



CALENDAR

February

- 12 — MPA/MPS/MPF Board meeting, 1 p.m., Jefferson City
- 12 — Legislative Reception, 5-7 p.m., Bella Vista Room, DoubleTree Hotel, Jefferson City
- 13 — APME Awards Breakfast, Day at the Capitol, Lunch with the Governor, Jefferson City
- 14 — Deadline for entering Ad Managers' Contest
- 24-26 — Local Media Association Key Executives Mega-Conference, The Mirage, Las Vegas

March

- 3-7 — Newspaper In Education Week
- 12 — Missouri Sunshine Coalition event, Columbia
- 12-13 — NNA Leadership Summit, Washington, D.C.
- 16-22 — National Sunshine Week
- 31 — Deadline for entering Newspaper Contest

April

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

May

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

June

- 26 — MPA Golf Tournament, Lake Ozark
- 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

Missouri Press Association Bulletin

No. 1299 — 12 February, 2014

Mail 'load leveling' in March

Standard Mail will arrive a day later than now

(Direct Marketing News) — Just three days after the Postal Regulatory Commission awarded it a 4.3% exigent rate increase, the U.S. Postal Service filed a request with the PRC for an advisory opinion on its plan to "level the load" handled by its carriers during the week.

Under the new load-leveling plan set to take effect on March 27, Standard Mail accepted on Friday will not be delivered until Tuesday, and mail accepted on Saturday will have a promised delivery day of Wednesday.

"(Postal Service managers) have decided that labor costs are too high on Monday and want to add a day on to their service standards," says Joe Schick, director of Postal Affairs for Quad/Graphics. DSCF Standard Mail is comprised mostly of direct mail letters, catalogs, flyers, and other advertising mail.

(Editor's note: Dmnews.com has an RSS feed you can sign up to receive in your email. As its name says, the site has news about the direct mail industry, including postal developments.)

In a September 2013 test of load leveling in its South Jersey District, the Postal Service realized a reduction in processing work hours and carrier overtime hours, according to its filing with the PRC. Additionally, it reported earlier delivery of mail to customers and earlier cancellation of mail picked up by carriers on their routes.

The Postal Service is not dependent on approval from PRC before proceeding with its plans, according to PRC spokesperson Gail Adams. The PRC's charge is to verify that the move is within the legal parameters of Title 39 of the Postal Code.

Mailers should prepare to make changes in their delivery schedules this spring.

Advertising Contest Deadline is Friday!

Get your Ad Contest entries uploaded! The deadline approaches! Ad Contest deadline is this Friday, Feb. 14.

Newspaper Contest deadline is March 31 (postmark deadline for hard copy entries).

The templates will close automatically at 11 p.m. on the deadline dates.

Rules, categories and instructions for entering the Ad and Newspaper contests have been distributed to MPA member newspapers and are posted at <http://www.mopress.com/contests.php>.

If anyone has questions about either of the contests, contact MPA, (573) 449-4167: Kristie Williams, kwilliams@socket.net (Ad Contest), or Kent Ford, kford@socket.net (Newspaper Contest).

Missouri Press encourages you to upload your Ad and Newspaper contest entries before the deadlines.



Application for Active Online Membership

The Missouri Press Association has received an application for Active Online membership from the Brentwood Spirit, <http://www.thebrentwoodspirit.com>, published by Toni Bowman, 8901 Bridgeport Ave., Brentwood, MO 63144, toni@thebrentwoodspirit.com, (314) 475-5086.

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 Board will be on Feb. 12, 2014.

Anyone with comments on this application should email them to Doug Crews, Executive Director, MPA, at dcrews@socket.net. (First notice, 1-22-14 eBulletin)

Nominate someone for Missouri Press honor

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

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

Anyone can nominate a person. Nominations for all three of the awards must be in the MPA office by April 30. Nomination forms with the criteria for selection are enclosed, and they're at mopress.com/current_forms.php. Or contact the MPA office and forms can be faxed or emailed to you (kford@socket.net, 573.449.4167).



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Do you 'value' your paper?

Publisher says weeklies don't charge enough

In January Missouri Press sent to newspapers responses from Weeklies to an inquiry about subscription and single-copy prices. Rob Viehman, publisher of Three Rivers Publishing, Cuba, sent a response to that email. He approved sharing it with everyone. Prices for his newspapers, up to Feb. 1, are in the box.

That was pretty interesting to see what people are charging. I'm amazed at how "all over the place" it is.

... I'd say many of these papers are charging way less than they need to be. A few years back when I went to \$1 at the counter from 75 cents, I literally got no complaints. What can you buy for \$1 these days anyway? I think most people realize \$1 isn't too much for a weekly newspaper. I can't believe some folks are still charging 50 cents at the stand. They are really devaluing their product.

