



## CALENDAR

### February

- 16-17** — Mid-America Press Institute Conference, Sheraton St. Louis City Center Hotel & Suites  
**20** — MPA/MPS Board meeting, Jefferson City  
**20** — MPA Reception for Legislators and MPA Members, Jefferson City  
**21** — MPA/AP Day at the Capitol, Jefferson City

### March

- 11-15** — 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

### September

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

## 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](http://mo-nie.com) using code "readmo13."

# Missouri Press Association Bulletin

No. 1288 — 16 January, 2013

## Sign up for Day at the Capitol!

*Reception for legislators, MPA members on Feb. 20*

Sign up now for the annual MPA/AP Day at the Capitol on Thursday, Feb. 21, and the reception with legislators on Feb. 20. Missouri Press wants a good turnout of newspaper people at both events to visit with their legislators.



Thursday morning activities will be in the Capitol; lunch will be in the Governor's Mansion.

Two speakers have confirmed for the morning sessions: Kevin Keith, director of the Missouri Department of Transportation, will speak at 10; Jason Kander, Secretary of State, will speak at 10:30.

All MPA members are encouraged to attend Day

at the Capitol to see what the General Assembly is working on and to visit with their legislators. Attending the reception gives you an excellent, informal setting to talk with your legislators about issues that concern your newspaper: legal notices, open meetings and open records among them.

On Wednesday, Feb. 20, the MPA/MPS board will gather at the Doubletree Hotel for its first meeting of 2013.

The reception for legislators and MPA members will be held 5-7 p.m. Wednesday at the Doubletree, 422 Monroe St. This hotel has been the site of recent Day at the Capitol evening receptions.

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/cgrmse>. The rate is \$109 plus tax.

An agenda/registration form is included with this Bulletin.

Day at the Capitol activities are free, including the Wednesday reception and Thursday lunch. (If you sign up for lunch at the Governor's Mansion and do not attend, you will be billed.)

You'll have time on Thursday to visit your legislators' offices or watch the House and Senate in action.





## 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, [mwfrevogel@stlbeacon.org](mailto:mwfrevogel@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.

## IMb barcode deadline

Jan. 28 is the deadline for converting mailing addresses from POSTNET® to the Intelligent Mail® barcode (IMb™). You must upgrade to IMb to continue getting the automation discount.

If you need help doing this, contact your software vendor, your mail service provider or your local USPS® manager, Business Mail Entry.

The Domestic Mail Manual (DMM) is available on Postal Explorer ([pe.usps.com](http://pe.usps.com)).

To subscribe to the DMM Advisory and receive regular notes about Postal Service issues, send an email to [dm-advisory@usps.com](mailto:dm-advisory@usps.com). Put "subscribe" in the subject line and send the email.

## Online ad data needed

If you have not yet done this, please go to the URL below and complete our *short* survey of member publications regarding digital media buying. If you do not have any online presence for your newspaper you don't need to complete the survey.

<http://www.surveymonkey.com/s/F6T8WX9>

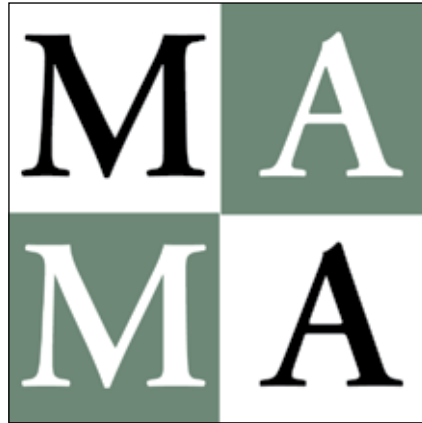
Missouri Press wants to funnel more revenue to your newspaper. In order to do so efficiently and effectively we must have the answers to these questions from a majority of member publications.

# Ad Contest forms online

## Advertising meeting will be April 18 at Lake Ozark

The entry forms and rules are available to download for the 2013 Missouri Advertising Managers' Association Contest. Your readers have been responding to your ads all year. Enter TODAY and be RECOGNIZED by your peers.

Go to the Newspaper Contests page ([mopress.com/contests.php](http://mopress.com/contests.php)) to download them.



The contest is open to all staff members of publications holding Active membership in the Missouri Press Association. All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

Nominations for the Dee Hamilton Old Pro award can be sent now too. That form is enclosed and is at [mopress.com/\\_lib/files/MAMA\\_Nomination\\_Request\\_13.pdf](http://mopress.com/_lib/files/MAMA_Nomination_Request_13.pdf).

