



## CALENDAR

### October

18 — Missouri Photojournalism Hall of Fame Induction, 4 p.m., Washington, Mo.

### November

17 — Mizzou v. Syracuse Football

## Upcoming Webinars

### Postal: IMb Transition Friday, November 2

Brad Hill,  
National Newspaper Association

### Reporting on the Tough Issues

#### Friday, November 9

Wylie Tene, American Foundation  
for Suicide Prevention  
Emily Bazelon, Slate

### Investigative Reporting Story Ideas for Small Newspapers

#### Friday, November 16

Stephen Berry, University of Iowa

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[onlinemediacampus.com](http://onlinemediacampus.com)

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[kwilliams@socket.net](mailto:kwilliams@socket.net).

# Missouri Press Association Bulletin

No. 1285 — 17 October, 2012

## Mailing rates will increase

### USPS files for maximum bump for Periodicals in January

(Newspaper Association of America)—The USPS filed its annual rate changes with the Postal Regulatory Commission on Oct. 11. The filing contains a new rate category, *high density plus*, for standard mail flats such as newspapers' total market coverage products. New rates will take effect Jan. 27.

The overall increase for periodical rates is the maximum permissible — 2.56 percent. The within-county rate will rise 2.91 percent; for outside-county, it will go up 2.546 percent. Periodical rates do not cover costs, so the Postal Service will impose the maximum increase for the overall class under the statutory price cap established by the 2006 postal reform law.



Finally, the Postal Service will eliminate the surcharge for repositionable notes, which often are found on mailed newspapers and TMC packages.

For the last three years, NAA has met with USPS management to discuss the rate disparity between standard high density enhanced carrier route mail (used for newspapers' TMC products) and standard saturation enhanced carrier route mail (used by our direct-mail competitors and some newspapers in areas where circulation is low). NAA recommended a new rate category to the Postal Service between high density and saturation, recognizing that newspapers mail TMC pieces at volumes well above the high-density threshold (150 pieces per carrier route) but below the saturation threshold (90 percent of residential households). Under current

Mailing rates (continued on next page)

## New mail barcode required in January

In January newspapers must implement Intelligent Mail barcode (IMb) in order to be eligible for automation mailing rates. (An IMb is easy to recognize. Current barcodes have ascenders only. The IMb is longer and has ascenders and descenders. Your software provider may already have updated you to IMb).

If you have not yet adopted the IMb, you may be interested in the Online Media Campus webinar at 1-2:30 p.m. (Central) on Friday, Nov. 2. It will show you how to continue taking advantage of automation rates, including creating the barcode, obtaining a Mailer ID and working with your software vendor.

The webinar cost is \$35. Register by Oct. 30 to avoid the \$10 late fee.

Get more information and register at [www.onlinemediacampus.com](http://www.onlinemediacampus.com). While you're there, check out OMC's archived webinars, which you can view for staff training, and the webinars coming soon.

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation. MPA is a co-sponsor, which entitles you to the \$35 webinar fee.



**Missouri History through the Art of Our State Capitol**  
Written by Bob Priddy

**Railroads**  
The age of the iron road in Missouri began in the 1830s. The first railroad was built in 1834, when an iron road was built from St. Louis to St. Charles. The railroad revolutionized transportation in Missouri and across the country. It allowed for the rapid movement of goods and people, and it played a major role in the development of the state.

**The Civil War and other**  
The Civil War was a defining moment in Missouri's history. The state was divided, with some people supporting the Union and others supporting the Confederacy. The war had a profound impact on the state's economy and society, and it led to the Reconstruction era.

**Missouri's role in the**  
Missouri played a significant role in the American West. The state was a major source of fur, and it was a key link between the East and the West. The discovery of gold in the 1840s led to a mining boom, and the state became a major center of commerce.

**The first completed railroad**  
The first completed railroad in Missouri was the St. Louis and San Francisco Railroad, which was built in 1858. This railroad connected St. Louis to the West, and it played a major role in the state's economic development.

### Capitol art series available soon

A new series of display features about the art of the Missouri Capitol will be available soon for you to download. Watch for information coming soon. You and your readers will enjoy every one of the features, which were written by well-known radio journalist and historian Bob Priddy.

Have you ever considered getting sponsors for these great features? What about a border of small display ads or a list of "signature" sponsors?

The Vote Missouri feature series, created in partnership with The Missouri Bar, can be downloaded at [www.mo-nie.com](http://www.mo-nie.com) with download code election12.

If you have questions contact Dawn Kitchell at [dawn.kitchell@gmail.com](mailto:dawn.kitchell@gmail.com) or 636.932.4301.

### If you're prompt you could win \$100 gift card

You could win a \$100 Apple Store gift card from Missouri Press!

Update forms for the 2013 Missouri Newspaper Directory and Missouri Press Service Advertising Agreements have been mailed.

Everyone who returns the Newspaper Directory update by the Oct. 19 deadline will be entered into a drawing to win one of three \$100 cards. With fewer than 300 newspapers potentially eligible, and with three prizes, your chances of winning are good, but only if you return your Directory Update form by Friday, Oct. 19.

