



## CALENDAR

### April

17-18 — Missouri Ad Managers' Association, Columbia Marriott

### May

- 1 — Missouri Press Foundation Board meeting, MPA office, Columbia
- 1 — MPA Past Presidents and Spouses Dinner, DoubleTree Hotel, Columbia

### June

- 19 — SEMO Press meeting, Cape Girardeau
- 26 — MPA Golf Tournament, Eldon Country Club
- 27 — MPA/MPS/MPF 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

### September

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

### October

2-5 — NNA Annual Convention and Trade Show, San Antonio



## QR Codes enhance ads in your paper

You can download free Quick Response Code generators and readers from the internet. Use them in your own and your advertisers' promotions.

Scan this QR Code with your smartphone. It will take you to the MPA website.

# Missouri Press Association Bulletin

No. 1301 — 16 April, 2014

## Nominate now for three top awards

Nominations are being taken now for three of the top awards of the Missouri Press Association and Missouri Press Foundation:

- **Missouri Newspaper Hall of Fame**
- **Missouri Photojournalism Hall of Fame**
- **William E. James Outstanding Young Journalist**

Anyone can nominate a person. **Deadline:** Nominations for all three of the awards must be in the MPA office by April 30. The Newspaper Hall of Fame and Outstanding Young Journalist awards will be presented at the MPA Convention in September in Columbia. Photojournalism Hall of Fame honorees will be inducted in October in Washington, Mo.

Nomination forms with the criteria for selection are attached and also can be found at [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php). Or, contact the MPA office and forms can be faxed or emailed ([bejones@socket.net](mailto:bejones@socket.net), 573.449.4167).

## Missouri Professional Communicators Spring Connect Luncheon April 26

Missouri Professional Communicators is hosting their Spring Connect Luncheon and 2014 Communications Awards 11 a.m. to 1:30 p.m. Saturday, April 26 at Maggiano's Little Italy, #2 The Boulevard, in Richmond Heights. Missouri winners of the 2014 MPC-NFPW Communications Contest will be announced at the luncheon.

A special appearance will be made at the luncheon by local author and long-time MPC member Joan Barthel, who will sign copies of her book, *American Saint: The Life of Elizabeth Seton*, recently released by St. Martin's Press.

KMOX Radio Morning Host Debbie Monterrey will be the featured speaker with her presentation, "Changing Media: Views from the Mike." Monterrey joined the KMOX staff in 2003. She began her radio career in Missouri while a student at Truman State University. After graduation, her radio career took her around the country to Greenville, S.C., Madison, Wis., and Columbus, Ohio. Her career also has taken her into the world of politics, where she served as press secretary for Wisconsin Gov. Scott McCallum and communications director for the McCallum for Governor campaign.

Since joining KMOX Radio, Monterrey has won numerous awards, including five regional Edward R. Murrow Awards from the Radio-Television News Directors Association. She received a Missouri Broadcasters Award for best feature reporting and a national AFTRA American Scene award.

**Spring luncheon** (continued on next page)



## 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](mailto:dcrews@socket.net). (First notice)



## 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](http://www.mopress.com/current_forms.php).

## Spring luncheon (continued from previous page)

Monterrey was named to the 2005 "40 Under 40" class by the *St. Louis Business Journal*. She is active in the community, helping numerous charities in the St. Louis area.

The cost of the luncheon is \$30 for members, \$28 for students and \$35 for non-members. The menu includes country-style tomato-basil soup, salads, orzo pasta, roast beef/shaved chicken/grilled veggie sandwiches, fresh bread, fruit platter, desserts, coffee, tea and soda.

To register, mail check (payable to MPC-NFPW) postmarked by Saturday, April 19, to: Roxanne Miller, 277 Oak Path Drive, Ballwin, MO 63011-3439.

For more information contact: Roxanne Miller, 636-346-4137, [mpcnfpw@gmail.com](mailto:mpcnfpw@gmail.com). Location/parking information can be found at: <http://locations.maggianos.com>.

## Southeast Missouri Press Association regional meeting planned June 19

The Southeast Missouri Press Association is planning a regional meeting, hosted by the Missouri Press Foundation, Thursday afternoon and evening, June 19, in Cape Girardeau.

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 at 5 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.

