



CALENDAR

January

- 17 — Missouri Sunshine Coalition board meeting, MPA, Columbia
- 30-Feb. 1 — Election Reporting Workshop, RJI, Columbia

February

- 12 — MPA/MPS/MPF Board meeting, 1 p.m., DoubleTree Hotel, 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
- 12-13 — 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

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. 1298 — 15 January, 2014



DID YOU RECEIVE CONTEST MATERIAL?

Missouri Press wants to be sure every newspaper has received the material for the Ad Contest and the Newspaper Contest. Please send a quick email to kford@socket.net with this note: "The (your newspaper) has (or has not) received the contest material." Thanks.

Day at Capitol Feb. 12-13

Reception with Legislators in DoubleTree Hotel

The annual MPA/AP Day at the Capitol activities in Jefferson City will be Wednesday and Thursday, Feb. 12-13. Register today at <https://mopress.wufoo.com/forms/2014-mpaap-day-at-the-capitol-registration/>. (Online registration only.)

The Missouri Press Association, Missouri Press Service and Missouri Press Foundation boards will meet at 1 p.m. on Wednesday, Feb. 12, at the DoubleTree Hotel.

A reception with legislators will be held 5-7 p.m. Wednesday in the DoubleTree's Bella Vista Room.

Friday's activities will begin at 8 a.m. with the Associated Press Managing Editors Awards Breakfast at 8 in Hearing Room 6 in the Capitol basement. Cost is \$10. If you want to attend the breakfast, register with Connie White, (816) 421-4844, cwhite@ap.org.

Beginning at 10 a.m., statewide officials will address guests. These sessions also will be in Hearing Room 6 in the Capitol basement.

Lunch with Gov. Jay Nixon will be at noon in the Governor's Mansion. A Q&A session with the governor will be after lunch,



and the program will end by 2 p.m.

Except for the APME Awards Breakfast (\$10), all of these activities are free of charge. But, if you sign up to attend and do not attend, your newspaper will be billed \$25 per registered person to help cover costs of food and material.

If you would like a room at the DoubleTree Hotel, call (573) 636-5101. Ask for the MPA rate of \$109. The hotel is at 422 Monroe St. (The DoubleTree is the tall, circular building two blocks east of Highway 50/63 in downtown Jefferson City.)



Updated mailing form, mobile postal app, available online

The January 2014 Postage Statements are posted on Postal Explorer (<http://pe.usps.gov/>) under the January 2014 Price Change Information tab on the left side.

Since the launch of the free Postal Service app, more than 4.6 million people have downloaded the app in its iPhone, Android and BlackBerry configurations. Customers can use the app to track packages, find Post Office locations, calculate shipping prices, look up ZIP Codes, schedule pickups, order supplies or request hold mail services.

Get the Postal Service app from your mobile provider's app store.

Nominate someone for Missouri Press honor

Nominations are being taken now 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).

Enter Missouri Press contests

Your great work should be recognized!

It's contest time for Missouri Press member newspapers!

The template for uploading entries in the Ad Contest is open; the template for the Newspaper Contest should be ready to accept entries by next week. Both of the contests will accept entries and be judged online like last year's Better Newspaper Contest. Colorado Press Association members will judge both of our contests.



No categories in the Ad Contest require hard copies to be sent in for judging. In the Newspaper Contest, the General Excellence, Overall Design and Reporting Based on Public Notice will require hard copies to be submitted for judging.

Deadlines: Ad Contest Feb. 14; Newspaper Contest March 31 (postmark deadline for hard copy entries). The templates will close automatically at 11 p.m. on the deadline dates.

The Newspaper Contest's new category, Reporting Based on Public Notice, has a \$250 prize for first place. All entries in this category will be judged together, so no Gold Medal

points will be awarded. The winning entry will be forwarded to the national Public Notice Resource Center, where it will compete with other state winners for a \$750 prize.

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

Another category was added to the Newspaper Contest: News/Feature Obituary.

Two categories were dropped, Best Ad Idea for the Newspaper and Best Ad Idea for an Advertiser. A Best Ad Idea category was added to the Ad Contest.

Rules for the ad contest also have been distributed to the papers and posted online. Information also is included with this Bulletin.

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.

The templates for both contests are hosted by SmallTownPapers.

Still time to get in reporting workshop

Helping voters make informed decisions in local elections is one of the most important jobs a community newspaper can do. A free Reynolds Journalism Institute workshop Jan. 30-Feb. 1 is designed to give you practical tools and strategies needed to cover local elections better.

Down-home Democracy will be held at RJI, Missouri School of Journalism, Columbia. To view a schedule and a list of speakers, or to register, visit rjionline.org/downhome. While the workshop is free, you must register to attend.



