



## CALENDAR

### July

**26** — Ozark Press Association meeting, University Plaza Hotel, Springfield

### August

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

### September

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

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

### Football ticket orders due by Friday

You must respond by Friday, July 19, if you want tickets to the Aug. 31 Missouri v. Murray State football game in Columbia. The MU Athletic Department is offering MPA newspapers tickets in exchange for advertising of an equal value.

The program is strictly voluntary. Newspapers can receive a minimum of 6 tickets and a maximum of 20 tickets to the game.

Tickets have a value of \$49 each (total maximum value of \$980). In return, participating newspapers will provide up to a total of \$980 in advertising. Ad placement through Missouri Press is expected at intervals between August and December.

There will be no pregame party this year.

If you want to participate in the ticket/advertising tradeout, fax the enclosed sign-up coupon to Missouri Press by Friday, 573-874-5894.

If you have questions contact Missouri Press at 573-449-4167 or [mopressads@socket.net](mailto:mopressads@socket.net).

# Missouri Press Association Bulletin

No. 1293 — 17 July, 2013

## Register by July 29, save \$75

If you put off registering for the MPA Convention, you'll miss out on \$75 in savings. That's right! Register by July 29 and you can save \$75 off the cost. (Retired members can save \$20 off registration.)

So, the question is, what are you waiting for? Register right now and keep that \$75. It's not rocket surgery! (Mixed metaphors are fun. They polish clichés!)

You'll find a Convention agenda/registration form in this Bulletin. Use it or lose it. "It" in this case being the \$75 extra you'll spend if you wait until after July 29 to register.

Here's an idea. Register early to get the \$75 discount, send another staffer to the Saturday morning Convention sessions and Awards Luncheon for only \$50, save the other \$25 and consider yourself a savvy money manager.

To make a reservation at the MPA Convention hotel — The Marriott Kansas City Downtown — go to this website:

[https://resweb.passkey.com/Resweb.do?mode=welcome\\_ci\\_new&eventID=10406439.new&eventID=10406439](https://resweb.passkey.com/Resweb.do?mode=welcome_ci_new&eventID=10406439.new&eventID=10406439).

## Ozark Press will meet next week

### News, advertising, legal on Springfield agenda

You still have time to sign up for the Ozark Press Association's annual meeting on Friday next week, July 26. It will be held at the University Plaza Hotel in Springfield. An agenda/registration form is in this Bulletin.

Rob Weir, the director of digital development at the *Columbia Missourian*, will talk about content strategy, creating content that's appropriate and practical tips for building better projects. He also will look at how news organizations have addressed the challenges of digital content across mobile platforms.

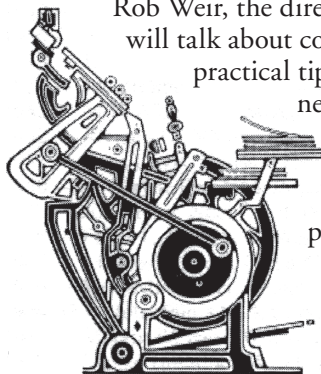
After Weir's presentations, Jim Sterling and Brad Best from the School of Journalism will talk about print and digital advertising.

At 4:30 Jean Maneke, Missouri Press Association's legal hotline counselor, will talk about lawsuits that arise from photographs published in newspapers.

Those wanting to see the Springfield Cardinals' baseball game at 7 that evening can get tickets for \$11.

To reserve tickets call Adam Maddox at 417-832-3018.

For a room at the University Plaza Hotel, call 417-864-7333 and ask for the Ozark Press Association rate of \$104.





## Gun bill vetoed, override threatened; Blue Book bill signed

Gov. Jay Nixon has vetoed House Bill 436, a portion of which would have made it a crime for a newspaper to publish the name of a gun owner.

Several Republican legislators have predicted the veto will be overridden during the veto session in September. They said it was not their intention to prevent all publication of names of people who own guns, and that portion of the bill can be changed by the legislature.

The bill also would make it illegal for a law enforcement officer to enforce federal gun laws in Missouri.

The governor's "veto letter," outlining his action on the bill, can be read at <http://governor.mo.gov/newsroom/pdf/2013/hb436veto.pdf>.

The Missouri Press Association contacted the governor in May seeking a veto on grounds that HB 436 was unconstitutional. Several newspapers editorialized against the bill.

Also, Gov. Nixon has signed Senate Bill 99, which reinstates a printed version of Missouri's Official State Manual, also known as the Blue Book. MPA has supported bringing back the Blue Book since its funding was eliminated by the Legislature in 2010.

SB 99 allows the Secretary of State to enter into an agreement with a nonprofit organization to print copies of the Official State Manual. The Secretary of State must provide to the organization the electronic version of the official manual to publish.

