



## CALENDAR

### August

**31** — Mizzou football v. Murray State Racers; tickets for advertising trade-out game; kickoff 6 p.m.

### September

**5-7** — MPA Convention, Marriott Downtown, Kansas City

**12-15** — National Newspaper Association Convention & Trade Show, Phoenix

### NIE training for you Aug. 29 in Columbia

Missouri Press will host a training session for newspaper staff members tasked with reaching out to young readers and educators in your community through Newspaper In Education. The training will be held from 10:30 a.m. to 3:30 p.m. on Thursday, Aug. 29, at the MPA office in Columbia. There is no cost to attend and lunch will be provided.

In addition to basic information on getting started, the workshop will address the Common Core State Standards (CCSS), also called the Missouri Learning Standards, being adopted by Missouri school districts. These guidelines create common end goals to ensure students who graduate from high school are prepared and able to succeed as they enter college or workforce training programs.

The newspaper is an important tool in the CCSS because the skills require building knowledge through content-rich nonfiction and informational texts and reading and writing grounded in evidence from text.

Missouri Press has produced a new teacher guide with newspaper activities that teach the College and Career Readiness Anchor Standards for Language Arts, including reading, writing, speaking/listening and language. This training will offer an in-depth look at this resource and how newspapers are vital to the CCSS.

For more information or to register a staff member to attend, contact Dawn Kitchell at dawn.kitchell@gmail.com or (636) 932-4301.

# Missouri Press Association Bulletin

No. 1294 — 14 August, 2013

## You could win this cool bench!

### *Raffle to support Newspaper In Education program*

Tickets are available now for chances to win a unique bench creatively covered with Missouri's newspapers. The winning ticket will be drawn at the MPA Convention during the Awards Luncheon on Sept. 7.

A ticket is enclosed. Copy it as many times as you want and send the tickets and a check to MPA. Or, you can buy \$10 tickets at the Convention, with a credit card at the MPA online store or by downloading and printing the number of tickets you want and mailing them and a check to MPA. The ticket can be downloaded from [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php).



Your purchase of tickets is a charitable donation to the Missouri Press Foundation for support of your Association's award-winning Newspaper In Education program. For more information contact Dawn Kitchell, dawn.kitchell@gmail.com, (636) 932-4301.

## YOUR Convention in 3 Weeks!

### *Association appreciates members' attendance*

If you haven't registered for the MPA Convention or reserved your room, please do those things now. The meeting is three weeks away, and final preparations are being made.

The 147<sup>th</sup> annual MPA Convention will be Thursday-Saturday, Sept. 5-7, at the Marriott Downtown Kansas City. An agenda and registration form are enclosed.

At this point, after three months of promotion, it's difficult to come up with something fresh to write that might convince you to attend the annual meeting. If you're in the newspaper business in Missouri, and if your newspaper is a member of the Missouri Press Association, this meeting is for you.

MPA President Mark Maassen of *The Kansas City Star* will be the host. Highlights of the program won't be mentioned here. Every event and session will be good, look over the agenda and choose your own highlights.

On day one — Thursday — the Association and Missouri Press Service boards

**MPA Convention** (continued on next page)



## Application for MPA membership

West Newsmagazine has applied for Active Online Membership in the Missouri Press Association. West Newsmagazine is published by Sharon Huber at 754 Spirit 40 Park Drive, Chesterfield, MO 63005, 636-591-0010, [www.westnewsmagazine.com](http://www.westnewsmagazine.com).

Active Online Members are entitled to all privileges of membership in the Association.

The board of directors of the Association considers applications for membership at its next meeting after this notice of application has appeared three times in the Bulletin or eBulletin.

Comments or concerns about application should be sent to the Association, [dcrews@socket.net](mailto:dcrews@socket.net), 573-449-4167.

## Max Heath suffered mild stroke on Aug. 4

Max Heath, a community newspaper executive and the postal consultant for the National Newspaper Association for many years, has resumed activities after suffering a mild stroke on Aug. 4.

In an email to friends and associates, Heath said he began experiencing symptoms when he woke up Sunday, but he went to church as usual. He passed out briefly while at church and was taken by ambulance to a hospital.

"After many tests Sunday afternoon and Monday, neurologist found spot on brain stem indicating thrombosis (localized clot) had occurred," Max wrote. "Released last night. ...My speech is improved, although my right hand typing needs more practice, and my bad right leg is weaker. I think with practice, I will resume 'normality.' My doctor said to resume normal activities and not worry about recurrence."

Max can be reached at [maxheath@lcn.com](mailto:maxheath@lcn.com).

## Use Toolbox

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

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

## MPA Convention (continued from previous page)

will hold their fall meeting, beginning at 8 a.m. with breakfast.

At noon, golfers will gather at Drumm Farm Golf Club in Independence. A shuttle will leave from the hotel at 11:30 a.m.

### Hotel reservation site

Here is a link to the Marriott Downtown Kansas City if you have not yet made your room reservation for the Sept. 5-7 MPA Convention: <http://tinyurl.com/lu9de6b>.

If the TinyURL does not work, here's the original: [https://resweb.passkey.com/Resweb.do?mode=welcoming\\_ei\\_new&eventID=10406439](https://resweb.passkey.com/Resweb.do?mode=welcoming_ei_new&eventID=10406439).

Entertainment will continue Thursday evening with a visit to Howl at the Moon dueling piano bar. It's in the Power & Light District a few blocks from the hotel. You can check out the piano bar and the district online.

The enclosed agenda lists the speakers and topics for the Friday and Saturday sessions. It's a strong lineup with plenty of highlights.