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



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

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

STAFF

Doug Crews: Executive Director,
dcrews@socket.net

Mark Nienhueser: Ad Director,
mdnienhueser@socket.net

Kent Ford: Editor, kford@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

College contest judging online

Best Overall entries still require hard copies

Except for the Best Overall category, judging will be online for this year's Missouri College Media Association (MCMA) Newspaper Contest.

The entry deadline for the college contest is Feb. 3. Judging 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 — publishers, editors, reporters, ad reps, photographers, page designers, column writers — from the metros to the small weeklies.

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). She is working with the contest website.

If you have a preferred assignment — writing, photography, design, etc. — include that in your note to Bailey. She'll do her best to accommodate you.

Missouri Press asks that judges write helpful comments on every entry. Comments need not be lengthy, but they should contribute to the education of the students. Tell the students what's good about their work, and if you have suggestions for improving it, share that. That's what the contest is about — feedback to students from people in the field.

Please lend a hand. Email to Bailey the names and email addresses of all in your shop who will help judge the college contest.

If you can judge a division of the Best Overall entries, you can 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!

Guide to required public notices updated

MPA counselor Jean Maneke and her staff have updated the "Guide to Public Notices Required by Missouri Statutes" that they first posted online in 2006. The Guide is an index to legal notices that must be published by cities, counties, school districts and all other government agencies involving elections, zoning, finances, taxes, meetings and other issues.

The key statute regarding legal notice publishing in Missouri is in Section 493.050, R.S.Mo.

In a forward to the Guide, which alphabetically indexes required published notices, Maneke wrote, "There are other statutes in chapter 493 that relate to various issues in regard to legal notices, and every newspaper in the state would be wise to have a copy of that chapter of state law available to check various other questions that come up."

The 80-page "Guide to Public Notices Required by Missouri Statutes" can be downloaded from the Missouri Press website at mopress.com/publicnotice.php. If you would prefer that the PDF of the Guide be emailed to you, send that request to Kent Ford at MPA, kford@socket.net.

After you get a statute number from the Guide, you can go to www.moga.mo.gov/ to find the wording and requirements of the law. Click on MO STATUTES in the left column, then click Statute Search and enter the statute number.



Upcoming Webinars

How to find, close and keep more customers!

Session 3: Preventing Competitors From Stealing Your Customers
Thursday, February 13

*Presenter Jim Lobaito,
The Performance Group*

**Story Organization:
Defining the pieces and assembling the product**

Friday, February 14

*Presenter Brenda Witherspoon,
Iowa State University*

**Register at
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.*

MPA editor to retire

Missouri Press Association editor Kent Ford has notified the MPA board that he will retire on April 4. Ford joined the MPA staff in June 1989. He will be 66 on April 6.

Ford and his wife, Sharon, owned and published the *Oregon Times-Observer* before moving to Columbia. Mrs. Ford, a registered nurse, is the standards coordinator at Boone Hospital Center.

Ford is a 1974 graduate of the Missouri School of Journalism. He worked as a reporter for the *Daily American Republic* in Poplar Bluff, then as the city editor at *The Nonpareil* in Council Bluffs, Iowa, for a year before buying the weekly in north-west Missouri.

Ford served as president of the Northwest Missouri Press Association in 1986.

Auto dealers told to stop lying

Advertisers legally responsible for ad content

(Automotive News)—In the wake of a crackdown by the Federal Trade Commission on deceptive dealership advertising, the National Automobile Dealers Association sent an e-mail to its board last Thursday urging dealers to review their advertising closely and warning them not to deflect responsibility onto third-party vendors.

The state association heads were expected to deliver the information to their dealer members, an NADA spokesman said.

The warning follows news that nine dealerships had agreed to settlements with the FTC after being charged with deceptive advertising. The settlements put the dealerships on probation so that any deceptive ads by the dealerships over the next 20 years will bring potentially hefty fines.

The FTC's investigation focused on the sale, financing and leasing of vehicles. It said that third-party vendors who help create deceptive ads could also be subject to liability depending on how involved they were in creating the content.

But experts say dealers are ultimately legally responsible for their ads.

NADA's spokesman said in the e-mail: "Dealers should not rely on advertising agencies or similar third parties to ensure compliance, but should consult with legal counsel to ensure compliance with local, state, and federal law."

The NADA spokesman added that NADA has reminded dealers of their obligations in the advertising area many times, and resources from NADA are available to dealers seeking further guidance.

The FTC said the dealerships in this case made several "misrepresentations" in print, Internet and video advertisements that violated the FTC Act, falsely leading consumers to believe they could buy cars for low prices, get low monthly payments through financing and/or make no upfront payment to lease vehicles.

The FTC said one dealership sent out 30,000 mailers to consumers, saying they had won prizes they could collect at the dealership, but no one won any prize.

