



## CALENDAR

### February

- 16-17** — Mid-America Press Institute Conference, Sheraton St. Louis City Center Hotel & Suites  
**20** — MPA/MPS Board meeting, 1:30, Doubletree Hotel, Jefferson City  
**20** — MPA Reception with Legislators, 5-7 p.m., Doubletree Hotel, Jefferson City  
**21** — MPA/AP Day at the Capitol, Jefferson City

### March

- 4-9** — National Newspaper In Education Week  
**10-16** — National Sunshine Week  
**14** — NNA We Believe in Newspapers Leadership Conference, Washington, D.C.

### April

- 12** — Free Business Journalism Seminar, Fayetteville, Ark.  
**18-19** — Missouri Advertising Managers' Association meeting, The Lodge of Four Seasons, Lake Ozark  
**21-23** — Missouri Circulation Management Association meeting & Circulation / Audience Mega Summit, Renaissance Hotel, Lambert Airport, St. Louis  
**25** — Summit meeting in Columbia for discussion of future of Missouri Press Foundation  
**25** — MPA Past Presidents and Spouses Dinner, Columbia  
**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

# Missouri Press Association Bulletin

No. 1289 — 14 February, 2013

## Day at the Capitol is next week!

*Visit with your legislators at Feb. 20 reception*

If you plan to attend Day at the Capitol and you have not registered, you need to do that now. Contact Kristie Williams at the MPA office, [kwilliams@socket.net](mailto:kwilliams@socket.net) or (573) 449-4167. An agenda is enclosed.

MPA/AP Day at the Capitol will be Thursday, Feb. 21. Thursday morning activities will be in House Hearing Room 6 in the basement of the Capitol; lunch will be in the Governor's Mansion. A reception with legislators will be 5-7 p.m. Wednesday, Feb. 20, at the Doubletree Hotel.

Those wanting to stay in Jefferson City on Wednesday evening, Feb. 20, can make a reservation at the Doubletree by calling (573) 636-5101 or going online to <http://tinyurl.com/cgrcmse>.

Day at the Capitol activities are free, but if you sign up for lunch at the Governor's Mansion and do not attend, you will be billed.

## Spring summit on Foundation

### Board hears how Iowa Foundation flourished

Past, present and future leaders of the newspaper industry in Missouri will be requested to attend a summit meeting this spring for discussion about the future of the Missouri Press Foundation.

Thursday, April 25, is the date for this meeting in Columbia.

The Foundation's board of directors voted to call the summit at its regular meeting on Feb. 1 at the Missouri Press Association office.

Leaders of the regional press associations and the other Missouri Press affiliate organizations, along with anyone else who is interested, will be invited to attend the Foundation summit.

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

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

Monroe stressed that the INF would not have grown to what it is today without significant board and member financial support. His mantra was "No money...No mission."

**Foundation summit** (continued on next page)



## Applications for MPA membership

This is notice of the application for Active Online Newspaper Membership in Missouri Press Association from [stlbeacon.org](http://stlbeacon.org), an online newspaper published by Margaret Wolf Freivogel, 3655 Olive St., St. Louis, MO 63108, (314) 535-6397, [mwfreivogel@stlbeacon.org](mailto:mwfreivogel@stlbeacon.org).

This is notice of the application for Friend of Missouri Press Membership in Missouri Press Association from the North Cass Herald, published weekly by Laurie Bassett, Allen Edmonds and Vicki Daniel at 100 Main St., Ste. C, Belton, MO 64012, (816) 322-2375, [allen@northcassherald.com](mailto:allen@northcassherald.com).

Membership is subject to approval by the MPA Board of Directors. The Board considers applications for membership at its next meeting after an application has been printed in three issues of the Bulletin or eBulletin. The next Board meeting will be Feb. 20 in Jefferson City.

Any MPA member with comments about applications should direct them to the MPA office in Columbia.

### Baker resigns from Missouri Press

Greg Baker has resigned as Missouri Press ad director.

Mike Sell, who preceded Baker as ad director, will be the interim ad director until Baker's successor is hired.

Missouri Press is taking applications for Baker's replacement.

To ensure you do not experience a loss in service, please send all of your newspaper sales related requests to [mopressads@socket.net](mailto:mopressads@socket.net) or call 573-449-4167.

