



CALENDAR

March

- 10-16** — National Sunshine Week
14 — NNA We Believe in Newspapers Leadership Conference, Washington, D.C.

April

- 12** — Free Business Journalism Seminar, Fayetteville, Ark.
14-17 — Newspaper Association of America Media Xchange, Orlando
18-19 — Missouri Advertising Managers' Association meeting, The Lodge of Four Seasons, Lake Ozark
19 — Media and The Law Seminar, InterContinental Kansas City
20 — Missouri College Media Association meeting, Joplin
21-23 — Missouri Circulation Management Association meeting & Circulation / Audience Mega Summit, Renaissance Hotel, Lambert Airport, St. Louis
25 — Missouri Press Leadership Summit meeting in Columbia for discussion of future of Missouri Press Foundation
25 — MPA Past Presidents and Spouses Dinner, Columbia
29-30 — APME NewsTrain, Springfield, Ill.
30 — Deadline for uploading Newspaper Contest entries and for mailing hard copy entries
30 — Deadline for nominating people for Newspaper Hall of Fame, Photojournalism Hall of Fame, Outstanding Young Journalist

June

- 21** — Northwest Missouri Press Association meeting, Mound City

September

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

If your 2013 MPA dues have not been paid in full, MPA will begin taking dues out of advertising checks this month.

Missouri Press Association Bulletin

No. 1290 — 13 March, 2013

You could win \$100!

April 18-19 workshop at Lodge of Four Seasons

Missouri Press has sent notices to newspapers that won awards in the Missouri Advertising Managers' Association Better Ad Contest. Winners are requested to not publish their awards until after the MAMA meeting in April.

Shannon Kinney of Dream Local Digital in Maine will be the presenter for the April 18-19 meeting at The Lodge of Four Seasons, Lake Ozark.

An agenda and registration form are enclosed and are at www.mopress.com/current_forms.php.

The annual MAMA meeting is for everyone who wants to learn and network. **One attendee will win a \$100 door prize!**

The association board will hold a lunch meeting on Thursday, April 18, before sessions begin. Registration for the general meeting will begin at noon.

A panel discussion about digital sales will open the program. Panelists will be Tim Weddle of the *St. Joseph News-Press*, Donna Denson of Rust Communications/*Southeast Missourian*, Darryl Wilkinson of Gallatin Publishing Co., Ed Farrar of Lakeway Publishers of Missouri.

Kinney will give her first presentation after the panel discussion. She'll address industry trends, the rise of social media and its impact on media companies and their advertisers.

Winners of MAMA's Ad Contest will receive their awards that evening. Entertainment will be provided by Lake of the Ozarks favorite Dale Blue in Mist Lounge.

After breakfast Friday, Kinney will talk about how newspapers can use social media and digital services to make money.

The meeting will adjourn at noon.

Kinney has more than 15 years of experience in the development of successful Internet products, sales and marketing strategies. She has worked on the teams developing successful Internet brands such as cars.com, careerbuilder.com and over 60 online media properties for newspapers all over the U.S. and Canada.

Prior to that, Kinney spent more than 10 years in media sales and sales management in Maine. She is an experienced speaker, trainer and consultant, and has worked with small and large companies. She is considered an expert in online marketing and social media, and speaks regularly at conferences on the subject.

Registration for the full meeting costs \$119. The registration form has prices for individual activities for those who can't attend the entire meeting.

The room rate at The Lodge is \$109; call (888) 265-5500. The hotel reservation deadline is March 22.



Shannon Kinney





Reading Across Missouri 2013 Join young people inside their newspaper

Written by Chris Stuckenschneider
Produced by the Missouri Press Foundation
Read "Manny Kicks Long Ear Lore" only in your newspaper!

Brought
to you by
this newspaper and
Missouri Press
Foundation

Newspapers across Missouri are connecting young readers to their communities and improving reading skills with Reading Across Missouri, an annual statewide reading campaign.

Life's no field of clover for Manny. Over the years, his kind has gotten stuck with a bad reputation. They're believed to be lazy, ugly and dumb. Manny has had it up to his long ears with this pile of mule hoovey – and in a new eight-week serial story, he's going to set the record straight.

Your newspaper will publish "Manny Kicks Long Ear Lore" through the statewide reading effort organized by the Missouri Press Foundation to have young readers inside their community newspapers in 2013.

For a companion teacher guide, visit www.mo-nie.com and use code: teachmo13.

Get mule story for Reading Across Mo.

"Manny Kicks Long Ear Lore" is the 2013 Reading Across Missouri story. All newspapers in the country can publish it free through June.

The Reading Across Missouri project not only offers newspapers the chance to connect with young readers in classrooms and at home, but also presents new revenue opportunities. Many newspapers approach non-traditional advertisers to sponsor a chapter or the series.

You may download "Manny Kicks Long Ear Lore" at mo-nie.com using code "readmo13."

Whose work deserves recognition?

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

- Missouri Newspaper Hall of Fame
- Missouri Photojournalism Hall of Fame

- Outstanding Young Journalist
Nominations for all three must be in the MPA office by April 30. Nomination forms are at mopress.com/current_forms.php, or you can contact the MPA office and forms can be faxed or mailed to you.

Each of the nomination forms includes the criteria for selection.

Hall of Fame honorees will be inducted at the MPA Convention in Kansas City this September. The Outstanding Young Journalist award winners also will be recognized and receive their cash awards at the Convention.

Photojournalism Hall of Fame honorees will be inducted in a ceremony this fall in Washington, Mo., the home of the Hall of Fame.

Help mold Foundation's future

Leadership Summit April 25 in Columbia

Members of the Missouri Press Association would like the organization to help them build readership and train staff members. Those are among responses to questions about what Missouri Press and its Foundation should be doing.