(Editor's note: Missouri Press counselor Jean Maneke has often cautioned newspapers not to give advice to advertisers about the acceptability of their ads. She advises newspapers to tell their advertisers to check with their attorneys.)

Tobacco ad campaign moves forward

(*Detroit Free Press*)—Tobacco companies are a step closer to putting out "corrective statements" about their history of defrauding the American public by hiding the dangers of smoking, according to an agreement reached Friday with the Department of Justice.

The long-awaited advertising campaign was ordered in 2006 by U.S. District Court Judge Gladys Kessler, who found tobacco companies guilty of violating civil racketeering laws and lying to the public about the dangers of smoking and their marketing to children. Kessler must approve the agreement.

That verdict was the culmination of a lawsuit brought by the Department of Justice in 1999, when it sued tobacco companies under the Racketeer Influenced and Corrupt Organizations Act (RICO).

According to the agreement, the campaign will include online and full-page print ads in the Sunday editions of the top 35 newspapers in the country and prime-time TV spots on the three major networks for one year. The corrective statements also must be attached to packages of cigarettes in what marketers call an "outsert."

Tobacco companies are suing over Kessler's order to include the corrective statements in "point of sale" displays at retail stores.



4 journalists' tools for digital content

(International Journalists Network)—Here are IJNet's top picks of social media tools:

1) Rebelmouse (rebelmouse.com) is a social media aggregator that culls content from Twitter, Facebook, Instagram, YouTube, Google Plus, LinkedIn, Tumblr, RSS feeds and more, organized on your own RebelMouse page. You can filter content by hashtag, keyword and more, or embed your RebelMouse feed directly to your own CMS.

Newsrooms use the tool to feature user-generated content, live-blog breaking news, engage with their communities, build personal portfolios and showcase a more personal side of the newsroom.

2) Storyful Multisearch is an open source tool that lets journalists search multiple social media platforms at once as a Google Chrome browser extension. Once you search for a keyword, you'll receive results from Twitter, Tumblr, Instagram, Storyful News, Storyful Viral and Spokeo, with each result showing up in a different tab. Facebook search is currently not supported.

3) Geofeedia (corp.geofeedia.com) focuses on where news is happening, curating posts from Twitter, YouTube, Flickr, Picasa or Instagram around a certain location. Many of these platforms provide the geographical whereabouts of the user by default, so each tweet, post or pic is often accompanied by coordinates. Geofeedia gathers this geo-located content for its newsroom subscribers to search for breaking news coverage, finding sources on the ground or finding user-generated content.

Journalists can search by location, keyword, time frame, social media platform, user and other terms, but the results are unfiltered, meaning all social media chatter around a specific area will show up in search terms even if it's not related to the breaking news event at hand.

4) Topsy (topsy.com) is a powerful social search tool which features an archive of all tweets since Twitter began in 2006, featuring more than 400 billion pieces of content. To make sense of it all, Topsy uses a ranking system that considers how often a piece of content is cited by others.

You can also search through links, photos, videos, your top influencers or social trends in 10 languages, or track content across the web with Topsy's analytics tool.

Join papers running dog story

Papers around country will run serial about Joplin hero

Missouri newspapers have another great opportunity to reach out to young readers with a dog story. Missouri Press' ninth annual Reading Across Missouri project offers this year's serial story at no cost through spring.

The goal of the project is to have young people reading their community newspapers. In partnership with the National Newspaper Association, Missouri newspapers and NNA member newspapers across the country can publish the story at no charge.



Everyone loves a dog story. This year's serial is "Lily's Story." Lily is a Weimaraner that grows up in Joplin with her best friend and owner, Tara. After their city is hit by a massive tornado, Lily's bravery and resilience are put to the

test as she is called upon to help her city recover. This is a true story of hope and hometown heroes, celebrating the courageous spirit of a very special dog.

Participate by going to mo-nie.com and use the download code `readmo14` to get the story and other material. If your company publishes more than one newspaper, each paper running the story must sign in individually.

Several PDF files are available:

Rules for Publication. These offer a few important guidelines, including a reminder that the story itself *cannot* be published on your open website.

Promotional ad. This ad is intended for publication in your newspaper prior to the story. Include the date you will begin the story.

Teacher guide. The teacher guide can be uploaded to your website. Add your newspaper logo on the front page. The guide, which includes correlations to the Missouri Learning Standards, also may be distributed in print or via email to your teachers.

Photos and a story about Tara and Lily. *The Joplin Globe* provided this story by reporter Scott Meeker and photos about the subjects of the serialized story. You are welcome to publish this in your newspaper. Be sure to add information about when the serial story will begin and how teachers can get copies of your newspaper to use in their classrooms.

Eight individual story files, one per chapter. The story is provided to you ready to publish. You are welcome to add inches to the graphic file to promote sponsors or link teachers to your website.