Sell and regular MPA staffers Jennifer Plourde and Connie Whitney will be monitoring the [mopressads@socket.net](mailto:mopressads@socket.net) address.

Baker, who has worked for Missouri Press for about eight years, has taken a marketing position with CenturyLink.

### Saturday mail delivery will end in August

WASHINGTON — The Postal Service has announced plans to end Saturday delivery of mail the week of Aug. 5. Packages and mail addressed to PO Boxes will continue to be delivered on Saturdays, and post offices currently open on Saturdays will remain open on Saturdays.

## Foundation summit (continued from previous page)

He explained that the INF learned this lesson the hard way when it saw its funds begin to dwindle. A Fundraising Strategy Committee was formed, and fundraising goals have been met ever since.

After Monroe's presentation, the MPF board members reviewed the results of a recent Missouri Press survey that asked members to identify the most pressing issues facing their newspapers. Based on the results of that survey and their own experience, board members were asked what they would like their foundation to become in the next five years.

They envisioned a foundation that would help Missouri newspapers:

- Build readership
- 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

grams

- Train employees

In order to achieve this vision, three areas need to be addressed: Staffing, programming and fundraising.

The board members unanimously agreed that it would be beneficial to continue this conversation with the members of all MPA-related boards. They voted unanimously to invite these board members to meet with the MPF board to determine if there is a consensus among all 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.

## Apply now for summer intern

*Applications must be in by Feb. 28*

Missouri Press Foundation (MPF) is offering Missouri newspapers the opportunity to host interns in the summer of 2013 for four, six or eight weeks.

Application forms to participate in the program were emailed Feb. 11 to the newspapers. Up to eight summer internships are available. The Foundation will provide funds to help the newspapers pay their interns.

For a four-week internship, the Foundation will send the newspaper \$500. For a six-week internship, the Foundation will send the newspaper \$750. A newspaper providing an eight-week internship will receive \$1,000 from the Foundation.

Newspapers will hire their interns and negotiate salaries with them.

A Missouri Press Foundation committee will review internship applications and approve requests. All grants are based on a 40-hour week for the intern. If a different work schedule applies, the committee will approve grants based on the anticipated work schedule.

If your newspaper is interested in hosting an intern, complete the application form as soon as you can and return it to the Missouri Press Foundation, 802 Locust St., Columbia, MO 65201. Applications for the Internship Grants Program must be received by Feb. 28.

If you have questions about the application form, or the program, contact Foundation Secretary-Treasurer Doug Crews at 573-449-4167.

Interns eligible for this program must be students enrolled in a post-secondary academic, professional, or vocational newspaper journalism program in Missouri. They may work as reporters, editors, photographers, designers, advertising representatives or website editors/reporters, according to the newspapers' needs.



## 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:** Matt Daugherty, *Liberty Tribune*  
**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

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**Greg Baker:** Advertising Director, gbaker@socket.net

**Kent Ford:** Editor, kford@socket.net

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NIE & Education Director  
 (636) 932-4301; dawn.kitchell@gmail.com

# Ad contest deadline Friday

## Advertising meeting will be April 18 at Lake Ozark

Entries in the 2013 Missouri Advertising Managers' Association Contest must be postmarked for delivery to the Missouri Press office by this Friday, Feb. 15. Nominations for the Dee Hamilton Old Pro award also are due.



Forms can be downloaded from [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php).

Awards will be presented during the MAMA conference at the Lodge of Four Seasons in Lake Ozark on April 18. The agenda and registration form are in this Bulletin. Be there!

Shannon Kinney will be the presenter for the meeting. She 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.

Before that Kinney spent more than 10 years in media sales and sales management in Maine. She is an expert in online marketing and social media.



## Nominate deserving people for awards

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](http://mopress.com/current_forms.php), or you can contact the MPA office and forms can be faxed or emailed 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 Out-

standing 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.

## N. Dakota association getting new director

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

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

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

He 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.

*People must  
be nominated  
to be inducted  
into Halls of  
Fame.*





## Speed delivery with exceptional dispatch

With the reorganization of the Postal Service's mail sorting locations, your readers may be receiving their papers even later than previously.

If you are not using Exceptional Dispatch to deliver area newspapers, you need to look into it.

Exceptional dispatch allows you to deliver papers to area post offices to prevent the papers from being sent from your local post office to a distant distribution center, then back to the local post offices in your area.