The nonprofit organization must charge a fee for a copy of the manual to cover the cost of production and distribution.

## Iowa ad service to sell for Michigan

Customized Newspaper Advertising (CNA), the sales and marketing affiliate of the Iowa and Wisconsin newspaper associations, has entered into a partnership with the Michigan Press Association to sell advertising on behalf of Michigan newspapers.

CNA, which provides sales and placement services to print and digital advertisers, will assume responsibility for the Michigan association's print display, digital, statewide classified and small-space networks.

Michigan Executive Director Mike MacLaren said the prime motivation was an opportunity to grow revenue for newspapers.

# See you in K.C. Sept. 5-7

## Annual Convention has sessions for everyone

MPA President Mark Maassen of *The Kansas City Star* will host the 147th Annual Convention Thursday-Saturday, Sept. 5-7, at the Kansas City Marriott Downtown, 200 West 12th St.



Sly James

Early Convention activities include a Thursday afternoon four-person scramble at Drumm Farm Golf Club in Independence and a visit that evening to Howl at the Moon dueling piano bar in the Power & Light District.

Kansas City Mayor Sly James will welcome guests at breakfast on Friday, Sept. 6. Secretary of State Jason Kander and *Kansas City Star* publisher Mi-Ai Parrish also will speak then.



Matt Sokoloff

Baseball fans will enjoy hearing Frank White speak at lunch on Friday. The retired multiple-Gold Glove second baseman for the Kansas City Royals will sign copies of his book.

Send staffers to the Convention! The fee for Saturday sessions only, including the Awards Luncheon, is just \$50 per person (breakfast not included).

Other speakers and presenters include:

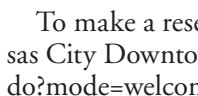
- Matt Sokoloff on Paid Content.
- Vince Coultis, The McClatchy Co., on Driving Performance Through Inspired Leadership.
- Robert S. Kenney, chair of the Public Service Commission.
- Peter Wagner, Expand Your Readership to Own Your Market and Creating the Community's Leading Advertising Sales Team.
- Sam Mellinger, sports columnist, *The Kansas City Star*.

A panel of newspaper advisers from Missouri colleges and universities will talk about their work at breakfast on Saturday, Sept. 7.

Leading discussion during the popular Lightning Round Roundtables will be: Jean Maneke, Jack Miles, Wagner, Dawn Kitchell, Coultis and Sokoloff.



Peter Wagner



Vince Coultis

To make a reservation at the MPA Convention hotel — the Marriott Kansas City Downtown — go to this website: [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 hopes to see you in September in Kansas City!

**Act now and save \$75 off registration to the Missouri Press Convention Sept. 5-7 in Kansas City. The deadline is July 29 to get the savings (retired members can save \$20). A registration form and agenda are included with this Bulletin.**





## 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:** Mark Maassen, *The Kansas City Star*  
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#### 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  
**Jean Maneke:** Legal Hotline Counselor (816) 753-9000 jmaneke@manekelaw.com  
**Dawn Kitchell:** NIE & Education Director (636) 932-4301; dawn.kitchell@gmail.com

# Push for new revenue to begin

## Missouri Press redoubling efforts to create new products, increase promotion

Missouri Press Service soon will increase promotion of its products and services to member newspapers and to advertisers around the state and country.

Ads and marketing information will be placed in *Missouri Press News* magazine, in the MPA *Bulletin*, the eBulletin, on mopress.com and on the Missouri Press Facebook page.

Missouri Press advertising director Mark Nienhueser is working with the staff to build awareness of MPS products and services available to the newspapers with the goal of increasing revenue for newspapers and Missouri Press. That will be done by increasing efforts to market existing products and by creating new streams of revenue with new offerings.

"Another goal of this program will be to enhance the relationship between Missouri Press Service and the newspapers," Nienhueser said. "With better and more frequent promotion of MPS products, we can't help but generate more revenue for everyone. We think the newspapers will appreciate that."

To implement this program, Missouri Press plans to hire another sales person and a graphic designer. These new people will be charged with expanding the market for MPS products and working with newspapers to enhance their sales programs in all of their multimedia offerings.

"We want to create some new services that 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."

"It's our intention to work hard to increase print advertising, and we've also got to make a big push for online advertising in its various evolving forms," he said. "Participation by our member newspapers will help Missouri Press Service generate more revenue for them."

"We'll begin by creating some ads for *Missouri Press News* magazine and the *Bulletin* that will promote our ad networks, and we'll expand from there," Nienhueser said. "Our first effort will be in the September magazine."

Missouri Press members will see and hear much more about this effort in the coming months, he said.