Probably seven or eight years ago I did an in-depth cost analysis of what it was costing me to print a paper and mail it, both locally and out of the area. I found out that I was losing money across the board. I know for most people, even me, having paid subscribers isn't necessarily about making money. When I raised my prices to at least the break-even point, however, my circulation didn't change.

I really think getting paid subscribers is more about hard work. I always have a half price special running in my shopper (in print every week and as a brightly colored insert once a month) trying to lure non-subscribers into getting a subscription. I also have a three-month free trial in there. It's worth giving them a deal to get them off my shopper list, and I know that once I get them to take a paper, they will probably keep doing so. I also run some pretty good sub specials throughout the year, up to 50 percent off, that I allow my current customers to use. I have found, however, that when most people get a renewal notice in the mail at the regular price, they simply pay it.

I'm currently trying a new special that I have never done before. I basically stole the idea from Dish Network, which rewards current subscribers for bringing on new ones. I am offering my current subscribers another full year on their subscription at half price if they bring me a new subscriber, who also gets the paper at half price. I will be offering that in February and March and we'll see how it goes. I firmly believe that most weekly papers don't put nearly as much effort into increasing their paid subscribers as they should. I know I never used to, but I work pretty hard at it now.

As for moving out of area people to an online version, I can't say I've had a lot of that since I went to a paid website format last April. I would love to hear a good

Three Rivers' newspaper prices

Single copy \$1, includes sales tax.

Subscription prices do not include sales tax.

In-County and Adjoining-County Residents: 6 months \$25; 1 year \$40; 2 years, \$70.

Other Missouri Residents: 6 months \$30; 1 year \$50; 2 years \$90.

Outside Missouri: 6 months \$35; 1 year \$60; 2 years \$110.

Senior Citizens, In-County and Adjoining-County: 6 months \$22; 1 year \$32; 2 years \$60.

Website for Print Subscribers: 1 year website only \$3; 1 year website and e-editions \$4.

Nonsubscriber, Website Only: 1 year \$30; 6 months \$17.50.

Nonsubscriber Website and E-edition: 1 year \$40; 6 months \$25.

College Students: 9 months in Missouri \$37.50; 9 months outside Missouri \$45.

Price of newspaper (continued on next page)



Missouri Press Association Missouri Press Service

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Price of newspaper (continued from previous page)

plan about doing that if anyone has one. I have about 100 website subscribers now and my goal is to increase that to about 300 this year. I need to have about that many to break even with the costs of putting my papers on there as e-editions. I will note that since I began charging for website access, my paid subscriptions for the newspapers have gone up, at least in the two markets where I don't have any competition. I think that makes a lot of sense. Why would someone subscribe or buy a paper on the stand if they can read it on my website for free?

—Rob Viehman, President/Publisher, Three Rivers Publishing, Inc.: *Cuba Free Press* • *Saint James Press* • *Steelville Star-Crawford Mirror* • *The Extra Plan*

J School dean will retire Aug. 31

COLUMBIA — Dean Mills, dean of the MU School of Journalism, will retire effective Aug. 31. Mills has served in this position for 25 years.

Mills began his academic career at the University of Illinois, where he completed a doctorate in communications in 1981. He has served on the faculties of the University of Mississippi, the University of Illinois and California State University.

Before coming to Missouri as dean in 1989, he served as director of Pennsylvania State University's School of Journalism and as coordinator of graduate study in communications at California State University, Fullerton. He also has bachelor's degrees in journalism and Russian from the University of Iowa, and a master's degree in journalism from the University of Michigan.

Before entering higher education, Mills worked as a professional journalist. He served as Moscow Bureau Chief for the *Baltimore Sun* from 1969 to 1972. From 1972 to 1975 he was a *Sun* correspondent in Washington, D.C., where he covered the State Department during the Kissinger era, the Watergate scandal, the resignation of Vice President Spiro T. Agnew and the *Roe vs. Wade* Supreme Court decision.

In 2012, Mills was inducted into the Missouri Press Association's Newspaper Hall of Fame. Mills will continue to work half-time as director of the Reynolds Fellows program at the School's Donald W. Reynolds Journalism Institute.



Dean Mills

College contest needs a few more judges

Online judging will be done late February into March

The Missouri College Media Association (MCMA) could use a few more judges for its Newspaper Contest. Judging will be online and will occur through the latter part of February.



Missouri Press asks for your help judging these online entries. Categories in the MCMA contest, which has four enrollment divisions, typically don't have too many entries.

Anyone can help judge. Please help if you can. Send the names of everyone from your newspaper who can help, and their email addresses, to Latonia Bailey at Crowder College

(latoniabailey@crowder.edu).