Please fill out the Directory Update completely. Up-to-date information about your newspaper is critical to Missouri Press being able to provide advertisers with accurate quotes for their buys.

Return the form promptly for your chance at a \$100 Apple Store gift card.

## Mailing rates (continued from previous page)

rules, newspapers are mailing more pieces but can't qualify for deeper discounts. The Postal Service listened and developed the new *high density plus* category for mailings of at least 300 pieces per carrier route. Newspapers' TMC mail qualifying for the new category will receive **no rate increase** in 2013, compared to today's high-density rates. NAA believes many newspapers will benefit from this development, although it may not be enough to keep a newspaper TMC product in the mail, in light of the Valassis negotiated services agreement and other rate advantages given to saturation mail since 2009.

High-density mailings not meeting the new "plus" threshold will be subject to rate increases that vary based on packaged weight. High-density flats under 3.3 ounces will be increased by 2.3 percent. The per-piece increase for items weighing more than 3.3 ounces will range from 2.2 percent to 4 percent. However, after factoring in the pound rate, net increases will be 2.33 percent or less. Saturation mailers will see increases slightly higher than those for high-density rates.

## Ad sales training partnership

### LMA certification program will bring skills up to date

Sales staffs at MPA member newspapers can improve and reinforce their print and online sales skills using a new web-based media sales certification program provided through MPA's partnership with the Local Media Association (LMA). Current courses include Basic Online, Basic Print and Basic Print and Online with new courses being added in the next several months.

The sales training courses consist of nine video webinars on topics including needs analysis, product knowledge, terminology, territory management, basic marketing, competitive media, presentation skills, answering objections and closing skills. Upon completion of the nine modules, participants take a 50-question test that requires a 90% grade or higher to earn certification.

Some newspapers have used the certification program to introduce new salespeople to the basic skill sets they need to be successful. Others have used it as a refresher for experienced salespeople, with many companies requiring their entire sales team to participate and pass the test.

The cost of the training is about \$45 per webinar, per person, with multiple-user discounts available.

For more information contact Mark Laskowski, association partnership manager, at (843) 667-6647 or [mark.laskowski@local.media.org](mailto:mark.laskowski@local.media.org).

## Smartphone workshop Oct. 24 in K.C.

You have until Friday, Oct. 19, to register for Mid-America Press Institute's "SmartPhone – Smart Journalism" workshop, which will be held Wednesday, Oct. 24, at the *Kansas City Star's* Press Pavilion, 1601 McGee St., Kansas City.

Registration is \$25 for the one-day workshop and includes lunch. To register, contact John Ryan, MPI executive director, at [jmryan@eiu.edu](mailto:jmryan@eiu.edu). Free parking will be provided by *The Star*.

Val Hoepfner, director of education at the Freedom Forum's Diversity Institute, will lead the workshop, which will help reporters and editors extend the capabilities of their smartphones through multimedia, editing, note-taking and live streaming apps, among other things.

The workshop will run from 10 a.m. to 3 p.m. Oct. 24. Those who need to stay over should also let Ryan know. *The Star* has arranged for attendees to get the newspaper's corporate rate of \$89 at the Sheraton Kansas City Hotel at Crown Center, 2345 McGee St.



## Missouri Press Association

### Missouri Press Service

802 Locust St.  
Columbia, MO 65201-4888  
(573) 449-4167; FAX (573) 874-5894  
www.mopress.com

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### STAFF

**Doug Crews:** Executive Director,  
dcrews@socket.net

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

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

**Connie Whitney:**

cwhitney@socket.net

and **Jennifer Plourde:**

jplourde@socket.net

Advertising Sales and Placement

**Karen Philp:** kphilp@socket.net

Receptionist, Bookkeeping

**Kristie Williams:** Member Services,

Meeting Coordinator,

kwilliams@socket.net

**Rachael Heffner:** Advertising,

Graphic Design, rheffner@socket.net

**Jean Maneke:**

Legal Hotline Counselor

(816) 753-9000

jmaneke@manekelaw.com

**Dawn Kitchell:**

NIE & Education Director

(636) 932-4301; dawn.kitchell@gmail.com

# Game used to draw audience

## Players might notice news while on site

(Reynolds Journalism Institute)—University of Missouri football fans have the opportunity to win money by watching football and sharing their SEC season game day experience via a social game.

MU student Amy Field won \$100 from the first week of MU Tiger Challenge, created by Donald W. Reynolds Journalism Institute post-doctoral fellow Dr. Borchuluun Yadamsuren. The game was designed as a partnership between software company Double Maple, RJI, the *Columbia Missourian* and KOMU.

Weekly challenges are posted to the site (mutigerchallenge.com) encouraging fans to show their team spirit by sharing photos, videos and other entries from game day. Project manager Joe Griffin said he hopes the challenges will be a minor addition to fans' tailgating experiences.

"We hope it's stuff they're already doing while they're tailgating, like seeing those awesome RVs or these crazy dressed up people with their faces painted, wearing capes. We're just trying to give people prizes for sharing it with us," he said.

However, there is a greater purpose for the project. Yadamsuren's hope is to utilize the social game environment to provide college students with incidental exposure to news sites.