Other responses:

- Support independent ownership
- Reestablish market dominance
- Explode the myth that newspapers are dead
- Promote newspapers
- Enhance revenue through diversification
- Establish reader habits of young people with Newspaper in Education programs

The survey responses, fundraising and hiring staff will be discussed at the Missouri Press Foundation Leadership Summit on April 25. The meeting will be from 11 a.m. to 3 p.m. in the Club Room of the Hy-Vee supermarket at South Providence and Nifong Boulevard in south Columbia.

The Foundation's board of directors voted to call the summit when it met on Feb. 1.

Leaders of MPA, the regional press associations, other Missouri Press affiliate organizations and others will be invited to attend the Foundation summit.

At the Foundation's Feb. 1 meeting, Bill Monroe, retired executive director of the Iowa Newspaper Association, told about the Iowa Newspaper Foundation's success. It has grown in the past few years from a nearly broke corporation to one that in 2012 provided training for almost 2,100 journalists nationwide with 41 live and online programs.

The Iowa Newspaper Foundation's three-person staff — one fundraiser and two event planners — generated 2012 income of nearly \$571,000.

Monroe stressed that significant financial support from members of the Newspaper Association and Foundation was required to achieve those results.

One objective of the April 25 Leadership Summit meeting is to determine if there is a consensus among MPA leaders to take the foundation in this direction, and if so, to form small groups to begin developing recommendations on staffing, programming and fundraising.

Lunch will be served at the meeting.

If you plan to attend contact Kristie Williams at Missouri Press, kwilliams@socket.net or 573-449-4167.

The Hy-Vee store is a mile south of the MU football stadium on the east side of Providence Road in the Rock Bridge Shopping Center.

If you want a hotel room, MPA has reserved rooms at the Stoney Creek Inn near the Hy-Vee store on the west side of South Providence Road. Call the hotel at 573-442-6400 and ask for the Missouri Press Association rate of \$93 (breakfast included).

Leaders of Missouri Press affiliate organizations invited to gather for discussion of fundraising, staffing, programming and more.



Missouri Press Association

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Upload contest entries now

Don't wait until deadline to start process

The Missouri Press Better Newspaper Contest template is ready for you to begin uploading your entries. Instructions for doing that are enclosed, and they're at mopress.com/current_forms.php.

MPA encourages you to begin uploading entries now in case you have trouble with the program. All entries must be in by midnight April 30.

Create a desktop folder and put all of your digital entries in that folder before you log onto the contest website to upload entries. One of the steps in uploading your entries is to "browse" to your entry files. If they are all in one folder, this step will be fast and easy.

You might also want to include Category numbers in the names of entry files, for example 10NHouse Fire for a Category 10N News Photo of a burning building. That way, when you're uploading entries from your entries folder, you'll know exactly which files go into each category in the contest template.

When you begin uploading your entries, you'll be taken through a validation process after uploading two entries. The program will log you out and send you a validation email. When you click the link in the email, you'll be taken back to your contest account, prompted to complete contact information and allowed to upload more entries.

Rules and categories for the Missouri Press Foundation's 2013 Better Newspaper Contest can be downloaded from mopress.com/current_forms.php.

In categories with bulky entries, like Special Sections, you can create remote digital files and upload the web addresses to the contest template. One website where you can create these files is issuu.com. Instructions for creating issuu files are below and at mopress.com/current_forms.php.

This may change next year, but for this year's contest you'll still need to send hard copies in three categories: General Excellence, Overall Design and Newspaper In Education Program.

Create remote files for bulky entries

If you have entries for the Missouri Press Better Newspaper Contest that involve several pages or entire sections or editions, you can upload the files to issuu.com and then enter the URLs (online address) of the files to the contest template. Issuu.com is a free online service that allows viewing of uploaded material.

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

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

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



MEDIA XCHANGE

APRIL 14-17, 2013
Hilton Bonnet Creek, Orlando, FL

Sessions highlight leading-edge thinking about media strategies, successes in product revenue development, new ideas and innovation inside and outside the industry, and tactics and techniques to employ across platforms.

GROW YOUR AUDIENCE AND REVENUE

NETWORK WITH INDUSTRY EXPERTS

EXCHANGE INFORMATION AND IDEAS THAT GENERATE RESULTS

TAKE ADVANTAGE OF OUR EARLY-BIRD RATE

\$945

OFFER EXPIRES ON MARCH 15, 2013

CLICK HERE TO REGISTER

or visit
MEDIAEXCHANGE.NAA.ORG

Twitter and Facebook icons

NNA's MediaXchange April 14-17 in Orlando

Here's the link to get information about the national Newspaper Association's MediaXchange conference in Orlando in April: <http://mediexchange.naa.org/register>.

Columbia mail sorting facility may be closed

The Postal Service is conducting an Area Mail Processing study to determine whether to close the processing plant at the Columbia Regional Airport, the Columbia Daily Tribune reported on Feb. 25.

The study will take several months, after which, a public meeting will be held to present findings and receive input. If the Columbia center closes, mail will be sent to St. Louis or Kansas City for sorting.

Those wishing to comment on the proposal can send them to: Manager, Consumer & Industry Contact, John Boeger, 1720 Market St., Room 1015A, St. Louis, MO 63155-9511.

Executives share anecdotes

The Hindsight Career Project, an initiative that offers advice on how to get ahead in advertising, can be seen on vimeo (<http://vimeo.com/hindsightproject/videos>).

The project centerpiece is a website that features video clips of industry executives sharing very brief video anecdotes about their careers. (Interesting, brief viewing.)

NW Press will meet June 21

News, ad sessions at Mound City gathering

Separate sessions for news and advertising staffers will highlight the 123rd Annual Meeting of the Northwest Missouri Press Association.

The Northwest Press meeting will begin with a business meeting at 1 p.m. Friday, June 21, at the McRae Community Building in Mound City. Early arrivers are invited to lunch at noon at the Klub restaurant, which is in the McRae building.

Adam Johnson, publisher of *The Mound City News*, is the president of Northwest Press and will be the host for the meeting.