The ideal opportunity is to notify your schools that you will publish "Lily's Story" and offer copies of your newspaper for classrooms. Write an editorial encouraging teachers to take their copies of your newspaper into their classrooms and for families to read the story together.

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.

Material you can download includes promotional ad and feature story about Lily and Tara from The Joplin Globe.



Minutes of MPA Legislative Committee's December meeting

Members of the Missouri Press Association Legislative Committee met Dec. 6 by conference call.

Meeting was called to order at 10 a.m. by chairman Richard Gard, St. Louis.

Attending: Buck Collier, New Haven; Jeff Schrag, Springfield; Dennis Warden, Owensville; Phil Conger, Bethany; Mark Maassen, Kansas City; Jean Maneke, Kansas City; Kent Ford and Doug Crews, Columbia.

Doug Crews reviewed 2013 legislative outcomes in Jefferson City. His legislative report had previously been distributed to all MPA members in late May.

Crews discussed issues that may be on the horizon in the 2014 legislative session.

Jean Maneke discussed language drafted to improve the Missouri Sunshine Law. Crews said sponsors are being sought to file Sunshine legislation in the 2014 legislative session.

The committee members also confirmed and approved unanimously the Missouri Press Association Statement of Principles and Values. The document was approved after a motion by Jeff Schrag, seconded by Phil Conger.

All MPA newspapers are reminded that now is a perfect time to meet with your local state senator(s) and state representative(s) to introduce them to MPA's position on its issues. The legislative session begins on Wednesday, Jan. 8, 2014. The final day of the session is May 16.

There being no further business, the committee meeting was adjourned at 10:35 a.m.

Doug Crews
Executive Director
Missouri Press Association

NNA pans postal rate hike

Recession not a postal 'emergency,' everyone affected

By **TONDA RUSH** / National Newspaper Association

(Dec. 27)—The Postal Regulatory Commission handed everyone who uses the mail a lump of coal on Christmas Eve: approval of the U.S. Postal Service's proposal to raise postage rates by more than triple today's inflation.

The new rates will likely go into effect Jan. 26 if USPS elects to accept the PRC's decision.

The PRC did disagree, however, with the Postal Service's justification for a proposed "exigency" rate increase that it lost more than 53 billion pieces of mail because of the Great Recession. Rather the PRC continues to blame Internet diversion as the principal reason for Postal Service losses. The PRC only credits the recession with less than half the USPS financial loss — but granted the increase anyway — noting USPS needs the money.

National Newspaper Association President Robert M. Williams Jr., publisher of the *Blackshear* (GA) *Times*, said NNA respectfully disagrees with the Postal Service's request as well as the commission's decision. He insists a lack of action by Congress to enact postal reform is at the root of the problem.

"We are whistling in the dark," said Williams. "We cannot avoid the fact the Postal Service is operating in a new world. We all are. The longer the Postal Service and lawmakers avoid reducing core costs for the delivery network, the more pain will be inflicted upon all who use the mail. Fewer and fewer customers will be paying more and more. This approved postage increase solves nothing."

The Postal Rate Commission said it expects USPS to wean itself of the increase over time. Although USPS said it expects the effects of the recession to go on for an unforeseeable period, the commission declined to allow the additional \$1.8 billion it expects USPS to receive in contributions to overhead to go on forever. The ruling requires USPS to provide a plan by May for eliminating the extraordinary increase over a two-year time period.

Unless USPS can achieve serious reductions in operating costs without critically diminishing services, Williams is not optimistic this can happen.

"This latest action by the PRC only makes the Postal Service's survival challenge tougher and scarier. This decision opens the door to perpetual steep postage increases for American businesses, including ours, which strives to fill a deep desire by readers to receive a hard copy newspaper, even if they also read online."

NNA Postal Committee Chair Max Heath said he is also disappointed the exigency rate increase was granted. Heath noted that although USPS certainly has been impacted by the recession, so has its customers and raising postage rates now is ill-advised.

"We calculated increases up to 7 percent for some of our critical newspaper mail categories. To the extent that USPS suffered from the recession, so did our business," said Heath. "It is too bad the law doesn't allow for an 'exigent decrease' in postage so we, who must respond to market realities, could be made whole as well."

Williams said NNA will renew its efforts to seek prudent postal reform legislation during the annual Newspapers Leadership Summit March 13, 2014, when publishers visit Capitol Hill to urge action.

"Fewer and fewer customers will be paying more and more. This approved postage increase solves nothing."

Digital Preservation Speaks VOLUMES



Protect and Share
Digitally preserve your
newspapers and
bound volumes

ArchivalABO.com



Help build public notice website

Sending PDFs to Newz Group archives your paper

Through a partnership with the Missouri Press Association, Columbia-based public relations and media technology company Newz Group offers a complimentary digital archiving solution to MPA members.