Mark your calendar and be watching for details and registration information about the June 19 SEMO Press meeting in Cape Girardeau.

## Print is Alive and Well - Just Ask Your Readers

The Local Media Association is hosting a "Quick Bite" webinar 2 to 2:30 p.m. CT, Tuesday, Apr. 22 about the viability of print.

Missouri Press Association member can participate at the media association partners price for \$29. The webinar is free for LMA members. Cost \$59 for non-members.

Even with all the advances in digital publishing, print is still very much in demand. In this webinar David Arkin will talk about ways that GateHouse Media identifies print customers and how they retain this engaged customer base. For more information and to register: <http://tinyurl.com/knk28ro>

**Digital FOOTPRINT**  
OFFERED BY MISSOURI PRESS SERVICE



Call: 573-449-4167



## Missouri Press Association

### Missouri Press Service

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

**MPA PRESIDENT:** Richard Gard,  
Missouri Lawyers Media

**FIRST VICE PRESIDENT:** Jim  
Robertson, *Columbia Daily Tribune*

**SECOND VICE PRESIDENT:** Dennis  
Warden, *Gasconade County Republican*,  
Owensville

**SECRETARY:** Dennis Ellsworth,  
*St. Joseph News-Press*

**TREASURER:** Donna Bischoff,  
*St. Louis Post-Dispatch*

**MPA DIRECTORS:** Mark Maassen,  
*The Kansas City Star*.

Joe Spaar, *The Odessan*

Bill Miller Jr., *Washington Missourian*

Jeff Schrag, *Springfield Daily Events*

Carol Stark, *The Joplin Globe*

Trevor Vernon, *Eldon Advertiser*

James White, *Benton County Enterprise*,  
Warsaw

Darryl Wilkinson, *North Missourian*,  
Gallatin

**NNA REPRESENTATIVE:** Brad Gentry,  
*Houston Herald*

**MPS PRESIDENT:** Phil Conger,  
*Bethany Republican-Clipper*

**VICE PRESIDENT:** Joe May, Mexico

**SEC-TREAS.:** Kevin Jones,  
*St. Louis American*

**MPS DIRECTORS:** Vicki Russell,  
*Columbia Daily Tribune*; Jack Whitaker,  
Hannibal

#### STAFF

**Doug Crews:** Executive Director,  
dcrews@socket.net

**Mark Nienhuesser:** Ad Director,  
mdnienhuesser@socket.net

**Bryan Jones:** Editor, bejones@socket.net

**Connie Whitney:** cwhitney@socket.net  
and **Jennifer Plourde:**  
jplourde@socket.net

Advertising Sales and Placement

**Karen Philp:** kphilp@socket.net

Receptionist, Bookkeeping

**Kristie Williams:** Member Services,  
Meeting Coordinator, kwilliams@socket.net

**Jeremy Patton:** Graphics Designer,  
jpatton@socket.net

**Brittney Wakeland:** Marketing,  
bwakeland@socket.net

**Shelby Feistner:** Student Intern

**Jean Maneke:**

Legal Hotline Counselor

(816) 753-9000

jmaneke@manekelaw.com

**Dawn Kitchell:**

NIE & Education Director

(636) 932-4301; dawn.kitchell@gmail.com

# Tax reform bill negative for newspapers

(Newspaper Association of America) — House Ways and Means Committee Chairman Dave Camp recently released a comprehensive tax reform package with the goal of fixing “America’s broken tax code by lowering tax rates while making the code simpler and fairer.” At the heart of the sweeping proposal is the lowering of the corporate tax rate from 35 to 25 percent, and consolidating the seven individual tax brackets into two -- a 10 percent and 25 percent bracket.

In order to get revenue that would offset this lowering of rates, the chairman is proposing major changes in the business and individual sections of the federal tax code, and some of these changes would have a serious impact on newspapers across the country. For example, the legislative proposal would:

- Require a newspaper (or any publication) to deduct the cost of circulation development over a three-year period instead of in the year the cost is incurred;
- Increase from 15 to 20 years the period over which a newspaper could deduct the cost of intangible assets that are acquired in a transaction; and
- Create a new “safe harbor” provision for the classification of workers that would require federal income tax withholding on payments to independent contractors.