Contest entries must have been published during 2012. Entries are due at the Missouri Press office by Feb. 15.

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. We hope to see you 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](http://cars.com), [careerbuilder.com](http://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 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.

## 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 in this Bulletin and 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 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.

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





## Missouri Press Association

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# Capitol Report returns to serve you

## Contact Phill Brooks' crew if you need a special report

By **PHILL BROOKS** / Director, MPANews

Welcome to the new year of MPANews.

And please welcome our new MPANews editor, Matthew Patane.

Matthew has been a reporter and student of mine for the last two years, so he knows the statehouse like the back of his hand. Matthew has focused on business issues and database journalism (he put together the MDN database on links to TV campaign ads last fall, the first such database in Missouri history).

So, feel free to contact him if you've got any special database or business journalism issues you'd like us to pursue (patane.mf@gmail.com).

Matthew replaced Jordan Shapiro, who has moved over as the AP Missouri statehouse intern. He started with AP on inauguration day, so you'll be seeing a lot of Jordan's stories on AP.

This week I plan to resume the series of weekly memos I've been writing you about the various information resources available on MDN.

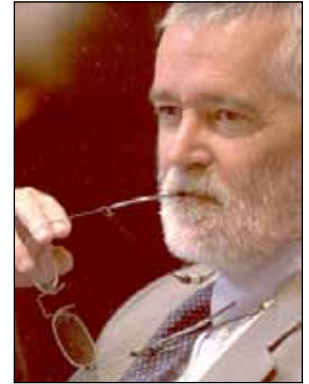
And, my Capitol Perspectives column resumed Jan. 11. Feel free to cut from the bottom up (I couldn't resist including a few graphs about John Ashcroft's musical skills).

There is a regularly updated version of MPANews at [mdn.org/mpanews](http://mdn.org/mpanews). There you can get plain-text and HTML-formatted versions along with our new two-column format.

As always, feel free to contact me (prb@mdn.org or cell: 573-353-7525). I've got an extraordinary number of student reporters this legislative session, so it should be easy to meet your coverage requests.

Phill Brooks

(Brooks has been a Missouri statehouse reporter since 1970. He is the statehouse correspondent for KMOX Radio, director of MDN and a faculty member of the Missouri School of Journalism. Past columns are available at [mdn.org/mpacol](http://mdn.org/mpacol). The photo of Brooks is available to use with his Capitol Perspectives column. Email Kent Ford at Missouri Press if you'd like the photo: [kford@socket.net](mailto:kford@socket.net). The weekly Capitol Report produced by Brooks' students is email to all MPA member newspapers on Friday afternoons. You may use as much of it as you wish without getting further permission.)



Phill Brooks

## 2 days of 'how-to' sessions in St. Louis

Success of pay walls, growing social media traffic, making money off videos, integrating copy desks and creating niche products will be topics of sessions at the Feb. 16-17 Mid-America Press Institute workshop at the Sheraton St. Louis City Center Hotel & Suites, 400 S. 14th St.

MPI's annual board meeting also will take place during the two-day conference.

Registration for the conference is \$50 for the first staff member and \$40 for each additional staff member. Registration covers continental breakfast both days and lunch on Saturday, Feb. 16. MPI has a room rate of \$115 for a single and double, \$125 for a triple and \$135 for quad occupancy. Reservations must be made by Jan. 25 at (314) 231-5007.

Bob Rose of the *St. Louis Post-Dispatch*, Sherry Skufca of the *Fort Wayne Journal Gazette* and Mike Turley of Gatehouse Media are chairing the seminar.

To register, contact MPI Executive Director John Ryan at [jmryan@eiu.edu](mailto:jmryan@eiu.edu) or call (217) 581-7939.



## Key executives meeting to be in New Orleans

The 2013 Key Executives Mega-Conference brings together the best thought leaders tackling the hottest trends in the industry today for increasing revenue, audience and engagement.

This conference developed by the Inland Press Association, Local Media Association and the Southern Newspaper Publishers Association takes on the challenges of transforming from print to digital, doubling the profit of legacy TMC products, exploring new print formats, how to start a digital services agency and much more.

The conference will be Feb. 17-20 at the Roosevelt New Orleans. Register here: <http://tinyurl.com/cyv5km8>.