"A number of studies indicate that most young people don't read news," said Yadamsuren. "They are not interested in news, but they tend to click and read news stories if they catch their attention."

Her research identified four types of news consumers — avid news readers, news avoiders, news encounterers and crowd surfers.

Young people fit into the group called "news encounterers" — those who find news incidentally while surfing the Internet for different reasons, Yadamsuren said.

She decided Mizzou's entry into the SEC is the perfect occasion to provide Tiger fans with a social game that would also keep them updated with news from the *Columbia Missourian* and KOMU TV.

### Challenges

The challenges are focused on the comprehensive football game experience, from tailgating to kickoff, touchdowns to victory. They attempt to capture the whole experience of game day, as well as the novelty of the new SEC culture.

"If a student wasn't interested in news at all, it could still hopefully be a totally fun tailgating thing that they could do," Griffin said. "And the news would just be there on the side all the time, open if an interesting story ever caught their eye."

New challenges begin Thursday before each football game and end the following Wednesday.

The game has had challenges including shooting photos of the most loyal fans, providing the best description of the game in only two words, sharing an interesting fact about the opposing team, submitting a photo of the most fashion forward fan and submitting a video of someone doing a cheer for the team.

Once submissions are received, the Tiger Challenge team posts the challenge entries to the KOMU and *Missourian* websites. Readers and viewers are engaged by voting for the best entries. The winner at the end of each week is awarded \$100.

*Young people  
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## Newspaper companies publishing e-books

By ALEXANDER C. KAUFMAN  
THE WRAP

Tribune Company has kicked off an ebook initiative in partnership with Agate Publishing, collecting stories and photos from the *Chicago Tribune* and two other newspapers and selling them as digital long-form features.

Tribune, which has already released about two dozen ebooks since spring, has strung together archived work from its namesake paper and the *Orlando Sentinel* and *South Florida Sun-Sentinel* and sold the ebooks for \$4.99.

"As more papers see what we're able to do with this, they'll think, 'Oh, we can do that,'" Doug Seibold, Agate's CEO, told TheWrap.

### Does any of your paper's content have value if packaged differently?

He said the media giant's two other big newspapers, the *Baltimore Sun* and the *Los Angeles Times*, have opted out of the partnership.

The *Times* has its own, in-house publishing unit, which has released six ebooks. The paper said last November that it would publish between eight and 10 ebooks this year.

"We'll be adding titles before the holidays but haven't announced details," Nancy Sullivan, a spokeswoman for the *Times*, told TheWrap.

Seibold said the company planned to publish 50 ebooks by the end of the year, including "Charlie Trotter," a personal history of the celebrity chef, "The Best of Mary Schmich," a collection of the Pulitzer Prize winner's columns, and "Capone," featuring previously unpublished photos of the Jazz Age gangster.

"The *Tribune* Ebook Collection is a slice of the *Tribune's* work to provide news and information on every platform," Joycelyn Winnecke, vice president and associate editor of the *Chicago Tribune*, said in a statement. "The *Tribune*-Agate collaboration represents cutting-edge experimentation in the fast-changing ebook marketplace."

The *Times* circumvents the sort of profit-sharing deal struck between the publisher and the *Tribune*, Seibold said. He declined to say how profits from the ebooks are divided among his company and the newspapers, but said it "is not a traditional royalty model."

# In-depth reports become books

## RJI launches showcase of J School work

(Reynolds Journalism Institute)—An online showcase has been launched to promote a source of in-depth, visually rich reporting on a wide variety of interesting topics, using digital publishing tools.

The showcase, launched by Donald W. Reynolds Journalism Institute of the Missouri School of Journalism, includes investigative/explanatory journalism reports (<http://www.rjionline.org/newsbooks/catalog>) on a variety of subjects including illegal trading of human body parts; fish depletion in the oceans; President Barack's Obama's first few months in office; the worst global financial crisis; genetic technology; sleep research; the kidnapping and murder of journalist Daniel Pearl; and the Church of Scientology and its leader, David Miscavige.

Roger Fidler, RJI's program director of digital publishing, refers to the e-book model he created as "digital newsbooks." The newsbooks are designed to be comfortably read on mobile media devices, such as tablets, e-readers and smartphones, as well as laptop and desktop computers.

Fidler initiated the newsbook project at RJI shortly after founding the Digital Publishing Alliance, a member-supported initiative of RJI, in 2007. Since then, Fidler and graduate student assistants from the Missouri School of Journalism have produced more than 40 newsbooks.

Newsbooks have been created for news organizations, including The Center for Public Integrity and its International Consortium of Investigative Journalists (ICIJ), *The New York Times*, *The Washington Post*, and *Tampa Bay Times* (formerly *St. Petersburg Times*).

### Future of e-books

While most of the newsbooks showcased on the RJI website are free to download, Fidler expects e-books to become an important source of revenue for news organizations in the not-too-distant future. Several newspapers are already selling e-books through the Apple and Amazon bookstores and more are likely to follow as tablets and e-readers proliferate.

Fidler said, "News organizations that charge a reasonable price for their e-books and adopt a long-tail marketing strategy should be able to generate significant revenue from their newsbooks over time."

Fidler also sees a growing market for newsbooks in education.