All of these provisions are problematic, but the biggest blow to newspapers is a provision in the proposal that would limit the business deduction for advertising expenses.

Since the creation of the Tax Code more than 100 years ago, advertising has been treated as an ordinary and necessary business expense that is fully deductible, just like salaries, rent, utilities and office supplies. Under the proposal, a business would be able to deduct only 50 percent of their advertising costs in the year that ads are purchased and expense the other 50 percent over a 10-year period.

There is an exemption for businesses with advertising expenses of \$1 million or less. So, under this approach, an automobile dealer that spends \$6 million this year on advertising for 2014 models can deduct \$3 million and spread the remaining \$3 million over 10 years. This

means that the dealer would be able to recover the last 10 percent or \$300,000 of the cost of advertising a 2014 car model in the year 2024.

While NAA commends Chairman Camp for putting forward proposals to start the conversation on tax reform, we respectfully argue that many provisions are not grounded in sound economic policy.

Limiting the business deduction for advertising costs has more to do with raising revenue to offset the 25 percent corporate rate than a sturdy economic theory justifying a major alteration in 100 years of tax policy.

A recent study by IHS Global Insight for the Advertising Coalition, of which NAA is a member, estimates that every \$1 spent on advertising generates nearly \$22 in economic activity. This same study projected that advertising driven sales of products and services help support 16 percent of the 136.2 million jobs in the U.S.

In our view, this proposal would make advertising more expensive and likely will reduce overall spending on advertising. This will limit the ability of sellers to connect with buyers just when our economy is beginning to find firm footing.

This will also come at the worst time for newspapers and other media that rely on advertising to support the distribution of news and other information in our local communities.

*...the biggest blow  
to newspapers is a  
provision...  
that would limit  
the business  
deduction for  
advertising  
expenses.*





## Mobile changing news gathering, delivery

Smartphones and tablets have now surpassed computers as the primary way Americans access the Web and digital content, including online news.

Participants from the Donald W. Reynolds Journalism Institute's recent Mobile First event shared how their newsrooms are placing a priority on mobile and changing the way news is gathered and delivered.

Part 1: Executives from Journal Broadcast Group, Cox Media and Raycom Media explained how they are using the mobile platform to make their news operations more social and engaging for audience members.

Part 2: Some newsrooms are using iPhones to capture video. Others are replacing live trucks with live backpack units and many stations also are taking advantage of the mobile audience and increasing the use of user-generated content. These and other mobile approaches are becoming a standard part of the newsgathering process.

Part 3: In addition to delivering the traditional forms of news stories – text, audio, photos and videos – mobile devices offer the opportunity for entirely new ways to inform an audience and they provide an opportunity for news operations to redefine themselves.



For all things medical in Missouri,  
turn to the experts at the  
Missouri State Medical Association.

Lizabeth Fleenor  
800-869-6762 • lfleenor@msma.org  
www.msma.org

## Lack of originality, not plagiarism, is problem Journalism failing at originality

(by Kelly McBride, *The Globe and Mail*) — Professional journalism isn't facing a plagiarism problem. It's facing an originality failure. And you can't blame the Internet.

Our originality breakdown results from many pressures – the overwhelming volume of writing incessantly pushed out into the digital space, the pressure on writers to feed a content beast that's never satiated, the diminishing economic forces that support professional writing. The Internet preceded all of these changes, but it isn't itself the cause.

The methods we use to groom writers to become original thinkers in the modern media environment are suspect. In fact, they're largely absent. This week, *Globe and Mail* columnist Margaret Wentz came under scrutiny for relying too heavily on the work of others. She's not alone.

We have no way of knowing whether, proportionally, there's more plagiarism in journalism today than there was 20 years ago. But we do know that commentators now work in very different circumstances. It used to be that local columnists used the phone and their feet. They spent time out of the office, just like their reporter colleagues. They went to the bar, the barbershop, the local college, the courtroom.

This isn't to condemn the research patterns of modern journalists, who start their thinking with a Google search. We can't pretend the media world hasn't changed. These days, we must see always what others have written before we begin – and there's so much that's been written about any given topic because writing now is mostly the continuation of a conversation already in play.