Best Overall entries will be judged with hard copies of the newspapers. If you can judge a division of the Best Overall entries, email Kent Ford at Missouri Press, kford@socket.net. Those entries will be shipped to you.

Missouri Press and the Missouri College Media Association thank you!



Student researching fact-checking policies

You and your colleagues are invited to participate in a University of North Carolina graduate student's research study on how writers and editors responsible for fact-checking do their jobs.

The information will be used to help identify best practices by media organizations that could promote more accurate content with better training and guidelines.

Participants are anonymous and will not be asked to identify their employers. They will be invited to provide their names and contact information at the end of the survey if they would be interested in participating in follow-up interviews.

Participation in the full survey will take 15-30 minutes. Participation is voluntary and there's no penalty for quitting at any time.

Please consider participating or sharing this information with your current and former colleagues.

This URL will take you to the survey: https://unc.az1.qualtrics.com/SE/?SID=SV_d6eDy9ilvPxjOKF.

Poynter ebook looks at breaking news

Poynter's ebook, "Secrets of Prize-Winning Journalism," examines 10 award-winning works from 2013 through interviews with their creators. (162 p, \$2.99, <http://tinyurl.com/mrv3la2>)

These works are instructive. Starting with the "secrets" shared by their writers, they provide great lessons about how to do better journalism and questions to ask in your newsroom.

The first installment explores lessons learned from *The Denver Post's* coverage of the Aurora theater shootings, which earned the newsroom recognition for its work, winning the ASNE distinguished writing award for deadline news reporting, the Pulitzer Prize for Breaking News and The Scripps Howard Award for Breaking News. *The Post* also received positive feedback from the community, which pleased *Post's* news director Kevin Dale even more.

In "Secrets of Prize-Winning Journalism," Dale examines the factors that contributed to the *Post's* multiplatform coverage of a news story that broke shortly after 1 a.m., when only one person — the night digital producer — was left in the newsroom.

"I HAVE A DREAM" MARTIN LUTHER KING, JR.

On Aug. 28, 1963, Dr. Martin Luther King Jr., a Baptist minister from Atlanta, gave a speech to more than 250,000 people who had gathered in the Mall in Washington, D.C., for a "March on Washington for Freedom and Jobs." The speech was a landmark in the Civil Rights Movement and is one of the most powerful speeches in American history.

"I HAVE A DREAM that one day this nation will live up to the promise of its Constitution. One day every child will be judged by the content of their character."

LEARN MORE

- Read the text of the speech and learn more about the event.
- Watch a video of the speech.
- Download a free poster of the speech.
- Share the speech on social media.

Lily's Story

By George Mueller

When going to school in the 1950s, Lily's mother, Dolley, was a pioneer. She was the first woman to work in a newspaper in the state. She was also the first woman to be a reporter in the state. She was a pioneer in many ways.

CHAPTER 1: Her Early Years

Lily was born in 1912 in a small town in Missouri. She was the youngest of five children. Her father was a farmer and her mother was a homemaker. Lily was a very bright child and she loved to read.

CHAPTER 2: Her Education

Lily attended the local school and then went to college in St. Louis. She was a member of the Phi Kappa Phi Honor Society. She was also a member of the Alpha Phi Sorority.

CHAPTER 3: Her Career

Lily worked for several years in a newspaper before she started her own business. She was a very successful businesswoman and she was a pioneer in many ways.

First Ladies of America

By James Madison

The First Ladies of America have played a significant role in the history of the United States. They have been the first women to hold the office of the First Lady and they have been instrumental in many ways.

CHAPTER 1: The First Lady

The first lady of the United States was Martha Washington. She was the wife of George Washington and she was the first woman to hold the office of the First Lady.

CHAPTER 2: The Second Lady

The second lady of the United States was Abigail Adams. She was the wife of John Adams and she was the first woman to hold the office of the First Lady.

CHAPTER 3: The Third Lady

The third lady of the United States was Dolley Madison. She was the wife of James Madison and she was the first woman to hold the office of the First Lady.

More FREE features for your paper

'Martin Luther King, Jr.,' 'First Ladies' join 'Lily'

Two new features have joined "Lily's Story" among the features available to be free of charge on the Newspaper In Education pages of the Missouri Press website. Two features about the famous "I Have a Dream Speech" and a series of features on "First Ladies" have been posted for you to download.

February is Black History Month.

In observance, the Missouri Press Association, in partnership with The Missouri Bar, has released two new features commemorating Dr. Martin Luther King, Jr.'s, "I Have a Dream" speech. Dr. King delivered that famous speech in August 1963 during the "March on Washington for Freedom and Jobs."

Black History Month began in 1926 as Negro History Week. The commemoration is held in February to honor the birthdays of Frederick Douglas, former slave, abolitionist and orator, and President Abraham Lincoln.

