



CALENDAR

- December**
- 15 — Bill of Rights Day
- January**
- 9 — Missouri legislature convenes
- February**
- 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
- 15 — 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

Day at Capitol Feb. 20-21

MPA and the AP will hold their annual Day at the Capitol on Thursday, Feb. 21, 2013. Morning activities will be in the Capitol, lunch in the Governor's Mansion. Day at the Capitol will be preceded on Feb. 20 with an afternoon meeting of the MPA/MPS board and an evening reception for legislators and MPA members (locations in Jefferson City to be announced).

A registration form will be sent to you soon. This activity is free, including lunch, but if you sign up for lunch and do not attend, you will be billed.

Missouri Press Association Bulletin

No. 1287 — 13 December, 2012

Get your chance at Big Bucket prizes!

Missouri Press Foundation's new Foundation Builders campaign is under way. A pledge form is enclosed.

Everyone — individuals and newspapers — who makes a pledge by Dec. 31 will be entered into a drawing for a Foundation Builders Bucket. The bucket contains a smorgasbord of fun in Columbia — hotel, dining, entertainment, an autographed Mizzou Tigers football, food, goodies and much more.

This prize drawing is a fun way to encourage everyone to get involved by pledging a donation to the Foundation. Please take time to fill out the enclosed pledge form and return it today.

Your Missouri Press Foundation is making a difference in Missouri newspaper journalism, and we are grateful for your support.

Don't be stubborn, get 'Manny'

Feature about Missouri mule free through June 30

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

"Manny Kicks Long Ear Lore" is the 2013 Reading Across Missouri story, a statewide reading effort organized by the Missouri Press Foundation to have young readers across the state inside their community newspapers.

Missouri Press will partner again with the National Newspaper Association Foundation in 2013, offering the serial to NNA newspapers as well. The benefit to Missouri newspapers is the extended opportunity to publish the story — six months beginning Jan. 1.

Chris Stuckenschneider wrote the eight-chapter "Manny Kicks Long Ear Lore." Stuckenschneider also authored the MPF serials "Patriotic Pals, Tails of the Civil War," "Pressing West" and "Twist of Fate: The Miracle Colt and His Friends."

This year, more than 400 newspapers from

Manny (continued on next page)

Manny Kicks Long Ear Lore
By Chris Stuckenschneider

CHAPTER 1: Long Ears No Laughing Stock

Mules have gotten a bad rap, and that's no joke. To coin an expression from the late, great comedian Rodney Dangerfield, "We don't get no respect."

Yes, friends, that is a double negative. I'm accustomed to lackluster grammar because you can't change a mule. Any journalist knows that. But back to my point—mules have long suffered the burden of prejudice. Oh how we've patiently plodded on, turning a deaf ear to cruel remarks and bad jokes. But I'm here to set the record straight. Long ears do not sit around with downcast eyes while twiddling their hooves, a persona that persists not in the pastures.

Need an example of how mules have been wrongfully portrayed? Take this verse from "What's So Funny About a Mule," a hit song Crosby sang in the 1940s. Please take it because it's killer, sure.

"A mule is an animal with long floppy ears, he kicks up dirt on anything he hears. His back is honey bad his bristles are steel, he'll just plain stomp with his hooves steel, and by the way if you have to go to school, you've got to go to mule school. This song makes me feel deep, it's time for our noble breed to get in the respect, to throw off the yoke of misanthropism and kick the negative stereotypes in the teeth."

Some folks in the know appreciate our misperceptions and value our strength, smarts and big hearts. We possess all that, and we're proud of it. We're also proud of our strong back, and can work a good plow under the table. We also are calm thinkers and problem solvers.

LEARN MORE: Visit the mule breeders' website for more information, insight, history, and fun facts. We're all here to help you avoid putting ourselves, or our business, in danger. And guess what? We're just plain likable, and available, if you'd give us a chance.