This year's Newspaper Hall of Fame honorees will be inducted Friday evening. Newspaper Contest and Young Journalist of the Year awards will be presented at the Saturday Awards Luncheon, the final

activity of the Convention.

Missouri Press hopes to see you three weeks from now in Kansas City!

## Postal Service wants to deliver ads

### *Newspapers can develop mailing services for advertisers*

Below is an "Industry Alert" from the Postal Service. It's about promotions available that encourage local businesses to use the mail to advertise.

Newspapers with the resources can use these Postal Service programs to create promotions for local businesses that do not have the staff or expertise to create their own direct mail programs. These direct mail programs can be promoted separately or bundled as part of a larger marketing campaign for a local business.

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The Postal Service has launched three mailing promotions running simultaneously Aug. 1-Sept. 30.

During the Picture Permit promotion period, Picture Permit fees will be waived for mailers with an approved Picture Permit indicia. The fees are 1 cent per piece for First-Class Mail automation letters and postcards and 2 cents per piece for Standard Mail.

The Product Samples promotion provides mailers with an upfront postage discount on qualifying Standard Mail and Nonprofit Marketing Parcels that contain product samples during the promotion period. This promotion is aimed at Mail Service Providers and consumer packaged goods companies mailing product samples to consumers.

The Emerging Technology promotion offers an upfront 2 percent postage discount and is available to business mailers who utilize Augmented Reality, Authentication or Near Field Communication with their mailpieces. Eligible mail classes are First-Class Mail letters, flats and cards (presort and automation), Standard Mail letters and flats, and Nonprofit Standard Mail letters and flats.

Registration information, program requirements, prerecorded webinars and presentations for all three promotions can all be found on the USPS Customer Support Center, RIBBS. (<https://ribbs.usps.gov/index.cfm?page=mobilebarcode>)





## Missouri Press Association

### Missouri Press Service

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# Statewide Classifieds add 1x2

## Newspapers in network can sell spot, share revenue from new display space

Missouri Press Service is enhancing its Statewide Classifieds program by adding a 1x2 display ad space in the bottom of the boxed Statewide Classifieds. The boxed Statewide Classifieds are sent each week to network participants as a PDF.

This new ad will be in the bottom of the Statewide Classifieds box. In effect, it is an ad inside an ad. Along with this, Statewide Classifieds has a new logo.

This upgrade will add revenue to the Statewide Classifieds "pot" that participating newspapers share, and it gives participating newspapers another product to sell for a bigger commission.

The new 1x2 box will not be sent to newspapers in the Statewide Classified network that run the Statewide Classifieds as text. If you are running the text only, but would like to start running the box, contact Jennifer Plourde at Missouri Press so you can share in this new revenue, jplourde@socket.net.

You also can email Jennifer if you are not participating in the Statewide Classifieds network and would like to sign up or if you need information about it.

**Cathi Utley, the advertising manager for the *Hermann Advertiser-Courier* and the *New Haven Leader*, knows Statewide Classifieds work for her clients. She is featured in the advertisement below.**

202 Missouri newspapers with a circulation of more than 1.03 million participate in the Statewide Classifieds network. They earn a substantial commission for every ad they sell into the network and receive a check every six months as their participation shares in the program. Missouri Press would like more papers to join the Statewide Classifieds program to make it an even better value for advertisers.

“ Missouri Press Association's "Statewide Classifieds" are a great tool for my newspaper advertisers. The exposure is excellent and the price is very affordable. I have Statewide Classified users tell me how well it works for them and how they enjoy the ease of placing an order. All they do is call me and it's done; they get their information out and they are not using their valuable time placing ads across the state.

Because Statewide Classifieds work so well for my customers, I feel comfortable recommending them to all of my clients. It is another tool in my tool belt of ways to make my clients successful.

I also feel good about helping out the Missouri Press Association. I enjoy the revenue my paper receives and it is a bonus that I can help support the Association too!

In all, I say that Missouri Statewide Classifieds are a great piece of the success puzzle for our newspaper.

**Cathi Utley,**  
*Hermann Advertiser Courier and  
New Haven Leader newspapers.*



For more information on Statewide Classifieds call Jennifer  
573.449.4167 • jplourde@socket.net



## Free paper publishes with photos dropped

(Creative Media Blog) — If newspaper pictures tell a story, then what happens when a daily newspaper runs without photos? The boxes, where photos should be, ran blank except for a tiny graphic in the middle — the universal sign of a broken image link.

Is someone going to lose his or her job for letting such an egregious error go to press? Not this time, because this faux pas was intentional.

TBWA Copenhagen recently released a case study on a campaign it created last November that had readers of the free daily, *Metro*, assuming their batch of newspapers was inadvertently published without photos.

This photo outage happened globally, so regular readers took to social media to poke fun at *Metro's* glaring error. In reality, those missing pictures served as in-house ads for The Metro Photo Challenge. The agency was tasked to increase the number of entrants in *Metro's* yearly photo contest, with no media budget.

*Metro* revealed the reason for publishing a newspaper without pictures in the following day's edition, using an in-house ad to ask readers: "Did you miss anything in the paper yesterday?"

The Metro Photo Challenge received an increase in participants by 377%, along with 139% more photos submitted.

## Real estate advertising must have notice

ALL PUBLISHERS must carry at the beginning of the real estate advertising section this publisher's notice:

"Publisher's notice: All real estate advertised herein is subject to the Federal Fair Housing Act, which

makes it illegal to advertise any preference, limitation, or discrimination because of race, color, religion, sex, handicap, familial status, or national origin, or intention to make any such preference, limitation, or discrimination.

