



CALENDAR

June

- 21** — Northwest Missouri Press Association meeting, Mound City
- 27** — Porter Fisher Golf Classic, noon lunch, 1 p.m. tee-off, Eldon Country Club
- 27** — MPA / MPS / MPF Board Dinner, 7 p.m., Bentley's Restaurant, Lake Ozark
- 28** — MPA / MPS / MPF Boards Breakfast, Meeting, 8 a.m., The Resort at Port Arrowhead, Lake Ozark
- 28** — Show-Me Press Association Annual Meeting, The Resort at Port Arrowhead, Lake Ozark

July

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

September

- 5-7** — MPA Convention, Marriott Downtown, Kansas City
- 12-15** — National Newspaper Association Convention & Trade Show, Phoenix

3 Mo. Press Boards will meet June 28

The officers and boards of directors of Missouri Press Association, Missouri Press Service and Missouri Press Foundation will meet on Friday morning, June 28, at The Resort at Port Arrowhead, Lake Ozark. The meeting will start with breakfast at 8:00. It will end by 11:30 a.m.

This is another planning meeting for the three boards as they continue to move toward an expanded mission of the Foundation. It is being held in conjunction with the regular spring meeting of the MPA/MPS Board.

Missouri Press Association Bulletin

No. 1292 — 12 June, 2013



Porter Fisher Golf Classic in 2 Weeks!

A registration form is enclosed for the annual golf outing of the Missouri Press Association. This year's Classic will tee off at 1 p.m. Thursday, June 27, at Eldon Country Club.

Sign up today!

NW Press meeting coming soon!

Register now for June 21 sessions in Mound City

Separate sessions for news and advertising staffers and a design session for everyone will highlight the 123rd annual meeting of the Northwest Missouri Press Association on Friday, June 21, in Mound City. An agenda/registration form is enclosed. Get signed up today!

Adam Johnson, publisher of *The Mound City News* and president of Northwest Press, will host the meeting in the McRae Community Building.

A business meeting at 1 p.m. will start the proceedings. Early arrivers are invited to lunch at noon at The Klub restaurant in the McRae building. (Lunch is not part of the registration fee.)

A 1:30 general session on Layout & Design will be presented by Elizabeth Conner of the Missouri School of Journalism.

That will be followed by separate sessions for news and ad people at 2:30.

Mark Maassen of *The Kansas City Star* will lead the advertising program. Maassen is president of the Missouri Press Association.

The concurrent session for news people will be led by John Schneller from the School of Journalism. His presentation is titled "Ink and the Internet: Living in Two Worlds."



Mark Maassen



John Schneller

Northwest Press (continued on next page)



Nominations for MPA officers, directors due by July 1

The Missouri Press Association nominating committee will meet in late July to decide on candidates for 2014 MPA 2nd Vice President, Secretary, Treasurer, Three Directors and National Newspaper Association Representative.

The election will be held at the MPA Convention in September.

If you want to be considered for any of the positions you must complete a nomination form and return it to Missouri Press Association by July 1. The form has been emailed to MPA member newspapers, and a copy is enclosed.

Current MPA 1st Vice President Richard Gard, Missouri Lawyers Media, will move to President on Jan. 1. 2nd Vice President Jim Robertson, Columbia, will move to 1st Vice President.

The terms of current MPA Directors Jon Rust, Cape Girardeau; Dennis Warden, Owensville; and James Mahlon White, Warsaw, will expire Dec. 31.

MPA Secretary Taylor Smith, Perryville, and MPA Treasurer (vacant) serve one-year terms, also expiring Dec. 31.

Trevor Vernon, Eldon, is serving his third year as NNA Representative and is not eligible for another term. His term expires Dec. 31.



Mo. Sunshine Coalition annual meeting June 14

The Missouri Sunshine Coalition will hold its annual membership meeting at 3 p.m. Friday, June 14, at the Missouri Press Association office in Columbia.

A slate of three candidates will be offered for re-election to the Coalition board: Peggy Placier, Jean Buchanan and Jean Maneke.

The mission of the Coalition is to promote open government in Missouri. Everyone interested in that mission is welcome to attend the June 14 meeting. Contact Coalition President Mike Sherry at 816-728-1359.

The Coalition has a new website: <http://missourisunshine.org>.

Northwest Press (continued from previous page)

Those sessions will be followed at 3:30 by a roundtable discussion of all guests about various community newspaper issues.

A social hour with cash bar will begin at 5 p.m.

Dinner will begin at 6. Northwest Press will present its Craig Watkins Friend of Northwest Missouri Press Award, Merrill Chilcote Award and James C. Kirkpatrick Award.

New Northwest Press officers will be introduced and the gavel will be passed to the new president to conclude the program.

Directions to the Northwest Press meeting: Mound City Exit 84 on I-29. Turn east off of exit then north on Hwy. 59. Travel 1/2 mile north, then take a slight right at a "Y" intersection onto Hwy. N. Travel 1/2 mile and turn right onto Weightman Road. Travel 1/2 mile to Nebraska Street and turn left into the McRae Community Center/sports complex parking lot. Watch for signs.

A registration form for the meeting is in this Bulletin.



Northwest Press Meeting Speakers

Elizabeth Conner

Elizabeth Conner, a native of Chattanooga, majored in news-editorial with a business minor at the Missouri School of Journalism, graduating in December 2005.

She served as an editorial intern at Southern Progress Corp., a division of Time Warner, in Birmingham, Ala., with *Entrée Magazine* (for Neiman Marcus/Southern Accents). Conner graduated in December 2005.