Links to More Learning

- Visit the Big Country page for the mule, and see the mule in the mule.
- Visit the mule page for the mule, and see the mule in the mule.
- Visit the mule page for the mule, and see the mule in the mule.

LEARN MORE: Visit the mule breeders' website for more information, insight, history, and fun facts. We're all here to help you avoid putting ourselves, or our business, in danger. And guess what? We're just plain likable, and available, if you'd give us a chance.



Win up to \$300 and statewide recognition through 2013 Law Day Essay Contest

The Missouri National Education Association, the Missouri Bar and the Missouri Press Association will once again challenge students to think about their role as citizens and organize their thoughts into an essay for the annual Law Day Essay Contest.

Essay Theme:

Realizing the Dream: Equality for All. Explore the movement of civil and human rights in America, how it has influenced the ideal of equality under the law, and what you think needs to be done to rectify injustice and eliminate all forms of discrimination.

Who can participate?

Students in 4th through 12th grade

Contest Rules

Students will compete in three categories, grades 4-5, 6-8 and 9-12. Entries should be no longer than 700 words and will be judged on general appearance, structure, content, creativity and originality.

Entry Deadline

Essays must be postmarked by Feb. 8, 2013.

Prizes

\$150 to \$300

(Prizes will be awarded in May.)



For contest entry forms and other details, visit www.mnea.org, Classroom and Kids, Contests, Law Day Essay Contest.

Brief online session could boost your profits

One way to boost your newspaper's revenue is to look for new "streams" — sources of revenue in your community that you have not tapped.

You probably have companies in your county that would benefit tremendously with broader marketing. You can provide that for them.

Greg Baker, Missouri Press Service advertising director, provides FREE training webinars on selling statewide networks.

Some advertisers in your community want to reach a statewide audience and beyond. This online presentation will inform advertising sales representatives about who those businesses are, what to sell them and how to go about the process.

Help your area business people thrive and grow while getting the best commissions offered by Missouri Press. Sell statewide advertising!

The training takes only 50 minutes.

Contact Greg at gbaker@socket.net or 573-449-4167 to schedule a time for your staff.

Manny (continued from previous page)

44 states downloaded "Patriotic Pals: Tails of the Civil War." It was the most successful story in the history of the partnership project between MPA and NNA.

Each chapter of "Manny" is print ready. Also available is a companion teacher guide correlated to the Common Core Standards. The guide may be distributed to teachers or posted on your newspaper's website.

School districts in Missouri are transitioning to the Common Core Standards, an effort toward a shared set of educational standards for English language arts and mathematics that states can voluntarily adopt. This is the first serial story MPF has released with the Common Core Standards alignment.

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. One Iowa newspaper developed "Twist of Fate" into a special-interest supplement and sold advertising throughout.

You may download "Manny Kicks Long Ear Lore" at mo-nie.com using code "readmo13." This code offers access to the eight chapter features, a promotional ad to let readers know when you'll begin publishing the series, the teacher guide and rules for publication.

To reduce paperwork for the project, we don't require newspapers to return signed contracts for this story, but the same rules still apply, and we'll have them posted in a file with the download. Please read the rules, but in summary:

- Your newspaper may access "Manny Kicks Long Ear Lore" files through June 30, 2013.
- You can't change the story or the credits, but you may add your own credits to include your newspaper and sponsors.
- If you plan on publishing the story in more than one newspaper operated by your company, you MUST log in under each newspaper's name so we have an accurate record of all the publications participating in the project.

You may use the story electronically only within a PDF or similar product of the newspaper in an electronic archive edition. Newspapers may publish this e-version of the chapter only within a complete-page version of its newspaper and not in any other stand-alone format.

Internet marketing expert to speak at MAMA

Shannon Kinney will be the presenter for the 2013 meeting of the Missouri Advertising Managers' Association on April 18-19 at The Lodge of Four Seasons, Lake Ozark.