A general session featuring a presentation by faculty from the Missouri School of Journalism will begin at 1:30.

Separate sessions for news and ad people will begin at 2:30.

Mark Maassen of *The Kansas City Star* will lead the advertising program. Maassen is 2013 president of the Missouri Press Association.

The concurrent session for news people will be led by faculty from the School of Journalism.

Those sessions will be followed at 3:30 by separate roundtable discussions for the news and ad people.

A social hour will begin at 5 p.m.

Northwest Press will present its Craig Watkins Friend of Northwest Missouri Press Award, Merrill Chilcote Award and James C. Kirkpatrick Award during dinner. New Northwest Press officers will be introduced and the gavel will be passed to the new president.

A registration form for the meeting is at mopress.com/current_forms.php.

Jean Maneke likes this program

The 26th Annual Media and the Law seminar, sponsored by the Kansas City Metropolitan Bar Association Media Law Committee and the University of Kansas School of Law, will be held Friday, April 19, at the InterContinental Kansas City at the Plaza. Journalists can attend this day-long seminar for only \$60.

MPA legal counselor Jean Maneke highly recommends this annual program, which addresses issues such as privacy, ethics, copyright and more.

Digital technology increases our freedom to express ourselves, but at the same time the technology has given government and business unprecedented opportunity to monitor, record and analyze our activities. Technological advances have created a treasure trove of "Big Data." As the taking of personal information and the use of third-party content has become commonplace on the Internet, the legal and ethical implications have grown in proportion.

This seminar will explore how the Internet's liberating effects as a medium for First Amendment-protected expression are in conflict with its potential for privacy invasion and chilling of free speech.

Program panels will analyze: Who owns personal information and how can it be used? Who is ultimately responsible for maintaining and protecting it? What are the privacy issues and obligations? Is the First Amendment complicit in the erosion of Internet privacy and the inability to protect third-party content, including right of publicity and copyright interests?

Industry experts will discuss these important issues and more at the seminar.

Luncheon speaker John Perry Barlow is an American poet and essayist, retired Wyoming cattle rancher, and a cyberlibertarian political activist. He is also a former lyricist for the Grateful Dead. He is a Fellow at Harvard University's Berkman Center for Internet and Society.

Page 1 of the Media and the Law agenda/registration form is enclosed. The complete form is at mopress.com/current_forms.php.



J Schools teaching drone reporting

(Gizmodo) — In an attempt to keep pace with rapidly evolving technology, the journalism schools at the University of Missouri and University of Nebraska offer classes on drone reporting, in spite of the fact that this practice is currently illegal for professional journalists.

Domestic drone regulations are changing quickly. For example the Missouri state government is currently considering a bill that would prohibit the use of drones for agricultural monitoring. Such practices are being championed by companies like Monsanto, which claim that using drones to collect data about crops would reduce operating costs. While drones offer clear advantages for field checks and reporting, a slippery slope of privacy concerns has largely sidelined their use thus far.

The Drone Journalism Lab at the University of Nebraska-Lincoln started in 2011, and the Drone Journalism Program at the University of Missouri started last year. Students learn how to fly unmanned aerial vehicles (UAVs), collect video footage and photographs, interpret Federal Aviation Administration (FAA) regulations and grapple with ethical questions.

Both schools consider the classes to be experimental and are using the drones for things like water sampling, drought surveillance and controlled fire tracking.

Familiar name to lead North Dakota group

Steven J. Andrist, a third-generation North Dakota weekly newspaper publisher, has been named executive director of the North Dakota Newspaper Association.

Andrist is the grandson of the late Calvin Andrist and son of State Senator John Andrist, both long-time publishers of *The Journal* at Crosby. Steve Andrist published *The Journal* for 21 years until selling the newspaper in 2012.

Andrist served as NDNA president in 2001 and served on the National Newspaper Association board of directors.

Andrist will take over the NDNA position on June 1, replacing Roger Bailey, who has held the position for the past 13 years and is retiring.

NDNA's members are the 90 daily and weekly newspapers in the state.

More than 1 way to make a buck

Daily publishers leverage newspapers' assets, skills

(NetNewsCheck) LOS ANGELES—Newspapers can generate revenue by diversifying, two prominent publishers say.

"I do believe that digital advertising is absolutely essential for a newspaper company to go after," but it's still not enough to curb losses from print, said Jim Moroney, publisher and CEO of *The Dallas Morning News* at the ILM West conference here.

Moroney's own solution at his newspaper has been to spawn a cluster of vertical businesses including two — 508 Digital and Speakeasy — targeting digital marketing services to small and larger businesses, respectively. Those new companies, launched earlier in 2012, join a local field already crowded.

The *Morning News* also operates an events company, CrowdSource, leveraging one of the brand's core strengths — "we're pretty good at getting butts in seats," Moroney said.

He said that content marketing — generating relevant content that has value for a targeted audience — is a crucial asset for newspapers to leverage.

At the *San Diego Union-Tribune*, Mike Hodges, president and CEO, agreed that only 10-15% of revenue from digital was not enough to bank on and shared some more unconventional diversification moves that the newspaper was making.

"Most newspapers still have the biggest sales force in any one market," he said. "How can we leverage that asset?"

One answer is selling video ads and sponsorships against the paper's 24/7 online TV channel, U-T TV.

"We take our daily news reports to TV because there's revenue there," Hodges said, noting that all of the content segments produced for weekend activities, sports and weather have sponsors.

He added that clips from the TV channel can also be distributed to social media including YouTube to pull in additional audiences.

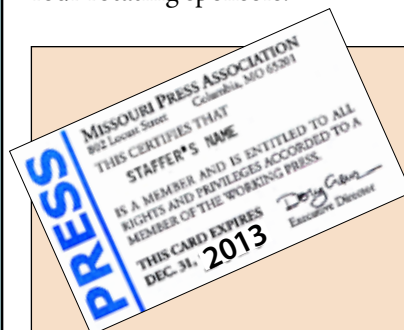
Hodges said that more diversification is in the works, including a digital agency, real estate and mortgage brokerage services and even a coffee delivery service.