"We will not knowingly accept any advertising for real estate which is in violation of the law. All persons are hereby informed that all dwellings advertised are available on an equal opportunity basis."

Jean Maneke, MPA's legal hotline counselor, has provided a sheet you can use to help your staff comply with Fair Housing advertising rules. It is enclosed with this Bulletin.



# 'Digital Footprint' coming soon

*Provide your advertisers with broad online presence*

Every company and business, even the smallest one-person enterprise, should be online in some form. Many of the businesses in your community have no presence at all on the Internet.

Now, through Missouri Press Service, you'll be able to provide that presence for them. And it will put money in your pocket.

Missouri Press Service soon will launch Digital Footprint, a bundle of digital services that will generate new revenue. Member newspapers will be able to provide their advertisers a presence on Facebook, Twitter, Google+, Yahoo, Pinterest and other programs people use every day to shop and communicate.

You'll hear more and more about Digital Footprint in the coming weeks and months in the MPA Bulletin, Missouri Press News magazine, the eBulletin and at Missouri Press meetings.

Missouri Press advertising director Mark Nienhueser will tell newspapers how this new program will benefit them, and he will help train your staff on how to sell Digital Footprint to your advertisers.

Businesses in your town could get these services from any number of providers. They should get them from you, the dominant medium in your market. You can expand the audience for your newspaper advertisers and offer a great marketing tool to those who don't advertise in your newspaper — a Digital Footprint.

"Digital Footprint will encompass all that MPS and its members have to offer in addition to space in newspapers," Nienhueser said. "There is a substantial market out there for all things digital, from creating web pages and Facebook pages for small businesses, to increasing online exposure, to email marketing, even video and audio.

"In addition to working hard to increase print advertising, we've got to make a big push for online marketing," he said.

*Program will put money in your pocket.*





## Apply online for MU football credentials

Apply for credentials to cover Mizzou home football games online at <http://www.sportssystem.com/clients/seccredentials/>.

The link will take you to the SEC credential page where you will need to accept the terms of service and then click on the Mizzou Football credential link. You can request single-game or season credentials and parking.

Applications for season credentials will be accepted through Aug. 20. Single-game requests must be made no later than Monday of each game week. Seating is limited, so submit your requests as early as possible.

## Advertising Federation resuming in Columbia

(Columbia Business Times) – The American Advertising Federation (AAF) is returning to Columbia. The group, which disbanded a few years ago, will be officially recognized by the national AAF after regaining 30 members.

“Columbia’s AAF chapter was a driving force in educating professionals in the area about marketing and advertising trends, while also rewarding hard work through the Addy Awards,” said Dak Dillon, who is leading the reorganization effort. “We’re wanting to bring back that spirit of learning, professional growth and networking with the new AAF of Columbia.”

Both local chapters and the national organization of AAF aim to promote, protect and advance the interests of advertising companies and professionals. Columbia’s chapter plans to provide networking events and training opportunities for its members, as well as potential recognition in the Addy Awards.

The first AAF Columbia event will take place in September, and the Addy Awards will return to Columbia in 2014, with submissions due this fall.

Membership costs are \$55 for students, \$55 for non-profits, \$100 for individuals and \$270 for corporate memberships for up to three people. For more information, visit [AAFcolumbia.com](http://AAFcolumbia.com).

# Weekly reaches 92.5% in county

*The* (Washington) *Missourian* reaches an average of 92.5 percent of all Franklin County residents when its print and digital audiences are combined.

That is according to the results of a readership survey conducted for *The Missourian* by the research arm of the Reynolds Journalism Institute (RJI) at the University of Missouri School of Journalism.

“We commissioned the survey to learn more about who our readers are, their habits and what they think of us,” publisher Bill Miller Sr. said. “We wanted to see how our newspaper and other digital mediums were performing.”

520 randomly selected county residents answered 42 question by telephone or cell phone from March 18 through April 26.

“The finding that *The Missourian* reached 92.5 percent of residents in Franklin County through its print and digital platforms such as its website, smartphones and tablet devices is very impressive,” said Dr. Kenneth Fleming, associate director of research at RJI. “Particularly in recent years, I have not seen readership figures at 80 percent or higher, either nationally or regionally. The findings suggest *The Missourian* is doing something right.”

Other key findings:

- 92 percent of readers rated the quality of *The Missourian* from “good” to “excellent.”
- 94 percent of readers rated accuracy of *The Missourian* from “good” to “excellent.”
- 90 percent of readers rated the trustworthiness of *The Missourian* from “good” to “excellent.”
- *The Missourian* is the primary source of information for residents in Franklin County.
- More than half of readers made a purchase based on advertising in the past 30 days.

Fleming said the survey revealed that three out of four Franklin County residents are interested in the news about the community and the neighborhood they live in and 53 percent of county residents are interested in news about government and elected officials.

“The findings are very much in line with what I know to be the true function of a newspaper — as a watchdog — as to what’s going on in the community and in government,” Fleming added. “It’s clear there is a lot of interest in community and local news in Franklin County.”

The survey also posed questions on the use of online media.

According to survey results, 42 percent of Franklin County residents accessed *emissourian.com* through a desktop or laptop in the past 30 days.

The survey also revealed that advertisements in *The Missourian* were relevant to 80 percent of county residents.

Brian Steffens, director of communications at the Reynolds Journalism Institute and former executive director of the National Newspaper Association, said readership results in Washington are higher than the national average as reported by the National Newspaper Association’s annual surveys the past seven years.

A few factors likely explain this, Steffens said.