"Digital newsbooks can fill an essential need for supplemental course materials that address current events in high schools and colleges," he said.

The Center for Public Integrity and ICIJ have been using their RJI digital newsbooks to attract donations and new members, as well as to build audience loyalty since 2007.

Kimberly Porteous, ICIJ's digital editor, said she is "very grateful for RJI's attention to detail and commitment to producing quality products."

The ICIJ's latest digital newsbook titled "Skin and Bone: The shadowy trade in human body parts," is now available on the ICIJ website: <http://www.icij.org/tissue/ebook>.

RJI plans to continue producing digital newsbooks at no cost to members of the Digital Publishing Alliance. Go to [rjionline.org/newsbooks](http://rjionline.org/newsbooks) to learn more about the RJI digital newsbook project and view the full showcase.

*"News organizations that charge a reasonable price for their e-books and adopt a long-tail marketing strategy should be able to generate significant revenue over time."*



## Send 4 copies of paper to Missouri Press

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

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

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

ALSO: Your newspaper's membership agreement with Missouri Press — your agreement for 2013 was mailed and emailed to you last week — states that you agree to send four copies of each issue of your newspaper to Missouri Press. It's part of the deal; we sell advertising for you, you provide us with the copies needed to send tearsheets to the advertisers. Sending PDFs of your paper does not satisfy this agreement.

Please be sure that whoever handles your circulation understands that four copies of every issue should be sent to: Missouri Press Service, 802 Locust St., Columbia, MO 65201-4888. These issues can be tied together in a Firm bundle so you have to pay postage on only one "piece."

## Newspaper readership continues to plummet

Print newspaper readership has fallen below 25%, according to new data from the Pew Research Center for the People & the Press.

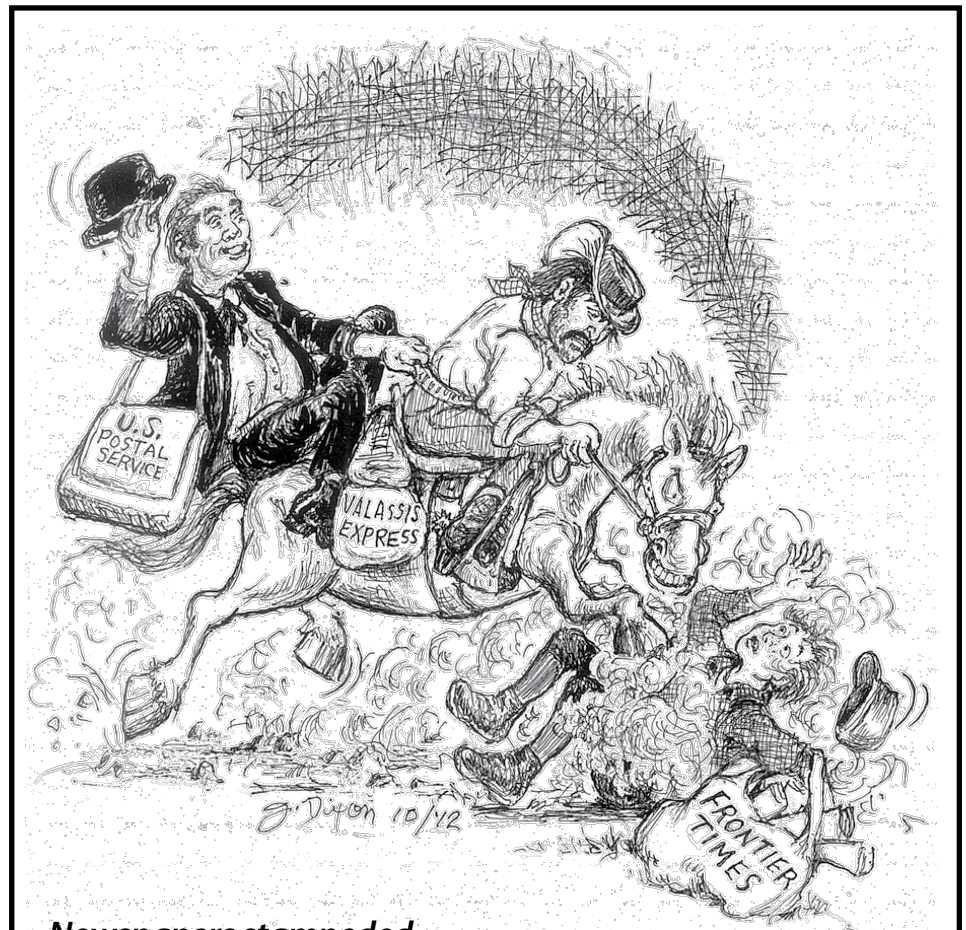
Some 29% of Americans said they read a newspaper yesterday, but only 23% read a print newspaper. Over the past 10 years, print newspaper readership has fallen 18 points — from 41% to 23%, according to Pew.

About 38% said they regularly read a daily newspaper, down from 54% in 2004. Those figures may not include people who read newspaper content on aggregator sites, Pew said.

## Missouri Digital News has ballot summaries

Phill Brooks' crew at Missouri Digital News has created summaries and stories about the Constitutional Amendment and three Propositions that are on the Missouri ballot for November.