Before the Internet, newsrooms were lucky enough to stumble into a method for growing writers. It wasn't perfect and there certainly were scandals, such as when *The Washington Post's* Janet Cooke fabricated a character in a story that went on to win the Pulitzer, or when *Boston Globe* columnist Mike Barnicle stole material from comedian George Carlin. But those were few and far between.

These days, it feels like hardly a week goes by without a professional journalist being exposed for plagiarism, fabrication or patchwriting, which is a failed attempt at paraphrasing that over-relies on the original writer's syntax and vocabulary.

Originality is elusive today in every place that people write – not just in journalism, but in academia, professional writing, book publishing, speech writing and politics.

In our panic to keep up with a changing world, we've failed to identify new methods for originality... We're mystified by the prospect of building a culture that breeds original thinking and writing in today's digital world. Yet, we can look to writers who are successfully hitting the mark of originality and imitate their methods.

Today's most original successful writers often combine the new and the old to foster their thinking...and they stay grounded in the real world, allowing for the influence of other people and experiences.

If we're going to solve the problem of unoriginal writing, we need to focus on the process of writing, instead of simply careening from one failure to another.

*Kelly McBride is a senior faculty member for ethics reporting and writing at the Poynter Institute for Media Studies in St. Petersburg, Fla.*

*Original  
successful  
writers  
often  
combine  
the old and  
the new*



Column by publisher/editor John F. Beaudoin  
*Lee's Summit Journal, Cass County Democrat-Missourian*

## IWMF announces Courage in Photojournalism Award

Washington, DC — The International Women's Media Foundation (IWMF) announced the inception of the Anja Niedringhaus Courage in Photojournalism Award in honor of the courage and dedication of Associated Press photographer Anja Niedringhaus who was killed in Afghanistan earlier this month.

Created with a \$1 million endowment gift from the Howard G. Buffett Foundation, the award will be given annually to a woman photojournalist whose work follows in the footsteps of Niedringhaus.

Niedringhaus, who won the IWMF Courage in Journalism Award in 2005, spent her life documenting wars and the effects of conflict on people in war-torn regions. Niedringhaus was shot by a gunman in East Afghanistan April 4, 2014.

The Anja Niedringhaus Courage in Photojournalism Award will honor women photojournalists who set themselves apart by facing and surviving danger to uncover the truth while reporting under duress.

Founded in 1990 by a group of prominent U.S. women journalists, the International Women's Media Foundation is a Washington-based organization that is dedicated to strengthening the role of women journalists worldwide.

# Post office, newspaper ties are 'vital partnership'

When some hear the name "Max Heath," visions of a superhero or a man in a cape might come to mind.

And, really, those images are not that far off.

Max Heath recently swooped in and helped our community newspaper. And for that, I can say we are indebted and appreciative to the National Newspaper Association.

I have treaded a lot of waters and navigated a lot of slippery slopes in the newspaper business in my 20-plus years.

But it wasn't until I moved from daily newspapers to the world of weeklies that I really started to understand the ins and outs, dos and don'ts of the U.S. Postal Service world.

Many weekly newspapers rely on our postal carriers to deliver our news. In fact, they are very much part of our process. The ties between the post office and local newspapers are a vital partnership.

Delivery times, carriers with local ties to the community (and who are often consumers of our news as well), rules, regulations — all of it helps connect the weekly newspaper and the weekly delivery to our important and still strong subscriber base.

Of course, delivering news — not only from our standpoint, but from a literal sense — isn't as simple as just printing a newspaper and dropping bundles at the local post office.

With that all-important periodical permit comes a mountain of responsibility. As well it should.

The mail cannot be flooded with advertising pieces masquerading as "newspapers." Within those confines, the U.S. Postal Service has asked each of us to publish within perimeters that allow us to continue the tenets of community journalism while not overstepping our advertising bounds.

In many cases, those bounds are 75 percent and you cannot go over those lines more than a few times a year in order to hold true to the "periodical" status.

In our neck of the woods, Cass County, Missouri, we tripped up a few more times than we should have in 2013.

A quick phone call to our friends at the Missouri Press Association and we were connected with Max Heath, a man who has probably forgotten more about newspaper postal topics than I will ever know.

Like a sleuth on the case, I envisioned Heath — somewhere at a desk in the dim light, reading our case line by line — scribbling notes and ready to fight for us.