Conner was among 12 Missouri journalism students selected for the prestigious 2005 Dow Jones Newspaper Fund summer internships in business reporting and copy editing. She interned at the *Milwaukee Journal Sentinel*.

She will talk about layout and design at the Northwest Missouri Press Association meeting in Mound City.

John Schneller

John Schneller has worked as a newsman in Columbia since shortly after arriving at the University of Missouri in 1973 to attend the School of Journalism.

He's on the agenda for the Northwest Missouri Press Association meeting. His presentation will be "Ink and the Internet: Living in Two Worlds."

Schneller was a correspondent for *The Kansas City Star* and *Times* before signing on as a reporter at the *Columbia Daily Tribune*. While there he received a Scripps-Howard Foundation Distinguished Journalism Citation.

Schneller returned to the School of Journalism in 2000, and in 2005 was named a William T. Kemper Fellow for excellence in teaching. He serves as associate professor and enterprise editor at the *Columbia Missourian*.

Mark Maassen

Mark Maassen, who will talk about advertising at the Northwest Press meeting, joined *The Kansas City Star* 30 years ago. He's the director of interactive sales for *The Star*, and is the 2013 president of the Missouri Press Association.

Maassen grew up on a farm near Linn and earned a bachelor's degree from the Missouri School of Journalism. He's on the Mizzou Advantage's Media of the Future Advisory Board.

Before joining *The Star*, Maassen worked in ad sales and management for the *Times & Record News* in Wichita Falls, Texas.

MPA on Facebook: [facebook.com/pages/Missouri-Press-Association/154375874617599](https://www.facebook.com/pages/Missouri-Press-Association/154375874617599)

MPA on Twitter: twitter.com/missouripress



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*
FIRST VICE PRESIDENT: Richard Gard, Missouri Lawyers Media
SECOND VICE PRESIDENT: Jim Robertson, *Columbia Daily Tribune*
SECRETARY: Tay Smith, *Perry County Republic-Monitor*, Perryville
TREASURER: Vacant
MPA DIRECTORS: Phil Conger, *Bethany Republican-Clipper*
 Brad Gentry, *Houston Herald*
 Joe Spaar, *The Odessan*
 Jon Rust, Cape Girardeau *Southeast Missourian*
 Dennis Warden, *Gasconade County Republican*, Owensville
 Bill Miller Jr., *Washington Missourian*
 Jeff Schrag, *Springfield Daily Events*
 Carol Stark, *The Joplin Globe*
 James White, *Benton County Enterprise*, Warsaw
NNA REPRESENTATIVE: Trevor Vernon, *Eldon Advertiser*
MPS PRESIDENT: Joe May, Mexico
VICE PRESIDENT: Kevin Jones, *St. Louis American*
SEC-TREAS.: Vicki Russell, *Columbia Daily Tribune*
MPS DIRECTORS: Jack Whitaker, Hannibal; Dave Bradley, *St. Joseph News-Press*

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

Get on board for Show-Me

Annual meeting June 28 at Port Arrowhead

Show-Me Press Association's annual meeting will begin at noon Friday, June 28, at The Resort at Port Arrowhead, Lake Ozark. The agenda will allow you to drive to the meeting and back home the same day if you wish.

Show-Me Press would like all newspapers in the region — and any others interested — to be represented at the meeting.

Connie Farrow, a fellow at the Reynolds Journalism Institute, will be the luncheon speaker. She'll provide an update from American Newspaper Digital Access Corp.

At 1:30, Erica Mendez Babcock will lead a general session on layout and design. Babcock is design editor for the *Columbia Missourian*.



That session will be followed by breakout sessions for ad and news staffs at 2:30.

Mark Maassen, MPA president and director of interactive sales for *The Kansas City Star*, will lead the advertising session.

Babcock will lead the news sessions called "Ink and the Internet: Living in Two Worlds."

Another general session will begin at 3:30. It will include a legislative update, group discussion, presentation of Show-Me Press Screw-Up of the Year Award and other recognitions.

The enclosed registration form has hotel and meeting registration information. Hotel rooms at Arrowhead are \$89.

The Missouri Press Association, Missouri Press Service and Missouri Press Foundation boards will hold a joint meeting beginning at 8 a.m. the day of the Show-Me Press meeting. It also will be held at The Resort at Port Arrowhead.



Connie Farrow



Erica Babcock



Mark Maassen

Show-Me Press Meeting Speakers

Connie Farrow

Connie Farrow is the project manager for the American Newspaper Digital Access Corporation (ANDAC). As a professional communicator, she strives to advance people's understanding of complex issues that affect their everyday lives. She is a graduate of the Missouri School of Journalism. Farrow has written for *The Southeast Missourian*, *Sedalia Democrat*, *Springfield News-Leader*, *USA Today* and *The Associated Press*.

Erica Babcock

Erica Mendez Babcock is an assistant professor and design editor for the *Columbia Missourian* and the faculty adviser to the Student Society for News Design.

Before joining the *Missourian* staff in June 2012, she was a graphic designer for the Center of American Progress, a progressive think tank in Washington, D.C., and a news design intern for *The Virginian-Pilot* in Norfolk.

She graduated with her bachelor's (2010) and master's (2011) degrees in magazine design from the Missouri School of Journalism.

Mark Maassen

Mark Maassen also will speak at the Northwest Missouri Press Association meeting in Mound City on June 21. Information about him is on page 2.