Coffee? "We've got people driving down the street every day in San Diego," Hodges said. "What else can they deliver?"

Hodges said the paper has also found success through its iPad app, which is behind a paywall.

"The ads have more impact," he said, with better engagement and click-through rates than on the paper's website itself, and the app successfully monetizes with four rotating sponsors.

"Most newspapers still have the biggest sales force in any one market. How can we leverage that asset?"



**Order Press Cards
for each member of your staff.
Email names to
kwilliams@socket.net.**



Newspapers score with sports fans

(MediaDailyNews)—Among social media, mobile and cable TV, sports news outlets have been proliferating -- but newspapers are still the top source for sports news for sports fans. Among male sports fans ages 18-54, 76% cited the sports section of their local newspaper Web site as one of their "go-to" sources for sports news, while 69% cited the print edition.

That compares with 66% for ESPN.com, 46% for league sites, 45% for Yahoo Sports.com, and 45% for ESPN Sports Center. Further down the list, 33% said sports talk radio and 23% said *Sports Illustrated* or *SI.com*.

The finds are from a survey by M/A/R/C for the Newspaper National Network. The poll of 716 men ages 18-54, including in-depth interviews with 404, found that this key audience demo prefers both print and online newspapers to any other source for sports content. Even more striking, men ages 18-54 who didn't classify themselves as regular newspaper readers still cited newspaper Web sites as their top source of sports news.

Overall, 75% of non-regular readers cited newspaper Web sites as a go-to source, compared to 71% for ESPN.com, 40% for Yahoo Sports.com, and 38% for ESPN Sports Center. Sports talk radio trailed at 27%, and *Sports Illustrated* and *SI.com* came in at 16% and 13% among non-regular readers. Newspapers' advantage was qualitative as well. Among regular readers, 72% said sports content from newspapers was superior to any other source, and 62% said they get news and analysis they can't find anywhere else.

In addition, 88% of regular readers said reading sports coverage in newspapers is relaxing, and 79% said it's an important part of their regular routine. Interestingly, regular newspaper readers were also more likely to characterize themselves as avid sports fans, with 72% self-identifying this way, compared to just 45% of non-regular readers. On the advertising front, regular readers also showed a propensity to respond to newspaper advertising. Among men ages 18-54 who read the newspaper regularly, 41% said they considered purchasing an advertised product or service, 33% said they visited an advertiser's Web site, 25% visited a store or dealer for that product or service, and 19% actually purchased the product or service.

NewsTrain in Land of Lincoln

APME workshop April 29-30; scholarships available

The Associated Press Media Editors' NewsTrain in Springfield, Ill., will provide low-cost training about watchdog journalism, government coverage, social media skills, working with data, covering diverse communities and more. Diversity scholarships are available.

After the first day's sessions, guests may attend a reception and performance by Freedom Sings of Nashville at the Old State Capitol State Historic Site of Illinois.

NewsTrain costs only \$75 for the two-day workshop and food service. Register for NewsTrain Springfield and enjoy Freedom Sings free. Examine the program and register at www.apme.com.

Discount rates are available at the President Abraham Lincoln Hotel. Call 1-866-788-1860 and ask for the APME NewsTrain rate of \$89.

Arrive early and enjoy the presidential museum, the Lincoln home, and the capital city in the Land of Lincoln.

Questions: Contact Michael Roberts, NewsTrain project director, mroberts.newstrain@gmail.com; or Bob Heisse, *State-Journal Register*, bob.heisse@sj-r.com, 217-788-1505.

APME is offering diversity scholarships for journalists and students who are pursuing careers in journalism. The scholarships will cover the cost of NewsTrain along with the recipient's accommodations and travel expenses. NewsTrain host committees will review applications and choose up to four recipients.

Interested journalists and students of color who need assistance attending NewsTrain in Springfield should send a resume and application letter by March 25 to host committee chairman Bob Heisse at bob.heisse@sj-r.com.

Agenda topics include: Covering Government; Making the Significant Sexy & Relevant; Maximize Your Social Media; Crowdsourcing; The Data Mindset; Revealing Government With Data; Enterprise off a Beat; Getting Things Done.

Ohio paper saving with 3-around

(Nieman Journalism Lab)—Early this year the family-owned *Columbus Dispatch* in Ohio started using a new three-around addition on its press. "Three-around" means that the press cylinders print three rather than two sheets in a single revolution.

The move won some industry ink for what the 3Volution press conversion service from Pressline Services can do: more color, more compact paper, more flexible sectioning, and faster printing — moving papers through the press 50 percent faster than the old configuration, while saving as much as 33 percent on newsprint cost. A video demo is at www.presslineservices.com/3v-technology/.

Gannett, owner of the *Cincinnati Enquirer*, liked the new three-around concept. But its presses weren't a great fit for the three-around adaptation technology. So Gannett approached its neighbor 100 miles northeast.

How about using the *Dispatch's* presses to print both the *Dispatch* and the *Enquirer*? A deal was born. So, the *Dispatch* became the first paper anywhere to roll off presses in the new three-around, compact format. It's now 14.6 inches tall and 10.5 inches wide — bigger than a tabloid, smaller than a broadsheet.

The *Enquirer* is being printed by the *Dispatch* and trucked to Cincinnati. And now the *Dispatch* is on the hunt for other new customers.



Better creativity generates more impact for print advertising

(inma)—To increase how much an ad is noticed in the newspaper, improve the creative. According to research, great creative impacts noticeability more than any other factor.

How do we improve an ad? Is there a magic bullet?

No. But there are things that have proven to be effective time and time again. Don't use all of them. Be selective, depending on the need of the advertiser.