Mark Nienhueser

## Governor signs bill that closes gun records

Gov. Jay Nixon signed SB 75 on Friday. Among its provisions, SB 75 closes the record of gun ownership. Here is the language:

571.011. 1. Any records of ownership of a firearm or applications for ownership, licensing, certification, permitting, or an endorsement that allows a person to own, acquire, possess, or carry a firearm shall not be open records under chapter 610 and shall not be open for inspection or their contents disclosed except by order of the court to persons having a legitimate interest therein.

2. Any person or entity who violates the provisions of this section is guilty of a class A misdemeanor.

MPA had asked the governor to veto HB 436, which he has done. It may have made it a misdemeanor to publish the name of a gun owner. MPA asked the governor instead to sign SB 75, which he has done.



## 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.

Next Webinar: Time-Savers For In-Design Users, Friday, July 19. Register at [onlinemediacampus.com](http://onlinemediacampus.com).

### St. Louis Beacon, public radio station, partner

Neiman Labs reported that St. Louis Public Radio and the *St. Louis Beacon* are formally merging their newsrooms.

The *Beacon* is an online member of Missouri Press Association.

"We know in the first five years there will be a \$3 million revenue gap. After five years, we see sustainability," said Tim Eby, general manager of St. Louis Public Radio. "We already have \$2.5 million of that pledged."

The *Beacon* is a \$1.4-million operation with a staff of 18 — 14 of whom are reporters. St. Louis Public Radio has a staff of 12 producing news within its \$6 million operation, according to Nieman.

"If we get it right," said Margie Freivogel, founding editor of the *Beacon*, "we have the beginning of a blueprint of how to create a vigorous news organization that serves a region and takes advantage of the assets of public media. I think it's a very important possibility."

## Help improve Mo. Digital News

### Phill Brooks wants more newspapers to use free content

Phill Brooks, the director of Missouri Digital News (MDN) and instructor for the Capitol Report that Missouri Press sends to your newspaper on Fridays during the legislative session, wants to improve the service so more papers take advantage of it.

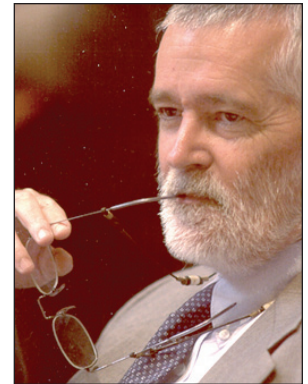
Missouri Press is forming a committee for email/teleconference discussion about how to do that. Brooks would like people on the committee from newspapers that use Missouri Digital News content and from papers that don't use it.

This committee will work through email and a conference call this summer or fall so its recommendations can be implemented for the next legislative session, which will begin early in January.

Brooks suggested some ideas for the committee to explore:

- Are there additional services MDN could provide from the statehouse? What else could we be doing or should be changed?
- Should we be doing more multimedia work such as audio or video reports for newspaper websites?
- What about an online training program for newspaper summer interns based on a Web-based training program we're developing at MDN, the Online Journalism Institute?
- What about orientation sessions in the statehouse for newspaper reporters and editors who deal with issues related to the statehouse?
- How can we encourage more newspapers to submit comments, ideas and requests to MDN? Why isn't the news budget application <http://mdn.org/newsbud> being used for that?
- How can we improve notice to our MDN students when their stories are published by MPA newspapers?

Contact MPA editor Kent Ford if you would like to participate in some telephone/email conversation about how to improve Missouri Digital News, [kford@socket.net](mailto:kford@socket.net), 573.449.4167.



Phill Brooks

## Weekly publishes '93 flood book

"Missouri's Great Flood of 1993 - revisiting an epic natural disaster" by outdoors writer Kenneth L. Kieser was published recently by *The Northeast News* of Kansas City.

Combining personal experiences of the flood with interviews of others who witnessed it, Kieser weaves an introspective view into what was called "Missouri's 500 year flood."

The book is packed with photographs from Kieser's personal collection as well as photographs from the Missouri Department of Transportation, the United States Geological Survey and a variety of other sources.

Kieser can be reached at [kkieser@comcast.net](mailto:kkieser@comcast.net) or 913-424-8128. The book publisher, Michael Bushnell, can be reached at *The Northeast News*, 816-241-0765 or [mbushnell@northeastnews.net](mailto:mbushnell@northeastnews.net).



## June fire destroyed Peter Wagner's plant

SHELDON, Iowa—An early-morning fire on June 4 destroyed the printing plant in Sheldon where Peter Wagner's *The N'West Iowa REVIEW* and *The Sheldon Mail-Sun* and many other publications are printed.

Wagner for many years has been a popular speaker at state and national newspaper meetings. He has spoken several times at Missouri Press gatherings and is scheduled to present at the MPA Convention Sept. 5-7 in Kansas City.