“I would attribute that to a long history of public service by the newspaper and the family that oversees it,” he said. “That unbroken string of decades of service to the community has built and engendered trust, confidence and two-way conversation among the news team, citizens and community leaders. Familiarity and trust build civility, a key component to community cohesion and growth.”

*Nearly all readers rate Washington Missourian ‘good’ or ‘excellent’*



## New York Times not for sale

(Reuters) — *The New York Times* is not for sale, its controlling family and publisher have said, the newspaper reported after a week in which *The Boston Globe* and *The Washington Post* were purchased by new owners.

“Will our family seek to sell *The Times*? The answer to that is no,” the publisher, Arthur Sulzberger Jr., who is also chairman of the New York Times Co., said in a statement reported on the newspaper’s website. Sulzberger said he and vice chairman Michael Golden had spoken to Donald Graham, chairman and chief executive of the Washington Post Co., about his decision to sell *The Post* and stressed that *The New York Times* did not plan to follow a similar path.

Amazon.com Inc. founder Jeff Bezos agreed to buy *The Washington Post* for \$250 million in a surprise deal that ends the Graham family’s 80 years of ownership.

*The New York Times* is selling *The Boston Globe* to the principal owner of the Boston Red Sox baseball team for \$70 million in cash, a small fraction of what *The Times* paid for the newspaper 20 years ago.



## AOL to close about 300 Patch sites

(News&Tech) — AOL said it will shutter, find partners for, or sell almost 300 Patch sites just two years after expanding the local-reporting initiative to all 50 states.

AOL began reviewing plans for Patch with the company’s board last week and final action will take place over the coming weeks.

Patch has online-only hyperlocal news sites with small staffs in cities around the country.

Although up to 500 jobs are on the line, “there is no scenario where we are closing Patch,” according to CEO Tim Armstrong.

# Newspaper beats website 7-1

## Response to printed warrant notices overwhelms sheriff

(Inlander) — Public notices are much more visible – and visited – in newspapers than on a government website. That was the conclusion reached following a four-week test in South Carolina.

The newly elected sheriff in Darlington County, S.C., wanted to clear out a bunch of old warrants. They were mostly for checks and a variety of misdemeanors. He asked the local newspaper, the *News & Press*, to help.

The two parties decided to test their respective reach. Each week, the newspaper would list 50 names in a quarter-page notice while the sheriff’s office would list a different set of 50 names on its website.

Sheriff J.W. Byrd said the response from the newspaper was “overwhelming, and it’s really been better than we ever thought it would be.” He said it was the most successful program his office has had. The newspaper response beat the website seven to one.

Of the 200 names listed in the newspaper, 70 citizens came forward to resolve their warrants – a rate of 35 percent. Many more people came forward who had not been named because they wanted to avoid having their names in the newspaper. Byrd said his office fielded 800 to 1,000 calls about warrants within one month; he normally gets only a few calls a year on the same topic.

From the sheriff’s website, only 10 people came forward – a response rate of 5 percent.

### Noticing the Notices

Design expert Ed Henninger says newspapers should consider treating notices like news, even if the text cannot be edited. He showed examples at a recent workshop of notices that included larger text, compelling headlines and photos.

He noted that the newspaper cannot charge extra for the additional space used but that in most instances, there’s nothing that says the extras can’t be added. If the art and headlines get people to read the notices more, then they’re using the newspaper more and that’s good for everybody, he suggested.

“Nothing says you have to keep [notices] with the classifieds,” he said. “Nothing says you can’t do a story on them.”

He cites examples where newspapers have put Public Notices on a page with contact information for state and local officials. Some included an index to the notices. Others had quick-response (QR) codes to take readers to relevant websites. For instance, if a notice is for a sheriff’s sale of a house, the notice could include a photo of the house and a QR code to the website offering auction details. The notice could also include a map showing where the house is located.

Some of his examples included strong visual appeal unrelated to the notices. For instance, one newspaper puts an historic photo on the page with Public Notices. The photo and history help draw readers into the page.

Other suggestions included front page teasers, creative headers and an explanation of why Public Notices are important.

*70 citizens came forward to resolve their warrants ... Many more people came forward who had not been named because they wanted to avoid having their names in the newspaper.*



## Upcoming Webinars

**How to Reinvent Your News Media Brand**  
**Friday, August 16**

*Mike Wagner, White Rabbit Group*

**The Latest Apps For News Reporting**  
**Wednesday, August 28**

*Chris Snider, Drake University*

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

*Presented in partnership with:*

**Missouri**  
**Press Association**

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

## Upcoming Webinars

**Digital Subscriptions: Highlights, Trends and Potential**  
**Friday, September 13**

*Jeffrey L. Hartley,*  
*Morris Publishing Group*

**Collaborating For Success: Competitive Business Models**  
**Friday, September 20**

*Lyle Muller, Iowa Center for Public Affairs Journalism*

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

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# Watch this video, often!

## *Newspaper promotion wins award at Cannes*

(Editor's note: This video went viral months ago. It's recommended viewing for newspaper people; maybe once a week. You might even want to put a link to it on your website, sharing on Facebook and running a story about it in your newspaper, with a URL link to the video. The short video demonstrates the power of print in a clever, entertaining way, and it won a fancy award at Cannes!)

**By MAX B. BROUNS / Newspaperswork**

“6 things you can miss while reading a newspaper” campaign from Belgium’s Newspapersworks touts effectiveness of print and wins at the Cannes Film Festival. (Original URL: <http://www.inma.org/blogs/ideas/post.cfm/viral-movie-touting-print-catches-eye-of-target-audience-advertisers#ixzz2br9P3qUW>); **TinyURL:** <http://tinyurl.com/ljh4prn>)

“Prove, don’t promise” is the basic idea in all the communication of Newspaperswork, the Belgian newspaper publisher’s one-year-old marketing platform.