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

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

She serves as an advisor to many established and start-up companies and to local charitable groups such as the Maine Lobster Festival Committee.

This is the first serial story MPF has released with the Common Core Standards alignment.



Shannon Kinney



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NNA needs funds for postal battles

Leadership Conference March 14 in Washington

The National Newspaper Association (NNA) is fighting for community newspapers in postal battles that span many fronts.

For instance, the Valassis postal discount is targeted at pulling advertising inserts out of newspapers. This is not just a new salvo from direct mail competitors, it is about a federal power being used to weaken newspapers.

But to many in Washington, this is simply another skirmish over the embattled U.S. Postal Service. Neither postal regulators nor many in Congress really understand what this attack is about. NNA has work to do and its resources are tight. Members have to invest to win this battle. This is a critical time for the future of the U.S. Postal Service. Much is at stake.

Fortunately, this is where NNA is at its best. Always on a shoestring budget, NNA does a lot with a little. It uses community newspaper executives as our Congressional Action Team. Local people talk to local people at home and in Washington about important national issues.

Here is what NNA is doing about Valassis:

- NNA is suing the Postal Regulatory Commission in the U.S. Court of Appeals.
- NNA is taking its case to Congress, adding this concern to the existing list of postal reform legislative requests. Several of our solutions are already written into legislative bills. We hope the lame duck Congress will again hear our concerns.
- NNA is inviting publishers to come to Washington March 14, 2013, for the "We Believe in Newspapers" Leadership Conference, and a Day on Capitol Hill to fight back.

These continuing battles have drained NNA's budget for essential postal watchdog efforts. The association needs your help.

Consider a special gift before year's end, dedicated to the NNA's postal battles on behalf of the newspaper industry. And mark your calendar now to join your peers March 14 in Washington for the We Believe Conference. If you make a gift of more than \$100 to the postal fund, the first \$50 will be dedicated to your registration.

Send your check to: National Newspaper Association, P.O. Box 7540, Columbia, MO 65205-7540.

Postal closings proceeding; Quincy on list

The Postal Service is proceeding with its two-phased plan to consolidate its network of mail processing locations, including the closing of the Quincy, Ill., processing center. Mail that has been sent to Quincy will be processed at the mail facility at Columbia Regional Airport.

Some phase one consolidation activities were completed in July and August. Additional phase one consolidations will begin in January. The second phase of these consolidation efforts is planned for 2014.

A list of the postal facilities currently scheduled for consolidation in winter 2013 has been posted on the *Information for Mailers* web page at <http://about.usps.com/news/facility-studies/welcome.htm>. It is also available at <https://ribbs.usps.gov/importantupdates/NRWinter2013.xls>.

The winter 2013 Network Rationalization Consolidations list will be updated every Friday to reflect changes in operational planning and to make sure you are kept informed as they occur. The list may be modified if warranted by operational feasibility considerations.

Several of our solutions are already written into legislative bills.



Legislative Committee minutes on website

The Missouri Press Association's Legislative Committee met Nov. 16 in the MPA office in Columbia.

Minutes of the meeting are on the MPA website at: mopress.com/legislative.php?blog_id=102.

We're still watching TV, but less on TV sets

The amount of time Americans spend watching TV via a traditional television set continues to decline, according to the latest edition of Nielsen's quarterly Cross Platform Report. While the TV set remains the overwhelming means most people use to watch television, usage of the medium declined 1.7% over the past year, according to the second-quarter 2012 report.

While still minuscule in total time spent watching TV, mobile phones were the fastest-growing means of watching television over the past year. All other sources were either flat (the Internet) or declined (DVD/Blu-Ray, video game platforms) in terms of TV usage.

Almost as many Americans watched TV on their phones as watched it on a conventional TV set, but for much shorter durations. Mobile subscribers watching video on their phones spend an average of five hours and 20 minutes watching TV on their phones each month, an increase of 31 minutes over the second quarter of 2011.