His publications routinely win top awards in state and national competition.

The Sheldon Fire Co. was dispatched about 1:20 a.m. to the scene and fire departments from nearby communities responded. No one was injured in the blaze.

Wagner said the printing plant was fully insured and will be rebuilt.

Until then, the newspapers and other publications will be printed by other plants in the region.

## Georgia group closes photo department

(JIMROMENSESKO.COM)—The *Chicago Sun-Times* isn't the only news organization that recently got rid of its photo department.

Two weeks after the Chicago tabloid laid off its 28-person photo staff, the Southern Community Newspapers Inc. (SCNI) chain in Georgia — five dailies and two weeklies — closed its photo department. Three photographers were dismissed and a fourth staffer was named company videographer.

SCNI chief executive Michael Gebhart says in an email that "for the last few years I have preached to our newsrooms that the era of specialization was over and we were moving into an age in which journalists need to be multi-faceted in their approach."

(MPA editor's comment: Online commenters on this item ask the obvious question: If reporters can take pictures, can't photographers write news? But also, if reporters are going to be charged with all of the audio and video and online work in addition to gathering and writing news and features, that's going to have a heavy downward push on the amount of news and features produced. And, are reporters also going to be assigned to do the audio/visual work for the newspapers' advertisements?)

Where is the logic in reducing the quality of your product?)

# NNA names award winners

*Honors will be presented at Convention in Phoenix*

COLUMBIA—Julie Nordine-Bergman and L. Alan Cruikshank will be honored during the National Newspaper Association's 127<sup>th</sup> Annual Convention & Trade Show with the 2013 Emma C. McKinney and James O. Amos awards.

Eric NeSmith will be honored with the 2013 Daniel M. Phillips Leadership Award.

Recognized as the highest tributes in community journalism, the Amos and McKinney Awards are presented to working or retired newspapermen and women who have provided distinguished service and leadership to the community press and their communities.

Nordine-Bergman, owner and publisher of *The Northern Light*, Baudette, Minn., and co-publisher of four other Minnesota newspapers, will receive the McKinney Award. This award was established in 1966 to honor the co-publisher and editor of the Hillsboro, Oregon, *Argus* for 58 years.

Cruikshank, publisher of the Fountain Hills (Ariz.) *Times*, will receive the Amos Award. This award was established in 1938 in honor of a pioneer Ohio journalist.

NNA established the Leadership Award in 2007 to honor Daniel Morris "Dan" Phillips, an award-winning writer, photographer and assistant publisher of the Oxford (Miss.) *Eagle*, who passed away in 2005 at the age of 47. This award is presented to an individual between 23-40 years old who is well respected in his or her community, of good reputation and integrity, provides active leadership in the newspaper industry and is active in his or her state press association and community and whose newspaper is a member of NNA.

NeSmith is vice president of business development of Community Newspapers, Inc., in Athens, Georgia.

The awards will be presented at the business luncheon Sept. 14 during NNA's convention in Phoenix. The recipients will be recognized in the November issue of *Publishers' Auxiliary*.

Past winners of these honors are listed at [nnaweb.org](http://nnaweb.org).

Established in 1885, the National Newspaper Association has offices in Columbia and in Falls Church, Va.

## Iowa sunshine board in operation

(Iowa Newspaper Association Bulletin)—The office of the Iowa Public Information Board is up and running!

...For the first time in the state's history, there is a single source where local governments, the public and the media can go to resolve disputes and get answers to questions regarding Iowa's Open Meetings and Open Records (sunshine) laws.

This will reduce the need for litigation, provide protection for government employees who follow the advice of the Board and provide a cost-free vehicle for citizens who feel they have been denied legal access to the workings of government.

The work of the Board will be centered around providing information about Iowa's sunshine laws to local government employees and officials, members of the public and members of the media, establishing a procedure for resolving sunshine law disputes, making sure the public, local governments and the media understand Iowa's Sunshine Laws by implementing a robust and ongoing training program, and monitoring all questions and complaints received by the board to identify any subject areas where the existing laws are either vague or fail to address access and openness issues.

The Board is charged with recommending to the legislature language to update and/or improve Iowa's sunshine laws.





## Postal Service offers mailer discounts in 3 new promotions

Newspapers that offer direct mail programs to their advertisers may find opportunity in these new Postal Service promotions that offer new discounts to direct mailers.

(Postal Service news release)—Registration is now open for the US Postal Service's Emerging Technologies promotion. This promotion is designed to encourage innovation and the use of technologies that can add value to the mail and make it more interactive.