You can get the material at [mdn.org/2012/elect/ballot.htm](http://mdn.org/2012/elect/ballot.htm).



## Newspapers stampeded

Judy Dixon, the *Jefferson County Leader's* 84-year-old cartoonist and multi-time Missouri Press editorial award winner, drew this cartoon to illustrate the *Leader's* editorial on the Postal Service's deal with advertising mailer Valassis. The National Newspaper Association posted the cartoon on its website.

# Congressional action needed to reverse Valassis postal deal

## Associations urge calls to senators, reps

Missouri Press and other newspaper organizations continue to encourage their members to contact their U.S. senators and representatives and ask them to support legislative efforts to stop the Postal Service's special-rate Valassis deal before it causes significant financial harm to newspapers like yours.

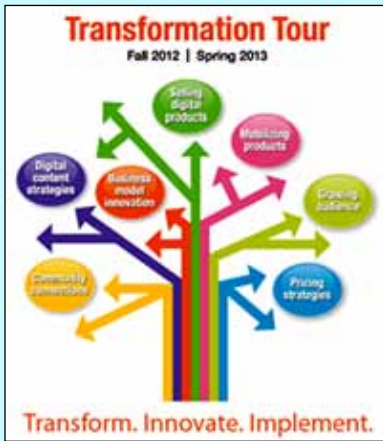
The Postal Regulatory Commission has approved the deal, so relief will have to come from Congress.

If you need some "talking points" for your calls, email [kford@socket.net](mailto:kford@socket.net) with that request and they'll be emailed to you.

The Capitol switchboard is (202) 224-3121. Call that number and ask to be connected with your senator's and/or congressperson's office.

Missouri Press would like to know how your congress people respond to your calls. Send your reports to [dcrews@socket.net](mailto:dcrews@socket.net).





## API, Poynter join for Transformation Tour workshops on engaging audience

Digital disruption is forcing editors and publishers to rethink how they produce and distribute news and information and engage with the communities they serve. News organizations that understand the intersection between connectivity and community will emerge as future leaders.

The Transformation Tour brings together the best of the American Press Institute and The Poynter Institute to offer workshops on seven topics critical to the success of the industry. The Transformational Communities workshop provides a framework for connecting businesses to customers, building communities of interest and engaging audiences in the conversation.

A pioneer in news organization innovation, Chuck Peters, CEO of The Gazette Co. in Cedar Rapids, Iowa, leads content and revenue decision-makers in a one-day workshop on Friday, Dec. 7, in Arlington, Va., (repeated in March in Chicago) to draft a plan to develop a sustainable role for newspapers that is meaningful and profitable.

Participants explore cost-effective ways to gather, edit, organize, contextualize and repackage content to make it accessible across platforms. Send cross-functional teams to learn together through networking and small-group discussions.

Directed by expert facilitators, teams can tackle the issues that most affect their organizations and take home step-by-step plans that are tangible, measurable, achievable and profitable.

Learn more and register at <http://tinyurl.com/94cn37r>.

# Paywalls beginning to pay off

## *Fear of limiting online audience eased by reader fees*

By KEACH HAGEY

(*Wall Street Journal*)—The newspaper industry’s turn toward “paywalls,” that is, charging for online access, has been a hit with at least one important constituency: investors.

Newspaper stocks are up 50% to 80% in the past year, despite uncertainty about the long-term financial impact of digital subscription policies.

Some of that uncertainty should start to lift in coming weeks as newspaper publishers, starting with Gannett Co. on Monday, report third-quarter earnings. The results will give the clearest idea to date of how the paywalls are working.

There is no question the fundamentals of the industry remain challenged. Newspaper print advertising, which has fallen by half since 2005, is expected to be down again in the third quarter. But paywalls have begun to give newspapers a way to slow, and in some cases reverse, circulation declines, raise prices and open up a new source of revenue.

More broadly, charging for digital access also allows newspapers to reduce their reliance on volatile advertising toward more stable circulation revenue—a story that investors like to hear, analysts say.

“The market is starting to reassess the death of newspapers based on the success and aggressiveness with which some of the major newspaper brands are implementing digital paywalls,” said Douglas Arthur, an analyst at Evercore Partners. “So there is a kind of recalibration of maybe this is going to work, and maybe this is going to give the industry new life, and maybe people are willing to pay for this.”

The big risk of paywalls is that by restricting online audiences, newspapers can hurt their ability to sell online advertising. Until recently, that concern had prevented many publishers—other than those with market-moving financial information like *The Wall Street Journal* and the *Financial Times*—from charging readers for online access. News Corp. owns Dow Jones & Co., which publishes *The Wall Street Journal*.

Gannett has rolled out the most sweeping paywall program to date. It said in February it would roll out digital subscription plans at nearly all its 82 newspapers, excluding its flagship *USA Today*, by the end of the year.

At the time, Gannett projected the paywalls, along with price increases, would bring in an additional \$100 million in annual operating earnings next year—about 12% of Gannett’s 2011 total. Analysts are likely to be closely watching Monday’s results for clues about whether the projections are being met. For the quarter, Wall Street expects Gannett to report earnings per share of 53 cents, up 20% from 44 cents a year earlier, on 2.2% higher revenue of \$1.3 billion, according to a Thomson Reuters survey of analysts.