We have clearly established that the digital generation of marketers and advertisers can be convinced of the power of media only by solid proof and measurable results — no longer by classical metrics such as average audience figures, and not even by verified circulation figures.

The illusion that in digital and social media “everything is measurable” and that advertising campaigns can be optimised by monitoring the audience’s behavior and reaction induces more and more marketers to shift budgets from the (old) trusted newspapers to newly hyped media.

In Belgium, newspaper sales and audience figures are certainly not bad at all:

- Among the Belgian population, 50% (18+) read a newspaper every day.
- The medium’s gross contacts have even grown by 11% during the last 10 years.

These figures strongly argue in favor of maintaining trust in our medium and defending our 20% share of the advertising market.

And yet, we have to admit that newspapers do suffer from the negative perception of being a declining medium and are far from sexy for media strategists. Print media are not attracting new creative forms of advertising or new advertisers.

Newspaperswork’s mission consists of pointing out both newspapers’ unique selling propositions and their contribution to media strategies. We prove the power of the medium to retain attention, activate the reader, and create word of mouth.

Since the best way to convince advertisers is by proof, we decided to confront them with their own behavior as readers. We asked our agency, Duval Guillaume Modem, to make a viral movie.

For the movie, we selected three nominees for the “Advertiser Personality of the Year 2012” award, who were picked up at home in a Mercedes. We put some newspapers on the back seat and told our nominees that they were being filmed for the sake of a small Newspaperswork feature.

The newspapers held their attention, utterly and completely, and the hilarious things they missed while reading their newspaper substantiate the strength of our medium.

This simple message was picked up by thousands of blogs, websites and tweets, and created a buzz among the Belgian advertising community.

The message was appreciated not only by advertisers, who were reminded of the power of newspapers, but also by creatives, and, to top it all, by the jury of the Cannes Lions festival. Indeed, the movie won a Silver Lion in the “Promotion of Media” category.

Next year, we are going for gold ... with an astonishing print campaign.



## HELP WANTED



**EDITOR:** The Nevada Daily Mail is seeking an energetic, hands-on leader who understands the importance of community journalism. We're located in southwest Missouri, within easy driving distance of Joplin and Kansas City. We're part of Rust Communications, a family-owned information company committed to serving our communities. The ideal candidate will bring a proven track record of being personally productive in writing, photography and layout and making daily deadlines. Resumes should be sent to Floyd Jernigan, publisher, at [fjernigan@nevadadaily.com](mailto:fjernigan@nevadadaily.com). 8-13

**SPORTS EDITOR:** The Independence Examiner is seeking a full-time assistant sports editor (35 hours per week) with experience in writing and editing. Candidate will write features, game and event stories, edit stories, place stories on our website, assist in making assignments and perform other duties as assigned. Experience as a photographer, imaging photos in Photoshop and supervising stringers a plus. Ideal candidate will have a bachelor's degree or equivalent experience. Send resume, cover letter and 5-7 writing clips (online links are acceptable) to executive editor Sheila Davis at [sheila.davis@examiner.net](mailto:sheila.davis@examiner.net) or managing editor (news and sports) Karl Zinke at [karl.zinke@examiner.net](mailto:karl.zinke@examiner.net). 8-12

**PUBLISHER:** NPG Newspapers Inc. has an opening for a publisher in Warrensburg, Mo. Our Warrensburg operation includes the Monday-Friday Star-Journal, website and a weekly shopper. We are looking for strong leadership skills, financial acumen, sales experience, an understanding of marketing print and digital initiatives and a customer-first approach. Primary responsibility is to expand, lead and direct the organization to exceed sales revenue, marketing and budgetary goals. We believe in community journalism and the importance of local focus and involvement. Headquartered in St. Joseph, News Press and Gazette Co. includes internet, broadcast, commercial printing, and data center hosting spanning several states. EOE, benefits include life, disability, health, dental and vision insurance, PTO plan and a generous 401(k) plan. Must pass pre-employment background and drug screenings. Send resume to Lee Sawyer, COO NPG Newspapers Inc., 825 Edmond St., Saint Joseph, MO 64501 or [lee.sawyer@newspressnow.com](mailto:lee.sawyer@newspressnow.com). 8-9

**COMPUTER TO PLATE OPERATOR:** Pre-Press department is seeking a Computer-To-Plate Operator for high quality deadline oriented production environment. Prepare, transfer and manage electronic data from a variety of sources and output offset printing plates and digital color proofs. Must have PC computer skills as well as good organizational skills. Position is full-time with benefits. Must be able to lift approx. 40 lbs. Tuesday through Saturday 4:00 pm – midnight. Benefits include health insurance, vacation pay, sick pay, 401(k), and access to company gym. Email resume to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com). EOE / Drug free Workplace. 8-9

**SENIOR GROUP PUBLISHER:** GateHouse Media has an opening for a Senior Group Publisher with proven record of revenue and ebitda results to lead its daily, weekly, shopper and digital operations in MO, KS, IA, and NE. The position will be based in Independence, MO. In addition to developing the revenue, digital and competitive strategy for this multi-state media group, we

want your ideas for new product development and market expansion. We have an extensive portfolio of commercial printing jobs as well. We are looking for someone who has very advanced editorial philosophies, consumer marketing techniques, advertising ideas and understands value creation. Travel is an important portion of the position. Position offers an excellent salary plus a full range of benefits. GateHouse Media is one of the largest publishers in the U.S., and owns 79 daily and 257 weekly newspapers in 21 states, as well as more than 405 locally focused websites. Send cover letter, resume and salary history to: Gary Funkhouser, Regional Director, Human Resources, [gfunkhouser@gatehousemedia.com](mailto:gfunkhouser@gatehousemedia.com). 8-7