Embed with troops at Ft. Leavenworth for a week, FREE!

This fifth annual week-long workshop provides an introduction to military structure, function, strategy, tactics and training. The Sept. 22-27 workshop pays for journalists' lodging, meals and airfare.

The University of Kansas coordinates this workshop, which allows reporters to embed with Army officers and enlisted personnel at Fort Leavenworth, Kan.

A flier about the workshop is enclosed. Contact Barbara Barnett at the Kansas J School to apply or to learn more: 785-864-0604, barnett@ku.edu.

Washington paper focuses on engaging its community

Newspapers thrive on community. A newspaper will not thrive in a failing community. If people don't care about their community, they certainly don't care about the newspaper that serves it. One newspaper in Washington state embraces the challenge of making people care about their community.

(inma) -- *The Wenatchee World* in north central Washington state has a clear, concise mission statement: To "engage, inform, and inspire our North Central Washington communities."

Read about Community Connections at <http://tinyurl.com/m84pwra>.

Ozark Press to meet in July

Featured presenter a 3rd generation journalist

Rob Weir will be the featured speaker for the Ozark Press Association's annual meeting on Friday, July 26, at the University Plaza Hotel in Springfield.

Weir is the director of digital development at the *Columbia Missourian*. He 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.

Weir is the son and grandson of Missouri Newspaper Hall of Fame members. His grandfather, the late Ben F. Weir Sr., publisher of the *Nevada Daily Mail*, entered the Hall of Fame in 1993 with the third group to be inducted. His father, Ben F. Weir Jr., is a former publisher of the *Independence Examiner*. His induction into the Hall of Fame occurred in 1999.

Rob Weir is a 1999 graduate of the University of Missouri with bachelor's degrees in journalism and political science.

After leaving Missouri, he took a job at the *Star-News* in Wilmington, N.C. He became the first managing editor of the *Columbia Missourian's* eMprint editions in 2005.

As director of digital development for *The Missourian*, he's in charge of all the technology for *The Missourian*, "Vox" magazine, MyMissourian and other projects of the news, magazine and photo departments. His professional interests include digital journalism, information controls and freedom of information, and the intersection of technology and popular culture.



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

Sterling is a former publisher from Bolivar, a past president of Missouri Press Association and the Community Journalism chair at the J School.

Best joined the Reynolds Journalism Institute in November 2008 as advertising editor. He's a 1999 business administration graduate of Southern Illinois University. Upon graduation he took a position with FOX Television Sales in Chicago selling commercial airtime on behalf of several FOX TV stations in top 20 U.S. markets.

Best switched to media buying at MindShare, then for Carat as a direct response media buyer. In 2005 Best accepted a position as the director of media buying and planning at a digital media agency where he led the planning, buying and optimizing of all online media campaigns.

At 4:30 Jean Maneke, Missouri Press Association's legal hotline counselor, will talk about current legal topics for newspapers.

Tickets (\$11) are available for the Springfield Cardinals' game at 7 p.m. Friday, July 26. To reserve your tickets, call Adam Maddox at 417-832-3018.

Hotel rooms have been reserved. Call the hotel at 417-864-7333 and ask for the Ozark Press Association rate of \$104.

A registration form for the Ozark Press meeting is enclosed.



Rob Weir



Jim Sterling



Brad Best



Jean Maneke



Notify Mo. Press of ad changes at your newspaper

Any time you change anything relating to advertising in your newspaper, please let Missouri Press know about the changes.

Changes could involve rates, column width, publication day, niche publications, regular special sections, insert rates, zone distribution or anything else.

Missouri Press uses this information to sell and place advertising into your newspaper. If our information is outdated or incomplete, you will not receive the correct payment for advertising, or you may not be included in the ad buy at all.

Outdated information becomes a big problem when an ad buy involves dozens of newspapers.

Please remember to notify Missouri Press whenever you make any adjustments to your advertising services, prices or procedures.

Make sure Mo. Press receives 4 copies of every edition

Missouri Press provides tearsheets to advertisers who place ads in your paper through Missouri Press Service.

Many of you place the ads that Missouri Press sends to you on the same page or on back-to-back pages. Because each ad is for a different client, we need multiple copies of your newspaper so we can send a tearsheet to each advertiser.

If you **ARE** sending us four copies of your paper, then you do **NOT** need to send tearsheets at the end of the month.

ALSO: Your newspaper's membership agreement with Missouri Press states that you agree to send four copies of each issue of your newspaper to Missouri Press. It's part of the deal; we sell advertising for you, you provide us with the copies needed to send tearsheets to the advertisers.

Sending PDFs of your paper does not satisfy this agreement.

Please be sure that whoever handles your circulation understands that four copies of every issue should be sent to: Missouri Press Service, 802 Locust St., Columbia, MO 65201-4888.

These issues can be tied together in a Firm bundle so you have to pay postage on only one "piece."

Plan now for MPA Convention

Annual meeting will be Sept. 5-7 in Kansas City

A panel of newspaper advisers from Missouri colleges and universities will talk about their work at the MPA Convention this fall. Jack Dimond, the adviser for *The Standard* at Missouri State in Springfield, is assembling the panel for that session, which will be at breakfast on Saturday, Sept. 7.

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

Kansas City Mayor Sly James will welcome guests at breakfast on Friday, Sept. 6. Secretary of State Jason Kander also will share some thoughts.

Speakers during the Convention will 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 editor, *The Kansas City Star*.

