by Bill Miller, Sr., seconded by Vicki Russell.

Roundtable discussion was held on the following topics:

- New director, Melody Bezenek's, upcoming projects and priorities. Vicki Russell would like to see a subcommittee appointed to focus on development. It was suggested that the subcommittee be made up of people who have already donated. It also was suggested that the NIE Committee, lead by Dawn Kitchell, focus on how to build that program.

- Doug Crews reported that the Foundation will host the Southeast Missouri Press Association's district meeting June 19 in Cape Girardeau. The following day will be the Northwest Missouri Press Association's district meeting in Maryville. It was suggested that we look at packaging newspaper training programs and offer them in locations around the state.

- Vicki Russell volunteered to assist the bylaws committee in reviewing the Foundation's bylaws and mission.

- The Foundation Board began discussion of Society of 1867 and Page Builders programs' recognition and the need to update the Foundation's web site.

- Additions to the Newspaper Toolbox were discussed. The possibility of a subcommittee was discussed for this project, as well as possible members.

- Ideas on how to get more participation by college students at the annual Missouri Press Association convention were discussed. It was suggested that we be sure to include programming for them.

- The group expressed its belief that the raffle baskets were not working as a fundraiser at the annual convention.

The Foundation Board will meet again in the afternoon of June 27, at the Lake of the Ozarks, following lunch. The Country Club Hotel will be the site. A meeting time will be determined and sent to the members.

There being no further business, a unanimous vote was held to adjourn the meeting. Motion by Chuck Haney, seconded by Bill Miller, Sr.

Respectfully submitted, Melody Bezenek, MPF Executive Director



What kind of language should be allowed in news stories?

Fit to print? Not so d--m fast.

(by Tom Kent, Associated Press) -- The issue of publishing obscenities and vulgarities is back with us. Several recent articles have raised again the question of what kind of language news organizations should allow in their stories.

Last month, Jesse Sheidlower, president of the American Dialect Society, declared in a *New York Times* op-ed that society has become much more comfortable with vulgarities in recent decades, "but the stance of our news media has barely changed at all."

Two thoughts from here on the overall vulgarity issue:

First, I'm not sure everyone's OK with news media keeping up with the latest vulgarities. For instance, if our stories were as laced with things "sucking" as common speech is, readers might find it very tedious very fast.

Second, if the AP news report is any indicator, our use of language once considered unprintable has eased quite a bit.

As I noted the other day to Adam Offitzer of the American Journalism Review, a couple of decades ago even "damn" and "hell" were words we thought twice about before putting on our wires. We don't sweat them much now. (The AP Stylebook even specifies official spellings for damn, damn it and goddamn it.)

We've used other obscenities, too, when we felt the context of a story really required them. But they deserve some debate before publication: Are they essential to a reader's understanding of the story, or just casual vulgarity we can leave out?

This goes to a valid point Sheidlower makes: if the reader needs to know the specific obscenity used to understand the story, we should convey it one way or another.

Sheidlower noted the common half-way approach to this issue: obscuring part of an obscenity. We do hyphenate in some cases, as when we wrote about the play "The Motherf----- With a Hat." We've also bleeped out obscenities on our audio news services. Example: Joe Biden's comment at the Affordable Care Act signing ceremony that the law is "a big f--ing deal." Even with hyphens and bleeps, there's no mystery to readers what we have in mind.

But why bother with hyphens and bleeps at all?

We believe most AP subscribers — web and mobile news sites, broadcasters and newspapers — still want certain obscenities obscured.

It's also our own opinion that loading up our services with gratuitous obscenities cheapens our work and is of service to no one.

Certainly this issue will evolve, at the AP and elsewhere. We try to keep close to our subscribers' preferences. *The New York Times* recently adjusted its vulgarity standards. In the view of its public editor, Margaret Sullivan, "The new language strikes me as a good move. It keeps the standards high, but may help journalists avoid having to twist themselves into knots when writing about the title of a book or web site, or quoting a public official."

Maintaining high standards, while still communicating clearly, is what we all should aim for.

Tom Kent is standards editor with The Associated Press.

It's also our own opinion that loading up our services with gratuitous obscenities cheapens our work and is of service to no one.