And fight he did.

A few phone calls to New York later and we were back on track to continue delivering our news.

Mind you, Max Heath didn't call in favors or bend the rules. He simply helped us understand how the process for appeals went, who to be in contact with and how to stay in compliance moving forward.

In other words, his super-power was advocacy and education.

And for that, our community and the newspaper of record in Cass County are thankful.

We salute Max Heath and the NNA as we picture them flying away in the distance, off to help another newspaper deliver on its promise.



**Interlink**

**HOW NEWSPAPERS  
 DO MAIL.**

Helen Sosniecki [helen@ilsw.com](mailto:helen@ilsw.com)  
 888-473-3103

Visit the Missouri Press Association's Postal Statement Wizard at:  
[www.mopress.com/postal.php](http://www.mopress.com/postal.php)



## PAGE co-op turns 30

On April 1, 1984, PAGE Co-operative was officially open for business as the newspaper industry's first and only purchasing cooperative.

The founding board of directors set a goal of attracting 10 privately owned newspaper companies committing to invest the \$15,000 Equity Membership Fee before the cooperative was allowed to begin its long journey to build a purchasing volume that would warrant discounts then available only to large metropolitan newspapers and newspaper chains.

During the past 30 years, PAGE has grown to represent the largest combined purchasing entity for supplies, equipment, and services in the newspaper industry. PAGE membership now includes 250 newspaper corporations with 541 newspapers and more than 1,500 publications.

The Founders of the cooperative were H. Charles Berky, Paul R. Eyerly III, and Joe Smyth. John Snyder, CEO, and Stephen Schroeder, General Manager, head the current PAGE Operations

Information about PAGE Cooperative can be obtained by calling 800-468-9568, or through its web site at [www.pagecooperative.com](http://www.pagecooperative.com).

## University newspaper gains 500 subscribers after paywall Paywalls can increase readership

(World News Publishing Focus) — With many campus newspapers struggling with the same challenges as their mainstream counterparts, one university newspaper has succeeded in charging for its content, signing up 500 paying online subscribers.

In 2011, Oklahoma State University's *Daily O'Collegian* became the first university publication to begin charging for its content, instituting a metered paywall for readers who were not university students or employees. For \$10, readers outside these categories could access unlimited content on the paper's website.

At the time, newspaper general manager Ray Catalino said that the value of the content produced by the student journalists extended beyond the paper's free distribution. While a revolutionary move in the college media industry, critics were not optimistic about the paper's approach.

According to Dan Reimold, Assistant Professor of Journalism at Saint Joseph's University (Philadelphia, United States), campus newspapers have the advantage of low staffing costs combined with the lack of expectations to generate profits.

"Along with potentially turning away readers without generating much revenue, paywalls at heart also go against the purpose of the student press. For the moment, campus media are still learning vehicles more than moneymaking ventures," Reimold wrote on his blog *College Media Matters*. "In that spirit, students must be able to share, share, share their work with others, without restriction, enabling them to join a larger conversation and learn firsthand about reporting and interacting with the public beyond the classroom or campus."

The goal for the first year was a paid subscription base of 100. The newspaper exceeded expectations, picking up 173 paying readers.

However, three years later, the newspaper's landmark strategy is continuing to pay dividends. In an interview with WAN-IFRA, Catalino said that there are now approximately 500 paying customers.

The price of the subscription also has increased.

"We have raised new subscribers' fee from \$10 the first year, \$15 the second, and now \$20 for the year," Catalino said. "Subscriptions are automatically renewed each year, unless cancelled by the customer. Renewal costs remain the same as the initial year the customer signed up."

The draw for readers is that campus newspapers cover their universities far better than other publications.

"Campus newspapers like ours cover the campus better than commercial newspapers in almost every college market I am familiar with. We do not use any wire service, so we generate all content ourselves," Catalino continued.

Catalino said that there are no plans to charge students.

Thus far, the three year experiment has proved to be a success, but as WAN-IFRA detailed in December 2013, *The Daily O'Collegian* isn't the only student newspaper finding innovative solutions to the challenges facing all print media.

George Washington University's *The Hatchet* began offering sponsorship opportunities in its facilities, while the University of Oregon *Daily Emerald* rebranded itself as the Emerald Media Group, updating its student media offerings.