The first of the two features, which are free for you to use, offers background on King's speech. The second feature focuses on King's contribution to the civil rights movement.

Both features offer activities to encourage young newspaper readers to learn more about the topics, and correlations to Missouri's Learning Standards.

To download the features, visit mo-nie.com and use download code: mlkdream. Also available to celebrate Black History Month is a feature on the Emancipation Proclamation. To access that feature, use download code: ep150.

The "First Ladies" features concentrate on the spouses of the presidents of the United States. These features recount their failures and successes as the official White House hostesses, as well as the praise, criticism and hardships they faced. Download the First Ladies features at mo-nie.com, download code: ladies.

Your newspaper still can participate in the Missouri Press Association's ninth annual Reading Across Missouri project. The goal of the project is to have young people reading their community newspapers.

In partnership with the National Newspaper Association, newspapers across the country can publish the serial "Lily's Story" free of charge.

Participate by going to mo-nie.com and use the download code readmo14 to get the story and other material.

If your newspaper needs help planning, promoting or publishing "Lily's Story," contact MPA's Newspaper in Education director Dawn Kitchell at (636) 932-4301 or dawn.kitchell@gmail.com.

If someone on your staff need a press card (new hire?), email his or her name to kwilliams@socket.net.



Lee refinances debt, extends maturity

(NetNewsCheck, Feb. 3) — Lee Enterprises Inc., publisher of the *St. Louis Post-Dispatch* and other publications, has reached agreement with a group of lenders to refinance its \$175 million of second lien debt with a new \$200 million facility, extending maturities from April 2017 to December 2022, the company announced Feb. 3.

The refinancing will reduce the interest rate of Lee's second lien debt to 12% from 15% and is expected to close within 60 days, the company says.

"This agreement lowers our interest cost and gives us an even longer runway to continue reducing debt aggressively," Mary Junck, Lee chairman and CEO, said in a statement. "We are now setting our sights on refinancing our first lien debt and expect another successful outcome."

Lee reports 4th Q loss

(News&Tech dateline) — Lee Enterprises has reported operating revenue of \$177.4 million for the 13 weeks ended Dec. 29, a decrease of 3.9 percent compared with the previous year.

Combined print and digital advertising and marketing services revenue decreased 5.0 percent to \$122.4 million. While daily circulation decreased 4.3 percent, digital audiences continued to grow. Mobile, tablet, desktop and app page views increased 12.8 percent to 209.7 million, and monthly unique visitors increased 19.9 percent to 25.6 million, Lee said.

Stocks up sharply

(Poynter.)—Publicly traded newspaper companies saw their share prices rise sharply during 2013.

Most of the gains ranged from 60 percent up. And that follows good gains in 2012 when share prices rose by a quarter to a third at most of the companies. <http://tinyurl.com/lgmfdtx>

Some ads work, others don't

Failure may lie with ad, not the medium

By **JOHN BINGHAM** / John Bingham Marketing & Advertising

There are three main parts to any advertisement:

1. The Medium (TV, radio, newspaper, magazine, direct mail, email etc.)
2. The Message (Headlines, hot buttons, offers that engage the reader)
3. The Market (Your target market, who should and will buy from you)

Many business owners become jaded toward some forms of advertising because it hasn't worked for them in the past. They almost always blame the medium without any regard for how good or bad their ad was!

Just because it didn't work don't assume that it won't work. It could be that you haven't communicated your message effectively. Or maybe you bought space on the wrong day. Or you had a bad headline that turned people off. Or, and this happens a lot, you didn't have an offer.

There are dozens of things that could be wrong with an ad to cause it not to work. Drawing the wrong conclusion about the ineffectiveness of a medium could keep you from attaining fantastic results in the marketplace all because of fear brought on by an inaccurate conclusion or poor results. Don't conclude that if it hasn't worked that it can't work or won't work.

While there are three parts to an advertisement — the medium, the message and the market — it's the DOZENS of different components in the message part of your advertisement that could have potentially far more impact than the medium itself. You could get just one part wrong and mess up the entire result.

Each advertisement has several specific components, and they have to work with each other if you want to reach optimal results. If any of the components are wrong, you could end up with an expensive mistake.

The president of a chiropractic group told me one time he had tried a direct mail campaign to find new patients, but it didn't work. He figured that since he had sent a piece of mail with a coupon to a certain mailing list that he had executed direct mail to its fullest potential and despite his expert and calculated efforts, there was just no way direct mail could work for their particular services.

When I looked a little closer, it was evident that his entire mail campaign was poorly executed. The mailer turned out to be a Val-Pak type mailing — and his ad was printed on the back of a book store's ad and was stuffed in a big envelope with dozens of other ads.

The direct mail piece was mailed to tens of thousands of homes...but many of them weren't even prospects for their chiropractic service because the demographics were off. He did not look at his best patients and find out who they are (age, gender, annual income, location, etc.).