E-book available for newspaper ad sales pros

A new e-book, titled "Advanced Selling Skills For The Advertising Sales Pro," has been released by author Bob Berting. The book offers solutions to advertising sales professionals' day-to-day problems, including many valuable tips for both entry level to experienced advertising salespeople. It is an important guide to "break old habits with increased self-discipline."

Berting is a newspaper marketing expert, sales trainer, sales seminar and workshop leader, columnist in many national and regional newspaper trade publications, and has conducted more than 1,500 live seminars and tele-seminars for advertising sales staffs, their customers, and print media associations.

Readers can get more information by going to www.adsalespro.com where they can see the table of contents and a sample first chapter before deciding to order the book at \$24.95.

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College Papers & Programs

Thoughts from two noted experts on the subject



Kevin Slimp

I asked my new friend, Kevin Schwartz, to coauthor a column about the trend of college newspapers toward reducing print days or moving away from print to digital. Kevin is going to hate that I told you this, but *College Media Matters* recently referred to Kevin as “Dean of the College Media Business.” He knows his stuff.

You can read for yourself what Kevin, who was general manager of *The Daily Tar Heel* student newspaper at the University of

North Carolina for 20 years, thinks about this trend.

I'd like to address another related topic: the trend for university journalism programs to dismiss print altogether.

I asked my friend, Bill Elmore, Chief Operating Officer of a large utility company, the following question yesterday: “If the business college at the local university taught courses and practices which didn't fit in with your corporate thinking, how would you handle that situation?”

His answer didn't surprise me, “We'd simply hire graduates from other universities. There are plenty out there.”

Journalism and communications programs should take note. In the Annual Survey of Journalism & Mass Communication Graduates released in August 2013, I found a lot of interesting information. Jobs are up, slightly for graduates. Salaries are up and most graduates find jobs in the journalism world.

I found a couple of statements regarding work activities of 2012 graduates especially interesting:

“Writing, reporting and editing for print remains the dominant of these activities.”

“Given the prominence of mobile communication, it is surprising that more graduates do not report that type of activity.”

I don't have much space this month, so let me pose a couple of questions:

- If writing, reporting and editing for print are the prominent activities for graduates of journalism and communications schools, doesn't it seem reasonable that those should be important parts of an undergraduate education?

- Isn't it time that journalism and communications programs stopped perpetuating the myth that “print is dead?” Obviously, it's still a dominant medium and will be for some time.

I speak at a lot of universities. I spoke at one this past week. Students are easy to influence. They will pretty much believe whatever their instructors tell them. I know that gadgets, phones, cameras and digital tools are cool. But if they want employment, they'll probably be working for print publications. I suggest we begin telling them the truth about this.

Kevin Slimp, “The News Guru,” speaks internationally to newspaper audiences. His columns can be found at kevinslimp.com.



Kevin Schwartz

Student or professional managers of a number of collegiate daily newspapers have provided a number of reasons the past few years for the decision to cut back a day of their print production or, more drastically, cut to weekly or completely digital.

Unfortunately, in most cases, it has simply been the most expedient way to deal with the twin challenges of dwindling advertising and circulation – a deadly combination at the nation's commercial dailies but a totally fixable issue at campus shops. The changes taking place are for all the wrong reasons and make no economic

sense. It is not going to save the organizations and will likely just quicken their eventual demise.

Most collegiate daily newspapers – and there are about 100 of them – derive 85-100 percent of their generated revenue from their print editions (absent of any school subsidy), which for most papers are published every day there is class.

In fact, a detailed financial survey of dailies in one group for the school year ending in 2012 and extrapolated over all dailies at that time show nearly \$70 million generated from the sale of all print advertising (campus, local, national, classified and inserts) and less than \$4 million in sales from all online and digital efforts.

So if you were the manager of one of these organizations, what should you do?

I would do anything in my power to run a platform-neutral news gathering and dissemination operation with the intent of keeping the print edition relevant, which is not an impossible task, although it certainly must seem like it to any group of eager students untested in the business world.

The truth is that today's college students – with all of the mobile devices at their disposal – will read their printed campus newspaper if it provides relevant content, is easy to obtain and remains free of charge.