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

Activities will include a four-person scramble at Drumm Farm Golf Club in Independence and a visit to Howl at the Moon dueling piano bar in the Power & Light District.

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.

An agenda and registration form for the Convention are enclosed.

You can save \$75 off registration if you register by July 29 (retired members can save \$20). The fee for Saturday sessions only, including the Awards Luncheon, is just \$50 per person.

Missouri Press hopes to see you in September in Kansas City!

The top technology & design instructors in the world gather together once each year for three days of incredible training at the

INSTITUTE

OF NEWSPAPER TECHNOLOGY

October 17-19, 2013
University of Tennessee • Knoxville, Tennessee
newspaperinstitute.com

Join us as we celebrate a SEC football weekend with a giant tailgate party and discount tickets to the **UT South Carolina** football game!



Inland

Works for you

Circulation Conference June 27-28 in Chicago

The 2013 Inland Circulation Management and Audience Growth Conference will be June 27-28 in Chicago.

A flier is enclosed with the Bulletin. Go to inlandpress.org to download a brochure.

Check out Inland's ongoing series of training webinars at inlandpress.org/training/.



Training webinars available any time

Missouri Press is a promotional cosponsor of training programs of the Local Media Association. Its webinars are just \$39 for MPA members who are not LMA members.

Check out LMA training at localmedia.org.

Spotlight on MPA

Three alumni from the Missouri School of Journalism have served recently as Missouri Press Association president: Mark Maassen, BJ '80, this year; Phil Conger, BJ '68, in 2012; and Kevin Jones, BJ '88, in 2010.

A feature about the three is in the June issue of The J-School Magazine. Here's a link to the story.

Here's a link to the story: journalism.missouri.edu/june-2013/alumni-mpa-presidents.php.

RJI online video

The Reynolds Journalism Institute (RJI) at the Missouri School of Journalism has released an online video show this 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.

'Fair use' guide for download

(Center for Social Media) — "Set of Principles in Fair Use for Journalism" is a statement of principles to help journalists in the United States interpret the copyright doctrine of fair use.

The free guide is intended for anyone who engages in creating media of any kind that refers to real-life events of public interest, in service of public knowledge, whether that person is a full-time professional or an individual who takes it upon himself or herself to report about specific issues or events. In other words, the definition of "journalism" to which this document speaks is defined by acts, not titles, and is an inclusive one, reflecting (in part) the changing nature of the technologies that support and enable journalistic practice.



Fair use is the right to use copyrighted material without permission or payment under some circumstances — especially when the cultural or social benefits of the use are predominant. It is a general right that applies even in situations where the law does not provide an explicit authorization for the specific use in question.

As with more familiar rights of free expression, people use this right without any formal notification or registration.

This guide identifies seven situations that represent the current consensus within the community of working journalists about acceptable practices for the fair use of copyrighted materials. It identifies some common situations encountered by journalists, principles for the application of fair use in those situations, and the limitations that journalists recommend to define the zone of greatest comfort for employment of this right — all consistent with the development of the fair use doctrine in the courts.

Download a copy of the free guide here: <http://www.centerforsocial-media.org/journalism>.

4-session package on advertising sales offered

Online Media Campus has a new, four-session "Advertising Sales Webinar Package" for \$99. OMC offers high-quality, low-cost training webinars, eliminating the need for travel and time away from the office. The webinars are archived, so you can view them when it's convenient for you and your staff. A flier for the package is enclosed.

OMB has webinars coming soon titled "Top Strategies and Tactics for Sales Success!" and "Savings, Costs and the How-to You Need on Full-Service IMb" (Intelligent Mail Barcode).

Missouri Press Association is a promotional cosponsor of Online Media Campus, which is a program of the Iowa Newspaper Foundation and Southern Newspaper Publishers Association. Get details about OMC webinars and register at onlinemediacampus.com.



'Deadline' wins Mirror Award

Joplin editor accepts honor in New York City

The Missouri Press Association's documentary video "Deadline in Disaster" has received a Mirror Award from the Newhouse School of Public Communications at Syracuse University.

Carol Stark, editor of *The Joplin Globe*, was in New York City on June 5 to accept the Mirror Award for the association. "Deadline" documents the response of *The Globe* to the deadly tornado of May 2011 that killed 161 people and destroyed nearly a third of the city.



Mirror Award winners are chosen by a group of journalists and journalism educators. The awards recognize excellence in media industry reporting.

The Newhouse School presented seven juried journalism awards at the seventh annual Mirror Awards ceremony, which was held at Cipriani 42 in New York City.

Established by the Newhouse School in 2006, the awards honor the reporters, editors and teams of writers who hold a mirror to their own industry for the public's benefit.

Photos from the ceremony are at mirrorawards.com.

State looks toward bicentennial

SHSMO chosen to spearhead commemoration

COLUMBIA—The State Historical Society of Missouri (SHSMO) has been selected to spearhead commemorations for the bicentennial celebration of Missouri's statehood. On May 13 lawmakers gave final approval to a resolution directing the organization to develop plans to celebrate the 200th anniversary of Missouri's birth as a state on Aug. 10, 1821.

Judge Stephen N. Limbaugh Jr. of Cape Girardeau, SHSMO president, said although the celebration is eight years away a committee has already started gathering information to plan for the festivities.

According to Brent Schondelmeyer of Independence, a SHSMO vice president and chair of the bicentennial planning committee, the goal is to celebrate this milestone by telling the stories of the people of Missouri in informative, engaging ways that are accessible to all ages and interest groups.