Much of this growth is expected to come from Gannett’s TV stations, which accounted for 16% of revenue but 44% of operating income in the second quarter. The stations are having a banner year, thanks to the Olympics and the election.

Newspaper profits and revenue are expected to be down—but the rate of decline is projected to slow. Alexia Quadrani, an analyst at JP Morgan, for instance, expects newspaper revenue to fall 3.7% in the third quarter compared with 6% in the second.

Advertising revenue is expected to drop in single-digit percentage terms. But circulation revenue should be a different story. Gannett Chief Executive Gracia Martore told analysts in August that paywalls had delivered the first rise in circulation revenue at the company’s community publishing arm “literally in years,” even though only half the papers so far had introduced them. And she expected to see more circulation revenue gains going forward.



## What is a 'legal newspaper?'

Missouri does not have a statute explaining what constitutes a newspaper.

The term "legal newspaper" refers to publications that government entities must use to meet their requirements for publishing legal/public notices.

If those notices are not published in a "legal newspaper," the agencies have not followed state law.

Here's the statute. You can read the entire law on the state's website.

*Missouri Revised Statutes*  
Chapter 493  
Legal Publications, Notice and Advertisements  
Section 493.050

**Public advertisements and orders of publication published only in certain newspapers.**

(Emphasis added) 493.050. 1. **All public advertisements and orders of publication required by law to be made and all legal publications affecting the title to real estate shall be published in some daily, triweekly, semiweekly or weekly newspaper of general circulation in the county where located and which shall have been admitted to the post office as periodicals class matter in the city of publication; shall have been published regularly and consecutively for a period of three years, except that a newspaper of general circulation may be deemed to be the successor to a defunct newspaper of general circulation, and subject to all of the rights and privileges of said prior newspaper under this statute, if the successor newspaper shall begin publication no later than thirty consecutive days after the termination of publication of the prior newspaper; shall have a list of bona fide subscribers voluntarily engaged as such, who have paid or agreed to pay a stated price for a subscription for a definite period of time; provided, that when a public notice, required by law to be published once a week for a given number of weeks, shall be published in a daily, triweekly, semiweekly or weekly newspaper, the notice shall appear once a week, on the same day of each week, and further provided, that every affidavit to proof of publication shall state that the newspaper in which such notice was published has complied with the provisions of this section ...**

## New Revenue Finder's Compensation

The Missouri Press revenue-generating committee has outlined a "finders fee" system to reward those who bring business to Missouri Press Service.

Any Active Member's sales staff is eligible to receive commissions from new client ad revenue brought to Missouri Press. A new client is an advertiser that has not placed a media buy with Missouri Press for two years or more.

### Compensation can work two ways

- 1. Finder's Fee** For new advertisers introduced to MPS that work directly with MPS or through an advertising agency, the sales person making the introduction receives a 3% commission on the first ad buy.
- 2. Revenue Share** For new advertisers brought to MPS and that work through the member's ad rep for placement in all publications on the ad schedule, the sales person making the sale receives a 5% commission on each ad buy as long as the salesperson continues to be the client's main contact (for all publications) and no ad placement agency is used.

### Exceptions

Placement that includes the Kansas City Star, St. Louis Post Dispatch, Springfield News-Leader or Joplin Globe will not receive finder's fee on those newspapers' ads. The revenue share on those newspaper ads will be 2%. There is no compensation on non-member publications' ads.

How do you "bring" a client to Missouri Press? How do you know if this client would be "new"? Contact Greg Baker, Missouri Press Ad Director at 573-449-4167 or [gbaker@socket.net](mailto:gbaker@socket.net).

## Get on board by sending PDFs to Newz Group

So that we may work to protect public notices in Missouri newspapers, if you are not doing so, we ask that you send PDFs (portable document format) of each entire issue of your newspaper to Newz Group, the system operator of Missouri Press' website, [www.mopublicnotices.com](http://www.mopublicnotices.com).

These PDFs also allow the creation of a searchable archive of your newspaper that you can offer to your readers and use as your news morgue.

Newspapers that are not sending PDFs have been sent updated instructions for uploading PDF's of your publication to our public notices website. Also sent was each newspaper's path for uploading to the site.

If you are not able to upload your PDF, if you have trouble or questions, contact Dan Schupp at [dschupp@newzgroup.com](mailto:dschupp@newzgroup.com).

If you are not able to produce a PDF of your publication or have other questions, you may contact Greg Baker at 573-449-4167, [gbaker@socket.net](mailto:gbaker@socket.net).