His piece made no compelling case for their services; it basically had their practice name, a picture of a smiling family, a coupon for 10% off initial visit, and their phone number.

Here's how a patient perceived the ad, "Here we are. Come buy from us for no justifiable, rational reason." The coupon might as well have been for \$5,000 off since nobody could mentally quantify exactly how much "10% off" was. You see, he had the wrong specific pieces — a bad headline, the wrong mailing list, the wrong offer, — the direct mail piece failed.

Remember there are three major parts to every advertisement: the media it's placed in, the message — what the advertisement actually says, the market — who should and will buy.

Don't prejudge a medium and say it won't work before you know how to make it work.



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Washington *Missourian* Editorial

New strategy pays people to watch video advertisements

(DIGIDAY) — There's a new game in town. First, create video content. Next, get big brands to pay big bucks for pre-roll video ads. Finally, pay people to watch the content — and the ads, of course.

That's pretty much what's going on for publishers such as Conde Nast, Meredith, AOL and Entrepreneur.com, which are all listing content on rewards platform Swagbucks. The Swagbucks model is a simple one: The company "rewards" consumers in virtual currency if they complete certain "activities," some of which include watching publishers' videos or loading their article pages.

Users can then exchange their swagbucks for gift cards for major retailers, including Amazon, Walmart and Target. Publishers pay Swagbucks for generating video views on the content.

On Friday, for example, users that viewed two videos on Entrepreneur.com for at least 45 seconds each were awarded one Swagbuck, the equivalent of roughly 10 cents, for their trouble. Both of those videos featured 30-second pre-roll ads for Intel. Conde Nast's "Wired" was running a similar offer, only users had to watch four videos to earn their swagbucks. Those videos also featured pre-roll ads for Intel.

Visit the Newspaper Toolbox at mopress.com for articles and links about publishing a newspaper.

People still want their paper

Seattle Times sells out of Superbowl newspapers

(*Washington Missourian*, Feb. 8, 2014) — With all the misguided talk about the demise of newspapers, people still have a hunger for the printed word. They may watch a televised event, hear it on radio, receive information through the Internet, but the demand for the printed words on newsprint is still alive and well. The thirst is there.

An example was in Seattle and the Super Bowl. Nearly everyone in the state of Washington knew about the outcome of the game, but they wanted the newspaper accounts of the big win over Denver. *The Seattle Times* printed 108,000 extra copies of its regular edition Monday. It was a sellout. More people wanted the printed accounts of the game.

So another special press run of 30,000 copies was made. It was the newspaper's first extra press run since 2001!

The victory was historic for Seattle and the people of the state. No doubt thousands of copies will be preserved by readers for their own gratification and that of their grandchildren. Game accounts will end up in scrapbooks. That edition of the newspaper is a treasure people want to keep.

Presses will keep rolling with the printed word for years, even decades, and, yes, perhaps forever.

English weekly doesn't need office

(HoldTheFrontPage.co.uk) — The *Hemel Hempstead Gazette* and the *Herald Express* are leaving their offices after they were put up for sale by owners.

Editor John Francis said advances in technology mean reporters and other staff no longer needed a physical office and they would be armed with a "high-tech box of tricks" enabling them to operate from anywhere.

"Our printers haven't been anywhere near the town for decades, many other departments have been centralized in recent years because it's more efficient, and for more than a year our advertising team has been spending the bulk of its time where it should be — with our customers, rather than sitting in an office.

"That's what we're planning to do as well, because developments in technology ... mean we don't need a physical office to stay close to the community we serve.

"Each member of our editorial team has a high-tech box of tricks that allows them to file copy, take pictures or record video, update our website and even send pages to press from wherever they are."

University has \$1,000 award for reporting

The University of Wisconsin-Madison Center for Journalism Ethics seeks applications for the first national Anthony Shadid Award for Journalism Ethics.

A graduate of the University of Wisconsin, Shadid died in 2012 while crossing the Syrian border on a reporting assignment for *The New York Times*. He won two Pulitzer Prizes for his courageous and insightful foreign correspondence.

The center will award \$1,000 to the journalist (or team) whose reporting on a specific story or series best exemplifies four key criteria: accountability, independence, reporting in search of truth and minimization of harm to subjects, sources and the public at large.

Nominations are due March 3, 2014, and self-nominations are welcomed. More information is available at ethics.journalism.wisc.edu.

Digital Preservation Speaks VOLUMES



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Postal lost \$354 million in 1st quarter of 2014

WASHINGTON — The U.S. Postal Service ended the first quarter of its 2014 fiscal year on Dec. 31 with a net loss of \$354 million, the 19th of the last 21 quarters that it sustained a loss.