**MARKETING CONSULTANT:** If you are integrity-oriented. . . If you are serious about customer service. . . If you care about solving problems for your clients. . . If you are self-motivated. . . If you have a desire to succeed. . . If you have a genuine interest in business. . . AND, If you desire to be compensated for a job well-done. . . You may be a candidate for a Marketing Consultant position within our company in the Southwest Missouri area of our community newspapers. We pride ourselves in being a "Customer-1st" kind of company. We put the needs of our clients before our needs, and we work hard to always do what we say we will do. We are currently looking for a proven successful outside sales representative who will assist local businesses with their advertising needs. EOE. Visit our web site at [www.commpub.com](http://www.commpub.com). If you are all the above and are: Detail-Oriented, Creative, Trustworthy, Responsible, a Consistent Achiever, send resume to: Marketing Consultant position, PO Box 330, Bolivar, MO 65613, Email to: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com) or fax to: 417-326-8701. 7-31

**MARKETING CONSULTANT (Outside Sales):** If you are integrity-oriented. . . If you have a genuine interest in business. . . AND, If you desire to be compensated for a job well-done. . . You may be a candidate for a position in the Marshfield, MO area. We put the needs of our clients before our needs, and we work hard to always do what we say we will do. We are looking for a successful sales representative who will assist businesses with their advertising needs. EOE. Visit our web site at [www.commpub.com](http://www.commpub.com). If you are Detail-Oriented, Creative, Trustworthy, Responsible, a Consistent Achiever, send resume to: Marketing Consultant position, PO Box 330, Bolivar, MO 65613, Email to: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com) or fax to: 417-326-8701. 7-31

**COPY CHIEF:** The Lawrence Journal-World is hiring a copy chief to lead the daily operations of its cutting edge, dynamic newsroom. This position reports to the managing editor. This is a coveted opportunity to work with a first-rate journalism team engaging the local community with a variety of digital and print tools. We are seeking an experienced copy editor with a history of success in digital and print media to manage the news copy desk. Visit [jobs.the-worldco.com](http://jobs.the-worldco.com) for more information and to apply online. EOE. 7-30

**PUBLISHER:** Rust Communications has an opening for a publisher in Monett-Cassville, Mo. Manage a property that includes a daily newspaper that publishes four days a week, a weekly newspaper, a shopper, two websites and various specialty products. Primary responsibility is

to expand, lead and direct the sales and marketing teams to exceed sales revenue, marketing and budgetary goals. Attention to detail required, combined with an eye to the overall daily, weekly, monthly and long-term strategy as a member of the Rust leadership team. Rust Communications, a family-owned company with headquarters in Cape Girardeau, Mo., publishes 50 daily and weekly newspapers in eight states. The company is an Equal Opportunity Employer. Please send resume and cover letter to Ron Kemp, Regional Vice President, Rust Communications, P.O. Box 669, Kennett, MO, 63857, [ronkemp@centurytel.net](mailto:ronkemp@centurytel.net). 6-26

**PART-TIME REPORTER:** Richmond News, a General Excellence twice-weekly newspaper 45 minutes east of Kansas City, is seeking a part-time general assignment reporter. Must be reliable and professional, possess good reporting, writing and communications skills, and have reliable transportation. Job entails coverage of a municipality along with general human interest stories. Some evening and weekend hours will be required. Send letter, clips, resume and references to JoEllen Black, Richmond News, P.O. Box 100, Richmond, MO 64085, publisher@richmond-dailynews.com. 7-19

**REPORTER:** Full-time reporter position available at the Mound City News, a weekly newspaper in Mound City, MO. Experience preferred. Need to be willing to cover news and sports. Salary depends on experience and includes some benefits. E-mail resume to Adam Johnson at [moundcitynews@socket.net](mailto:moundcitynews@socket.net) or call 660-442-5423 with any questions. 7-16

**SALES REP:** Missouri Press Service, Columbia, has immediate, full-time opening for Inside Sales Rep. Responsible for selling MPS Print and Online Network Products. Coordinates with outside agencies/customers and inside team. Excellent telephone sales and communication skills needed. Create sales leads, initiate prospect calls, and establish ongoing rapport with existing and potential customers. Integrity, vision, passion are essential. Send cover letter and resume' to [dcrews@socket.net](mailto:dcrews@socket.net). No phone calls, please.

**REPORTER:** Join the Nodaway News Leader team of quality-first journalists. There is an opening in our newsroom that might be just the route your newspaper career needs. The locally owned NNL covers all of Nodaway County's events, schools, government entities -- basic news. This weekly newspaper, a non-corporate biz, is the go-to news source for the accurate story and entertaining reading for the area. Please send a resume, some writing pieces and references to NNL, Kay Wilson, publisher-owner, PO Box 373, Maryville, MO 64468. 7-21

**EDITOR:** The Cassville Democrat is seeking a leader who understands the importance of community journalism. Must possess strong writing, editing and photography skills as well experience using InDesign and Photoshop. We are seeking someone who understands social media who can take our online presence to a new level. Organization, adherence to deadlines and the ability to produce in a fast-paced environment are key. We're in southwest Missouri in close driving distance to Springfield and Fayetteville, Ark. Cassville is the county seat and located minutes from Roaring River State Park and Table Rock Lake. Qualified candidates should send their resumes to [office@monett-times.com](mailto:office@monett-times.com). 6-26



# Win a Newspaper Bench!



**Drawing will be at the MPA Convention Awards Luncheon on Sept. 7, 2013.**

This one-of-a-kind bench was created from Missouri's newspapers.