Time spent watching TV via other connected devices—an Internet-connected computer, DVD/Blu-Ray and video game consoles—also declined.

May we help you?

MPA is working with Brian Steffens at the Donald W. Reynolds Journalism Institute at the Missouri School of Journalism to develop training presentations tailored to your needs. We need to know what those needs are. All you have to do is tell us.

Steffens and MPA would like you to take a few minutes to complete the brief survey at: surveygizmo.com/s3/1040552/Missouri-Press-Association.

If you have questions or concerns about the survey, contact Steffens at RJL: steffensb@rjionline.org.

Sporting News going digital only

(Ad Age)—*Sporting News* executives told readers Tuesday that the magazine will go all digital on Jan. 1, ending a 126-year run in print.

Once a weekly magazine, *Sporting News* cut to every other week in 2008 and to monthly in November 2011, when it ceased accepting new subscribers.

Jeff Price, president and publisher, said in a website post, "Unfortunately, neither our subscriber base nor the current advertising market for print would allow us to operate a profitable print business going forward."

Sporting News does not anticipate charging for the majority of its digital content. Current subscribers may request refunds, Howard said in the post.

American City Business Journals, part of Advance Publications, bought *Sporting News* in 2006. Advance has been reducing the print frequency of its newspapers around the country.

Newsweek will publish its final regular print edition later this month.



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- **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; Carlisle Kollath Wells, business reporter, Northeast Mississippi Daily Journal.



Photo by Flickr user Jo Naylor

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'adFreeq' offers classified ad tool

DAVID NICKLAUS / *St. Louis Post-Dispatch*

(*St. Louis Post-Dispatch*, Dec. 2, 2012)—This region has many interesting start-ups, but only one of them has been touted as a savior of the newspaper industry. So, I had to meet Peter Meng.

His company, adFreeq, is based in Columbia, and has an office in downtown St. Louis. AdFreeq is backed by a journalism think tank, the University of Missouri's Reynolds Journalism Institute, and the buzz was that its classified advertising software could rejuvenate newspapers.

If true, that would be big news. The local newspaper once was where everybody turned to sell their used car or couch. Nowadays, most of those sellers turn to sites like Craigslist, drying up a source of revenue that once paid a lot of journalists' salaries.

If adFreeq can bring back some of that money, I'd love to see it succeed.

The trouble is, Meng says his vision has never been about saving newspapers. That storyline, he says, was created by the organizers of Launch, a technology conference in San Francisco where he spoke this spring.

What adFreeq is really about, Meng emphasizes, is being "disruptive" to big players like Craigslist, eBay and even Facebook, which has its own free-classifieds site.

He'll do that by partnering with online publishers of all stripes, including newspapers, independent bloggers and online trade publications. He describes the business model as enlisting "10,000 Davids against the Goliaths."

AdFreeq lets a publisher place a classified-ad module on any webpage and match the ads to surrounding content. Sports memorabilia, for instance, could be advertised on the sports page.

AdFreeq takes 30 percent of the ad revenue. For that, its system promotes the ads on Twitter, and it verifies potential buyers' credit card numbers and email addresses.

The security features, Meng said, address sellers' biggest concern about Craigslist: They aren't comfortable doing business with a stranger.

"The reason we started pursuing this idea is we believed that Craigslist and other free online classified services are leaving money on the table," Meng said. "If you provide a better experience, people will be willing to pay you a small fee for it."

AdFreeq has raised about \$75,000 from angel investors in the St. Louis and Columbia areas, and it landed \$50,000 this fall from Capital Innovators, a technology accelerator fund based in downtown St. Louis.

Meng says he may try to raise a "super angel" round of \$500,000 as early as next year, after adFreeq has a full-featured version of its software up and running. A handful of newspaper sites have tested an early version and, by way of full disclosure, he has made a sales pitch to the *Post-Dispatch*.

However, U.S. newspapers aren't the firm's most exciting market. China is.