## Rolla native writes serial stories for adults

Dr. Michael Lund, a native of Rolla and professor emeritus of English at Longwood University in Virginia, has written a series of novels about growing up in Missouri on Route 66. All nine of his novels are designed to be published in parts.

The next novel in this series, *Route 66 Dreamer*, is scheduled to appear in 40-chapters in 2013. It tells the story of the Missouri-born son of a Swedish immigrant who, in the early 1940s, pursues his dreams of American success in a land haunted by the prospect of approaching war.

Dr. Lund can be reached at [mlund@embarqmail.com](mailto:mlund@embarqmail.com). His website is <http://route66kids.com>.

## 4 more programs for Transformation Tour

The American Press Institute and The Poynter Institute Transformation Tour continues in 2013 with four more targeted programs on innovative approaches and proven best practices: Selling Digital Products, Mobilizing Digital Products, Growing Audience and Pricing Strategies.

Each workshop is offered twice in different locations. The registration fee is \$100 for each workshop.

Join the tour. Choose a topic, date and location, and send your team to take a bold and active role in transforming your organization.

Visit <http://tinyurl.com/cayar52> to select a workshop, review program details and get registration information.

# Training for journalism teachers

COLUMBIA—Five premier journalism programs will host the 2013 Reynolds High School Journalism Institutes next summer, where high school teachers learn the latest trends in news literacy and multi-media journalism. The University of Missouri, Columbia, institute will be July 14-26.

Applications for the American Society of News Editors programs will be accepted through March 1. Teachers' expenses will be paid for the two-week institutes. For more information visit <http://www.hsj.org>.

In addition to the two-week training, each teacher will be given the building blocks of a classroom media library, including guides on news literacy, multimedia journalism, scholastic press law and engaging diverse communities.

ASNE's youth journalism initiative also has a website that hosts student news organizations at <http://my.hsj.org> and an educational site at <http://hsj.org>.

For more information about the Summer 2013 institutes, contact Le Anne Wiseman at 573-884-2689 or [lwiseman@asne.org](mailto:lwiseman@asne.org).

## WEB PRESS CERTIFICATE PROGRAM

An online program designed to broaden the knowledge of web press operators

### Plate Essentials

Course Open February 20 – March 22

(Completion time is approximately 3-4 hours)

Online format allows you to work at your own pace!



The web offset press operator can come up against many problems while preparing for and during a press run. This direct and to-the-point online course covers:

- The platemaking process
- Plate composition and characteristics
- Run length
- Key mounting considerations
- Identifying and solving plate problems

#### Learning this material will help operators...

- Lessen downtime
- Reduce waste
- Improve efficiency
- Produce a higher quality paper

For more information about the program and to register, visit [onlinemediacampus.com](http://onlinemediacampus.com)

Registration Price: \$79 per person

Register by Monday, February 11

Following registration you will receive access and log-in instructions.

Presented in partnership with:



#### About GATC

Graphic Arts Training and Consulting (GATC) is a non-profit, graphic arts industry service organization founded in 1994 in conjunction with printers. Its experienced professionals work with newspaper, commercial print and other graphics companies to solve problems and get results. To learn more about GATC, visit [GraphicArtsTraining.com](http://GraphicArtsTraining.com).

#### About the Web Press Certificate Program

The Web Press Certificate Program is designed to increase the skill sets and knowledge of web press operators through short, newspaper industry specific online courses.

-Courses are "self-directed" and can be taken at any location with Internet access.

-Content is focused on operations of a web offset press with an emphasis on avoiding and solving problems and assumes participants possess a basic knowledge of equipment and operation.

-Content is applicable to operators, managers and other personnel who wish to gain a better understanding of web press operations.

-A GATC trainer will be available for questions/resources throughout training and beyond.

-Graduates will receive a certificate of completion.



## PUBLIC NOTICES

### “Because the People Must Know.”

Public Notice advertising plays a unique role both in American history and in the process by which this country's democracy is preserved. Its one premise is that people must be informed if they are to govern themselves competently. Public Notice advertising first came into being with the Congress of 1792. That body, recognizing its responsibility to the people, required the Postmaster General to advertise for bids for the construction of new post offices. From that inauspicious beginning to the publication requirements in federal, state and local laws today, government officials have come more and more to understand their obligations to inform the public through Public Notice advertising. Newspapers over the years have been the vehicle by which these obligations have been fulfilled. They will continue to be as long as the public demands that it be informed frequently and by the best means possible.