There is no postage cost or permit fee for exceptional dispatch, but you need to write a letter of application to the postmaster in the office where you pay postage (and take copies to the offices where you want to drop papers). Postal regulations say the postmaster will approve the request.

Here is the relevant Domestic Mail Manual (DMM) language.

**28.3.1 General:** The postmaster of an entry Post Office may authorize a publisher to deliver copies of a time-sensitive Periodicals publication, at the publisher's own expense and risk, by exceptional dispatch from the Post Office of original or additional entry to other Post Offices.

**28.3.2 Intended Use:** The provision for exceptional dispatch is intended for short-haul local distribution (zones 1 and 2) of publications with total circulation of no more than 25,000 and is not to be used to circumvent additional entry standards.

**28.3.5 Applying for Exceptional Dispatch:** The publisher must file an application for exceptional dispatch at the office of original or additional entry where the postage is paid on the copies to be transported. The application must fully explain the proposed exceptional dispatch and include information on the mode of transportation and approximate time of arrival and the number of pieces qualifying for and mailed at the various presort level discount prices... No form is provided for this application.

**28.3.6 Decision on Application:** The postmaster who received the application approves it if the requested exceptional dispatch improves service and does not add to USPS costs.

Exceptional dispatch will cost money for gas and possibly labor, but you may keep subscribers by doing it. An alternative: Subscribers who are comfortable with computers and gadgets might well exchange their hard-copy subscriptions for digital ones, saving you money and getting papers into their hands much more quickly.

# Newspaper contest update

## *Instructions for uploading entries will be sent*

Updated Rules and Categories for this year's Missouri Press Foundation Better Newspaper Contest were emailed to member newspapers last week. They replaced any previous files received for the 2013 contest.

This year's Dailies Categories are numbered differently from previous years. Missouri Press has been populating our SmallTownPapers contest template with our contest procedures, which has resulted in some necessary changes.

The descriptions for the Weeklies and Dailies Categories have been combined, so there are only 37 Categories, half as many as in previous years.

When the entry period arrives, you will simply upload your entries to each Category according to the Division and Class your newspaper is in. (In the past, Categories for Weeklies and Dailies were virtually the same, but the Dailies Categories had higher numbers to make sorting the hard copy entries easier. That sorting is eliminated by going to an online contest.)

### **Upload entries by Circulation Class**

The contest has three circulation Classes in the Weeklies Division and three Classes in the Dailies Division. You will be in the Circulation Class according to the circulation you reported for the 2013 Newspaper Directory.

The Weeklies Classes are: 1-3,000; 3,001-7,000 and 7,001 and over.

The Dailies Classes are: 1-5,000; 5,001-15,000 and 15,001 and over.

Combining the categories created a minor issue that will be eliminated in the future. A couple of weeks ago we posted the categories and rules on the website so you could begin gathering entries.

A few categories specify dates from which material must be gathered, for instance 1 issue from March, 1 from August and 1 issue of choice. In the categories that were posted earlier, the Weeklies and Dailies categories had different dates from which to draw entries.

To work around that for this year — in case you have already gathered entries — the explanations of those Categories have notations for Weeklies and Dailies with their separate dates for entry material. You'll see this when you look at categories such as General Excellence, Overall Design and a few others.

Be sure you gather your entries in those Categories from the correct time frames for your Division — Weeklies or Dailies.

That issue can be eliminated in the future by calling for entries from the same time frames for both Weeklies and Dailies. As mentioned, this wasn't done this year because some papers may already have gathered their entries in those Categories.

### **Provide URLs, links to bulky entries**

Another issue is the bulky entries, ie Special Sections, Investigative Reporting, etc. We'll provide instructions on how to create remote files of those entries and submit URLs or links that the judge can connect to and see the entries.

Also note that Category 35, Best Online Newspaper or Website, is for Weeklies only. That Category has attracted few entries in the past, so the Contest Committee eliminated it for Dailies.

We've announced that entries can be uploaded to our contest website between March 15 and April 30. If SmallTownPapers gets our template up and running sooner, we can open for entries before March 15. We want to have plenty of time to help anyone who has a problem uploading entries.

The new Rules and Categories files, which have been emailed to you, are posted to the Missouri Press website at [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php).

Please share this information with everyone on your staff who is involved with the Contest.