Add copy. A well-written copy ad is a thing of beauty. And newspaper — over television, outdoor, and radio, to name a few other media — is the medium for long copy. It should be used when things need to be explained. Or lots of information is required to make a purchase. Studies find most people don't read long copy, unless they are in the market for the product or service — then they read every word!

Try a visual. A picture is worth a thousand words. Show them. Also visuals draw us in. Eye-tracking of newspaper ads shows the reader's eye moves to the picture first, and then it drops down for explanation. And generally the movement is from top left to bottom right. So position the logo in the bottom right corner, so it works with the eye's movement and becomes a natural sign-off.

Consider color. For some products, we need to see it in color. A piece of art — if you are using it to advertise an art museum. Food visually speaks to us when it looks real and mouth-watering.

Make them smile or, God forbid, laugh. And they might let the advertising message break through. Even better, they might tell someone about the superb ad they saw. Good ol' word of mouth!

Go large or small. Simple, elegant, small-space ads can get attention by not cramming in too much. Being clever helps, too. As does repeating the ad multiple times in the same newspaper or over different days (i.e. frequency). Going large works when the advertisers must break through: They are an unknown brand; they have lots of (or new) competition; or they are changing the direction/stance of the brand.

Great creative is hard, but it will deliver advertising results. Research finds 85% of award-winning ads are effective. While we are not necessarily going for an award, set the bar higher.

Slimp solves tech problems

Questions about PDFs, fonts, colors answered

It's been a while since I've answered questions from my inbox. Let's take a look and see what's on the minds of readers this month:

From Sherry in Tennessee: Is there a way to convert RGB to CMYK in a PDF file without having to open each pic individually in Photoshop?

I wrote to Sherry and told her to try the "Convert Colors" tool in Adobe Acrobat, and this was the reply I got from her:

Thank you! Convert Colors worked perfectly, without turning our red cars orange and making everything look flat. This is great!

From Joel in Kansas: I have a customer that is baffled by fonts not showing up in InDesign and I figured you would know why. They downloaded a font from the web and installed it on one of their Macs and it works perfectly. Then they installed the same font on another Mac and it won't show up in InDesign. All fonts are located in Macintosh HD/Library/Fonts. My credibility is on the line so I hope you can help.

Here's a fix that should work for your customer: Copy the problem fonts from your Library/Fonts folder to the InDesign/Fonts folder.

Like many applications, InDesign has its own fonts folder. Fonts located there are only available to InDesign, so it's a good idea to have these fonts located in both the system and application font folders.

From Annette in South Carolina: I am attaching a file that was sent in from a customer that is supposed to be a b&w ad. When printed in the paper, the wild west background pic in the ad has a red tint to it. However, the PDF file sent looks perfectly grayscale on screen.

How can I tell if what I see on screen might not be what I get in print? We have had several ads do this when placed on a page with color. Any help appreciated.

What you've encountered is not an unusual problem. There are several ways to catch this particular problem before you place the ad on the page. In the long run, it would be a good idea to create a "preflight" in Adobe Acrobat to catch problems with PDF files that are sent to you from advertisers. There are hundreds of options when creating preflights, but the problems newspapers generally look for are:

- fonts not embedded
- color on gray pages
- plates other than CMYK on color pages
- PDF version above 1.5 (Acrobat 6) compatible
- CID fonts
- OPI information

Any of these issues can cause a PDF file to print incorrectly. If you simply want to look for color problems, and you don't have a preflight created to search for it, you could look at the Outlook Preview, found at Tools>Print Production>Output Preview. Output Preview shows all of the color separations, so it's easy to see if you have extra plates in the PDF file.

From Mary in Kentucky: Is there a way to keep that bullseye-looking thing from appearing in the middle of the pictures that are placed on my page in InDesign? It doesn't happen on the other design station in my office. Both use InDesign CS5.5.

Yes, Mary, there's an easy fix for that.

This feature has been around since InDesign CS5. Some users love it, as it allows you to rotate, edit content inside a frame and more, without changing tools. Others hate it, because they're always accidentally dragging the "Content Grabber" without meaning to.

You can disable this feature by selecting View>Extras>Hide Content Grabber.

HELP WANTED



EDITOR & REPORTER: Candidates sought for editor and reporter positions. GateHouse Media seeks editors and reporters who love local news, and who think small and mid-sized towns are great places to call home. With dozens of community publications and related websites in Missouri, GateHouse-owned media reach readers in all corners of the Show-Me State every week. We are looking for innovative, digitally savvy journalists who believe in great storytelling, know how to run and execute projects, and who will delight and inform readers. Send work samples and resume to dailyexpresseditor@gmail.com. 3-12

DIGITAL CONTENT EDITOR: A local southwest Missouri newspaper company is seeking a full-time employee to be our next champion to fill a Digital Content Editor position. The Digital Content Editor is responsible for online content as it relates to the newspaper web sites. This entails monitoring all sites on a regular basis to ensure our company goals are being met as it relates to online content. The right candidate must possess the following qualifications: Be a highly organized individual with the ability to handle multiple ongoing projects; have editorial experience; possess excellent verbal/written communication skills; have a basic understanding of Internet technology and willingness to learn more; have strong computer skills. The duties of the Digital Content Editor include but are not limited to: Monitor for fresh online content; identify promotion opportunities; identify and assist in the creation of web exclusive content; coach and educate local editors - ensuring standards are met; implement and monitor social media standards and guidelines and participate in the selling of social media services; increase community content posted on local community; and ensure the content on site follows good web form. Benefits include group health and dental insurance, paid time off and self-directed 401K plan. EOE. Email resume to: careers@MO.NeighborNews.com or mail to: P.O. Box 330, Bolivar, MO 65613 or fax to: 417-326-8701. 3-11