The bench is 50.5 inches wide and made of wooden slats with cast iron ends.

This \$10 ticket for a chance to win the bench is a tax-deductible donation to the Missouri Press Foundation. Proceeds will benefit Newspaper In Education.



## Bench Raffle Ticket \$10 each



*benefiting*

**Missouri Press Foundation**

Return this stub with donation to  
802 Locust, Columbia, MO 65201

Name \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Equal Housing logo/slogan standards:

You don't need the logo as part of your publisher's statement – it goes in display ads. Here's what you need to know:

1. ALL PUBLISHERS must carry **at the beginning of the real estate section** the publisher's notice:

Publisher's notice: All real estate advertised herein is subject to the Federal Fair Housing Act, which makes it illegal to advertise "any preference, limitation, or discrimination because of race, color, religion, sex, handicap, familial status, or national origin, or intention to make any such preference, limitation, or discrimination.

We will not knowingly accept any advertising for real estate which is in violation of the law. All persons are hereby informed that all dwellings advertised are available on an equal opportunity basis.

2. For any display advertising which you run:

If ad is less than four-column inches, include this **slogan**: "Equal Housing Opportunity."

If ad is 4 column inches to 1/8 page: include the logotype sized to 1/2 by 1/2 inch.

If ad is 1/8 page to 1/2 page: include the logotype sized to 1x1

If ad is 1/2 page or larger, logotype must be 2x2.

Note: Logotype must be at least equal to the largest of any other logotypes (ie: if other logotypes are larger than 2 inches, ditto for EHO logotype).



If no logotypes are used, 3-5% of the ad space may be devoted to the **statement** (see below) of the equal housing opportunity policy.

In advertising less than 4 column inches wide (1 col x 4 inches or 2 col x 2 inches) in size, the **Slogan** alone(see above) should be used. At the TOP of the section that contains those, the Publisher's statement must run. (See above).

(EHO **Statement**: We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status, or national origin.)

# STORM CLOUD

*Adobe opens can of worms with Creative Cloud*



Kevin Slimp  
The News Guru

kevin@kevinslimp.com

When I was a college student living in Texas, I got used to hearing people say, “Boy, howdy.”

This wasn’t a greeting, as you might think. It was more along the lines of “You’re not kidding!”

It’s struck me as funny that, as I thought about the best way to explain the reaction to Adobe’s Creative Cloud announcement, the first words that came to mind were, “Boy, howdy.”

Did Adobe open a huge can of worms by moving to the Creative Cloud model? Boy, howdy. Did they ever. Is the creative and publishing world up in arms about it? Boy, howdy. Are they ever.

Is there anything we can do about Creative Cloud? Probably not.

For those who have been hiking the Appalachian Trail for the past two months and aren’t familiar with the changes at Adobe, here’s the short version: You no longer buy Adobe software. You lease it. Think of your cable company. For a monthly fee, you have access to hundreds of channels, even though you probably don’t watch more than three or four.

Cable seemed like a good idea when I moved into my place three years ago. I got 200 channels, HBO, high-speed Internet and a phone line for \$99 per month. It’s hard to argue with that. What I haven’t been able to figure out is how my cable bill went from \$99 per month to over \$200 without my noticing it. And I don’t even get HBO anymore.

And that’s the catch about Creative Cloud, isn’t it? Sure, we get InDesign, Photoshop, Illustrator, Flash, Acrobat InCopy and a couple of dozen other apps. But let’s face it, how many of our people use more than two or three Adobe applications?

And that price of \$30 per month per user? That sounds like an OK deal. \$360 per year for the latest version of Adobe software. But what about next year. That price is only guaranteed for the length of the one-year agreement. And, unless something changes, the \$30 per

month goes up to \$50 for folks who sign up after July 31, 2013. So beginning August 1, that \$360 moves up to \$600 annually.

Are people upset? Boy, howdy. There are blogs and online communities dedicated to complaining about the changes at Adobe. They’ve recently been compared to Quark, whose corporate attitude in the 1990s led to their quick descent from their lofty perch as king of the creative world.

In 1997, *Publish Magazine* asked me to write an editorial comparing Adobe to Quark. Not a software comparison, but a comparison of the companies. At the time, it seemed like just about all of Quark’s customers were tired of their corporate “take it or leave it” attitude.



Umbrella illustration courtesy of Adbuilder.com

Quark customers left in droves after the release of Adobe InDesign. Over the next few years, the king of the creative world was sitting at the bottom of the heap, looking up at the new king.

I’ve received calls and emails from publishers from New York to California. I even received a call while I waited for a flight in Boston last week from a National Newspaper Association board member. He called, during their meeting, to learn what our alternatives are as an industry. Apparently it was the board’s “hot” topic at that moment. My answer, “Not much.”

At this moment, however, I’m letting my

mind play “What if?” The game is played something like this:

- What if Quark got together with Corel and packaged the latest version of QuarkX-Press with Corel Paintshop Pro and sold the bundle for \$699?
- What if Quark bundled QuarkXPress with GIMP, a free Photoshop “clone” application and made some tweaks so the two applications could work seamlessly together, like InDesign and Photoshop?

The problem with playing “What if?” is that it’s just a game. It looks like none of these scenarios are going to happen. I just got off the phone with Gavin Drake, VP of Marketing at Quark, and it sounds like they’re not planning any bundles or making any plans to take on the Creative Cloud.