The Emerging Technologies Promotion provides business mailers with an upfront two percent postage discount on Standard Mail®, Nonprofit Standard Mail®, and First-Class Mail® letters, flats, and cards (pre-sort and automation) that incorporate augmented reality, authentication or near field communication with mailpieces.

Emerging Technologies is just one of three promotions that will begin in August 2013. Registration is also open now through Sept. 30 for the Product Samples and Picture Permit promotions.

Mailers can register for all of the promotions on the Business Customer Gateway at <https://gateway.usps.com/eAdmin/view/signin>.

For additional information and detailed program requirements, please visit our RIBBS website at <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>.



## Keep up with RJJ's 'Futures Lab'

The Reynolds Journalism Institute (RJI) at the Missouri School of Journalism released an online video show last spring about the latest innovations in journalism.

The show, called Futures Lab, is designed specifically for newsroom leaders of all disciplines. You can see the show at [rjionline.org/futures-lab-update](http://rjionline.org/futures-lab-update).

# Full-Service IMb coming soon

## Software vendors will have latest Postal Service updates

(USPS MailPro)—Do you take advantage of automation prices by using an Intelligent Mail barcode on your mailpieces?

Effective Jan. 26, 2014, using Full-Service Intelligent Mail will be required to qualify for automation prices for First-Class Mail postcards, letters and flats, Periodicals (newspapers), Standard Mail letters and flats (shoppers), and Bound Printed Matter flats. Ready to make the transition? (See related item below.)

Full-Service Intelligent Mail provides you with the lowest automation discount price, the opportunity to eliminate permit fees, address correction for Full-Service mailpieces and visibility into your mailing.

You can learn about the benefits and requirements of Full-Service on the RIBBS website at [ribbs.usps.gov](http://ribbs.usps.gov). Click on Getting Started under the Intelligent Mail Services tab to learn the necessary steps to transition your mailings to Full-Service Intelligent Mail.

A list of authorized software vendors that have tested their products with the Postal Service can be found on RIBBS under Electronic Documentation and Full-Service at [ribbs.usps.gov/index.cfm?page=electronicdoc](http://ribbs.usps.gov/index.cfm?page=electronicdoc). Contact your mail service providers and software vendors for the latest updates on how to get the greatest value for your future automation mailings.

Questions? Contact your local Business Mail Entry unit or the PostalOne! Help Desk at 1-800-522-9085 (menu option 3) or [postalone@usps.gov](mailto:postalone@usps.gov).

## Sort papers to carrier route, drop at delivery offices to ease barcode rules

(Max Heath, the National Newspaper Association's longtime postal consultant, sent this note about the January 2014 Full-Service IMb requirement explained above. Members of NNA enjoy the benefit of having Heath help them resolve postal issues.)

The barcoding FOR SURE doesn't apply to carrier-route sorted copies entered at the office of delivery (DDU-entry), nor, for practical purposes, to 5-digit copies entered at DDU.

...Our advice for many years is that community newspapers need to enter all copies in the trade area important to readers and advertisers at DDU level, primarily for delivery timeliness, and about a 2-cent per piece savings to defray the costs.

Now, there is even more reason...BUT, remember, we have had some form of barcode requirement for many years now, and it hasn't really been applied to carrier-route mail for most purposes. So the IMb changes nothing that wasn't equally true in late '90s and all of 2000s.

I have always asked that Interlink NOT print the old POSTNET barcode on carrier-route mail as it just wasted space, ink and printing time. The same is basically true today, and even moreso on the print-head time for the more complex IMb. However, we do eventually hope to gain some delivery scans from the IMb system for containers and bundles to more distant locations to help improve delivery. Most newspaper mail simply is not run on machine even when it can be. But we get the discount, regardless.

There is even a Nonmachinable barcoded discount in Section C of the 3541.



Max Heath



## Print and Paper Myths and Facts



### 'Dead trees' lament has rotten roots

How do you respond when someone tells you he doesn't subscribe to a newspaper because newspapers cause "dead trees?"

You might want to point out that there are nearly 50% more trees growing in U.S. forests today than 50 years ago, and that paper is one of the most sustainable and ubiquitous products in use today.

Facts can be found at [twosides.us](http://twosides.us). Two Sides is a Chicago-based public relations firm that has a campaign — "No Wonder You Love Print" — to counter widespread misconceptions about the environmental impact of print publications and paper.

The campaign is supported by the website [youlovepaper.info/US](http://youlovepaper.info/US), a video on paper and forests, a brochure you can download and other content.

One mission of Two Sides is to counter efforts by government at all levels to eliminate paper and replace it with digital communication (like replacing printed public notices with digital posts).

Take a look at [twosides.us](http://twosides.us). You might want to join Two Sides and participate in its ad campaign.