### Bad things happen when nobody objects

Ads promoting the printing of Public Notices in newspapers and a Guide to Public Notices are on the MPA website.

The material can be downloaded at: <http://www.mopress.com/publicnotice.php>.

Missouri Press encourages you to run the ads often to help in the on-going struggle against moving Public Notices to government websites.

Your newspaper is a target in this struggle. You should fire back!

## AP sells latest headlines on receipts

(News & Tech)—The Associated Press said it's participating in a Washington, D.C., venture in which restaurant patrons receive the latest news in a receipt that's given to diners at the end of their meals. The receipts are labeled The Latest News and contain AP headlines.

The initial advertiser is paper manufacturer Domtar. Print Signal said it hopes to make money by selling space on the receipts to companies that want to reach restaurant patrons.

“This idea will marry the speed of the Internet with the power of paper,” said Frank Mankiewicz, the former NPR president and Hill+Knowlton Strategies exec who helped start the venture, in a prepared statement. “The news can be targeted to every host city in English or the country's native language.”

AP also is selling sponsored tweets for its primary Twitter account.

AP's Twitter account has more than 1.5 million followers. The agency said sponsored tweets are clearly labeled and will be overseen by staff outside of the AP newsroom.

AP said it will publish selected content to some social media platforms only after it sends the news to members and customers.



## 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!

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 hooey – 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: teachm013.

Brought to you by this newspaper and







## Mizzou students need newspaper mentors

For the past three years Journalism School Associate Professor Clyde Bentley has asked members of the Missouri Press Association to partner with the School of Journalism on an editorial writing project.

He's doing that project again with the 21 students registered for the spring semester Editorial Writing class. All are in the last few semesters of their studies and three are graduate students.

Bentley hopes to match each student with one Missouri newspaper. Their final assignment will be to work with you as if they were a member of an editorial board. You will decide the opinion and they will write the editorial. The finished editorials will be sent to you in mid April.

Bentley wants to match students with newspapers as soon as he can and then have them interview you and follow the news in your town through February and March. They can do this via your web edition or perhaps you can send your paper to them for a few weeks.

Bentley prefers to assign students to weekly or small daily papers to give them the opportunity to observe Main Street news and opinion.

If you are interested in working with a student, contact Bentley at bentleycl@missouri.edu.

## Ad networks offer big revenue potential

By selling network ads instead of just running them, you can increase your revenue from statewide ads as much as 300 percent!

Besides the high commissions for you, these programs help fund the services you rely on from the Association.

Contact Greg Baker to come to your community for a training session on selling statewide ads for your sales team or to help sell, gbaker@socket.net, 573-449-4167.

## Career advice stories

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 was started in July by three industry executives. Its centerpiece is a website that features video clips of industry executives sharing very brief video anecdotes about their careers. (Interesting viewing.)

## Newspapers scarier than guns in Wisconsin

(*Milwaukee Journal Sentinel*)—Wisconsin lawmakers have banned the public from bringing newspapers into Assembly meetings in the state Capitol; concealed guns with proper permits are OK.

The new ruling, passed by the Republican majority, has outraged some Democrats, particularly the prohibition of newspapers.

“Something you seem to forget, the First Amendment is as important as the Second,” complained Minority Leader Peter Barca, according to the *Milwaukee Journal Sentinel*.

The resolution also bans hats, food, drinks, signs, briefcases, cell phones, cameras, and laptops, but concealed guns and other weapons are still permitted, as long as they are licensed.

A party-line vote of 59-37 passed the resolution.



## 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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## Please don't steal from paper carriers

(*The Times and Democrat*, Orangeburg, S.C.)—This is an open letter to anyone who buys a newspaper from one of the orange racks in front of hundreds of businesses in the Orangeburg area.

The *Times and Democrat*, and its carriers, are very appreciative of your continued support. Lately, however, more and more of the newspapers are missing, and there is less and less money in the tray.

You may be unaware of this, but every carrier is self-employed. He or she is not an employee of *The Times and Democrat*.

They are paid by themselves. Their pay is based on the number of papers sold.

They are called contractors and they work very hard in the middle of the night. Usually their hours are between midnight and 4 a.m. to be sure our good customers can go to a rack, put in the proper money, pull the door open, and get their paper.