If you have questions call or email (573) 449-4167, [kford@socket.net](mailto:kford@socket.net).



## Ad tax proposal exempts national broadcasters

(Adweek)—Governors John Kasich (R-Ohio) and Mark Dayton (D-Minn.) have proposed new taxes on advertising as part of their 2014 budgets.

The proposals call for reducing the sales tax, but increasing taxes on services. Kasich proposed a 5 percent tax and would allow exemptions only for services considered to be essential, such as health care.

"Everybody in the advertising food chain gets hurt, but the local media are the ones that really get hit," said Keith Scarborough, the Association of National Advertisers' vice president for government relations.

"Over the last 20 years, we've been able to build coalitions with broadcasters and other media and fight back ad tax proposals," Scarborough said. "It's still early in the process, but anytime these issues show up, we have to take it seriously."

The last time a state taxed advertising, it was a business disaster. After passing a broad service tax including advertising in 1987, Florida was forced to repeal it six months later after business began leaving the state.

But the case of Ohio could have more momentum. Gov. Kasich seems to be particularly fond of the move, having offered a similar proposal when he chaired the House budget committee. "At the time, he called it corporate welfare," Scarborough said.

In response to the Ohio proposal, Dennis Hetzel, executive director of the Ohio Newspaper Association, wrote, "Every Ohio Newspaper Association member likely will have negative consequences, possibly severe ones, if the Kasich Administration's proposal to charge an advertising sales tax becomes law as written."

"... The actual burden will be 6 percent or more in most places when local sales taxes are added. Our advertisers in many cases simply will spend 6 percent less, or newspapers will have to pass on this added cost and hope it sticks."

"It gets worse. The proposal exempts national advertising sold by radio and television and does not appear to tax Internet advertising. Consider the impact on local merchants. For example, the local hardware store would have to pay sales tax on television advertising but Lowe's and Home Depot would not.

"It will be one more excuse for ad agencies — which also will be levying sales taxes, by the way, and might leave the state — to avoid complexity and shift dollars from print."

## NewsTrain's first stop Springfield, Ill.

NewsTrain, the on-site journalism training program of the Associated Press Media Editors, will make its first stop in its 10th anniversary year in Springfield, Ill.

Workshops are being planned for April 29 and 30 at the Prairie Capital Convention Center in downtown Springfield.

The APME-funded program makes four stops per year in the United States and Canada.

Workshops focus on a needs assessment from a committee of journalists in the region of the host city. Programs are aimed at all levels of newsroom editors and managers, reporters, copy editors, visual journalists and online producers. College journalism educators and student journalists are also welcome.

Other workshops are being planned later this year in Seattle and Colorado.

The cost is \$75 for the two days of training. Registration details will be provided when they are finalized.



### 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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## Promote openness March 10-16

Launched in 2005, Sunshine Week has grown into an annual initiative to promote open government and push back against excessive official secrecy. This year's observance will be March 10-16.

Sunshine Week was created by the American Society of News Editors and is now coordinated in partnership with the Reporters Committee for Freedom of the Press.

You can help make Sunshine Week brighter in 2013. You can highlight the importance of openness through stories, editorials, columns, cartoons or graphics.

You'll find an array of examples in ASNE's Idea Bank, which includes links to some Sunshine Week "Bright Ideas."

But freedom of information isn't just a press issue. It is a cornerstone of democracy, enlightening and empowering people to play an active role in their government at all levels. It helps keep public officials honest, makes government more efficient and provides a check against abuse of power.

You can make a difference in the continuing battle against unnecessary government secrecy by participating in Sunshine Week.

Get inspiration and resources — cartoons, editorials, logos — at [sunshineweek.org](http://sunshineweek.org).

## Why that ↑ is needed

This bill was introduced by Missouri Sen. Brian Nieves (R-Washington).

SB 269 – This act provides that no parking space upon the capitol grounds shall be specifically designated or set aside for any person that is not an official or employee of the state, however an appropriate number of spaces may be designated for handicapped parking.

No person or entity that is not an official or employee of the state shall be allowed an office or reserved space in the State Capitol building...and... shall remove its office or space from the State Capitol building on or before August 28, 2013.