ADVERTISING ZONE MANAGER: Neighbor News Oklahoma is looking for a community leader to direct the marketing efforts of our western zone. The ideal candidate must be an energetic, innovative and well-versed advertising professional to lead our sales teams to the next level. Community newspaper experience is a plus but not required. We do require at least two years of successful print sales experience and previous history of management of others. We need someone with a track record in advertising leadership who can create and execute a multi-platform sales strategy that covers print, niche publications, websites and mobile products. Mentoring, field coaching and prospecting are key aspects of this position. If you want to join a growing team in the heart of Oklahoma Green Country with excellent salary, incentives and benefits, email your resume, cover letter and salary requirements to: careers@OK.neighbornews.com. EOE. 3-7

DIGITAL MEDIA CONSULTANT: Position primarily focused on developing new business and supporting current customers by selling digital packages, supplemented with print, to new and non-traditional customers. Conduct all aspects of the job to include prospecting, research, proposals, coordination with fulfillment, servicing after the sale. One to three years minimum experience working in sales desired for this position with consideration given to candidates with interactive, newspaper, media or yellow page background. Must have the ability to generate market segments and effectively sell a broad array of products with solid knowledge of

digital tools. The candidate must have a detailed work ethic, be highly motivated, well organized and be able to communicate effectively. Base salary plus commission and benefits. Be a part of Central Missouri's top marketing team! Email resume with cover letter to jane@newtribune.com. 3-5

REPORTER: The Platte County Landmark in Kansas City's Northland has an immediate opening for a part-time reporter. Approximately 25 hours per week. General news beat including local government meetings, police, courts, etc. Email resume and writing samples to Ivan Foley, publisher, at ivan@plattecountylandmark.com. 3-4

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: concordianews@centurytel.net or Sarah Reed, The Concordian, P.O. Box 999, Concordia, MO 65020. 3-1

REPORTER: The Mound City News, a steadily growing 2,400-circulation weekly newspaper, is in need of a full-time news writer. Experience preferred, but will train right individual. Duties will include general news coverage, meeting coverage, sports coverage, taking photos, etc. Must have good time management and multi-tasking skills and must be able to work with deadlines. Knowledge of InDesign Creative Suite a plus, but not required. Moving to area is preferred, and housing can be arranged. Salary negotiable. Benefits include paid vacation, retirement package and flexible work schedule. Please send resume to Mound City News, PO Box 175, Mound City, MO 64470 or e-mail to moundcitynews@socket.net. 2-25

JOURNALIST: If you're looking to put yourself in a position to advance your career, come join our team. We have a proven reputation of award-winning journalism and placing our reporters at larger newspapers. We're seeking a talented and motivated journalist who can produce well-crafted, clean copy and lots of it. Fast-paced daily newspaper environment for a general assignment reporter who likes variety. Photo skills useful. Knowledge of Internet reporting, page layout helpful. We're within easy driving distance to Joplin, Kansas City and Springfield. Apply to Publisher Floyd Jernigan at fjernigan@nevadadaily.com. 2-22

PUBLISHERS: GateHouse Media, Inc. is recruiting for Group Publishers -- RISING STARS and, or PROVEN LEADERS! We're looking for hands-on, visible leaders that can grow print advertising and digital revenue while managing other functional areas of the business. We are seeking Group Publishers for the following areas: Corning, NY; Pittsburg, KS; or Neosho, MO/Little Rock, AR. Please send your resume and cover letter via email: cduanman@gatehousemedia.com. Please include your total compensation expectations, including your current base salary. 2-12

EDITOR: Campbell Publications is seeking a hard-hitting regional editor to capitalize on the assets of the western Illinois counties we serve. We boast two major rivers, outdoor recreation, agriculture, prime destination hunting, high school athletic

traditions and communities with hometown pride. We're looking for a journalism professional with at least two years of experience, someone with a heart for the adventure and mission of weekly community newspapers, a person with the integrity to maintain the respect our newspapers have earned. Qualifications for this job include reporting, copy editing, assigning stories and page layout experience; InDesign proficiency; also, experience with web pages, email news updates, video and Facebook. We produce six award-winning community newspapers in five counties with a combined readership of 75,000. This position is responsible for the news content of three of the papers within two hours of metro St. Louis, based in Pittsfield, IL. To apply, send resume, cover letter and clips to Julie Boren, Publisher; P.O. Box 70, Pittsfield, IL 62363 or email to publisher@campbellpublications.net. 2-6

ADVERTISING SALES/NEWSPAPER MARKETING: Missouri Press needs an Advertising / Marketing person. We exist to promote the welfare of the newspaper industry. Our primary objective is selling and placing advertising into member newspapers. We are looking to hire someone to be devoted full time to our primary objective. Your responsibility will be to represent all Missouri Press Association members' advertising products. We are looking for candidates who exhibit outgoing personality, oral and written communication skills, patience, confidence and the ability to convince clients of the benefits of using newspaper-advertising products, print and online. Computer and social media skills, even graphic design and layout skills, are pluses. The job requires you to target organizations, find decision-makers, explain the benefits of newspaper products and our advertising networks, offer the price and close the deal. Some traveling to visit clients and prospects is required. Attractive benefits package. Compensation based on past experience and performance. Position located out of Columbia, MO. Send resume' and any supporting materials to dcrews@socket.net.

FOR SALE

SYNDICATED COLUMN covering Missouri rural/agricultural news, issues, and events. \$5 per newspaper with circulation under 3,000; \$8 if 3,000-10,000; \$12 if 10,000+ circulation. Current sample available upon request. Jeffery Goss, POB 14122, Springfield, MO 65814. Telephone 417-885-7787. 3-8

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

Digital Preservation Speaks VOLUMES

Protect and Share
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ArchiveInABox www.ArchiveInABox.com
The newspaper archive scanning service from SmallTownPapers™



How to upload your Newspaper Contest entries

Entries to the Missouri Press Newspaper Contest will be submitted using BetterBNC Online Journalism Awards Platform.

Below are directions for preparing and submitting entries. If you have questions, contact Kent Ford, Missouri Press editor, at (573) 449-4167 or kford@socket.net.