It's not the best time of day or night to be out and about working! Every time someone puts in change and takes out more than one paper (sometimes two to six or more) that carrier, or small businessman or businesswoman, has to pay for those stolen papers. Sometimes it takes dozens of sales to make up the loss experienced by one theft, say nothing of the carrier making his weekly pay.

Yes, this is a theft. It's just the same as if someone stole your wallet or broke into your house and stole your belongings. This may seem like a small thing, but it adds up to a large loss at the end of a week for a small business person who is struggling already.

I respectfully beseech you; please don't steal our papers! If you need a paper and can't afford one, contact me through *The Times and Democrat* circulation department and I will see if one can be furnished to you.

As a final thought, many of our racks have a decal informing everyone that the location is on video. Would you like us to see your picture on the video? Think about it!

## McClatchy paywalls up

A McClatchy Co. spokesman told *News & Tech* that the deployment of meters on the websites of all of its papers was fully operational by Jan. 1. McClatchy has 28 daily papers, including metros *Miami Herald*, *The Kansas City Star* and *Charlotte Observer*.

# Newspaper stocks soared in 2012

(Poynter.)—Total revenues are not yet headed in the right direction, but six of eight publicly traded newspaper companies showed stock price gains for 2012; four of those were up 30 percent or more. The two companies that lost ground — Washington Post and A.H. Belo — were down just 3.1 percent and 2.1 percent.

Lee, the owner of the *St. Louis Post-Dispatch*, showed the biggest percentage gain, up 62.9 percent, followed by McClatchy, owner of *The Kansas City Star*, (36.8 percent), E.W. Scripps (35 percent) and Gannett (34.7 percent).

If you bought a bundle of newspaper stocks at the beginning of last year and sold recently, you would likely have pocketed a 25 percent gain.

Investors like what the companies are doing to generate revenue and reduce costs. And the great majority of papers are profitable. While some of the companies struggle to make interest payments, pay down debt and fund pension obligations, these and other legacy costs became less threatening through the year as the economy improved.



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

## Now available for download!

### How To Find Success In This Key Digital Area

#### Mobile Sales Certificate Program Archive

Did you miss the chance to participate in this 3-part series? The program is now available at [www.onlinemediacampus.com](http://www.onlinemediacampus.com) in one easy download!

**M**obile sales are a hot topic and many businesses are positioning themselves to be able to sustain this type of advertising into the future. This three-part series will take you through defining mobile, developing a plan for your business and putting the plan into action.

#### 1 Why Mobile and How Does My Newspaper Get There?

- The case for mobile
- How to get started
- Defining goals, mission and audience
- How to work with few resources
- Pros and cons of third-party products

#### 2 The Mobile Business and Product Sales Plan

- Mobile ad growth opportunities
- Who buys mobile and why
- Where does mobile fit into ad agency and local buys
- How to structure sales to sell mobile
- How to price mobile

#### 3 Mobile Launch: Winning Strategies and Approaches

- How to excite the sales force
- Marketing message to advertisers
- Successful mobile examples
- What's the next step
- Keep focused; don't launch and forget

Online format allows you to train in the comfort of your home!

Registration Price: \$99 for the series

For more information about the program and to register, visit:

[onlinemediacampus.com](http://onlinemediacampus.com)  
Webinars not available individually

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation

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is a promotional partner  
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Online Media Campus



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## WANTED TO BUY

**WANTED:** Wanted to buy successful local community newspapers with strong community ties. If interested email peggy@lewisnj.com or call 573-288-5668. 1-9

**IMAGESETTER & PRINTER WANTED:** Good used Imagesetter that will process 13" film. Also, GCC Elite XL20-1200 printer. Harold Ellinghouse, Wayne County Journal-Banner, Piedmont, Mo., 573-223-7122. 11-19

## FOR SALE

**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

**PRESS FOR SALE:** 2-unit NewsKing web press with KJ4 folder, power unit, plate bender, plate punch, electric hoist, spare parts. Located at Clarence, MO. (,000) Dennis Williams, 660-699-2344. 11-13

## HELP WANTED

**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, Fax to: 417-326-8701, Mail to: Editor Position, PO Box 330, Bolivar, MO 65613. 1-14