# Minutes of Foundation meeting

## *Bill Monroe tells about Iowa Foundation's turn-around*

Minutes of the Annual Meeting, Missouri Press Foundation, February 1, 2013

The Annual Meeting of the Board of Directors of the Missouri Press Foundation was held beginning at 11:00 a.m. February 1, 2013, in the William A. Bray conference room, Missouri Press Association building, Columbia, MO.

A quorum being established, the meeting was called to order by President Betty S. Spaar.

Attending were: President Betty S. Spaar, Second Vice President Kirk Powell, Robert Wilson, James C. Sterling, Bill Miller, Sr., Edward Steele, Vicki Russell, Wendell Lenhart, R.B. Smith III, Chuck Haney, Bill James, Dane Vernon, Secretary-Treasurer Doug Crews.

Excused absent were: Directors Tom Miller, Sr. and Dave Berry; and Honorary Directors Emeritus Rogers Hewitt, Wanda A. Brown and Wallace Vernon.

Also attending: Dawn Kitchell, Kristie Williams.

The Foundation Board members unanimously approved the minutes of the meeting conducted on April 26, 2012. Motion by R. B. Smith III, seconded by Vicki Russell.

Dawn Kitchell presented the Foundation's Annual Report for 2012, compiled and produced by Dawn Kitchell and Bailey Kitchell.

Doug Crews presented the proposed annual budget for 2013, amended to include \$9,000 for Foundation Builders pledges. The 2013 budget was unanimously approved after a motion by Vicki Russell, seconded by Kirk Powell.

Copies of the Foundation Board's conflict of interest policy (previously adopted) were distributed and signed by board members. No potential conflicts of interest were reported by members. Copies of the policy will be sent to Board members who were absent.

The following were elected unanimously as Directors, terms expiring in 2016: Betty Spaar, R.B. Smith III, Robert Wilson, Chuck Haney, Doug Crews. Motion by Bill Miller, Sr., seconded by Dane Vernon.

The following were elected unanimously as Officers for the coming year: President Betty Spaar, 1st Vice President Wendell Lenhart, 2nd Vice President Kirk Powell, Secretary-Treasurer Doug Crews. Motion by Bill James, seconded by Kirk Powell.

The Iowa Newspaper Foundation story was presented by Bill Monroe, former executive director of the Iowa Newspaper Association, Des Moines.

The Foundation Board heard Monroe's presentation during lunch and until adjournment at 2:45 p.m.

Monroe's discussion with the Foundation Board is outlined on page 7.

At the end of the presentation, the Foundation Board members unanimously voted to set another meeting date (likely April 25, 2013) when the Foundation Board and Board members from other groups such as the Missouri Press Association Board, the Missouri Press Service Board, and district press associations' Boards will come together for a consensus-building meeting about the Foundation's future. Motion by Betty Spaar, seconded by Bill Miller, Sr.

Respectfully submitted,

Doug Crews, Secretary-Treasurer

Missouri Press Foundation

February 1, 2013

*Board votes to hold spring meeting for discussion of the Foundation's future.*

**Foundation minutes** (continued on next page)





## 'Life During Wartime' series becomes book

COLUMBIA – The *Columbia Daily Tribune's* award-winning Civil War series, "Life During Wartime," is being offered to readers in a new book that will be the first of a multi-volume set.

Since January 2011, Tribune reporter Rudi Keller's daily reports have put readers on the shoulders of generals as they write battle orders, on the front lines with the troops and in the living rooms of everyday citizens as they record the events around them in letters and diaries.

Life During Wartime focuses on eight counties of Central Missouri – Audrain, Boone, Callaway, Cole, Cooper, Howard, Moniteau and Randolph – highlighting the war's impact on the people who lived there and the events that took place within their borders. The larger events of the war in Missouri are also extensively covered to give context and richness to the reports. In Volume I, Keller chronicles the events of 1861, when Missouri was torn between North and South.

Lavishly illustrated, the book is being offered by pre-publication subscription sale.

The price for each copy is \$39.95, but for a limited time, buyers can obtain their copy for \$29.95, with delivery guaranteed in the spring. The pre-publication discount period ends Feb. 28. Call (573) 815-1600 or (800) 333-6799, ext. 1600.

Rudi Keller covers state government and politics for the *Columbia Daily Tribune*.