There is not a generational barrier – there is a transactional barrier. It is simply harder to close the deal each morning because college dailies have not sufficiently modernized their distribution networks or focused enough on marketing to the reader.

Yes, the free newspaper needs to be marketed using the principles of single-copy distribution that the commercial newspaper industry has used forever. If you haven't been on a campus in a while, it might shock you that college students read printed things. And there is little local merchant budget available for untested digital options that may be developed and deployed by a collegiate newspaper staff.

Add to all that the fact that content quality has slipped overall as journalism schools produce far fewer news majors, today's student wants more things on her checklist by graduation besides a four-year stint at the Daily, and the ones still entrenched are asked to do more and more as digital responsibilities grow.

Publish quality content in every way you can – especially in the format that pays the bills.

Kevin Schwartz is the former general manager of *The Daily Tar Heel* at the University of North Carolina at Chapel Hill and now is a media consultant in St. Petersburg, Fla. Find him on the web at SchwartzMediaSolutions.com.

Marketplace

Please email your ads to bejones@socket.net. Ads are posted when received to mopress.com/jobs.php.

Ads on this page are free to members of Missouri Press Association unless the ad is for an out-of-state newspaper. Cost to non-members and for member ads for newspapers out of the state is 25¢ per word.



football tab in the fall. Must be willing to work in a fast-paced environment. The Lake Sun is a morning newspaper with a robust website, www.LakeNews-Online.com. Please send resume and clips to jmiller@lakesunonline.com. Lake Sun, 918 North Business Route 5, Camdenton, MO. No phone calls. 4-17

HELP WANTED

MANAGER/SALES REPRESENTATIVE wanted for Centralia Fireside Guard, an award-winning weekly newspaper located just a short drive from Columbia. Successful applicant will have strong management skills, sales experience in both print and digital, and be a motivated team leader capable of setting and meeting sales goals. Excellent benefit package includes health and dental insurance, 401(k), vacation, gas allowance, etc. Email resume to Walt Gilbert at lmovp@lcs.net. 5-2

SPORTS REPORTER: Award-winning newspaper in central Missouri is looking for a full-time sports reporter for a 5-day a week publication to join the staff of the Lake Sun. The position requires a journalism or related degree. Multimedia skills a must. Print design experience a plus. Competitive salary and benefit package. Candidates should have print, digital and photography skills. Be familiar with social media including Twitter and Facebook. Perfect opportunity for a sports reporter looking to gain experience covering prep sports for schools including Camdenton Lakers, School of the Osage Indians and Eldon Mustangs. In addition to prep sports, the reporter will gain experience with golf and boat racing events. The reporter will also be responsible for a weekly prep

MANAGING EDITOR: The Platte County Citizen, an award-winning weekly newspaper in the Kansas City, Missouri Northland area, is seeking a managing editor to handle day-to-day operations of the business. The preferred candidate will possess the following: strong management, organizational and people skills; extensive editorial experience in news, feature and sports reporting, including writing, editing, photography, page design and online/social media content; and the ability and willingness to represent the company in the community through coverage of meetings/events and involvement in community activities. This is an excellent opportunity for an experienced individual who enjoys community weekly journalism, meeting deadlines and organizing and managing a newspaper staff. Candidates may submit resumes/inquiries to editor@plattecountycitizen.com. 4-10

DESIGN EDITOR: The Jefferson City News Tribune is looking to hire an assistant design editor for its four-member design desk. Candidates must have a command of AP style, an ability to edit local and wire stories, write accurate and compelling headlines, and have a solid background in designing news and features pages. Two to five years of experience preferred. Experience with Adobe InDesign and Photoshop a must. Application deadline is April 1. Send resume, samples of work or a link to those samples to gary@newstribune.com. 3-20

FOR SALE

PRESS EQUIPMENT: 2 unit NewsKing w/KJ4 folder, two roll stands, air compressor, power unit, rolling 1-ton hoist, plate bender, punch, spare parts. Located on ground floor, easy take out. 2,000 dollars or best offer. Clarence Courier, 106 East Maple St., Clarence, MO 63437. Ph: (660) 699-2344, clarencecourier@centurytel.net. 5-2