As these publications have proven, some forms of student media are thriving in the changing digital environment.

*The draw for readers is that campus newspapers cover their universities far better than other publications... we generate all content ourselves*

### Digital Preservation Speaks VOLUMES



**Protect and Share**  
Digitally preserve your newspapers and bound volumes

[www.ArchivalABox.com](http://www.ArchivalABox.com) **ArchivalABox**  
The newspaper archive scanning service from SmallTownPapers™





## Gatehouse centralizes newspaper production

*(American Statesman)* — According to the Austin American Statesman, a large number of daily and weekly newspapers from across the U.S. will soon be produced at GateHouse Media's new Center for News and Design in Austin, Texas.

Fairport, N.Y.-based GateHouse Media owns and operates approximately 400 websites and newspapers nationwide.

The chain's newspapers will be designed and edited at the Center for News and Design, then electronically transmitted back to each newspaper so they can be printed and delivered to subscribers.

About 100 employees should be on board by August, with 150 on staff by year's end.

## Upload newspapers to Newz Group

# Protect printed public notices

Some members of Missouri Press Association are not uploading their papers to MPA's digital archiving partner, Newz Group, which is based in Columbia.

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. This will allow creation of that single database of all of the public notices in Missouri. This will be a powerful tool for MPA to use in the annual struggle to prevent the legislature from allowing government entities to cease placing public notices in your newspaper and instead post them on their own websites.

You can check out MPA's statewide public notice website at <http://www.molegals.com>.

If you are not yet doing so, please join the many newspapers that are uploading their PDFs to MPA's FTP site. This process 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.

This process costs you nothing. As a bonus benefit, when you upload your PDFs to Newz Group, you create a digital backup of your newspaper, which would come in very handy if/when your computer (server) crashes. That happened in Centralia last year 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.

Lots of 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](mailto: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](mailto:dcrews@socket.net), 573-449-4167.

*Uploading newspaper files provides electronic tear sheets and a digital backup in an emergency.*

## Upcoming Webinars

### Taming the E-mail Beast Friday, May 9

Presenter Randy Dean,  
Time Management Expert

### Digital Value Proposition Thursday, May 15

Presenter Allan Barmak,  
The Barmak Group

Register at  
[onlinemediacampus.com](http://onlinemediacampus.com)

Presented in partnership with:

Missouri  
Press Association

High-quality, low-cost web conferences that help media professionals develop new job skills without leaving their offices.

## ASNE-APME early bird deadline extended

The early bird registration deadline for the ASNE-APME conference, scheduled Sept. 15-17 in Chicago, has been extended to Friday, April 18.

The \$199 early bird registration is available to members of APME and ASNE. The Associated Press Photo Managers also will be part of the conference. After April 18, the registration fee will be \$250 for members of APME and ASNE and \$350 for nonmembers. There are special rates for APME's Regents, retired editors, spouses and students.

Information/registration: <http://www.apme.com/?page=2014Convention>



## Marketplace

Please email your ads to [bejones@socket.net](mailto:bejones@socket.net). Ads are posted when received to [mopress.com/jobs.php](mailto: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.

## HELP WANTED

**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](mailto:editor@plattecountycitizen.com). 4-10

**MARKETING COORDINATOR:** Regular full-time marketing position available in a growing news and information company. We are looking for someone who is skilled in strategic communication, social media and graphic design. Partial responsibility for experiential/event marketing, print/ online promotions and daily office duties. The best match for this position will be a positive, energetic person who can work both cooperatively and independently as part of our marketing team. Excellent written and oral communication skills, organized thinking and dependability are essential. Good driving record and reliable transportation required. Benefits include vacation pay, sick pay, health insurance, 401(k), use of employee gym. Compensation commensurate with experience. Email resume to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com) or send to Columbia Daily Tribune, Human Resources, 101 N. Fourth Street, Columbia, MO 65201. EOE / Drug free Workplace. 3-24