"SHSMO exists to help Missourians explore their place in history, and this is not one person's story," Schondelmeyer said. "This is an important opportunity to celebrate Missouri's vibrant past while looking ahead to the next hundred years."

The organization is eager to collaborate with individuals and other groups to ensure the spirit of the resolution is carried out in "a statewide effort to promote and celebrate the State of Missouri's rich and complex history," Schondelmeyer said.

"The celebration can include a wide range of activities focusing on Missouri's rich history, its culture and its future," he said. "We will propose a plan to take advantage of new ideas and technology to share our stories."

For more information visit <http://shs.umsystem.edu>.

A committee already has started gathering information to plan festivities.

NEWSPAPERS DELIVER
Newspaper media content and advertising rate as the most trusted, most valuable and most engaging. The numbers tell our story.

Newspaper media reach a **HUGE AUDIENCE**
Newspaper media reach a **HUGE AUDIENCE** of 158 million U.S. adults. That's 7 in 10. That's 158 million U.S. adults.

Not only do newspaper media reach a **HUGE AUDIENCE**, they also reach an **ENGAGED AUDIENCE**. Newspaper-generated content is as valuable as it is taken and reported, discussed, posted, copied, edited and e-mailed countless times throughout the day by others.

Newspapers and their websites rank **12%** higher than other media on how engaged audiences view with advertising.

Newspaper print ads drive the **highest purchase intent**—a 35% higher score than local television, cable television & local music radio.

Adults who name local newspapers as the **most effective** place to learn about Black Friday sale and store information.

This is a **37% higher score** than morninglogs and a **58% higher score** than local TV.

NEWSPAPERS ARE TRANSFORMING.
Fueled by creative, fresh ideas, very real, very positive changes are afoot in the industry.

5% CIRCULATION ↑ **40% REVENUE GROWTH**

INDUSTRY REVENUE FROM NON-ADVERTISING SOURCES
A host of new revenue sources that did not exist a few years ago grew by 31%, which now accounts for close to 1 in 10 dollars coming into newspaper media companies.

NEWSPAPER ASSOCIATION OF AMERICA

The Newspaper Association of America created an infographic illustrating the undeniable value of newspaper media. Because even as our industry continues its transformation in the digital age, one thing remains true. Newspapers deliver.

Download the infographic at naa.org/newspapersdeliver.

Marketplace

Please email your ads to kford@socket.net.

To check ads between monthly issues of the Bulletin, go to mopress.com/jobs.php.

Ads on this page are free to members of Missouri Press Association unless the ad is for an out-of-state newspaper. Cost to non-members and for member ads for newspapers out of the state is 25¢ per word.

HELP WANTED

PRODUCTION MANAGER Web Printing Plant: NE OK cold/heat offset commercial printer seeks production manager. Applicant needs strong communication and organizational skills. Must be a self-starter that can manage crews and scheduling. Provide each customer a quality product in a fast-paced environment. Prefer applicant would have Goss and Harris web experience, but not required. Prefer LEAN/5S knowledge and experience. We offer solid pay, bonus and benefits package including paid time off, profit sharing, group health and dental insurance, self-directed 401-K plan with match. EOE. Send resume to careers@Mo.NeighborNews.com or fax to 417-326-8701. 6-4

ADVERTISING SALES MANAGER: At NPG we create business by helping our customers create business. We are seeking a dynamic individual to lead our team of Advertising Sales Consultants in their efforts to develop local multi-media advertising revenues in our Liberty, Gladstone and Kearney newspapers. This position will work out of our Liberty, MO office. Responsibilities: Meets or exceeds sales and revenue goals. Coaches a consultative approach to potential buyers and current customers. This plan includes call planning and preparation, customer needs analysis, building a compelling solution, developing an effective presentation and following up to ensure customer satisfaction. Work with a limited list of current and potential clients with intent to develop marketing success within the print and online product. Excellent customer service skills with an ability to interface with all levels of employees and management. Strong oral and written skills with an avid attention to detail. A minimum of 3 to 5 years of success in coaching in a competitive selling environment is preferred. Advertising sales experience is helpful but not required. We provide a compensation package that rewards a high level of concern for our customers. We provide comprehensive training and an excellent benefit package including 401k, profit sharing, paid vacation, health and dental plans. Employment is contingent on passing a drug screen and background check. For a confidential interview, send you resume and cover letter to: Tim Weddle, Advertising Director, NPG Newspapers, PO Box 29, St. Joseph, MO 64502, or email to tim.weddle@newspressnow.com. 5-28

ADVERTISING SALES EXECUTIVE: Our 166-year-old Northland company has an immediate need for an Advertising Sales/Marketing Consultant for an established outside sales territory in the Northland. If you are integrity-oriented, serious about customer service, care about solving problems for your clients, self-motivated, have a desire to succeed, have a genuine interest in business, desire to be compensated for a job well-done. Candidate should be highly motivated, CREATIVE, be able to manage multiple projects, and have a bachelor's degree or equivalent work experience. Social networking skills are a PLUS! Reliable transportation and valid driver's license required. Compensation package includes guaranteed



base plus incentives. Benefits include 401(k), health insurance, dental insurance, vision insurance, vacation and sick pay. Email resume to sandy.nelson@npgco.com or send to Liberty Tribune, Attention: Sandy Nelson, 104 N. Main St., Liberty, MO 64068. EOE / Drug Free Workplace. 5-17