OWNER WILL SACRIFICE DUE TO OTHER INTERESTS: River Hills Traveler, paid-circ, monthly outdoors paper, 125K annual sales, available now for 25K cash. Price includes subscription list, advertiser list, email list, three websites, Mac laptop, graphic and accounting software, vending racks, archives, desks, chairs, file cabinets and one stuffed raccoon. Perfect fit for couple who want a modest living and a huntin'-fishin'-floatin' lifestyle in the Ozarks. For more information, email estyron@rhtrav.com or phone 636-222-8714. 4-21



PUBLIC NOTICES

Public Notice advertising plays a unique role both in American history and in the process by which this country's democracy is preserved. Its one premise is that people must be informed if they are to govern themselves competently. Public Notice advertising first came into being with the Congress of 1792. That body, recognizing its responsibility to the people, required the Postmaster General to advertise for bids for the construction of new post offices. From that inauspicious beginning to the publication requirements in federal, state and local laws today, government officials have come more and more to understand their obligations to inform the public through Public Notice advertising. Newspapers over the years have been the vehicle by which these obligations have been fulfilled. They will continue to be as long as the public demands that it be informed frequently and by the best means possible.

A NEW PARTNERSHIP



dirxion
AT THE INTERSECTION OF DIGITAL AND PRINT

MPA HAS PARTNERED WITH DIRXION *to produce e-Editions for the bulletin and magazine.*

Based in St. Louis, Dirxion is a leading provider of digital publishing solutions that transform your print into identical digital editions and enhance it with interactivity. Several Missouri newspapers already use Dirxion to produce their e-Editions.

FOR MORE INFORMATION OR A FREE DEMO

call 888.391.0202

2014 Southeast Missouri Press Association Meeting

University Center Ballroom
Southeast Missouri State University
Cape Girardeau

Thursday, June 19th

4pm | Registration

University Center Ballroom

4:30pm | Featured Speaker | Jean Maneke
Missouri Press Hotline Attorney

6:15pm | Dinner and Networking,
meeting will conclude by 7:30

Attendance is \$20 per person

*University Center Ballroom is located at the corner of
Normal Avenue and Henderson Avenue.*

FEATURED SPEAKER



Jean Maneke
Missouri Press hotline attorney

Jean Maneke has been practicing media, publishing and entertainment law for more than 25 years. In addition to her work for individual clients, she serves as counsel to the Missouri Press Association.

She has counseled newspapers, magazines, broadcasters, book publishers, web site designers, authors, photographers, film and video producers, and recording artists both in Kansas City and across the country in the areas of libel, privacy, and copyright issues.

She is the author of many of the changes to Missouri's Sunshine Law since the 1990s. She was named to the Best of The Bar among Kansas City's lawyers in 2009 by the Kansas City Business Journal.

Please send payment along with this form to Missouri Press Foundation,
802 Locust Street • Columbia, MO 65201 • 573-449-4167 • Fax: 573-874-5894

Company: _____

Name(s) of Attendee(s): _____

Email Address: _____ Phone: _____

Payment Information

Check Included Visa Mastercard Please Invoice

Total attending: _____ \$20 per attendee, Total amount enclosed or to be charge to credit card:

Name on Card: _____

Card Number: _____

Exp Date: _____ Signature: _____

2014 MISSOURI PRESS FOUNDATION

PORTER FISHER GOLF CLASSIC

THURSDAY, JUNE 26TH

1 P.M. SHOTGUN; 4-PERSON SCRAMBLE

ELDON COUNTRY CLUB, ELDON



\$40
Greens Fee, Cart,
Prizes, Lunch

Be at the golf course by noon. We'll have lunch before teeing off. If you do not have a foursome, you will be assigned to one. If you wish to buy mulligans and / or make a contribution to the prize fund, you may add that to your registration check. Send this registration form and check to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167.

Please Consider a Contribution to the Trophy/Prize Fund

Would you personally or your company consider a contribution to the tournament prize/trophy fund? If so, you may add it to your registration check or send a separate check to Missouri Press Foundation. Your gift will be acknowledged at the golf course and in MPA publications.