AdFreeq won a government-sponsored technology competition and a grant of about \$160,000 to develop its software for the Chinese market, and two of Meng's co-founders, Christian Eckhardt and Ryan Tang, have spent much of this year in China.

"What's interesting about the China market is that this is the first generation to have ever had stuff," Meng says. "They're asking, 'What do I do with my old stuff?'"

An older generation of Americans would have advised them to sell it in the newspaper. Perhaps, even if that's not his main goal, Meng's startup will help put us back in that conversation.

"I don't think newspapers are dead," he says, "but I think they're going to be very, very different. What we want to do is help newspapers transition to digital, to show them they can make money doing it."

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Tribune Co. may sell some newspapers

(Bloomberg, Dec. 11)—Tribune Co., the bankrupt owner of the *Chicago Tribune*, *Los Angeles Times* and six other daily newspapers, is seeking an adviser for a possible sale after the company exits bankruptcy, which is slated to happen by Dec. 31, sources said.

Rupert Murdoch, chairman and chief executive officer of News Corp., plans to take a close look at Tribune Co.'s newspaper assets once they're available, according to a source.

Tribune Co. owns eight daily newspapers, 23 television stations and stakes in more than 50 websites, including CareerBuilder.com. The company filed for bankruptcy after billionaire real-estate developer Sam Zell orchestrated an \$8.3 billion leveraged buyout of the company in 2007, just before a global recession and a slump in print advertising devastated the newspaper industry.

Zell put the company into bankruptcy in December 2008.



Sign, return insertion orders

Missouri Press Service reminds you to sign and return advertising insertion orders promptly.

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Missouri Press cannot bill advertisers or pay for advertising without the tearsheets immediately after ads are published and without insertion orders signed and returned promptly.

Failure to follow these procedures will delay payment for advertising.

Call Missouri Press if you have questions about these policies.

Kansas court amends rule on use of gadgets

The Kansas Supreme Court has amended its Rule 1001 that covers electronic and photographic media coverage of judicial proceedings. The changes have been made in light of new technologies available to those who cover the court system in Kansas.

"Basically, the amended rules leave total discretion on what kinds of devices may be utilized inside the courtroom to the presiding judge," said Doug Anstaett, executive director of the Kansas Press Association.

The preface on the court document reads: "Policies developed to address the court's concerns should include enough flexibility to take into consideration that electronic devices have become a necessary tool for court observers, journalists and participants and continue to rapidly change and evolve. The courts should champion the enhanced access and the transparency made possible by use of these devices while protecting the integrity of proceedings within the courtroom."

Possession of cell phones, laptops, tablets, audio recorders, still or video cameras and other electronic devices that can broadcast, record or take photographs will be permitted, but their use is prohibited in the courtroom unless the presiding judge makes an exception.

The rule states: News media, educational media and others "must request specific permission in advance to utilize" such devices. Once permission is granted, however, there are conditions for use.

'Second screen' Super Bowl ads near sellout

(Ad Age)—Ad sales for the second live-streaming of the Super Bowl are nearly complete, with CBSSports.com nearly sold out as consumers' familiarity with "second screen" experiences has grown exponentially since the 2012 event.

"The online inventory is nearly sold out at this point," said David Morris, chief client officer of CBS Interactive, which is overseeing sales of the digital inventory surrounding the game. "We only have a few packages remaining."

When sports fans tune in for live streaming, Mr. Morris said, they will see ads from marketers supporting the pre-game and Super Bowl broadcasts on CBS. Ads will primarily come in the form of video commercials that appear during breaks in the game and "companion" advertising that is placed around the CBSSports player during game time.

While Super Bowl TV ads have been going for an average of between \$3.7 million and \$3.8 million, ad prices for digital inventory are significantly less.



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Following this plan will keep new revenue coming in the door every week!

Topics we will cover:

- Target Markets: recruitment, real estate/rentals, service directory
- Best sources for Lead Lists
- Scripts that work
- Best news packages to sell by phone for print and online

The presenter...