*An Emmy-winning video about Missouri newspaper history, an award-winning video about The Joplin Globe, ball caps and T-shirts, souvenir Convention glasses and more are available at the Missouri Press online store. Check it out at [http://www.mopress.com/store\\_welcome.php](http://www.mopress.com/store_welcome.php).*

# Reps call for federal shield law

*Recent events cited as examples of why it's needed*

By REP. JOHN CONYERS AND REP. TED POE / Politico, July 8

"If you want a friend in Washington, get a dog." Those were words attributed to America's 33<sup>rd</sup> president, Harry Truman.

Unfortunately, Truman's words have never rung more true. Washington is more polarized than ever. ...Some issues, however, still bring Republicans and Democrats together, especially when our constitutional rights are at stake. As a conservative Texan and liberal from Michigan, we often find ourselves on opposite sides of issues, but we stand together on one important issue: enacting a federal shield law to protect reporters from being forced to disclose their confidential sources.

...Freedom of the press is enshrined in the First Amendment as a foundational freedom upon which our other freedoms — including speech and privacy — are premised. An unfettered press can inform the public about government abuses that threaten our citizens' rights. This is not a conservative or liberal principle. It's an American principle. A free press can hold both Democratic and Republican administrations accountable, as we've seen throughout our history, from Watergate and the Pentagon Papers to the recent Internal Revenue Service and National Security Agency scandals.

Current events have brought renewed urgency to the need for federal press shield legislation. On May 13, we learned that the Department of Justice had secretly subpoenaed phone records, stemming from a leak investigation, for more than 20 telephone lines of Associated Press offices and journalists over a two-month period. A week later, we learned that in connection with a leak investigation concerning a possible North Korean missile launch, the DOJ had been tracking Fox News reporter James Rosen's dealings with the State Department and went so far as to label him a "co-conspirator" in order to access his personal emails. Such actions sent a chilling signal to both reporters and their sources.

The bipartisan Free Flow of Information Act would respond to these excesses by providing federal legislative safeguards for reporters. ...There would be statutory protection, ensuring that the federal judiciary is brought in to oversee any DOJ efforts to compel journalists to reveal confidential information. The statute would protect against mandating media disclosure unless the DOJ could prove that its interest exceeded the public interest in disseminating the information.

The legislation offers strong protections to journalists ... obtaining information from journalists would be a means of last resort.

...Enacting the Free Flow of Information Act would go a long way toward limiting unfettered and threatening prosecutorial fishing expeditions.

Our bill has had bipartisan support for nearly a decade since it was first introduced by our former Judiciary Committee colleagues Mike Pence (R-Ind.) and Rick Boucher (D-Va.). The legislation passed the House by an overwhelming vote of 398 to 21 in 2007 and by a voice vote in 2009.

In the wake of the furor over the WikiLeaks case, legislative momentum stalled and the bill died in the Senate. But we believe the time is now ripe for a federal shield law to be signed into law, allowing the federal government to finally join 49 out of 50 states in protecting citizen rights to a free press. This is a timely issue that will not cost the taxpayers a dime and has the support of the administration and congressional leadership.

More than 225 years ago, Thomas Jefferson wrote, "Our liberty depends on the freedom of the press, and that cannot be limited without being lost." In this age of hyperpartisanship and political gridlock, an issue as important as a free press has united both sides of the aisle.

*Rep. John Conyers represents Michigan's 13th Congressional District. Rep. Ted Poe represents Texas's 2nd Congressional District.*





## Marketplace

Please email your ads to [kford@socket.net](mailto:kford@socket.net).

To check ads between monthly issues of the Bulletin, go to [mopress.com/jobs.php](http://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

**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

**GM/SALES REP:** Immediate opening for general manager/sales position for established award winning Central Missouri weekly near the home of the University of Missouri, Columbia. Management skills, attention to detail, positive attitude, and strong sales experience a must. Candidate must be energetic, willing to take on the challenge and motivated. Excellent benefits package, 401(k), etc. Contact Walt Gilbert, vice president, Lakeway Publishers of Mo., at [lmovp@lcs.net](mailto:lmovp@lcs.net). 7-12

**PHOTOJOURNALIST:** The Columbia Daily Tribune has an immediate opening for full-time photojournalist. We seek a dedicated and skilled photographer to join our team. Ours is a family-owned newspaper in the vibrant city of Columbia, Missouri. The ideal candidate is passionate about finding and telling stories that impact the community. Their portfolio will be proficient in all aspects of daily newspaper photojournalism while showcasing their unique vision and ability to capture moments. Additionally we are looking for someone who has a good command of studio, location, and arena lighting. Knowledge of Photoshop, Photo Mechanic, and Nikon equipment is a must. If you're looking for a company in which to grow, then this is the place for you. Members of our photo staff routinely cover the full spectrum of newspaper assignments, including coverage of SEC sports, feature hunting, a weekly photo column, and long-term photo driven projects. Experienced photographers and recent graduates are encouraged to apply. Benefits for this full-time position include vacation pay, sick pay, 401(k), health and dental insurance, use of employee gym. If you are an enthusiastic, talented and self-driven photojournalist please email a cover letter, resume with references, and portfolio link to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com). EOE / Drug free workplace. 7-9