Thank you.

DO OVERS! Mulligans: \$10 per player

(1 Mulligan per side). All proceeds above costs will go to Missouri Press Foundation. You may pay for Mulligans with registration or at the course before teeing off. Prizes awarded after golf.

Golf = \$40 per Golfer _____
Mulligans \$10 per player _____
Prize Fund _____
TOTAL: _____



Name(s): _____

Co. / Newspaper _____

Phone: _____

Email: _____

Directions to Eldon Country Club:
From Highway 54 take Eldon exit US 54-Bus./MO 52.
Go about 2 miles to Golf Course Road
(Phillips 66 on the corner and small signs on both sides of the road.)



ANNUAL MEETING | JUNE 26-27 **RED WHITE & NEWS**

Country Club Hotel, Lake Ozark | Room Rate: \$92.00 | 573.964.2200

Schedule of Events



Thursday, June 26

Noon | Porter Fisher Golf Tournament, Eldon Golf Club, Sponsored by Centurylink, see separate form for registration.
7:30PM | MPA/MPS/MPF Board Dinner, Bentley's Restaurant. Before dinner reception sponsored by the Lake Sun.

Friday, June 27

- 8-11:30AM** | Missouri Press Association, Service and Foundation Boards breakfast, meeting.
- 12:00-1:30PM** | Show-Me Lunch Program. Mark Nienhueser to discuss New Revenue Streams with Missouri Press Service. Speaker Scott Swafford, Local Political Coverage.
- 1:30-2:15PM** | 30 Hot Circulation Ideas in 60 Minutes with Kevin Quinn.
- 2:30-3:30PM** | "Proper Methods of Working with a Print Centric Sales Team to Sell Digital Solutions," Trace Deaton from Lake Media - GateHouse Media.
- 3:30-5:00PM** | Brews and Views Roundtable Discussions, one-on-one time with the speakers to answer questions and gain additional information.
 - **Mark Nienhueser**, Tips and Tricks to get the most out of your relationship with MPS
 - **Trace Deaton**, All Things Digital
 - **Kevin Quinn**, Circular Circulation Conversations
 - **Scott Swafford**, Political Coverage for this Election Year

**Registration Fee | \$30.00 per person including lunch Prior to June 6
\$40.00 per person after June 6 deadline.**

Name(s) of Attendee(s): _____

Company: _____

Address/Phone/e-mail _____

Please send registration and payment to Show-Me Press Treasurer Sandy Nelson
Phone: 913.294.2311 | Fax: 913.294.5318 | sandy.nelson@miconews.com | Miami County Newspapers
121 S. Pearl, P.O. Box 389 | Paola, KS 66071





BUILDING FOR THE FUTURE

Tired of hearing about the demise of newspapers?

Newspapers will be around for a long time to come, thank you.

However, to combat today's negativity about our industry, the Missouri Press Foundation announces its **BUILDING FOR THE FUTURE** campaign.

The Foundation intends to help secure the future of our newspapers by exploding the myths, increasing newspaper staff training, nurturing future journalists and being an overall champion for Missouri newspapers!

How to Help? Be a **PAGE BUILDER**. Donate the equivalent of one page of newspaper advertising per year to the Foundation. For individuals, donate tax-deductible contributions to become a **SOCIETY OF 1867** member.

HOW WILL WE BUILD FOR THE FUTURE?



The Missouri Press Foundation Board of Directors plans to hire a Director, with a background in fundraising, during the fourth quarter of 2013.



With increased funding, the Foundation will develop a Newspaper Toolbox to enable members to demonstrate the value of newspapers to local audiences. The Toolbox will cover such topics as: Exploding the myth that "newspapers are dead;" and helping newspapers build readership.



Increased funding to the Foundation will allow an increase in training opportunities for Missouri Press Association newspaper staff members in a cost effective way through a variety of meetings, whether online, at regional locations, or at the annual MPA Convention.



Increased funding to the Foundation will allow expansion of the Foundation's award-winning Newspapers In Education program to build reader habits among young people.



You are invited to be a partner in the Building For the Future project, the new Missouri Press Foundation effort aimed at better serving Missouri newspapers.