**Fair Game For Republishing  
In The Digital Age  
Thursday, March 28**

*Corrina Zarek, Office of  
Government Information Services*

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

**Miss one of Online Media  
Campus's great webinars?  
Don't worry ...**

**You can view past webinars at  
[onlinemediacampus.com!](http://onlinemediacampus.com)**

## Foundation minutes (continued from previous page)

Discussion led by Bill Monroe

Missouri Press Foundation Board members discussed the future of the Foundation at a retreat session held at the Missouri Press Association office in Columbia February 1. The session was facilitated by Bill Monroe, retired Executive Director of the Iowa Newspaper Association.

Monroe told the story of how the Iowa Newspaper Foundation grew from a corporation with very little money and no staff to one which in 2012:

—Trained 2,096 journalists nationwide at 41 live and online events.

—Recorded income of \$570,715 including \$220,000 in contributions with \$155,000 of the contributions coming from INA members.

—Secured funds from numerous grants and sponsorships...

—With a staff of three people (one fundraiser and two program/event planners).

Monroe stressed that the INF would not have grown to what it is today without significant board and member financial support. His mantra was "No money...No mission." He explained that the INF learned this lesson the hard way when it saw its funds begin to dwindle. A member Fundraising Strategy Committee was put in place to right the ship and fundraising goals have been met ever since.

MPF Board members reviewed the results of a recent MPA survey asking members to identify the most pressing issues facing Missouri newspapers. Based on the results of that survey and their own experience, board members were asked what they would like their foundation to become in the next five years. Board members envisioned a foundation that would help Missouri newspapers:

- Build readership
- Support independent ownership
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- Explode the myth that newspapers are dead
- Promote newspapers
- Enhance revenue through diversification
- Establish reader habits of young people with Newspaper in Education programs and
- Train employees

In order to achieve this vision, three areas need to be addressed:

- Staffing
- Programming
- Fundraising

The MPF Board members unanimously agreed that it would be beneficial to continue this conversation with the members of all MPA-related boards. They voted unanimously to invite these board members to meet with the MPF Board at another facilitated meeting in the spring to:

—Determine if there is a consensus among MPA leaders to take the foundation in this direction. And if so...

—Form small groups to begin developing recommendations on staffing, programming and fundraising.

*He explained that the INF learned this lesson the hard way when it saw its funds begin to dwindle. A member Fundraising Strategy Committee was put in place to right the ship and fundraising goals have been met ever since.*



## Marketplace

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.

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

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

## HELP WANTED

**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: [cdunman@gatehousemedia.com](mailto:cdunman@gatehousemedia.com). Please include your total compensation expectations, including your current base salary. 2-12

**HELP WANTED:** Missouri Press Service seeks Advertising Sales Director in its Columbia office. Sell and place newspaper advertising (print and online) for a variety of clients. Service existing accounts, prospect and sell new accounts, provide all aspects of customer service. If you can sell, are energetic, a team player, communicate well, are self-motivated, accurate, detail-oriented – then let's talk. Sales experience, newspaper ad background, computer, Internet advertising, social media skills, newspaper ad layout/design are essential. Some travel required. Retirement plan, benefits. Send resume – including salary expectations – to [dcrews@socket.net](mailto:dcrews@socket.net).

**ADVERTISING SALES EXECUTIVE:** The Columbia Daily Tribune is seeking an energetic Account Executive to sell print, online and mobile products to businesses in Columbia and the surrounding area. This position offers excellent experience in working with all types of businesses and involves all types of media, from legacy to cutting-edge. Candidate should be highly motivated, CREATIVE, be able to manage multiple projects, and have a Bachelor's degree or equivalent work experience. Social networking skills are a PLUS! Reliable transportation and valid driver's license required. Compensation package includes guaranteed base plus incentives. Benefits include 401(k), health insurance, dental insurance, vacation and sick pay, and access to company gym. Email resume to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com) or send to Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205. An application can be printed at <http://www.columbiatribune.com>. Click on Tribune Employment located at the bottom of the home page. EOE / Drug free Workplace. 2-7

**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](mailto:publisher@campbellpublications.net). 2-6

**M.E./WEB EDITOR:** High Plains Journal, located in Dodge City, is seeking a managing editor/web editor. We want someone who can juggle multiple responsibilities and keep them all in the air. (If you can juggle balls or bowling pins too, that's even better. We need a little entertainment around here.) Application deadline: Feb. 15. Go to [www.hpj.com/editor](http://www.hpj.com/editor) to find out more details. 2-1

**PAGE DESIGNER:** High Plains Journal, located in Dodge City, is seeking a page designer, responsible for the graphic design of news pages in all five editions of the publication. We need someone who knows the difference between Helvetica and a Holstein and can design a news story about one with the other.