ASSOCIATE EDITOR: Are you curious? Interested in current events? Do you love to write and take photos? The Cassville Democrat is seeking an associate editor with strong writing and photography skills who would enjoy working under the guidance of a seasoned editor. Experience with InDesign, Photoshop and social media is a plus. This is a fantastic opportunity for a talented reporter to work in a positive environment with a strong potential for advancement. Qualified candidates should send their resumes to editor@monett-times.com or mail them to Lisa Schlichtman, Co-Publisher, Cassville Democrat, P.O. Box 486, Cassville MO 65625. 5-20

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 tvlgemgr@lcs.net. 5-17

CONTROLLER: The Jefferson City News Tribune is currently seeking to fill a full-time opening. The Controller directs and supervises local accounting and financial functions for newspaper publishing company, oversees accounting staff for completion of billing, Accounts Receivable, Accounts Payable, and payroll, completes month-end closing procedures, reviews and produces financial reports, manages annual budget, maintains internal controls, coordinates with parent company. Personality, drive, and attention to detail are extremely important for this position. The successful candidate will have 3+ years of relevant accounting/audit experience. Accounting degree, public accounting experience, and CPA preferred but not required. Benefits include vacation, sick leave, 401k and medical insurance. Send resume and cover letter with salary expectations to: terril@newtribune.com News Tribune P.O. Box 420 Jefferson City MO 65102. 5-14

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 MO area of 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 website at 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 or fax to: 417-326-8701. 5-6

PRESS OPERATOR: Are you dependable? Like working with your hands? Enjoy learning how things work the way they do? Have an ability of fix things? Then you may have the abilities we're looking for. The ideal

candidate will have previous mechanical experience and demonstrated ability to work well with others. Prior newspaper press experience a plus. The Nevada Daily Mail and Nevada News are located within easy driving distance of Kansas City, Joplin, and Springfield. We're part of Rust Communications, a family newspaper company. Interested applicants should contact Chris Jones, production manager, by calling 417-667-3344 after 4 p.m., or via email at cjones@nevadadailymail.com. 5-10

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 or Fax: 417-326-8701. 5-6

REPORTER: IMMEDIATE OPENING. Seeking general assignment reporter for weekly newspaper in Concordia, Missouri, an agricultural community on I-70 approximately 50 miles east of Kansas City. Seeking individual to engage in small community lifestyle. Looking for applicants with solid writing, photography, Photohop skills. Variety of assignments and opportunity for experience in magazine, website, Facebook in addition to newspaper reporting. We offer hourly rate, benefits and opportunity to be a player in the direction of the news coverage. Send resume, news clips, photos to: concordiannews@centurytel.net or Sarah Reed, The Concordian, P.O. Box 999, Concordia, MO 64020. 5-15

FOR SALE

FILM PROCESSOR: LogEtronic Corp. film processor. Model LL1700. It has extra gear parts, if ever required. Houston Herald, 417-967-2000. 5-22

WEEKLY PAPER: Prize-winning weekly for sale in North Missouri. Would consider possible management contract leading to purchase. Owners ready to retire in less than two years. Replies to Missouri Press Association editor will be forwarded to publishers, kford@socket.net. 4-15

NEWSPAPER FOR SALE in northern Missouri with successful shopper, second weekly paper and monthly paper. Much potential with on-line revenue virtually untouched. Revenues are holding in a tough economy. Lots of promise to someone with forward thinking. Owner financing with down payment or contact for options to 'work' out the down payment. 660-626-6308. 12-17

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Northwest Missouri Press Association's 123rd Annual Meeting

Friday, June 21, 2013

McRae Community Building - The Klub Restaurant • Mound City, MO

Schedule of Events

12:00-1:00 p.m. - Lunch on your own at The Klub, Mound City, MO (If desired)

1:00-1:30 p.m. - Business Meeting (Open to all Northwest Missouri Press Association Members)

1:30 p.m. - 2:30 p.m. - Elizabeth Conner, University of Missouri Journalism School (All Staff)

Layout & Page Design Program

2:30 p.m. - 3:30 p.m. - Mark Maassen - Advertising Program (Advertising Staff Only)

2:30 p.m. - 3:30 p.m. - John Schneller, University of Missouri Journalism School (News Staff Only)

Ink and the Internet: Living in Two Worlds Program

3:30 p.m. - 4:45 p.m. - Roundtable discussions for all staff members of newspapers

5:00 p.m. - Social Hour

6:00 p.m. - Dinner (Dinner Provided - Drinks Are On Your Own)

Followed by Presentation of Craig Watkins, Friends of Northwest Missouri Press Award;

Merrill Chilcote Award; and James C. Kirkpatrick Award.

Passing of Gavel to new NW Press President and introduction of new officers.

Cost to Northwest Missouri Press Association Members

Yearly Dues (per newspaper) = **\$20**

\$10/attendee for programs only x _____ attendees = _____ Total

\$22/attendee for programs + dinner x _____ attendees = _____ Total

Price includes dinner (drinks on your own)

TOTAL: _____

Additional donations welcome. Any funds on top of cost of event will go towards the scholarship fund.

Please send check and completed entry form to:

Northwest Missouri Press Association

c/o Adam Johnson

PO Box 175, Mound City, MO 64470-0175

For additional information please contact Adam Johnson at 660-442-5423

or at moundcitynews@socket.net

Do Overs!

Mulligans: \$10 per player (1 mulligan per side). All proceeds above costs will go to Missouri Press Foundation. You may pay for Mulligans with registration or at the course before teeing off. Prizes awarded after golf.