Losses continue to mount due to the persistent decline of First-Class Mail, stifling legal mandates, and its inflexible business and governance models.

“The Postal Service is doing its part within the bounds of law to right size the organization, and I am very proud of the achievements we have made to reduce costs while significantly growing our package business,” said Postmaster General and CEO Patrick Donahoe. “We cannot return the organization to long-term financial stability without passage of comprehensive postal reform legislation. We appreciate the efforts of the House and Senate oversight committees to make this happen as soon as possible.”



Without legislative change, the Postal Service will be forced to default on another required \$5.7 billion retiree health benefits prefunding payment due by Sept. 30. In the event that circumstances leave the Postal Service with insufficient cash, the Postal Service would be required to implement contingency plans to ensure that all mail deliveries continue.

Citing that the Postal Service could not wait for legislation indefinitely, the Postal Service's Board of Governors directed management in 2013 to accelerate alignment of its operations to further reduce costs and strengthen its finances. The Postal Service leveraged employee attrition and increased use of non-career employees — as provided by new labor agreements — which allowed for better alignment of staffing and workload levels, resulting in reduced labor costs.

“We grew revenue by over \$300 million through aggressive marketing and improving service, and we reduced operating costs by \$574 million in Quarter 1, partially due to the separation of approximately 22,800 employees in 2013 under a voluntary early retirement program and improved efficiency in our workforce,” said chief financial officer and executive vice president Joseph Corbett.

10 basics of news design

By **ED HENNINGER** / Henninger Design

A few years ago, I developed the Francis A. Henninger Grant Program, which helps me improve the look of even the smallest newspapers.

From my work on those projects, I've realized that many editors at these papers have hardly any training in proper news design. Many of them are just “winging it,” and they'll freely admit it.

As a result of that realization, I now offer a seminar titled “News Design 101: All Basics. No Bull.” The presentation offers those editors an opportunity to learn some of the most fundamental techniques, approaches and practices of good news design.

Many of those who read this column also serve their community newspaper as editor, publisher, reporter, photographer, clerk, janitor, gofer, etc. And they, too, will admit they have little design training. So I thought I'd share some of the tips in that seminar here.

Here's a Top 10 Basic News Design Things You Need to Know:

- 1. Headline hierarchy.** Place larger heads higher on the page. Give your lead news story the largest, boldest headline. Start big, so your smallest head isn't tiny.
- 2. Use a dominant photo.** Give your lead photo some size. At least three columns. Anything smaller doesn't bring enough impact to the page.
- 3. Crop photos tightly.** Look for the picture in your picture. Rid your photos of cluttered backgrounds and zoom in on your subject.
- 4. Avoid funky photo formats and frames.** No ovals. No notched corners, no colored or embossed frames. We are newspapers, not high school yearbooks.
- 5. Use modular design.** Keep all the elements and packages on your page in rectangular format. There will be times when you will have to “dogleg” a story around ads, and that's acceptable. But stick to modular design wherever possible.
- 6. Keep briefs brief.** No more than three to four inches. Anything more than that is a story—put a headline on it and place it elsewhere.
- 7. Align to the baseline.** Text and text-like elements such as captions, credits, bylines should all align to a baseline grid. This is easy to set up in your software and it gives your pages a more polished, professional look. It also saves you time trying to force alignment of columns.
- 8. Keep design elements consistent.** Set up standing heads, column sigs, page labels and the like so they are the same throughout your newspaper. Don't fall into the trap of making this-or-that column “different.” Eventually, everything becomes different. And...if everything is different, nothing is.
- 9. Use software style sheets.** This is the easiest way to guarantee long-term design consistency. And it helps speed the design process through every issue.
- 10. Create a design style guide.** This need not be a full-bore, 40-plus page design manual. For small newspapers, it can be only two sides of a sheet of paper. Laminate it and place copies at every design terminal. It will keep you designing in the right direction.

WANT A FREE evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com | 803-327-3322

IF THIS COLUMN has been helpful, you may be interested in Ed's books: *Henninger on Design* and *101 Henninger Helpful Hints*. With the help of Ed's books, you'll immediately have a better idea how to design for your readers. Find out more about *Henninger on Design* and *101 Henninger Helpful Hints* by visiting Ed's website: www.henningerconsulting.com. ED HENNINGER is an independent newspaper consultant and the director of Henninger Consulting. Offering comprehensive newspaper design services including redesigns, workshops, staff training and evaluations. E-mail: edh@henningerconsulting.com. On the web: henningerconsulting.com. Phone: 803-327-3322.



Marketplace

Please email your ads to kford@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.