Through the company's Publisher Portal, newspapers participating in the statewide digital initiative have complete access to their electronic archives.

The archives have the capability for publishers and staff to browse editions for pages of interest or search for specific keywords. Digital editions are made available in the archive approximately 12 hours following submission.

Newz Group also hosts the Missouri legal and public notice website. Newspaper pages submitted for digital processing that contain legal and public notices are automatically posted on <http://mopaupload.newzgroup.com>.

This site is funded by MPA and maintained by Newz Group.

Newz Group currently works with 11 other press associations on statewide digital initiatives, with 1,200 newspapers from across the Midwest regularly sending their PDF editions, many of which publish in Missouri.

"This program reinforces our decision of a few years ago to ask our members to upload their PDFs," said Doug Crews, executive director of MPA. "We need for every newspaper that sends its pages by PDF to its printer to utilize this program. Free access to the digital archives is a tremendous incentive for newspapers to upload their PDFs."

Crews encourages papers that are not uploading to Newz Group to consider doing this when they send their pages to their printer each day or week.

He pointed out that uploading papers to Newz Group does not remove the need for newspapers to send four copies of each issue to Missouri Press.

For more information on the Missouri newspaper database and statewide digital initiative, contact Ian Buchanan at Newz Group, ibuchanan@newzgroup.com or 800-474-1111.

Newz Group has been working with press associations and publishers to offer media monitoring services to a diverse clientele across the country for almost 20 years. It has one of the fastest-growing digital archives and monitors more than a third of the publications in the United States. Newz Group bought MPA's clipping service in the 1990s.

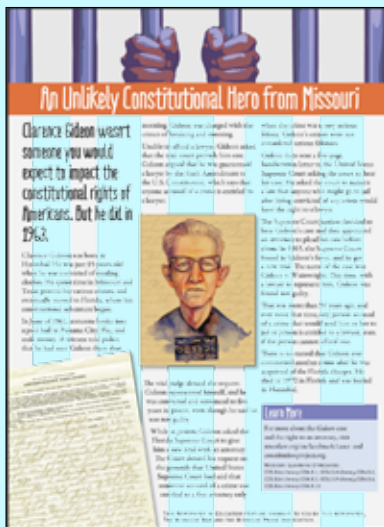
Gannett papers getting *USA Today* content

(Reuters)—Beginning this month, Gannett is adding 12 to 14 pages of its *USA Today* content each day to 35 newspapers in its largest markets, including *The Tennessean* in Nashville and *The Cincinnati Enquirer*.

Gannett has been testing the program at four papers since October and plans to add the new markets throughout the first quarter of 2014. Eventually it plans to extend the program to all of its 81 local newspaper markets.

By incorporating *USA Today* into local papers, Gannett is able to increase the national paper's circulation by roughly 1.5 million readers during the week and 2.5 million readers on Sundays, and then try to sell advertising against these larger numbers.

Gannett's announcement represents a shift for a company that recently has focused on expanding its broadcast holdings. In June, Gannett bought the Belo Corporation for about \$1.5 billion in cash and added 20 television stations to the 23 it already owned. Gannett said that while it was applying a television "network affiliate model" to its papers, the company remained committed to its newspaper assets, which would still provide roughly 30 to 40 percent of its revenue.



Features about constitutional hero

Gideon v. Wainwright was a landmark Supreme Court ruling that the right to an attorney is a fundamental right for a fair trial.

Clarence Gideon was an unlikely constitutional hero from Missouri who in a five-page letter he mailed from jail asked the Supreme Court to hear his case. Decided in March 1963, this case that requires states to provide counsel in criminal cases.

In partnership with The Missouri Bar, Missouri Press has created two features educating readers — young and older — on *Gideon v. Wainwright* and its implications in our legal system. These features are appropriate to publish at any time and can be downloaded at www.mo-nie.com using the code: right2.

Ebook examines winning journalism

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>)

Starting with the "secrets" shared by their creators, the book offers great lessons about how to do better journalism.

The first installment explores *The Denver Post's* coverage of the Aurora theater shootings, which earned the Pulitzer Prize for Breaking News and positive feedback from readers.

"Secrets of Prize-Winning Journalism" examines *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.