**GRAPHIC ARTIST / PAGE DESIGNER:** Neighbor Newspapers is currently seeking a Graphic Artist/Page Designer. We have an immediate opening for an experienced graphic designer with superb organization and communication skills, who is able to meet deadlines and work in a fast-paced production environment. This position requires proficiency in Adobe InDesign, Adobe Photoshop, and Quark. This is a full-time position, hours may include some evenings and weekends. Benefits include medical, dental, vision, and 401k. EOE. Email resume and samples to careers@MO.NeighborNews.com or mail to P.O. Box 330, Bolivar, MO 65613 or fax: 417-326-8701. 1-7

**CUSTOMER SERVICE REPRESENTATIVE:** Tribune Publishing Co. has an opening for a full-time Customer Service Representative. Coordinate all aspects of production and respond quickly to customers. Strong professional background in customer service. Be able to understand mechanical specifications for prepress, press, bindery and mailing equipment. Be highly analytical and organized. Have good computer skills, including Microsoft Office, and have the ability to learn new, industry-specific software. Good driving record and reliable transportation. Associate's degree or higher preferred. We offer a competitive salary and benefits package. Send application to the Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205 or complete one at 101 N. Fourth St. An application can be printed at [www.columbiatribune.com/jobs](http://www.columbiatribune.com/jobs). EOE/Drugfree Workplace. 1-2

**GROUP PUBLISHER:** An innovative, progressive company is looking for an experienced leader to guide its multimedia publishing efforts in the beautiful gateway to the Ozarks area of southeast Kansas and southwest Missouri. This person will oversee teams



in three daily and 2 weekly GateHouse Media newspapers. The ideal candidate will demonstrate strong leadership in a digital-first environment and will be able to show a track record of mentoring employees. Revenue experience is a plus. GateHouse Media serves audiences nationwide through community-focused publications and related websites. To apply for this position, email [stephen.wade@examiner.net](mailto:stephen.wade@examiner.net). 12-28

**REGIONAL AD DIRECTOR:** An innovative, progressive company is looking for an experienced sales executive to lead its multimedia publishing efforts in the beautiful gateway to the Ozarks area of southeast Kansas and southwest Missouri. This person will oversee sales staffs in three daily and 2 weekly newspapers. Only candidates with a passion for motivation and leadership in a digital-first environment need apply. GateHouse Media serves audiences nationwide through community-focused publications and related websites. To apply for this position, email [stephen.wade@examiner.net](mailto:stephen.wade@examiner.net). 12-28

**PUBLISHER POSITION:** Rust Communications currently has an opening for a publisher position in Marshall-Concordia, Mo. The successful applicant will manage a property that includes a daily newspaper that publishes five days a week, a weekly newspaper, two shoppers, two websites and various specialty products. Candidates should have strong leadership skills, significant experience in financial management, solid understanding of marketing print and digital initiatives and a deep commitment to customer service. Primary responsibility is to expand, lead and direct the sales and marketing teams to exceed sales revenue, marketing and budgetary goals. Attention to detail required, combined with an eye to the overall daily, weekly, monthly and long-term strategy as a member of the Rust leadership team. Rust Communications, a family-owned company with headquarters in Cape Girardeau, Mo., publishes 50 daily and weekly newspapers in eight states. The company is an Equal Opportunity Employer. Please send resume and cover letter to Ron Kemp, Regional Vice President, Rust Communications, P.O. Box 366, Rector, AR 72461; [ronkemp@centurytel.net](mailto:ronkemp@centurytel.net). 12-20

**ADVERTISING SALES/NEWSPAPER MARKETING:** We exist to promote the welfare of the newspaper industry. Our primary objective is selling and placing advertising into member newspapers. Do you have an appreciation for local journalism and entrepreneurs? Do you enjoy helping people? 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, have effective 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. Send resume and any supporting materials to [dcrews@socket.net](mailto:dcrews@socket.net).

Ads promoting the printing of Public Notices in newspapers, like the one to the right, can be downloaded at: <http://www.mopress.com/publicnotice.php>.



**Men and women sacrifice  
in service to their country  
for many reasons.  
Secrecy in government  
is not one of them.**

State law requires government entities at all levels, from water districts to city councils and school boards, to place notices of many of their activities in a legal newspaper. This is a legal newspaper.

A printed notice in this newspaper can't be hacked into like a website. It's permanent. The date in the corner proves it was printed when required. It can be trusted without question in these times when trust in government is so low.

Would a similar notice posted somewhere on the internet provide the same measure of transparency?

The answer to that is obvious.  
No, it would not.