2013 Missouri Press Foundation Porter Fisher Golf Classic

**Thursday, June 27;
1 p.m. Shotgun;
4-Person Scramble.
Eldon Country Club,
Eldon**

\$40

**Greens Fee, Cart,
Prizes, Lunch**

Be at the golf course by noon. We'll have lunch before teeing off. If you do not have a foursome, you will be assigned to one. If you wish to buy mulligans and/or make a contribution to the prize fund, you may add that to your registration check. **Send this registration form and check to: Missouri Press Foundation, 802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167.**

Golf = \$40 per golfer _____

Mulligans \$10 per player _____

Prize Fund _____

TOTAL _____

Name(s): _____

Co. / Newspaper: _____

Phone: _____

Email: _____

Please Consider a Contribution to the Trophy/Prize Fund

Would you personally or your company consider a contribution to the tournament prize/trophy fund? If so, you may add it to your registration check or send a separate check to Missouri Press Foundation. Your gift will be acknowledged at the golf course and in MPA publications.

Thank you.

Directions to Eldon Country Club: From Highway 54 take Eldon exit US 54-Bus./MO 52. Go about 2 miles to Golf Course Road (Phillips 66 on the corner and small signs on both sides of the road).



Annual Meeting | June 27-28, 2013

Resort at Port Arrowhead | Room Rate: \$89.00 | 800-532-3575

Schedule of Events

Thursday, June 27

12Noon Porter Fisher Golf Tournament | Eldon Country Club | See Separate Form for More Details
7:00PM MPA/MPS Board Dinner | Bentley’s Restaurant

Friday, June 28 | All Events Held at The Resort at Port Arrowhead

8AM Missouri Press Service, Association and FOUNDATION Boards Breakfast Meeting
12:00-1:30PM Group Lunch Program | Update from American Newspaper Digital Access Corporation
Connie Farrow | University of Missouri School of Journalism
1:30– 2:15PM Layout and Page Design Program (All Staff)
University of Missouri Assistant Professor and Design Editor for the Columbia Missourian | Erica Mendez Babcock
2:15PM Break
2:30-3:30PM Advertising Program (Advertising Staff)
Mark Maassen | MPA President and Director of Interactive Sales at the Kansas City Star
2:30-3:30PM Ink and Internet: Living in Two Worlds (News Staff)
University of Missouri Assistant Professor and Design Editor for the Columbia Missourian | Erica Mendez Babcock
3:30-5:30PM General Session and Awards Ceremonies (All Attendees)
Legislative Update | Screw-Up of the Year Award | Show-Me Press Past Presidents Recognition

Registration Fee \$30.00 per person including lunch **prior to June 7** | **\$40.00 Per person after June 7 deadline.**

Name(s) of Attendee(s): _____

Company: _____

Address/Phone/e-mail _____

Please send registration and payment to Show-Me Press Treasurer Sandy Nelson

Phone: 913.294-2311 | Fax: 913.294.5318 | sandy.nelson@miconews.com

Miami County Newspapers | 121 S. Pearl, P.O. Box 389 | Paola, KS 66071

**Resort at Port Arrowhead | 3080 Bagnell Dam Blvd Lake Ozark, MO 65049 | \$89.00
Room rate valid 2 days prior to and 2 days after event, based on availability**

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.



Featured Speaker

Rob Weir
Director of Digital
Development
Columbia Missourian

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 | 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 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 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, 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 Daily and Weekly Breakfast Programs
9:30 AM Breakout Sessions
Get Real! Creating the Community's Leading Advertising Sales Team, Peter Wagner
Sam Mellinger, Sports Editor, Kansas City Star
11:00 AM Missouri Press Better Newspaper Contest Awards and Outstanding Young Journalist(s) of the Year Luncheon





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 _____

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

For Hotel Reservations Call 816-421-6800 by July 29, 2013
Ask for 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 \$ _____
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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



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Anatomy of a Sales Call Presented by Jim Elsberry *Monfort College of Business*

Anatomy of a Sales Call is perfect training for the new account executive or the seasoned professional who'd like a good review of the fundamentals of an effective sales call.



Extending Ad Campaigns ... Looking Past "Now" Presenter Chris Edwards *SourceMedia Group*

Breaking the habit of chasing "tomorrow's ad" or scrambling to meet section deadlines are versions of the non-productive routine some sales people find themselves in. This webinar will discuss specific ways to break this cycle and increase revenue and client satisfaction.



Selling Against Your Competition Presented by Landy Chase *Author of Competitive Selling*

This webinar will illustrate the proper approach to positioning yourself as the best possible media option – and how to consistently win media buying decisions.



Return to Sales Basics Presented by Larry Maynard *NGM Partners*

Every sales organization is struggling to elevate its sales performance and results. That challenge becomes greater every day as we add new products, require people to be multi-media experts and try to sell in an ever-expanding competitive market. This session outlines the steps each newspaper needs to ensure success.