**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@newtribune.com](mailto:gary@newtribune.com). 3-20

**PART-TIME REPORTER:** Are you someone who wants to make a difference? If you do, and you possess the skills to work in the Editorial department of a community newspaper, we would like to talk with you about a Part-Time position in BUFFALO, MO. Experience in newspaper reporting and photography preferred, and any Web experience and page design would be a plus. Quark, NewsEdit Pro and Photoshop experience preferred. We are a family of eight local newspapers surrounding Springfield. We offer good benefits and many opportunities to make a difference. EOE. Email resume and samples to: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com)

com, Fax to 417-326-8701 or mail to: Reporter, PO Box 330, Bolivar, MO 65613. 3-6

**MARKETING CONSULTANT:** Publishing company seeks print and online sales talent at its Springfield, MO. area publications. Salary, bonuses and benefits to work where opportunities for growing your income are unlimited. Experience preferred but enthusiasm is required. We are currently looking for an outside Sales Rep in the SPRINGFIELD, MO area, who will assist local businesses with their print, digital, and direct mail needs. If you are an innovative, strategic sales professional that strives to be the best, then this position is for you. Primary responsibilities include prospecting and activating new business. Advertising Representatives will also handle a list of active accounts, and be responsible for growing marketing revenues from list. Candidates must have the ability to create marketing solutions for print, digital, and direct mail. Prior sales experience is a plus. The person we are looking for must possess the drive to be successful. An ideal candidate should excel at building professional relationships. This individual must also be able to thrive in a fast paced, fun and progressive work environment. Ability to meet deadlines and excellent organization skills are required. Send resume to: Marketing Consultant position, PO Box 330, Bolivar, MO 65613, email to: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com) or fax to: 417-326-8701. EOE. 3-6

**MANAGING EDITOR SOUGHT:** M.E. needed at AR Ozarks daily. Ours is retiring. We need vision, coaching, leadership to direct an experienced, talented news team develop content with great writing and photography in print and on-line. No page design required. If you enjoy helping others become better at what they do, and know how to challenge a staff in a community newspaper environment, we want to talk to you. The five day (T-S) Harrison Daily Times is located near the Missouri border in north central

Arkansas. As part of Community Publishers Inc., the Times offers group insurance, 401k, and more. To apply, please e-mail your letter of introduction telling us why you are the person we are looking for, along with your resume to: Carol Lawson, Human Resources Coordinator at [CarolL@Harrisonsdaily.com](mailto:CarolL@Harrisonsdaily.com), or mail to her at Harrison Daily Times, P.O. Box 40, Harrison, AR 72602. EOE. 3-4

## FOR SALE

**RIVER HILLS TRAVELER,** Missouri's outdoors monthly since 1973. Good add-on for weekly or daily or fun retirement biz. Asking 1 year's gross of \$ 130K. All offers considered. Terms available. [estyron@rhtrav.com](mailto:estyron@rhtrav.com) or 636-222-8714. 3-19

## Use Newspaper Toolbox

Visit the Newspaper Toolbox on the MPA website for articles and links about every facet of publishing a newspaper, from ad sales to legal issues to photography.

Add the Toolbox to your browser bookmarks and refer to it any time you need some information or have a question.

[mopress.com/  
Media\\_Toolbox.php](http://mopress.com/Media_Toolbox.php)

## A NEW PARTNERSHIP



## 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



Missouri Press Association and Missouri Press Foundation

## William E. James

# Outstanding Young Journalist Award

Two young Missouri journalists — one from a weekly newspaper and one from a daily — each will receive a \$250 cash prize at the Missouri Press Association's Annual Convention this fall.

Winners of this award will have demonstrated excellence in the field of journalism and maintained the quality, ethics and standards of the Journalist's Creed. The aim of the award is to reinforce the importance of a journalist's role by recognizing and nurturing talent to further promote quality journalism.

The late William E. James served as president of the Missouri Press Association in 1998. He was the publisher of the *Cass County Democrat-Missourian* in Harrisonville from 1985 until 2000 and of the Warrensburg *Daily Star-Journal* from 2007 until 2013. He served in many leadership positions in MPA and was a director of the National Newspaper Association in 1999-2001. Mr. James was inducted into the Missouri Newspaper Hall of Fame in 2001. The Outstanding Young Journalist Award was named in his honor in 2013, a few months before his death from complications of lung cancer at the age of 65.

### Rules & Regulations

Nominations for Outstanding Young Journalist must be submitted by April 30. An editor or publisher must submit the nominee's resume and letter of nomination along with 10 samples of work from the previous calendar year.