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. 2-11

DIGITAL MARKETING COORDINATOR: The Jefferson City News Tribune has an opening for a Digital Marketing Coordinator. Be a consultant on the digital needs of local businesses. If you have a positive personality and an interest in digital aspects of marketing such as social media, SEO, SEM, etc. this may be the position for you. Excellent communication and organizational skills also required, plus the ability to work under deadlines and be a team player. Salary plus commission. Send resume along with cover letter and salary requirements to: Jane Haslag, Advertising Director, News Tribune, 210 Monroe St., Jefferson City, MO 65101, or jane@newstribune.com. 2-11

CLASSIFIED AD MANAGER: The Quincy Herald-Whig, a division of QNI, has an immediate opening for a professional, talented and driven individual for the Classified Advertising Manager. This position reports directly to the Advertising Director. Responsible for leadership and direction of the inside classified call center for the Quincy Herald-Whig and New Jersey Herald including print and online products. Requirements include a minimum of four years' experience in advertising sales. An additional two years of supervisory or management experience is preferred. Candidate must possess a solid understanding of media sales. Proven track record of driving sales through innovative sales programs and effective sales incentives is essential. Demonstrated motivational and team building skills required. Solid critical thinking skills and problem solving ability required. Must possess ability to analyze data and must be skilled with numbers. Qualified candidates must be detail oriented with excellent communication skills, and possess the ability to multi-task and work under tight deadlines. Bachelor's degree in advertising or marketing is a plus. **Huge Earning Potential.** The Quincy Herald Whig offers an attractive base wage plus commission. Complete benefit package, which includes: health, life, LTD insurance, 401K and paid vacation. Submit your cover letter, resume and references to: Attention: Christina Wilson, Human Resources, 130 S. Fifth, Quincy, Illinois 62301. Email: cbwilson@whig.com. 2-6

PRESSMAN: City: Poteau, OK. Newspaper: Poteau Daily News. Job Description: Get back to basics with an 8-unit News King press. Experienced only need apply. Print five-day daily, plus two

shoppers, a TV directory, a weekly and an occasional print job and special sections. Enjoy small town living with easy access to city amenities in either Fort Smith or Muskogee. Job offers a salary, insurance, and 401K plan. Be a part of a publishing group with more than 40 newspapers with lots of room for career development. Contact: Robert Shearon, publisher, Poteau Daily News, publisher@poteaudailynews.com, 918-647-3188. 2-5

EDITOR: Missouri Press Association seeks a full-time News Editor. Responsible for all external membership publications: monthly print magazine, monthly bulletins, weekly e-bulletins. Coordinates distributing information to members and news releases, oversees Missouri Press news release service. Heavily involved in annual Better Newspaper Contest coordination. Assists with conventions/seminars/meeting planning, assists with committee meetings, legislative activities, represents Missouri Press at assigned meetings. Promotes Missouri Press Association, Press Service and Press Foundation programs. Maintains job clearinghouse, job openings/job wanted file updates and fields inquiries about such listings. Updates Missouri Press web site. Full-time job in Columbia, Mo. Starting early March. Candidates should have background in and passion for newspapers. Contact dcrews@socket.net with cover letter, resume, and salary expectations. 2-3

REPORTER: The Platte County Citizen, an award-winning weekly newspaper in Northwest Missouri, has an immediate opening for a full-time reporter. Job duties include covering government, school and community news as well as high school sports. Adobe Creative Suite and Quark Xpress skills required. Photography skills and own camera preferred. E-mail resumes to editor@plattecountycitizen.com. 1-27

PART-TIME REPORTER: Are you someone who wants to make a difference? 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. Good benefits. EOE. Email resume and samples to: careers@MO.NeighborNews.com, Fax to 417-326-8701 or mail to: Reporter, PO Box 330, Bolivar, MO 65613. 1-21

MARKETING CONSULTANT (Outside Sales): We are looking for a proven outside sales representative who will assist local businesses with their advertising needs. Visit our web site at www.commpub.com.

Marketing Consultant position in the REPUBLIC, MO area. If you are Detail-Oriented, Creative, Trustworthy, Responsible, a Consistent Achiever, send resume to: Marketing Consultant position, PO Box 330, Bolivar, MO 65613; careers@MO.NeighborNews.com; fax: 417-326-8701. EOE. 1-21

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. Prior sales experience is a plus. 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 or fax to: 417-326-8701. EOE. 1-21

MISSOURI SUNSHINE COALITION INTERN: The Missouri Sunshine Coalition, a Columbia-based nonprofit dedicated to openness and transparency in government, seeks an intern to help the board of directors achieve its priorities. The coalition seeks a commitment of 40 hours per month at a rate of \$ 10/hour for at least three (3) months. The intern will be free to set his/her own hours in meeting the monthly requirement. Apply to Mike Sherry, president, Missouri Sunshine Coalition, at msherry@kc.rr.com. Please include a four- or five-paragraph statement of interest and qualifications. Also attach a resume, if available. Email Mike Sherry with any questions.