Application deadline: Feb. 15. Go to [www.hpj.com/jobs](http://www.hpj.com/jobs) to find out more details. 2-1

**ADVERTISING DIRECTOR:** The Salina Journal, a central Kansas 28,000 circulation daily newspaper, is looking for an energetic, innovative and well-versed advertising professional to lead a sales team to the next level. With a robust retail environment, opportunities abound for sales in print and digital products (website, mobile and tablet). Experience a must. Email applications only please. Send resume to Editor and Publisher M. Olaf Frandsen at [ofrandsen@salina.com](mailto:ofrandsen@salina.com). The Journal is a division of Harris Enterprises Inc., and is an equal opportunity employer. 1-28

**EDITOR:** The highly acclaimed, twice-weekly Bolivar Herald-Free Press is seeking only its 5th Editor in 36 years. This opening is due to a springboard opportunity for our most recent editor. Experience with NewsEdit Pro is a plus, along with online products, Photoshop, page design and staff management. Good benefits in a great place to live. EOE. Send Resume' and samples to: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com), Fax to: 417-326-8701, Mail to: Editor Position, PO Box 330, Bolivar, MO 65613. 1-14



Download "Manny" at [mo-nie.com](http://mo-nie.com) with code "readmo.13."

## 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



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](http://www.mo-nie.com) and use code: **teachmo13**.





# Senate vote expected on Sunshine Bill

Penalty reduced to \$100, but costs, fees more easily recovered by plaintiff

The Missouri Senate is expected to take a final vote on Senate Bill 139 (sponsored by Senator Mike Kehoe, R-Jefferson City) on Thursday, Feb. 14.

SB 139 contains improvements to Missouri's Sunshine Law that are supported by the Missouri Press Association. Many of the changes were made with an amendment by Sen. Kurt Schaefer (R-Columbia). Senator Schaefer's amendment received a 32-1 vote in favor on Tuesday.

Missouri Press asked members to contact their state Senators and urge them to support the passage of SB 139, and to share any feedback from their senators.

Here is a summary of the bill:

- The definition of a "public record" is modified to include any lease, sublease, or similar rental instrument entered into by a public body, or any other agreement for the rental, construction, or renovation of a facility.

- Currently, public bodies must provide notice of meetings to members of the news media who request such notices. This act requires the public body to also provide notice to any member of the public who requests it.

- Currently, a public body must provide 24 hours notice of a meeting. This act changes the time to 48 hours, with the exception of the General Assembly, which must continue to provide 24 hours notice.

- Minutes of a closed meeting must contain a list of subjects discussed during the closed meeting, but shall not require the disclosure of properly closed records.

- The act modifies provisions regarding basis for closing a meeting or record. Public disclosure in an open meeting is required for certain legal matters upon final disposition. Such disclosure shall be done orally or in writing and must occur at the next scheduled open meeting of the body, or at the resumption of a recessed open meeting.

- When a body closes a meeting or record relating to a "cause of action," the body must have received evidence that a lawsuit has been filed or shall have correspondence indicating a lawsuit shall be filed.

- Certain basis for closure relating to operational guidelines and security systems expired on Dec. 31. Sunsets are extended on exemptions 18 & 19 until Dec. 31, 2017. This act contains an emergency clause for this section relating to closure of certain records, meetings, and votes.

- If a public body closes a meeting, only members of the body, their attorney and staff assistants, as well as any person necessary to provide information, shall be permitted in the meeting.

- The custodian of records for a public body is encouraged to create and maintain an index of all public records maintained by the body.

- In actions against a public body for violations of the Sunshine Law, current law requires the person bringing the action to demonstrate that the body is subject to the Sunshine Law and held a closed meeting. Then the burden is on the body to demonstrate compliance with the Law. This act removes this language and provides that there is a presumption that a meeting, record, or vote is open to the public. The burden is on the body to prove that such meeting, record, or vote may be closed.