Janet DeGeorge

Janet DeGeorge first started her newspaper career at the San Jose Mercury News more than 20 years ago. She spent 13 years there, much of it as a manager in the state-of-the-art classified advertising department. She then relocated to southern California as recruitment advertising manager before moving to Arizona where she was the classified advertising director of the Scottsdale and Mesa Tribune for seven years.

DeGeorge is former vice president of the Western Classified Advertising Association, a key speaker at regional and national advertising conferences and has produced numerous articles and webinars regarding classified advertising.

DeGeorge has been the president of Classified Executive Training & Consulting since 2001. She specializes in classified sales training for sales reps and new managers, outbound sales training and the redesigns of print and online products and rate packages to uncover new revenue sources.

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

REVENUE OPPORTUNITY

YOUR PAPER'S newest revenue opportunity: Solavei, the 4G nationwide cell service launched in September 2012, represents a great new revenue source for community newspapers. You market the service to your readers, sign up users through your newspaper's system connection and earn money on their service without investing in equipment, inventory, software or staff training. Unlimited voice, data and text, just /month with no contract. Solavei's business model is a perfect fit for community newspapers who want to be in on the ground floor of this new Facebook-esque revenue stream. Worth the risk, because you risk nothing. See the overview at www.solavei.com/garnettpublish, or contact Anderson County Review (Ks.) publisher Dane Hicks at dhicks@garnett-ks.com or (800) 683-4505. 10-16

HELP WANTED

SPORTS EDITOR/REPORTER: The Christian County Headliner News is seeking a Sports Champion to cover local high school sports and general assignments. Experience in Photography and any Web experience a plus. NewsEdit Pro and Photoshop experience preferred. We are a family of eight local newspapers in print and online surrounding Springfield, MO. We offer good pay and benefits and many opportunities to make a difference. EOE. Email resume and samples to: careers@MO.NeighborNews.com or mail to: Sports, P.O. Box 330, Bolivar, MO 65613 or fax: 417-326-8701. 12-10

EDITOR: The Nevada Daily Mail is seeking an energetic, hands-on leader who understands the importance of community journalism. We're located in southwest Missouri, within easy driving distance of Joplin and Kansas City. We're part of Rust Communications, a family-owned information company committed to serving our communities. The ideal candidate will bring a proven track record of being personally productive in writing, photography and layout. Resumes should be sent to Floyd Jernigan, publisher, at fjernigan@nevadadaily.com. 12-6

REPORTER: The Marshall Democrat-News is accepting applications for a general assignment reporter position. Inquisitiveness, flexibility, good attitude and good rapport with sources are highly valued. Marshall is a small city in a culturally and agriculturally rich area of mid-Missouri. Reporters cover a wide range of beats, including local governments, organizations and agencies. Reporters also cover community events and regularly write



features on local people. Duties will also include photography and web publishing. Reporters cover meetings and events throughout the county, so reliable transportation is important. Experience with Quark Express (or comparable page design program) helpful but not required. Please send cover letter, resumé and four to eight samples of published stories and photos. Email preferred. CD or print acceptable. Send to Eric Crump, editor, at ecrump@marshallnews.com or 121 N. Lafayette Ave., P.O. Box 100, Marshall, MO 65340. 12-4

REPORTER: The Savannah Reporter is seeking a reporter to cover local news. Must be able to work some evenings/weekends. Salary Negotiable. Email resume & writing sample to appraise@stjoelive.com. 12-3

EDITOR: The Republic Monitor in the growing area around Springfield, MO, is seeking an Editor. This is due to a springboard opportunity for our previous editor, who has purchased his own paper. Must lead but also must do. Experience with NewsEdit Pro a plus. Good benefits with a growing company in a great place to live. EOE. Send Resume and samples to: careers@MO.NeighborNews.com, Fax to: 417-326-8701, or Mail to: Editor position, PO Box 330, Bolivar, MO 65613. 12-3