Entries will be judged on the quality and variety of the work samples, and the impact of the work in the community. The nomination letter should note the contributions the nominee has made to the newsroom. Nominations must be signed by the nominee's editor or publisher. Winners are not eligible to win this award in subsequent years.

Members of another state newspaper association will judge the entries.

#### Nominees Must Be:

- Under 30 years old on Jan. 1 this year.
- An employee of a Missouri Press Association member newspaper.
- A regular contributor to the newspaper.

#### Submit Nominations by April 30 to:

Missouri Press Association  
802 Locust St.  
Columbia, MO 65201-4888.

*"I believe*

*that the*

*public*

*journal*

*is a*

*public*

*trust ..."*

# Seeking Nominations for Missouri Photojournalism Hall of Fame Washington, Missouri



The Missouri Photojournalism Hall of Fame endeavors to recognize those people who have made outstanding contributions to Missouri photojournalism, and to provide an exhibit venue to showcase these visual reporting pioneers, and the work of current photojournalists. The nomination process is open and nominees may be living or deceased. The



Photo: Arthur Witman, 2005 Hall of Fame Inductee

The nomination packet should include a statement explaining the nominee's contributions to Missouri photojournalism. Additional letters are encouraged as are other supporting materials (portfolio or examples of work).

**Inductees will be recognized for one or more of the following: outstanding photojournalism achievement; long-term photography for a Missouri newspaper or other publication or journalism outlet; leadership in education; ethical values and integrity; contributions to community.**

**Send nominations by **April 30** to:  
Missouri Photojournalism Hall of Fame  
c/o Missouri Press Association  
802 Locust Street • Columbia, MO 65201**

**Nominees not selected this year will remain under active consideration for two more years.**

**Inductees will be recognized this fall at a ceremony in Washington, Mo., and examples of their work and a summary of their contributions will become part of the permanent display there at the Missouri Photojournalism Hall of Fame exhibit gallery.**

## NOMINATION FORM

Year \_\_\_\_\_

# Missouri Press Association Hall of Fame



### To the MPA Hall of Fame Committee:

I am pleased to nominate the following person. (Nominees from the previous two years are automatically eligible for consideration this year. They need not be renominated.)

\_\_\_\_\_  
Name Newspaper or organization

\_\_\_\_\_  
Address

### Eligibility Criteria

1. Nominee has shown exemplary contributions to the newspaper industry during a period of at least 20 years prior to being nominated, or, if nominee died while still active in promoting the newspaper industry, the nominee displayed exemplary contributions during a period of at least 10 years.
2. Nominee has lived honorably.
3. Nominee has influenced unselfishly.
4. Nominee has thought soundly.
5. Nominee has displayed community involvement.

Nominated by:

\_\_\_\_\_  
Your signature Print Name

\_\_\_\_\_  
Newspaper or organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone Email

### Attach biographical information of your nominee to assist the Hall of Fame Committee with its evaluation.

Include a photo of the nominee, if available. Provide any information you think will help the Committee choose inductees. Letters of support from associates and acquaintances of the nominee assist the committee. You may renominate a person you nominated in a previous year. Confidentiality is extremely important for all nominees. The selection committee thanks you for your participation and assistance.

**Deadline for nominations is April 30.** Inductees will be honored at the MPA Convention this fall. **Return this form to Missouri Press Association, Hall of Fame, 802 Locust Street, Columbia, MO 65201.**

Nominations received after the deadline will not be considered. You may nominate more than one person. Copy this form if necessary.





## 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?

### NEW DIRECTOR

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

### NEWSPAPER TOOLBOX

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.

### TRAINING OPPORTUNITIES

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.

### NEWSPAPERS IN EDUCATION

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'RE INVITED

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.

## BE A PAGE BUILDER

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 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 levels:

- 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: \_\_\_\_\_

2014 MISSOURI PRESS FOUNDATION

# PORTER FISHER GOLF CLASSIC

THURSDAY, JUNE 26TH

1 P.M. SHOTGUN; 4-PERSON SCRAMBLE

ELDON COUNTRY CLUB, ELDON



Sponsored By  
**CenturyLink**  
Your link to what's next™

**\$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.)