- Currently, a knowing violation of the Sunshine Law subjects the body or member to a civil penalty of up to \$1,000. This act removes the "knowing" element and lessens the fine to \$100. For such violations, the court shall, rather than may, in the case of public bodies, or may in the case of an individual, order the payment of costs and attorneys fees to the party establishing the violation. When determining reasonable attorneys fees, the court will take into account the size of the jurisdiction and its annual operating budget and other sources of revenue.

# Missouri Press Association and The Associated Press Day at the Capitol • Jefferson City • February 20-21



The Missouri Press Association and The Associated Press invite you to be their guests on February 20-21, 2013 at the Missouri State Capitol in Jefferson City for MPA/AP Day at the Capitol.

## Register Today!

Deadline to Register: February 8, 2013

*Wednesday, February 20*

5 - 7 p.m. - Reception with Legislators  
Bella Vista Room at the DoubleTree Hotel

*Thursday, February 21*

8:30 a.m. APME Awards Breakfast in the Capitol, House Hearing Room 6  
\$10.00 to attend, please email Connie Mekus, cmekus@ap.org to attend.

10 a.m. - Noon - Program in House Hearing Room 6 in Capitol Basement  
Speakers include Kevin Keith, MoDOT Director; and new Secretary of State Jason Kander.

12 Noon - Lunch with Governor Jay Nixon in the Governor's Mansion.  
Q&A Session with the Governor.

2:30 p.m. - Adjournment

If you register and do not attend MPA Events, your newspaper will be billed \$25 per person to help cover costs of food and materials.

## Need a sleeping room?

MPA is holding a block of rooms for Wednesday, Feb. 20th at the DoubleTree Hotel; call 573-636-5101 by **January 18th** and ask for Missouri Press Association's \$109 room rate. DoubleTree's Address is:  
422 Monroe Street, Jefferson City



Name(s): \_\_\_\_\_

How many people for Wed. reception: \_\_\_\_\_ How many for Thurs. lunch: \_\_\_\_\_

Newspaper or Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Please send this registration form to Kristie Williams at Missouri Press Association  
802 Locust Street • Columbia, MO 65201 • Fax: 573-874-5894 • kwilliams@socket.net

**NOMINATION FORM**

**Year** \_\_\_\_\_

**Missouri Press Association  
Hall of Fame**



**To the MPA Hall of Fame Committee:**

I am pleased to nominate the following person. (Nominees from the previous two years are automatically eligible for consideration this year. They need not be renominated.)

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Name	Newspaper or organization
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Address

**Eligibility Criteria**

1. Nominee has shown exemplary contributions to the newspaper industry during a period of at least 20 years prior to being nominated, or, if nominee died while still active in promoting the newspaper industry, the nominee displayed exemplary contributions during a period of at least 10 years.
2. Nominee has lived honorably.
3. Nominee has influenced unselfishly.
4. Nominee has thought soundly.
5. Nominee has displayed community involvement.

Nominated by:

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Your signature	Print Name
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Newspaper or organization

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Address

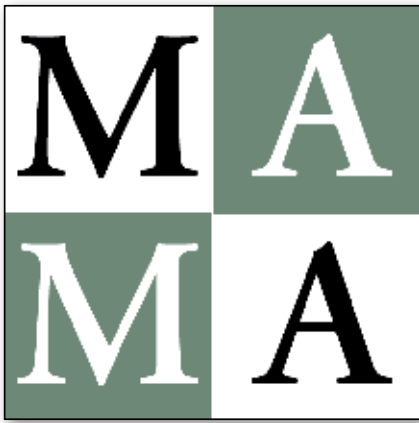
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Phone	Email
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**Attach biographical information of your nominee to assist the Hall of Fame Committee with its evaluation.** Include a photo of the nominee, if available. Provide any information you think will help the Committee choose inductees. Letters of support from associates and acquaintances of the nominee assist the committee. You may renominate a person you nominated in a previous year. Confidentiality is extremely important for all nominees. The selection committee thanks you for your participation and assistance.

**Deadline for nominations is April 30.** Inductees will be honored at the MPA Convention this fall. **Return this form to Missouri Press Association, Hall of Fame, 802 Locust Street, Columbia, MO 65201.** Nominations received after the deadline will not be considered. You may nominate more than one person. Copy this form if necessary.





# REGISTER TODAY! DIGITAL SALES TRAINING OPPORTUNITIES!

## 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 \_\_\_\_\_