## 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).

### WANTED

**IMAGESetter:** Good used Imagesetter that will process 13" film. Harold Ellinghouse, Wayne County Journal-Banner, Piedmont, Mo., 573-223-7122. 10-15

### FOR SALE

**SOUTHEAST KANSAS** weekly newspaper for sale. Newspaper of record for multiple entities, solid subscription and advertising base. Good opportunity for individual wanting to be own boss or addition to current news organization. Send inquiries to [seller546@yahoo.com](mailto:seller546@yahoo.com). 10-2

### HELP WANTED

**SPORTS EDITOR:** The Kirksville Daily Express, an award-winning, six-day newspaper in northeast Missouri, has an immediate opening for a sports editor. This person will be responsible for leading coverage of 11 area high schools and a Division II university, writing features, editing, photography, videography and more. The ideal candidate will have a bachelor's degree in journalism or a related field. This position also involves making consistent Internet updates and usage of social media tools. Send your resume and samples of writing to Jason Hunsicker, Managing Editor, Kirksville Daily Express, P.O. Box 809, Kirksville, MO 63501, or e-mail at [dailyexpresseditor@gmail.com](mailto:dailyexpresseditor@gmail.com). No phone calls, please. 10-15

**REPORTER:** The Washington Missourian, an award-winning, twice-weekly newspaper, is looking for a seasoned reporter with three to five years' experience to join our news team. We are looking for a hard working general assignment reporter with experience in covering government and the courts. We are a 16,000 paid-circulation paper located 50 miles west of St. Louis in historic Washington, Mo., on the Missouri River. Good pay and great benefits including health insurance, 401K plan and profit sharing. Send resume, qualifications and clips to Ed Pruneau, managing editor, P.O. Box 336, Washington, Mo., 63090, or [pruneau@emissourian.com](mailto:pruneau@emissourian.com). 10-15

**REPORTERS:** The Platte County Landmark, an award-winning weekly, is looking to hire part-time reporters, approximately 24 hrs per week. Combination of day and evening hours. Freelance opportunities also available. Call Ivan Foley, 816-223-1410, or email resume to [ivan@plattecountylanmark.com](mailto:ivan@plattecountylanmark.com). 10-9

**REPORTER:** Are you someone who wants to make a difference? If you do, and you possess the skills to work in the Editorial department of a community newspaper, we would like to talk with you about a full-time position in OZARK, MO. Experience in Photography and Page Design preferred and any Web experience a plus. Quark, NewsEdit Pro and Photoshop experience preferred. We are a family

of eight local newspapers surrounding Springfield. We offer good benefits and many opportunities to make a difference. EOE. Email resume and samples to: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com). Fax to: 417-326-8701 or Mail to: CCH Reporter, PO Box 330, Bolivar, MO 65613. 10-10

**ACCOUNT EXECUTIVE (AE) / SALES REPRESENTATIVE:** We are looking for an advertising sales representative who will assist local businesses with their advertising needs. EOE. Visit our web site at [www.commpub.com](http://www.commpub.com). If you are: Detail-Oriented, Creative, Trustworthy, Responsible, a Consistent Achiever, send resume to: AE position, PO Box 330, Bolivar, MO 65613, email: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com) or fax: 417-326-8701. 10-10

**EDITOR:** Immediate opening for editor for established award-winning Northeast Missouri weekly. Strong writing and photography skills a must. Candidate must be energetic, willing to take on the challenge and motivated. Excellent benefits package, 401(k), etc. Contact Walt Gilbert, vice president, Lakeway Publishers of Mo. at [lmovp@lcs.net](mailto:lmovp@lcs.net). 10-4

**ASSOCIATION EXECUTIVE DIRECTOR:** The Montana Newspaper Association (MNA), a non-profit organization representing 87 member newspapers and 16 associate members, seeks an Executive Director. This position will work closely with a board of directors and will direct operations of the 127-year-old MNA, its for-profit advertising sales subsidiary and the Montana Newspaper Foundation. Responsibilities include financial planning and operations, legislative work, marketing/advertising, seminars and conventions, contests, office and personnel management, publications. Successful candidate will understand community newspapers, web-based news and advertising, and exhibit strong communications and interpersonal skills. Send letter of application, resume and salary history to Montana Newspaper Association, 825 Great Northern Blvd., Ste. 202, Helena, MT 59601. Deadline for applications is November 1, 2012. 10-3

**SPORTS REPORTER:** The Republic Monitor 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. Send resume and samples to: Sports, P.O. Box 330, Bolivar, MO 65613; email: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com) or fax: 417-326-8701. 9-26

**ACCOUNT EXECUTIVE:** We are looking for an energetic individual to join our advertising sales team. Must possess the ability to manage multiple accounts and projects simultaneously in a fast-paced, deadline-critical environment. Must excel at prospecting new business accounts, earning rapport and providing ongoing customer service. Must be able to master and present the features, advantages and benefits of a wide portfolio of product offerings including newspaper advertising, special sections, specialty publications, commercial printing, direct mail, search engine marketing and an array of online advertising products. Successful candidates will have the ability to consult with clients to develop, sell and executive a marketing plan that will produce results for the advertiser. Good communication skills are essential. Print and Internet sales experience will be helpful, but is not mandatory. We offer an attractive benefits package including health & dental

insurance, 401K and profit sharing. EOE. Please email cover letter, resume and salary history to Liberty Tribune publisher Matt Daugherty: [mddaugherty@npgco.com](mailto:mddaugherty@npgco.com). The Liberty Tribune is a division of NPG Newspapers and the Trib-Press & Gazette Company, a growing, multi-generation family-owned company based in St. Joseph, Mo. 9-25