REPORTER: Immediate opening for reporter for established award-winning weekly newspaper in Vandalia, Mo. Attention to detail, positive attitude, and strong writing and photography skills a must. Candidate must be energetic, motivated, and willing to take on the challenge of all reporting duties at a small weekly. Excellent benefit package, 401(k), etc. Contact Ron Schott, General Manager/Editor, at The Vandalia Leader, P.O. Box 239, Vandalia, MO 63382 or email tvngenmgr@lcs.net. 1-9

JOB WANTED

PHOTOGRAPHER: Experienced Photographer seeking position as a sports photographer. Resume and Portfolio available. Email toy_houseman@yahoo.com, 901.596.9037. www.juwel79.wix.com/toyhouseman. 1-31

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

New Series!

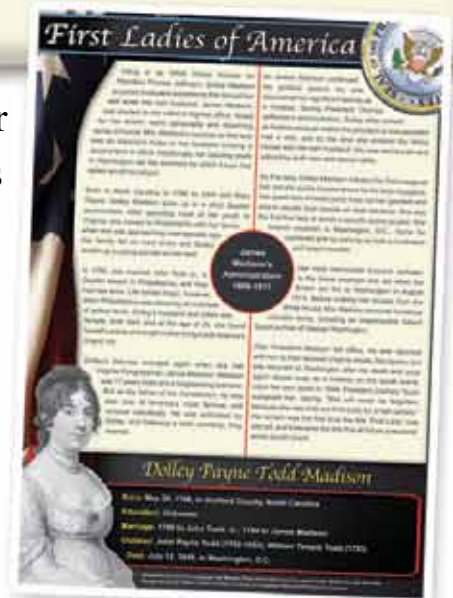
First Ladies of America



Dolley Madison was the fourth presidential wife to serve alongside a man elected to our country's highest office. When she died in 1849, it is said President Zachary Taylor eulogized her, saying "she will never be forgotten, because she was truly our First Lady for a half-century." His remark was the first time the title "First Lady" was uttered, and it became the title that all future presidents' wives would inherit.

In celebration of Women's History Month, our newspaper will publish a series on the First Ladies of America. Readers will learn about these important hostesses, advisors and social reformer of the White House.

First Ladies of America is a Newspaper In Education series brought to you by this newspaper and the Missouri Press Association





Why Advertise in Newspapers?

- Newspapers provide unique targeting opportunities by section, reader, and geographical location.
- Large selections of ad vehicles – preprints, full or partial page ads, and online.
- A majority of adults read the newspaper
- Newspaper readers tend to have higher incomes, more education and more job responsibility
- Couponing opportunities
- Newspapers are portable and convenient
- Newspapers are a trusted medium, credibility comes with advertising
- Newspapers provide permission marketing - your ad is not an annoyance during entertainment.
- Newspaper readers choose active participation with your ad
- Specific delivery – Newspapers provide timely marketing
- Newspapers provide flexibility and control over your ad budget
- Reach a mass audience with a single exposure
- Provide ability to communicate lengthy, complex or detailed information and ideas in a single ad

Generate New Customers

Advertise Location

Increase Name Awareness

Increase Brand Awareness

Build Store Traffic for an Event

Build Image

Reposition Market Place

Reinforce Market Position

Sell Regular Price Merchandise

Sell Products and/or Services Today

Promote Off Price Merchandise

Promote New Merchandise

Promote New Department

Promote New Store Opening

Move Old Inventory

Beat the Competition

Educate

Sample Products

Correct a Misconception

Take Advantage of Co-op Funds

Build Company Morale

Attract Highly Qualified Employees

Fill Immediate Job Openings

Support Community

Contact this Newspaper to Advertise





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 Foundation Director, with a background in fundraising.



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 individuals 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 Charles, 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 January 1, 2014.
(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 now.
(Levels of Giving recognition for cumulative donations by individuals of \$500 to \$25,000 and more, above.)

or

My newspaper and/or I pledge to donate the following amount per year to the Missouri Press Foundation,
beginning now. \$ _____

I am interested in a Foundation representative to contact me.

Newspaper (if applicable): _____

Mailing Address: _____ City/State/ZIP Code: _____

Phone Number: _____ Email address: _____

I am enclosing a check, payable to Missouri Press Foundation. **Total Amount Enclosed:** _____

Please Charge my Credit Card. **Total Amount to be Charged to Credit Card:** _____

____ MasterCard ____ Visa ____ Discover ____ American Express

Name on Card _____ *Billing Address associated with this credit card*
(If different from mailing address)

Card Number _____ Address: _____

Expiration Date ____/____ Security Code _____ (on back of card) City/State: _____

Signed: _____ Print Name: _____ Date: _____