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

EAGLE COURIER weekly newspaper in Southeast Missouri seeks editor/graphic designer. Are you creative and self-motivated? Do you have interest & knowledge in newspaper layout and graphic design? If so, this may be the job for you. Full-time position. **KNOWLEDGE NEEDED IN:** Ad design and layout, Adobe InDesign, Adobe Photoshop, newspaper layout a plus. Please send resume and cover letter to: publisher@enterprisecourier.com For more information call: 573-683-3351. 1-10

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 tvlgemgr@lcs.net. 1-9

ADVERTISING SALES EXECUTIVE: The Columbia Daily Tribune is seeking an energetic Account Executive to sell print, online and mobile products to businesses in Columbia and the surrounding area. This position offers excellent experience in working with all types of businesses and involves all types of media, from print products to cutting-edge digital. Candidate should be highly motivated, **CREATIVE**, be able to manage multiple projects, and have a Bachelor's degree or equivalent work experience. Social networking skills are a PLUS! Reliable transportation and valid driver's license required. Compensation package includes guaranteed base plus incentives. Benefits include 401(k), health insurance, dental insurance, vacation and sick pay, and access to company gym. Email resume to srinehart@columbiatribune.com or send to Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205. An application can be printed at www.columbiatribune.com. Click on Tribune Employment located at the bottom of the home page. EOE / Drug free Workplace. 1-9

INSIDE SALES: Do you enjoy being part of a team? Are you motivated to accomplish goals? Join our

staff and start your future with the leading media company in Boone County. We are looking for an individual who enjoys selling a diverse range of advertising products. We will provide the media training needed for the right person! Responsibilities include: achieving monthly sales goals; building a strong client relationship and partnering with a list of advertising accounts; assisting advertisers in reaching their goals; obtaining new business and developing prospects. This full-time position (Mon-Fri 8-5, every third Friday 8:30-5:30) offers \$ 11.00 / hour plus incentives to proven performers. Benefits package includes 401(k), health insurance, vacation pay, sick pay, access to company gym. Please provide references. Email resume to srinehart@columbiatribune.com or send to Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205. An application can be printed at www.columbiatribune.com. Click on Tribune Employment located at the bottom of the home page. EOE / Drug free Workplace. 1-9

COMMUNITY JOURNALIST needed at The Republic-Monitor, Perryville, a twice-weekly newspaper in Southeast Missouri. Perryville is a charming, family oriented community, 30 minutes north of Cape Girardeau and roughly one hour and 30 minutes south of St. Louis. Successful applicants will have interest in covering government, crime, public safety and anything else that crops up. Strong writing and photography skills needed. InDesign page layout experience would be awesome. If you are looking for a position where your skills will be appreciated by your team and by your community, this may be the place. People read the newspaper in Perryville. In a city survey, 82 percent of residents said they get their news from the Republic-Monitor. Contact Beth Chism, Publisher, 573-457-4567, cell 417-818-2626. bchism@perryvillemnews.com. 1-3

CIRCULATION MANAGER wanted at southwest

Missouri daily. Duties include building both print and online circulation through sales and retention; contracting with independent home delivery and single copy carriers; ensuring daily delivery of home delivery, single copy routes; and managing customer service. Applicant should exhibit strong skills in problem solving, communications and teamwork. Must have reliable transportation and valid driver's license. Resumes emailed to Missouri Press editor Kent Ford, kford@socket.net, will be forwarded to the newspaper. 12-18

MULTIMEDIA SPECIALIST: Sexton Media Group, which owns the award-winning Seneca News-Dispatch weekly newspaper, headquartered in Neosho, Mo., is seeking a multimedia specialist. This immediate, full-time position will be responsible for layout & design of the print & online editions of the News-Dispatch as well as other monthly specialty publications Sexton Media (SMG) owns. Knowledge of social media sites is preferable as growing the online social media presence of Sexton Media's various businesses will be another aspect of this position. SMG also owns and operates Neosho Web TV and streaming channels in Joplin, Webb City, Carthage and other small communities in southwest Missouri. This multimedia specialist will help coordinate those streaming efforts by working with video & broadcast teams in those communities and will develop news stories and original programming for all of SMG's streaming channels. Video and photo editing skills a must. Some of the software currently used by SMG includes QuarkXPress, Photoshop, Lightroom, Word, etc. Please send resume to Jimmy Sexton at jimmy@sextonmediagroup.com. 12-17

REPORTER: Platte County Landmark, an award-winning newspaper in Kansas City's Northland, has an opening for a part-time reporter. Duties will include coverage of government/crime/community news. Email resumes to Ivan Foley, publisher, at ivan@plattecountylanmark.com or call 816-223-1410. 12-17

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

Interlink

HOW NEWSPAPERS DO MAIL.

Helen Sosniecki helen@ilsw.com
888-473-3103



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: _____



[CONTEST RULES]

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

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

Entries must have been published between January 1, 2013 and December 31, 2013.

A fee of \$7 per entry in each be mailed at time of entry.

(NOTE: when more than one page or pages constitute an entry, the fee is \$7 for the combined single entry.)

Please mail check to: MAMA Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167.

Entries submitted that do not conform to the above rules will not be accepted, and entry fees will not be refunded. If you have any questions, call 573-449-4167 or email mopressads@socket.net.

[ENTRY DEADLINE IS Friday, February 14, 2014.]