**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). Deadline Friday, July 19. No phone calls, please.

**MARKETING CONSULTANT (Outside Sales):** 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 Marshfield, MO 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. 7-2

**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. 7-2

**EDITOR:** The Cassville Democrat is seeking an energetic, hands-on leader who understands the importance of community journalism. Candidates for this editor's position must possess strong writing, editing and photography skills as well as page layout experience using InDesign and Photoshop. We are also seeking someone with an understanding of 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 located 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

**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. Candidates should have strong leadership skills, significant experience in financial management, solid understanding of marketing print and digital initiatives and a deep commitment to customer service. 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

**REPORTER (Public Safety):** Award winning daily newspaper in Columbia, MO has an opportunity for an experienced Reporter. Responsibilities include

reporting and writing stories relating to public safety, crime and courts. Applicants must have solid deadline-oriented news writing experience. Journalism degree is preferred. Good driving record, valid driver license, and proof of insurance required. Benefits include health & dental insurance, vacation pay, sick pay and 401(k) retirement, use of employee gym. Email resume and clips to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com) or mail to Columbia Daily Tribune, Scott Rinehart, 101 N. Fourth St., Columbia, MO 65201 EOE/ Drugfree Workplace. 6-24

**PART-TIME REPORTER POSITION:** Are you someone who wants to make a difference? If you have that desire, along with the skills to work in the editorial department of a community news organization, we would like to talk with you about a PART-TIME position in Stockton, MO. Experience in reporting, photography and Web are necessary. We are a family of local news entities -- newspapers and websites -- surrounding Springfield. EOE. Please send resume to: Human Resource / REPORTER, Community Publishers, Inc., PO Box 330, Bolivar, MO 65613, or Email to: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com) or Fax: 417-326-8701. 6-19

**REPORTER:** Immediate opening for reporter position 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 [tvlgemngr@lcs.net](mailto:tvlgemngr@lcs.net). 6-19

**NIE COORDINATOR / Graphic Designer:** We are looking for someone with an outgoing personality who enjoys variety: sales; graphic design; interaction with teachers & businesses. This position is responsible for coordinating and overseeing all Newspaper In Education programs in addition to designing circulation promotion and sales pieces, and maintaining statistical reports. You will assist in the planning and implementation of online promotions and coordinate the quarterly block sale to raise funds for the NIE program. Preferred skills include experience with Microsoft Office, Adobe Suites, and InDesign; creativity to produce promotional materials; customer service; high energy level with ability to manage multiple projects. This is a full-time position with benefits that include vacation pay, sick pay, health & dental insurance, 401(k), use of employee gym. Email resume to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com). EOE / Drug free Workplace. 7-16

Digital  
Preservation Speaks  
**VOLUMES**

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

**ArchivInABox.com**



# Ozark Press Association Annual Meeting

July 26, 2013 | University Plaza Hotel | Springfield

**FREE OZARK PRESS ASSOCIATION T-Shirt With Each Registration!!!**



## Schedule of Events

### Friday, July 26

#### 10-10:45AM Special behind-the-scenes tour and tasting at Mother's Brewery

Attendees are on their own for lunch, however, The Terrace Grill at University Plaza features a lunch buffet | The buffet features: salad with local Missouri produce, two hot soup options, peel & eat shrimp, one hot entrée and more | \$8.50 per person inclusive with tax and a drink | Buffet opens at 11:30AM | This is not a planned meal function for OPA and individuals who choose to eat at the restaurant will pay individually.

### Meeting held in Lake of The Ozarks Hospitality Room

#### 1-2PM The Elements of Content Strategy | Rob Weir | For Publishers, Editors, Advertising Managers and Others

Content strategy is one of the hottest new disciplines on the web, drawing from journalism, marketing and information science. In this session, explore the principles of content strategy; learn how to create content that's appropriate, useful, user-centered and supported; learn why all departments have a stake in content; and get practical tips for building better projects.

#### 2-2:10PM The Future of Missouri Press Foundation | Kristie Williams | MPA Member Services Director

2:10-2:25PM Break

#### 2:25-3:30PM The Elements of Digital Strategy | Rob Weir | For Editors and Others

Our world is mobile now. More cell phones are connected to the internet than desktop and laptop computers, and there is a significant and growing portion of our audience who only connects to the internet using a cell or mobile device. In this session, we'll look at how news organizations have addressed the challenges of digital content across mobile platforms, drawing on real-world experience from the Journalism School.