IMPORTANT: BetterBNC is optimized for Firefox for PC and Macintosh. Please have a recent version downloaded and installed for the best contest experience (<http://www.mozilla.org/en-US/firefox/new/>).

The deadline for all entries is April 30. **The contest template will close at midnight on April 30 and will not accept entries after that -- no exceptions. NOTE: There is no need to wait until the deadline to upload your entries.** You may begin uploading your entries now.

Log in

Go to <http://www.betterbnc.com>.

Click contestant login (upper left) or the appropriate Contestant Login button on the right side of the page.

Select the appropriate contestant type:

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

If you have received an email authorizing you to submit entries for your organization, select **Authorized Entrant**.

If you are an individual submitting your own entries (including non-members and freelancers), select **Open Call**, then enter your email and password. If you haven't yet created an Open Call account, follow the on-screen instructions.

Contestant Manager and Authorized Entrant only:

Select the appropriate Contest (Missouri Press BNC).

Select your newspaper.

(Authorized Entrant only) Enter your email address.

Enter the temporary Password "bnc" and click Log in.

When you first log in, the system will prompt you to create a secure password and enter your contact information.

Submit Entries

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

Select the appropriate Division (grouping of categories).

Select the appropriate Category.

(If applicable) Read the corresponding Category Note (directly below the Category selection box), describing the category's requirements.

Complete the Headline/Title field.

Add entry content (may vary by category):

To upload digital file attachments (other than audio/video), click Browse, navigate to the desired file, and select Open. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, click Attach More and repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator.

Please try to keep file sizes under 5mb, to aid judges in accessing entry content.

For larger files (Special Sections, Community Service, Sports Pages), you may upload your file(s) to a website such as www.issuu.com, and copy and paste the hosted item's web address into the Website URL field. (Instructions for uploading content to issuu.com are at mopress.com/current_forms.php).

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

Audio: www.kiwi6.com, www.tindeck.com

Video: www.youtube.com, www.vimeo.com

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

To create an entry for a mail-in, hard copy-only category (e.g. tearsheets), **DO NOT UPLOAD A FILE OR ADD WEBSITE URL CONTENT.** Simply complete all other content fields and see step below ("For hardcopy/mail-in entry categories...").

Add Credits for each person to receive award.

Add Comments (if available), but keep them brief (e.g. 100 words).

Click Submit.

Missouri Press has 3 mail-in only Categories: General Excellence, Overall Design and Newspaper In Education Program. Prepare these categories according to contest instructions and send them to Missouri Press Association, 802 Locust St., Columbia, MO 65201.

Pay for Entries: Missouri Press prefers that you pay your contest fees by check. The fee is \$7 per entry. Make checks to Missouri Press Foundation and mail to 802 Locust St., Columbia, MO 65201-4888.

You can pay by credit card by calling Missouri Press at (573) 449-4167.



Missouri Press Foundation

Help us build a better Foundation

Past, present and future leaders

of the Missouri newspaper industry are asked to participate in a one-day meeting in Columbia about the future of the Missouri Press Foundation.

The meeting will focus on how to fulfill the mission of the 29-year-old non-profit entity of the Missouri Press Association and help Missouri's newspapers deal with the challenges and opportunities ahead.

What: Missouri Press Foundation Summit

When: Thursday, April 25, 2013

Where: Hy-Vee Club Room, 405 E. Nifong Blvd.,
(2nd floor) Columbia

Time: 11 a.m. - 3 p.m.

RSVP: Please let us know by **April 15** if you will attend. Lunch will be served. RSVP to: kwilliams@socket.net or 573-449-4167.



UNCOVERING THE BEST LOCAL BUSINESS STORIES

- **Whom is this for?** Geared to the needs of generalists on small news staffs, this daylong training will arm you with resources, tips and ideas to bring more meaningful coverage of business to your community.
- **What is it?** Free, daylong workshop on how to cover business better.
- **When?** 8:30 a.m. to 5 p.m. April 12, 2013.
- **Where?** Donald W. Reynolds Center for Enterprise Development, University of Arkansas, Fayetteville, Ark.
- **Why attend?** Whether it's finding stories in the municipal budget, the local economic-development agency or area small businesses, business and the economy are big news on Main Street, as well as Wall Street.
- **Who are your instructors?** **Linda Austin**, executive director of the Donald W. Reynolds National Center for Business Journalism; **Jeff Porter**, special projects director, Association of Health Care Journalists; **Chris Roush**, business journalism professor at the University of North Carolina; **Carlie Kollath Wells**, business reporter, Northeast Mississippi Daily Journal.



Photo by Flickr user Jo Naylor

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Media *and the* LAW

26th Annual Seminar

What's Yours is Theirs: Privacy, Piracy and the Big Data Debate

Friday **April 19, 2013**

8:00 a.m.–4:15 p.m.

InterContinental Kansas City at the Plaza
Kansas City, Missouri

Schedule Includes:

- ▶ **A Marketer Under Every Bed**
Behavioral Targeting and the First Amendment
- ▶ **Even Big Brother Is Paranoid**
The Security and Privacy Paradox
- ▶ **Who Needs Enemies?**
Ethical Pitfalls for Lawyers Who “Friend” and Use Social Networks
- ▶ **Pirates in the Basement**
Does the DMCA Adequately Deal with Piracy?
- ▶ **No One's Dead Forever**
Technology and the Evolving Right of Publicity

Luncheon Speaker

- ▶ **John Perry Barlow**
Founding member of the Electronic Frontier Foundation and former lyricist for the Grateful Dead

Bonus Program on April 18

- ▶ **The New Media Economy**
Legal and Insurance Perspectives on New Business Models and Evolving Exposure

Sponsors: The Kansas City Metropolitan Bar Association Media Law Committee and University of Kansas School of Law