Awards will be presented during the MAMA conference at
Courtyard by Marriott, Columbia; on April 17, 2014



MISSOURI ADVERTISING MANAGERS' ASSOCIATION

[2014 BEST AD CONTEST]



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

Make your plans now to enter the 2014 MAMA Best Ad Contest.

Contest rules begin on page 2 and entries are to be submitted to betterhnc.com
by February 14, 2014.

The 2014 contest will be judged by Colorado Press Association

CONTEST CATEGORIES

- 01. Best Full Page Ad**
Judging based on originality, layout, copy and creativity. NO HOUSE ADS. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).
- 02. Best Ad Smaller Than A Full Page**
Judging based on originality, layout, copy and creativity. NO HOUSE ADS. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).
- 03. Best Ad Series**
(3 or more ads) - Each entry will consist of at least three ads with a continuing theme for a single advertiser. Judges will consider the basic idea, layout, copy, typography and originality. Two classes. DAILY and WEEKLY.
- 04. Best Single House Ad**
Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).
- 05. Most Effective Use Of Small Space**
Judging based on originality, layout, copy and creativity. Two Classes. DAILY and WEEKLY.
- 06. Most Creative Use Of One Spot Color In An Ad**
Must be originally cut-in-house. Two classes. DAILY and WEEKLY.
- 07. Most Creative Use Of Full Color In An Ad**
Non-paid section covers do not qualify. Two classes. DAILY and WEEKLY.
- 08. Best Regularly Scheduled Section**
Regular Section in newspaper published monthly (or more frequently); Judging based on originality, layout, copy and creativity. Two classes. DAILY and WEEKLY.
- 09. Best One Time Special Section**
Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).
- 10. Best Single Classified Ad**
Judging based on originality, layout, copy and creativity. Two Classes DAILY and WEEKLY.
- 11. Best Classified Section**
Each entry will consist of tearsheets from three (3) classified sections from three consecutive issues from either July 2013 OR December 2013. Judges will consider organization and attractiveness of pages, headings, etc. Two classes DAILY and WEEKLY.
- 12. Best Newspaper Promotion**
Awarded in recognition of the best ORIGINAL newspaper promotion idea. To be judged on reader appeal, originality and creativeness in promoting your newspaper. Limited to three entries per newspaper, either single idea or series. Two classes DAILY and WEEKLY.
- 13. Best Shared/signature Page**
Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).
- 14. Best Advertising Sales Tool**
Sales tools may include, but are not limited to the following: research studies, promotion calendars, fliers, newsletters, rate cards, etc. - anything used by the sales staff to aid its selling activities. Two classes DAILY & WEEKLY.
- 15. Best Newspaper Produced Insert**
Judging based on originality, layout, copy and creativity. Two classes DAILY & WEEKLY.
- 16. Best Ad Designer**
Submit portfolio of 3-5 examples by the same designer. Entry can include examples of paid ads and/or house ads. Any number of designers may enter this category. Two classes DAILY and WEEKLY.
- 17. Best Online Ad Designer**
Submit hard copies of 1-3 examples by the same designer. Entry can include examples of paid ads and/or house ads. Any number of designers may enter this category. Two classes DAILY and WEEKLY.
- 18. Best Ad Content Entire Publication**
Submit 3 issues of ENTIRE publication. One copy shall be from month of May 2013, one issue from month of August 2013 and one issue of your choice. 2 classes DAILY and WEEKLY.

19. Best Advertising Idea or Promotion
Entry may be a single advertisement, series campaign, special page or issue or any other idea. These entries will be judged based on originality of idea or promotion; selling power of copy; makeup; layout and design; use of art and photos.

DETAILS

Winners will be recognized and awards given on Thursday, April 17th, 2014 during the annual Missouri Advertising Managers' Association meeting at Courtyard by Marriott, Columbia. Make plans now to attend.

Event Registration form can be viewed after February 1, 2014 at www.mopress.com under EVENTS.

See MAMA entry instructions for uploading to the online contest platform.



Missouri Advertising Managers' Association

ENTER TODAY!

Contest Deadline is Friday, February 14th, 2014

Missouri Advertising Managers' Association
2014 Best Ad Contest Entry Instructions

(Instructions for the Better Newspaper Contest will be virtually the same.)

Entries to the Missouri Advertising Managers' Association Best Ad Contest will be submitted using BetterBNC Online Journalism Awards Platform. If you have questions contact Kristie Williams or Jeremy Patton at Missouri Press, (573) 449-4167, kwilliams@socket.net or jpatton@socket.net.

IMPORTANT: BetterBNC is optimized for Firefox for PC and Macintosh. If you do not have Firefox, download it at <http://www.mozilla.org/en-US/firefox/new/>.