And let’s face it. If Quark’s not interested in competing with Adobe on the publishing front, who will?

And, for those of you who are wondering, I did talk to Liz Mitchell, PR Manager at Corel. She was very kind and happy to answer my questions concerning Adobe users looking for alternatives. However, in the end, Corel has products that serve as alternatives for Adobe Illustrator and Photoshop, but their products are primarily Windows-based and there is nothing to compare to InDesign or QuarkXPress.

I’m not worried about the changes with Adobe software. We can always keep producing newspapers and other publications the way we always have. What does worry me is that companies like Adobe and Quark don’t see the traditional publishing world as a market worth concerning any longer.

And as logical as it seems, creating an alternative to InDesign just isn’t feasible. I was involved in the K-2 project - what later became InDesign - and it seems like it took seven years or more to develop the original version of the application.

So what’s my advice? There doesn’t seem to be a viable option to Adobe Creative Cloud at the moment. Eventually you will be

forced to upgrade equipment and software and, when you do, you’ll probably sign up for Creative Cloud.

In the meantime, read carefully. The price goes up significantly after July 31, 2013. If you are going to upgrade software, do it before then. Otherwise, you’ll spend \$240 extra per user over the next year.

Am I a little frustrated that we don’t seem to have other options? Boy, howdy, am I ever. But like everyone else, there doesn’t seem to be much I can do about it at this point.

I’d love to hear your thoughts about the changes at Adobe. Email those to me at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).





# Missouri Press Association 147th Annual Convention Schedule

## Thursday, September 5

- 8:00 AM MPA/MPS Board Breakfast & Meeting at Hotel  
NOON Golf and Boxed Lunches, Drumm Farm Golf Club (shuttle service will be provided from hotel)  
7:30 PM Howl at the Moon Dueling Piano Bar in the Power & Light District (located four blocks from hotel)

## Friday, September 6

- 8:00 AM Breakfast General Session, Kansas City Mayor Sly James, Mi-Ai Parrish, Publisher of the Kansas City Star and Secretary of State Jason Kander  
9:15 AM Breakout Sessions  
"Paid Content" Matt Sokoloff  
Driving Performance Through Inspired Leadership, Vince Coultis, Advertising Expert from The McClatchy Company  
11:00 AM General Session, Robert S. Kenney, Chair, Missouri Public Service Commission  
NOON MPA Business Meeting and In Memoriam  
12:30 PM Lunch General Session, Frank White of the KC Royals  
2:00 PM Get Real! Expand Your Newspaper's Readership to Own Your Market, Peter Wagner  
3:30 PM Lightning Round Roundtables  
Jean Maneke, Legal Issues  
Jack Miles, Editorial  
Peter Wagner, Ad Sales Promotion Ideas  
Dawn Kitchell, Foundation Topics  
Vince Coultis, Marketing  
Matt Sokoloff, RJI, Paid Content  
6:00 PM MPA Newspaper Hall of Fame Reception  
6:30 PM MPA Newspaper Hall of Fame Banquet, 23rd Annual Induction Ceremony, Remarks From Merle Baranczyk, NNA President

## Saturday, September 7

- 8:00 AM Breakfast with Missouri College Media Association Journalism Advisers  
9:30 AM Breakout Sessions  
Get Real! Creating the Community's Leading Advertising Sales Team, Peter Wagner  
Sam Mellinger, Sports Columnist, Kansas City Star  
11:00 AM Missouri Press Better Newspaper Contest Awards and Outstanding Young Journalist(s) of the Year Luncheon

KANSAS CITY



# Missouri Press Association 147th Annual Convention Registration

September 5-7, 2013  
 Kansas City Marriott Downtown  
 200 W 12th Street  
 Kansas City, MO 64105  
 (816) 421-6800

Newspaper or Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

Visa  Mastercard Credit Card Number \_\_\_\_\_

Check Signature of Card Holder \_\_\_\_\_

Printed Name of Card Holder \_\_\_\_\_

## Register Today! - Bring Your Staff

**STAFF MEMBERS MAY ATTEND LEARNING SESSIONS FOR NO ADDITIONAL COST ONCE NEWSPAPER HAS PAID ONE REGISTRATION FEE**

**Please visit the MPA website or use the link below to make hotel room reservations!**

**[https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=10406439](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=10406439)**

**Missouri Press Association Rate of \$109 per night**

### Registration Fee

Select one category for your group  
 (pay registration fee once per group)

Active Member  
 Newspaper  
 \$175

MPA Associate or  
 Friend Member  
 \$185

Non-  
 Member  
 \$200

Retired  
 Member  
 \$50

Registration  
 Fee  
 \$ \_\_\_\_\_

Name/Newspaper (Please include all names)	Thursday Golf \$55	Thursday Piano Bar \$45	Friday Breakfast \$35	Friday Lunch \$40	Friday Hall of Fame \$65	Saturday Breakfast \$35	Saturday Awards Luncheon \$40	Saturday only Sessions & luncheon \$50	Total per person

\*Saturday only - skip registration fee and pay only \$50 total per person to attend sessions and lunch

Convention Cancellations: cancellations received by Monday, August 5, 2013 WILL BE entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to [kwilliams@socket.net](mailto:kwilliams@socket.net). Cancellations received after August 5, 2013 are NOT entitled to a refund.

Deduct \$75 from Active/Friend/Association grand total or \$20 for retired member if registration is postmarked by Monday, July 29, 2013. (Spouses are welcome at no additional registration fee. Only pay for meals and events.)

Grand Total Due: \_\_\_\_\_

Please return this form along with check or credit card information to