**PUBLIC  
NOTICES**

**"Because the People  
Must Know."**



# 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 (Location TBA)  
\$10.00 to attend, please email Connie Mekus, [cmekus@ap.org](mailto:cmekus@ap.org) to attend.

10 a.m. - Noon - Program in the Senate Lounge (Third Floor)  
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](mailto:kwilliams@socket.net)



## Missouri Advertising Managers' Association Request for Nominations

2012	Sharon Dankenbring Independence Examiner	2001	Gail Wright Richland Mirror
2011	Rosalie Heislen Jefferson City News Tribune	2000	Deborah S. Baker St. Louis Call Newspapers
2010	Beth Durreman Lebanon Daily Record	1999	René Barker Lebanon Daily Record
2009	Charles G. Coy Washington Missourian	1998	Elaine Pursell Dexter Daily Statesman
2008	Jane Haberberger Washington Missourian	1996	Walt Gilbert Louisiana Press-Journal
2007	Kevin Jones St. Louis American	1995	Beth Chism Hermann Advertiser-Courier
2006	Jim Salzman Jackson Cash-Book Journal	1994	James D. Anderson Hermann Advertiser-Courier
2005	Mike Sell Missouri Press Association	1993	Edward L. Steele Missouri Press Association
2004	Karen Barred The Salem News	1992	Sandy Schaefer-Wilkinson Branson Tri-Lakes Daily News
2003	Lisa Lynn Sedalia Democrat	1991	Jim Gierke Spirit Newspaper Group
2002	Carla Bean West Plains Daily Quill	1990	Bill James Harrisonville Democrat-Missourian

### Criteria:

- Served as Ad Director or in Ad Sales for 10 years or more
- Excellent management/sales skills
- Past or present member of MAMA
- Nominee must be employed with a member newspaper at time of presentation
- Nomination form must be submitted, along with supporting documentation why this person is deserving of the award

Name of Nominee \_\_\_\_\_

Newspaper \_\_\_\_\_ City \_\_\_\_\_

Why do you think this person deserves the award? (Attach supporting documentation)

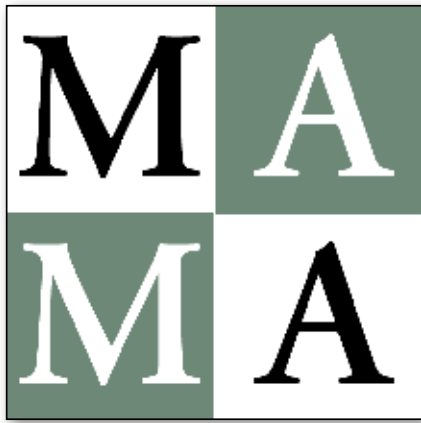
Your Name \_\_\_\_\_

Newspaper \_\_\_\_\_ City \_\_\_\_\_

### **Deadline to Return Dee Hamilton Old Pro Award Nominations: February 15, 2013**

Return to Missouri Press Association • 802 Locust St. • Columbia, MO 65201 • Fax: 573-874-5894

If you have any questions contact Kristie Williams at 573-449-4167 or at [kwilliams@socket.net](mailto:kwilliams@socket.net)



# 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 \_\_\_\_\_

## 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.)

\_\_\_\_\_  
Name

\_\_\_\_\_  
Newspaper or organization

\_\_\_\_\_  
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:

\_\_\_\_\_  
Your signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Newspaper or organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

**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.

# Seeking Nominations for Missouri Photojournalism Hall of Fame Washington, Missouri



The Missouri Photojournalism Hall of Fame endeavors to recognize those people who have made outstanding contributions to Missouri photojournalism, and to provide an exhibit venue to showcase these visual reporting pioneers, and the work of current photojournalists. The nomination process is open and nominees may be living or deceased. The



Photo: Arthur Witman, 2005 Hall of Fame Inductee

nomination packet should include a statement explaining the nominee's contributions to Missouri photojournalism. Additional letters are encouraged as are other supporting materials (portfolio or examples of work).