DEADLINE: There is no need to wait until the deadline to upload your entries! The contest template will close at 11PM Friday, Feb. 14, and will not accept entries after that -- no exceptions. You may begin uploading your entries now.

FOLLOW THESE STEPS IN ORDER

Login: Go to <http://www.betterbnc.com>. Click one of the Contestant Login buttons.

Select the appropriate contestant type: If you are the single point of contact for your organization, select **Contestant Manager**. **NOTE:** Once you have submitted 2 entries, you will receive an email validating your Contestant Manager account, enabling you to create Authorized Entrant accounts to make entries on behalf of your organization. If you have received an email authorizing you to submit entries for your organization, select **Authorized Entrant**.

In the **Select a Contest** menu, select **Missouri Advertising Managers' Best Ad Contest**.

From the Select Media Organization, choose your newspaper.

Enter the temporary **Password**, which is "bnc" for everyone, and click **Login**. When you first login, the system will prompt you to create a secure password, but you can use bnc every time you log in if you wish.

Submitting Entries: Select in the template the same division/circulation code for each of your entries, according to whether your newspaper is a daily or a weekly. Your paper is in the circulation division according to your circulation reported in the 2013 MPA Newspaper Directory and updates received prior to November 29, 2013. All papers in each division/circulation class will use the same code in the template.

Dailies Circulation Classes & Codes to enter in the template: 0-10,000 (D1); 10,001 and over (D2).

Weeklies Classes & Codes: 0-3,000 (W1); 3,001-16,000 (W2); 16,001 and over (W3). These codes allow the software to divide entries into the appropriate group for judging; **NOTE:** Categories vary on number of circulation classes, please see individual category rules for specifications on classes.

On the **Manage Entries** page, click **Submit Entry** (left side).

Select the appropriate Division (grouping of categories, ie Ads, Photos, etc.). Select the appropriate Category.

IF APPLICABLE: Read the corresponding Category Note (directly below the Category selection box), describing the category's requirements. Complete the Headline/Title field.

Add entry content (may vary by category):

To upload **digital file attachments** (other than audio/video), click **Browse**, navigate to the desired file, and select Open. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is

desired for this entry, click Attach More and repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit set by your contest administrator.

NOTE: Please try to keep file sizes under 5mb to aid judges in accessing entry content. For larger files such as Special Sections, you may upload your file(s) to a website such as www.issuu.com, and then enter that item's web address into the Contest Template URL field. **NOTE:** Instructions for uploading content to issuu.com are below.

IF APPLICABLE: To add web content or audio/video entries, copy and paste the content's web address into the provided Website URL field. To host your content online, either upload it to a free *streaming content* website (e.g. YouTube) or talk to your IT person about adding it to your website. Make sure the content will be accessible online throughout the contest and awards process.

Here are some examples of free *streaming content* websites where you can upload audio and video content:

Audio: www.kiwi6.com, www.tindeck.com; **Video:** www.youtube.com.

IMPORTANT: Ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. **Judges may disqualify your entry** if work samples are inaccessible.

VERY IMPORTANT: Pay for your entries! Pay your contest fees by check or credit card. **Failure to pay will result in your entries being disqualified.** The fee is \$7 per entry, NOT PER UPLOAD. Make checks to MAMA and mail to 802 Locust St., Columbia, MO 65201-4888 or pay by credit card by calling Missouri Press at (573) 449-4167.

ISSUU.COM Information and Instructions for uploading of very large files (over 5m).

If you have entries for the Missouri Advertising Managers' Association Best Ad Contest that involve several pages or entire sections or editions, you can upload the files to issuu.com and then enter the URLs (online address) of the files to the contest template. [Issuu.com](http://issuu.com) is a free online service that allows viewing of uploaded material.

Here's the procedure for uploading files to issuu.com — PDFs work well. (The system is optimized for Firefox browser.) After you do that, you can collect the URLs for those entries and enter the URLs to the contest template.

After putting all of the files you're going to upload to issuu.com in one folder, follow these steps:

1. Go to <http://www.issuu.com>.
2. Choose "Create Account" at the top right.
3. Once you create your account, you will be guided quickly through two pages before you begin uploading content.
4. The first page asks whether you want to connect with friends using social networking tools. You can skip this by clicking "Skip this step" at the bottom of the page.
5. The second page is a tour of issuu.com that you also can skip if you want.
6. At the top right, choose "Upload."
7. "Browse" to the folder containing your files. Choose the files you want to upload (select all of them if you want to upload all of them at the same time).
8. Once you have uploaded your documents, they will appear on the bookshelves in "My Library."
9. Click the files and record their URLs (<http://www.xxxxx>).
10. When the time comes to upload entries to the contest template, copy and paste the URLs into the appropriate slots in the online contest entry form.

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 ..."

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.

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 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).



Photo: Arthur Witman, 2005 Hall of Fame Inductee

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.