Bridging the Gap: Media and the Military Workshop for Journalists

- WHAT:** An intensive week-long program designed to help reporters, editors, producers and bloggers learn more about covering the military. The fifth annual workshop provides an introduction to military structure, function, strategy, tactics and training. The program pays for journalists' lodging, meals and airfare.
- WHO:** Journalists who attend the workshop should be early to mid-career reporters or editors working near military bases, beat reporters covering the military, or journalists who have an interest in covering military issues. It is designed for journalists who have little or no background covering the military and for journalists with no active-duty military experience.
- WHEN:** September 22-27, 2013
- WHERE:** The workshop will be based at the U.S. Army Combined Arms Center at Ft. Leavenworth, Kansas.
- WHY:** This workshop is designed to help reporters learn more about today's military. The workshop is part of a larger effort to increase the knowledge of the press and the military about each others' roles in supporting the First Amendment.
- HOW:** The workshop provides an intense learning experience for journalists. Members of the press will embed with Army Majors going through command training and will live a day in the life of a ground soldier preparing for duty. Journalists will attend workshops with senior general officers and have the opportunity to interview officers who will be stationed at military bases in the reporters' hometowns.
- APPLY:** To apply, please contact Dr. Barbara Barnett at barnettb@ku.edu by July 1.



*The workshop is coordinated by the
University of Kansas William Allen White
School of Journalism and Mass Communications
and the U.S. Army Combined Arms Center
at Fort Leavenworth, Kansas.*

ROBERT R.
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FOUNDATION

The workshop is funded by a grant from the McCormick Foundation.

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{June 27 & 28}

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Inland Press Association | Foundation

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(847) 795-0380
FAX: (847) 795-0385
inland@inlandpress.org
www.inlandpress.org

Hotel Information

Hotel accommodations:

The Silversmith Hotel & Suites

10 South Wabash Avenue, Chicago, IL 60603

Reservations: 312-795-6500

or visit www.silversmithchicagohotel.com

Room rates: \$175 single/double

Hotel cut-off date May 24th

If you experience any difficulties or need hotel assistance please contact Karla Zander at kzander@inlandpress.org or 847.795.0380.



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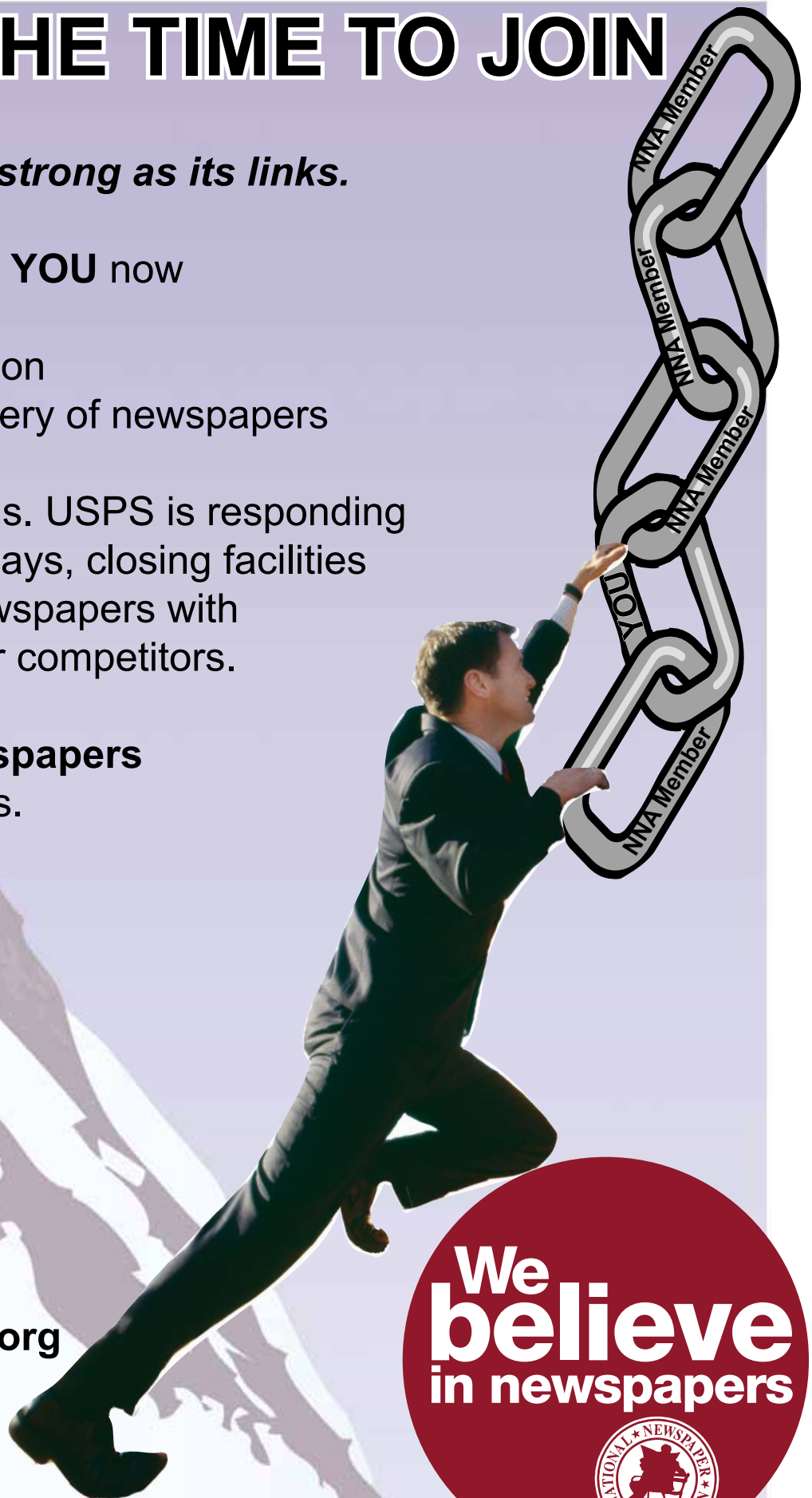
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