**Inductees will be recognized for one or more of the following: outstanding photojournalism achievement; long-term photography for a Missouri newspaper or other publication or journalism outlet; leadership in education; ethical values and integrity; contributions to community.**

**Send nominations by April 30 to:  
Missouri Photojournalism Hall of Fame  
c/o Missouri Press Association  
802 Locust Street • Columbia, MO 65201**

**Judging will be conducted by a committee headed by David Rees, MU School of Journalism, and Cliff Schiappa, retired Associated Press photographer and photo editor. Nominees not selected will remain under active consideration for two more years.**

**Inductees will be recognized this fall at a ceremony in Washington, Mo., and examples of their work and a summary of their contributions will become part of the permanent display there at the Missouri Photojournalism Hall of Fame exhibit gallery.**



Missouri Press Association and Missouri Press Foundation

# Outstanding Young Journalist Award

Two young Missouri journalists — one from a weekly newspaper and one from a daily — each will receive a \$250 cash prize at the Missouri Press Association’s Annual Convention this fall.

Winners of this award will have demonstrated excellence in the field of journalism and maintained the quality, ethics and standards of the Journalist’s Creed. The aim of the award is to reinforce the importance of a journalist’s role by recognizing and nurturing talent to further promote quality journalism.

## Rules & Regulations

Nominations for Outstanding Young Journalist must be submitted by April 30. An editor or publisher must submit the nominee’s resume and letter of nomination along with 10 samples of work from the previous calendar year.

Entries will be judged on the quality and variety of the work samples, and the impact of the work in the community. The nomination letter should note the contributions the nominee has made to the newsroom. Nominations must be signed by the nominee’s editor or publisher. Winners are not eligible to win this award in subsequent years.

Members of another state newspaper association will judge the entries.

### Nominees Must Be:

- Under 30 years old on Jan. 1 this year.
- An employee of a Missouri Press Association member newspaper.
- A regular contributor to the newspaper.

### Submit Nominations by April 30 to:

Missouri Press Association  
802 Locust St.  
Columbia, MO 65201-4888.

*“I believe  
that the  
public  
journal  
is a  
public  
trust ...”*

# MEDIA SALES CERTIFICATION PROGRAM



The Local Media Association Media Sales Certification Program delivers training for a changing media environment resulting in a highly proficient sales representative capable of maximizing revenue opportunities.

- Sales Certification Through a Leading Industry Association
- Developed in Partnership with Borrell Associates and MotivateAmerica
- Easy-to-Follow Webinar Format
- Low Cost Alternative to In-House Training
- Outstanding Results



**Lorraine May**

Director of Sales Training  
Sound Publishing  
Poulsbo, WA

"I find the course to be very helpful for new sales representatives in understanding the skills it will take to be successful in their profession. I found it also motivational for seasoned sales executives to re-examine their own current habits and see if they're utilizing all of the tools that it takes to be at the top of their game!"



**Mark Faenza**

Internet Sales Representative  
Record-Journal  
Meriden, CT

"The Local Media Association Sales Certification Course was one of the first things I did as a new employee of the Record-Journal. As a recent college graduate, I had no sales experience and this course gave me the skills I needed to launch my career. I would recommend this course to anyone looking to sharpen their sales skills."

**Missouri Press Association Introductory  
Member Rate: \$395**

**Multiple-user discounts available**

*5% discount for 5-10 registrations*

*10% for 11-20 registrations*

*15% for more than 20 registrations*

**Contact:** Mark Laskowski, Association Partnership Manager,  
Local Media Association  
mark.laskowski@localmedia.org, (843) 667-6647

Local Media Association has consulted with some of the leading media companies in America and together with Borrell Associates and training specialist Kevin McCrudden, President of Motivate America created a data driven webinar training series. The webinar programs are "self-directed" and can be taken at home or in the office at your staff's own pace.

**THE FOLLOWING COURSES  
ARE CURRENTLY AVAILABLE:**

**Basic Print Certification** prepares a Media Sales Representative to present a "solution" to the client in an effective and persuasive presentation, providing details of a current product that matches their needs or a creative solution that provides a positive outcome.

**Basic Online Certification** covers much of the same materials as the Basic Print certification program with the addition of online specifics, so that representatives can successfully answer clients' questions, as well as present effective solutions that drive client value and generate ROI.

**Basic Print & Online Certification** combines the Basic Print and Basic Online Certification programs for sales environments that require their media salespeople to sell media products that combine print with online.

**THE FOLLOWING COURSES  
WILL BE AVAILABLE SOON:**

**Advanced Online Certification** is designed for media sales reps who have been actively selling online advertising for some time and are looking to advance their skills.

**Media Sales Manager Certification** is for those who are competent in the topics covered in the basic and advanced courses and are ready to lead other sales representatives.