The Missouri Press Foundation is the only organization that exists solely to champion the future and quality of Missouri's newspapers. The Foundation seeks your newspaper's support as a **PAGE BUILDER**, contributing the dollar equivalent of advertising space to the Foundation.

The **PAGE BUILDER** program asks newspapers to donate the net proceeds of one page of advertising annually. **There are two ways to make this contribution: 1)** By authorizing Missouri Press Service to withhold the amount you pledge from your newspaper's advertising checks; **or 2)** A cash donation to the Foundation. Your **PAGE BUILDER** donation to the Missouri Press Foundation is 100 percent tax deductible.

SOCIETY OF 1867

As a **Society of 1867** member, you share the vision of historically significant Missouri institutions founded by the Missouri Press Association and Missouri newspaper journalists whose contributions laid the groundwork for the Missouri Press Association and its Missouri Press Foundation.

Society of 1867 membership is bestowed upon partners who recognize the important history of our organization's past and are dedicated to helping Missouri's newspapers meet the challenges and opportunities that lie ahead. Levels in the **Society of 1867** are achieved with outright or cumulative contributions by individual donors beginning in 2013.

The Missouri Press Foundation is a 501(c)(3) general not for profit corporation.



SOCIETY OF 1867 RECOGNITION OF DONORS

Joseph Charless, Missouri Gazette - Legacy Giving - \$25,000

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Wearable item displaying embroidered **Society of 1867** insignia with MPF logo
- Commemorative **Society of 1867** Lapel Pin
- Personal keepsake award presented during MPA Convention
- Individual Wall Recognition at MPA Headquarters
- Other special recognition to be determined.

Walter Williams Level - \$10,000

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Wearable item displaying embroidered **Society of 1867** insignia with MPF logo
- Commemorative **Society of 1867** Lapel Pin
- Personal keepsake award presented during MPA Convention
- Individual Wall Recognition at MPA Headquarters

The State Historical Society of Missouri Level - \$5,000

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Wearable item displaying embroidered **Society of 1867** insignia with MPF logo
- Commemorative **Society of 1867** Lapel Pin
- Wall recognition on **Society of 1867** Group Plaque at MPA Headquarters

Country Editor Level - \$2,500

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Item with **Society of 1867** insignia and MPF logo (valued at \$50 or less)

Editor/Publisher Level - \$1,000

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Item with **Society of 1867** insignia and MPF logo (valued at \$20 or less)

Eugene Field Level - \$500

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Item with **Society of 1867** insignia and MPF logo (valued at \$10 or less)

Other general recognition for each level:

- Discounts on individual registrations to MPF-sponsored training
- Special **Society of 1867** reception at MPA Convention

The Foundation's goal is for every MPA newspaper member to make an annual contribution.

BUILDING FOR THE FUTURE PLEDGE FORM



Return to: Missouri Press Foundation / 802 Locust Street / Columbia, MO 65201
Fax: 573-874-5894 Phone: 573-449-4167 Email: dcrews@socket.net

As a member, friend or associate of the Missouri Press Association . . .

___ I want to be a **PAGE BUILDER**. My newspaper pledges to donate the dollar equivalent of one page of newspaper advertising per year to the Missouri Press Foundation, beginning October 1, 2013.
 (through Missouri Press Service advertising check deduction.)

and/or

___ As an individual, I pledge to donate \$100 or more per year to the Missouri Press Foundation, beginning October 1, 2013.
 (Levels of Giving recognition for cumulative donations by individuals of \$25,000 to \$500 and more, above.)

or

___ My newspaper and/or I pledge to donate the following amount per year to the Missouri Press Foundation, beginning October 1, 2013.

\$ _____

___ I am interested in a Foundation representative to contact me.

Signed: _____

Print name: _____

Newspaper (if applicable): _____

Mailing address: _____

City/State/ZIP Code: _____

Phone number: _____

Email address: _____

Date: _____

802 Locust Street • Columbia, MO 65201 • 573-449-4167 • Fax: 573-874-5894 • www.mopress.com
The Missouri Press Foundation is a 501(c)(3) general not for profit corporation.