#### 3:30-4:30PM Digital and Print Advertising | Advertising Staff and Others

Jim Sterling | Brad Best | University of Missouri School of Journalism

#### 4:30-5:30PM Legal Issues for Newspapers | Jean Maneke | MPA Legal Hotline Counselor

7PM Springfield Cardinals Game | Please call Adam Maddox with the Springfield Cardinals directly at 417.832.3018 to reserve tickets | Tickets \$11/each | Limited Tickets Available at Group Rate.

Registration Fee: \$25.00 per person **prior to July 12** | **\$35.00 per person after July 12**

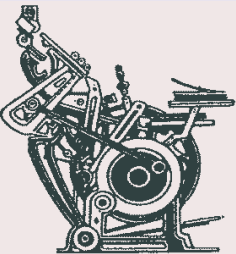
Name(s) of Attendee(s) **AND T-SHIRT SIZE:** \_\_\_\_\_

\_\_\_\_\_

Company: \_\_\_\_\_

Address/Phone/e-mail \_\_\_\_\_

\_\_\_\_\_



**YES!!! Sign me up for the behind-the-scenes tour of Mother's Brewery! # of Attendees for brewery tour: \_\_\_\_\_**

Please send registration and payment to Ozark Press Treasurer Dala Whittaker | Phone: 417.962.4411 | Fax: 417.962.4455  
[news@thecaboolenterprise.com](mailto:news@thecaboolenterprise.com) | Cabool Enterprise | 525 Main St., P.O. Box 40 | Cabool, MO 65689

Meeting Location | University Plaza Hotel | 333 John Q. Hammons Pkwy. | Springfield, MO 65806  
\$104.00 Ozark Press Association Room Rate | call 417.864.7333 for reservations before June 28th



# 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

## 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 see the MPA website for the link to make hotel room reservations.**  
**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	MPA Associate or Friend Member	Non- Member	Retired Member	Registration Fee
\$175	\$185	\$200	\$50	\$ _____

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. 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



# 2013 MIZZOU Football Tickets / Newspaper Ad Trade-Out Proposal for MPA Members

**TO: MPA Publishers**

**From: Doug Crews**

**Deadline July 19, 2012**

For the 23rd consecutive year, the University of Missouri Athletic Department is working through Missouri Press to arrange a "football-tickets-for-advertising trade-out."

**Mizzou's Athletic Department is offering MPA newspapers an allotment of tickets for the season-opening home game with the Murray State Racers on Saturday, August 31. Game time has not been announced.**

**You may use these tickets for your newspaper family, for your advertisers, for promotions, etc.**

The program, which is strictly voluntary, involves the publishing of Mizzou athletic display advertising in your newspaper(s) in return for a similar value of tickets (minimum of 6 tickets and a maximum of 20 tickets per publication) to the August 31 game.

**Ticket Details:** The Mizzou Athletic Department, through Missouri Press, provides each participating newspaper a minimum of 6, maximum of 20, reserved seat tickets to the Mizzou-Murray State game at a maximum total value of \$49 per ticket (total maximum value of \$980). These tickets will be outside the 20-yard line in the best available special Missouri Press section. In return, participating newspapers provide Mizzou athletics up to a total of \$980 in advertising. The total minimum is 6 tickets and total maximum is 20 per publication. This is a first come, first served opportunity. The number of tickets you request, multiplied by \$49, will determine your level of commitment. Ad placement will come through Missouri Press. It is expected the ad schedule will run at different intervals between August and December.

**NO MPA TAILGATE August 31.** The MPA staff will be getting ready for the annual MPA Convention to be held September 5-7, in Kansas City. Sorry, but MPA will not be hosting a tailgate this time.

If you want to participate in the ticket-advertising trade-out, please return the completed coupon by mail or fax or email to the Missouri Press office by Friday, July 19, 2013. MPA will send you the tickets, insertion order and ads as soon as they are available. If you have any questions, just contact Missouri Press. Phone 573-449-4167, email mopressads@socket.net, fax 573-874-5894, or mail to: Missouri Press, 802 Locust St., Columbia MO 65201 **no later than July 19, 2013.**

Newspaper Name: \_\_\_\_\_

City \_\_\_\_\_

Number of tickets you request sent your newspaper for the Mizzou-Murray State game, August 31

\_\_\_\_\_ tickets

Please consider donating additional tickets to MPA advertisers and staff.

Missouri Press may have \_\_\_\_\_ tickets. **(No more than 20 tickets total for your trade.)**

Signature \_\_\_\_\_ Email \_\_\_\_\_