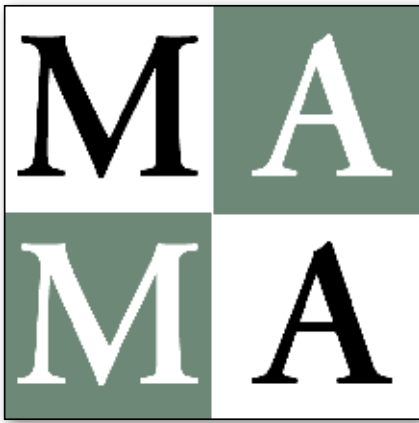
Contributors: AXIS PRO; CNA; Larry Worrall; Michelle Worrall Tilton, Media Risk Consultants LLC; Landon Rowland, Lead Bank; Lathrop & Gage; OneBeacon Professional Insurance; Shook, Hardy & Bacon LLP; and the Media, Privacy and Defamation Law Committee of the Tort, Trial and Insurance Practice Section of the ABA

Coordinated by: University of Kansas Continuing Education



<http://law.ku.edu/media-law-seminar>

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MISSOURI ADVERTISING MANAGERS' ASSOCIATION The Lodge of Four Seasons, Lake Ozark

315 Four Seasons Drive | Lake Ozark, MO 65049 | Reservations 888.265.5500
Missouri Press Association, MAMA Meeting Room Rate: \$109.00

Thursday, April 18th

MAMA Board Lunch Meeting

Breezes Restaurant | Seachase Room

Registration

Seachase Room | Noon - 1:00 pm

Digital Sales Panel Discussion

A great kick-off to the event! Take part in the discussion led by your fellow Newspaper Sales Professionals!

Panelists:

- Tim Weddle, Advertising Director, St. Joseph News-Press
- Donna Denson, Advertising Director, Southeast Missourian/Rust Communications
- Darryl Wilkinson, Publisher, Gallatin Publishing Company
- Ed Farrar, Digital Media Coordinator, Lakeway Publishers of Missouri

Featured Speaker: Shannon Kinney

Shannon explains industry trends in media consumption, the rise of social media, and how it is impacting media companies and their advertisers. Shannon will share specific examples and ways to use those trends to your newspaper's advantage in day-to-day operations.

Awards Dinner

Escollo Room | 6 pm

Friday, April 19th

Breakfast Buffet

Escollo Room

Featured Speaker: Shannon Kinney

Seachase Room

How your newspaper can grow revenue through social media and digital services.

Meeting Ends | Noon

Featured Speaker

SHANNON KINNEY

Dream Local Digital



Shannon has over 15 years of experience in the development of successful Internet products, sales and marketing strategies. She has worked on the teams developing successful Internet brands such as cars.com, careerbuilder.com, and over 60 online media properties for newspapers all over the U.S. and Canada. Prior to that, she spent over 10 years in media sales and sales management in Maine. She is an experienced speaker, trainer, and consultant, and has worked with small and large companies alike. Shannon is considered an expert in the field of online marketing and social media, and speaks regularly at conferences on the subject. She serves as an advisor to many established and start-up companies, and local charitable groups such as the Maine Lobster Festival Committee.



MISSOURI ADVERTISING MANAGERS' ASSOCIATION

Annual Meeting Registration | Thursday, April 18 and Friday, April 19, 2013

The Lodge of Four Seasons, Lake Ozark

315 Four Seasons Drive., Lake Ozark, MO 65049
 Room rate: \$109.00 | Reserve your room by calling 888.265.5500
 Sleeping room reservations must be made by Friday, March 15
 Ask for Missouri Press Association, MAMA Meeting

Please write names of people who will attend from your newspaper or organization and mark the events / sessions they will attend.

Early registration and hotel room reservation deadline March 15th!

Name	Full Registration By 3/30/13	Full Registration After 3/30/13	Thursday Only Afternoon Sessions	Thursday Dinner & Awards Ceremony	Thursday PM	Friday Only Package Includes Breakfast & AM Session	Total Per Person
Email Address	\$119	\$129	\$40	\$50	\$10	\$40	
Name of Newspaper: _____ Address: _____							Grand Total

CONVENTION CANCELLATIONS: CANCELLATIONS RECEIVED BY FRIDAY, MARCH 30, 2013, WILL BE ENTITLED TO A REFUND. CANCELLATIONS MAY BE FAXED TO 573-874-5894 OR EMAILED TO [KWILLIAMS@SOCKET.NET](mailto:kwilliams@socket.net). CANCELLATIONS RECEIVED AFTER FRIDAY, MARCH 30, 2013, ARE NOT ENTITLED TO A REFUND.

Check Enclosed - **Please make checks payable to Missouri Advertising Managers' Association**

Mastercard Visa Credit Card No. _____ Exp. Date _____

Name on Card _____ Signature _____

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Localizing International News

Thursday, April 11

2:00-3:00 p.m. EDT

1:00-2:00 p.m. CDT

Registration fee: \$35

Registration deadline: Monday, April 8

*Group discounts are available. Visit our website for more information.
Registrations submitted after the deadline date are subject to a \$10 late fee.*

In this webinar...

Thanks to the Internet and 24-hour news channels, your readers are interested in national and international news. However, they want to understand better how that news impacts them. This session has tips to help you think like the smart business and cultural leaders in your community think. They know that events happening around the world can impact the local community.

Presented in partnership with:

**Missouri
Press Association**

CANCELLATION POLICY: Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

The presenter...



A Vision for a Public-Spirited Free Press
IowaWatch.org
The Iowa Center for Public Affairs Journalism

Lyle Muller



Lyle Muller is the executive director-editor of the Iowa Center for Public Affairs Journalism. He is a former editor of The Gazette (Cedar Rapids, Iowa). He was a senior editor on the team that directed coverage of an Iowa flooding disaster, which won The Gazette the Society of Professional Journalists' national Sigma Delta Chi award for deadline reporting in 2008. A 1992 Council for the Advancement of Science Writing national fellow, his focus as a reporter was on health, science and higher education.



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