REPORTER: Seeking general assignment reporter for weekly newspaper in Concordia, Missouri, an agricultural community on I-70 approximately 50 miles east of Kansas City. Looking for applicants with solid writing, photography, Photohop skills. Variety of assignments and opportunity for experience in magazine, website, Facebook in addition to newspaper reporting. We offer hourly rate, benefits and opportunity to be a player in the direction of the news coverage. Send resume, news clips, photos to: sarth@marshallnews.com or Shelly Arth, The Concordian, P.O. Box 999, Concordia, MO 65020. 11-30

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.

EDITOR/REPORTER: West central Missouri weekly newspaper is immediately hiring editorial positions including editor/reporter. Both salary and freelance. Experience necessary. Contact David at (740) 424-1634 or dgschloss@yahoo.com. 11-16

REPORTER: Daily newspaper in Columbia, MO has an opening for a Higher Education Reporter. Position is regular full-time with benefits including health insurance, vacation pay, sick pay and 401(k) retirement plan. Send resume and/or application and clips to the Columbia Daily Tribune, Human Resources, 101 N. Fourth St., Columbia, MO 65201 or email to srnehart@columbiatribune.com. An application can be printed at <http://www.columbiatribune.com/jobs> EOE/Drugfree Workplace. 11-15

REPORTER: Journalist with diverse writing experience wanted to serve as chief reporter for Fort Leavenworth Lamp. Report on news, features, education, sports, military training and more in this thriving community, known as the "Best Hometown in the Army." Stable, full-time position in an upbeat, professional environment with benefits through GateHouse Media. Demonstrated writing skills and journalism degree or equivalent required. Knowledge of the military a plus but not necessary if possess willingness to learn. Send resume, cover letter, and writing samples to Dale Brendel, general manager, Leavenworth Times, at dale.brendel@leavenworthtimes.com. 11-13

EDITOR: The Advance-Monticellonain, a weekly newspaper located in Monticello, AR., a growing, family oriented community in southeast Arkansas, is looking for an energetic, organized, proven editor/reporter to lead its newsroom. The ideal candidate must be a creative, solid writer; attentive to detail; and flexible enough to help with Web and design duties. Experience with photography, video and social networking are a plus. Knowing the people and having connections in Southeast Arkansas is also a bonus. There will also be opportunities to write for annual magazines and special sections. The pay is ,000-,000, depending on experience, and other benefits — like health insurance — are included. If you want to be part of an energetic, growing news enterprise and live in a beautiful part of Arkansas, send your resume and writing clips to Publisher Tom White at publisher@monticellonews.net. 11-13

PART-TIME REPORTER: Part-Time position in Stockton, MO. Experience in reporting, photography and Web are necessary. We are a family of local news entities—newspapers and websites—surrounding Springfield. EOE. Please send resume to: Human Resources / PT REPORTER, Community Publishers, Inc., PO Box 330, Bolivar, MO 65613, or email to careers@MO.NeighborNews.com or Fax 417-326-8701. 11-13

ACCOUNT EXECUTIVE (AE) / SALES REPRESENTATIVE: Advertising Account Representative in the Southwest MO area. We pride ourselves in being a "Customer-1st" kind of company. We are currently looking for an advertising sales representative who will assist local businesses with their advertising needs. EOE. Visit our website at www.commpub.com. Send resume to: AE position, PO Box 330, Bolivar, MO 65613, email: careers@MO.NeighborNews.com or fax: 417-326-8701. 11-13

REPORTER: Full-time position in BUFFALO, MO. Experience in Photography and Page Design preferred and any Web experience a plus. Quark, NewsEdit Pro and Photoshop experience preferred. EOE. Email resume and samples to: careers@MO.NeighborNews.com. Fax to: 417-326-8701 Or Mail to: Reporter, PO Box 330, Bolivar, MO 65613. 11-13