**REPORTER:** Immediate opening for reporter for award-winning weekly newspaper in Bowling Green, Mo. Attention to detail, positive attitude, and strong writing and photography skills a must. Candidate must be energetic, motivated, and willing to take on the challenge of all reporting duties at a small weekly. Excellent benefits package, 401(k), etc. Contact Linda Luebrecht, publisher, Bowling Green, P.O. Box 110, Bowling Green, MO 63334 or email [bgtpub@lcs.net](mailto:bgtpub@lcs.net). 9-20

**AD DIRECTOR:** The Joplin (Mo.) Globe seeks an experienced, innovative and results-oriented advertising director. The advertising director must possess a keen understanding of print and digital advertising, as well as audience-based selling. We need someone with a track record in advertising leadership who can create and execute a multi-platform sales strategy including print, niche publications, websites and mobile products. Our advertising director develops revenue opportunities through acquisition, retention and consultative selling. The advertising director works with key accounts, drawing upon a large base of small businesses, makes sales calls and attends community and client events. The ability to quickly assess situations, create innovative plans and establish superior partnerships and relationships is essential. We need a skilled leader who can train, recruit and develop a committed sales and marketing organization. The Joplin Globe is a 24,000-circulation, seven-day newspaper in southwest Missouri. The Globe publishes several monthly and bimonthly magazines, a weekly TMC product and a website, <http://www.joplinglobe.com>. Joplin is home to Missouri Southern State University and offers a range of recreational activities including Missouri's first Audubon Nature Center. Send resume and cover letter to Michael Beatty, Publisher, 117 E. Fourth Street, Joplin, Mo., 64801; or email to [mbeatty@joplinglobe.com](mailto:mbeatty@joplinglobe.com). 9-17

### 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 \$49/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](http://www.solavei.com/garnettpublish), or contact Anderson County Review (Ks.) publisher Dane Hicks at [dhicks@garnett-ks.com](mailto:dhicks@garnett-ks.com) or (800) 683-4505. 10-16

### Use Newspaper Toolbox

Visit the Newspaper Toolbox on the MPA website for articles and links about publishing a newspaper.

[mopress.com/  
Media\\_Toolbox.php](http://mopress.com/Media_Toolbox.php)



# 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.

# LocalMedia

innovation alliance

## Monthly "Research Club" Devoted To:

- » **Emerging Business Models**
- » **Digital Revenue Opportunities**
- » **New and Exciting Trends**
- » **How-To Information/Case Study Format**

Local media executives need intelligence on emerging trends and business models now more than ever. The Local Media Innovation Alliance was developed to provide this kind of in-depth information to help executives develop winning strategies in the midst of a changing media landscape.

## TOPICS FOR 2012

- » The Local Digital Ad Agency
- » Daily Deals
- » Free Open Source Software
- » Mobile Strategies
- » Social Strategies
- » Event Marketing
- » 360 Advertising Sales Strategies
- » Outsourcing
- » Emerging Content Strategies

## Missouri Press Association Members:

As part of our association partnership package with the Local Media Association, you are being invited to subscribe to this program at member rates. Local Media Association will also rebate back 15% of the cost to the Missouri Press Association which will enable us to provide even more valuable member services.

## Actionable Research for All Local Media Companies

- » **Multiple Markets/Corporate Membership.....\$3,500**
- » **Single Market Media Companies.....\$1,750**
- » **Vendors and Service Providers.....\$1,500**

## LOCAL MEDIA ASSOCIATION WEBINARS

The Local Media Association presents a number of highly attended webinars each month on a number of topics.

**Missouri Press Association members receive a substantial discount off the non-member price when registering for these webinars.**

## Recent webinars included:

- Apr. 5, 2012: **Media Sales Certification Program**
- Apr. 12, 2012: **Open Source Software**
- Apr. 17, 2012: **Assessing Local Digital Sales Forces**
- Apr. 19, 2012: **Digital Sales Challenges**
- Apr. 25, 2012: **Selling Has Nothing to Do with Selling**
- May 1, 2012: **Mobile Strategies**
- May 15, 2012: **Political Advertising Opportunities**
- May 30 2012: **SoLoMo**

- May 31, 2012: **Key Takeaways from the Revenue Summit**
- Jun. 7, 2012: **Charging for Content**
- Jun. 14, 2012: **Understanding Your Online Sales Audience**
- Jun. 19, 2012: **Event Marketing**
- Jun. 21, 2012: **Auto Advertising Opportunities**
- Jun. 28, 2012: **Social Media Content Strategies**

For a list of upcoming webinars and MPA discounted rates, visit <http://www.localmedia.org/Webinars/UpcomingWebinars.aspx>.

## LOCAL MEDIA ASSOCIATION CONFERENCES

The Local Media Association presents a number of highly attended conferences, attendance at major industry events and unique mission studies throughout the year that provide members with excellent networking and educational opportunities.

### Fall Publishers' & Advertising Directors' Conference: September 11 - 14, 2012: Atlanta, GA

This is Local Media Association's largest conference of the year and always provides excellent revenue producing ideas. Major advertisers take this opportunity to speak with conference attendees in both group sessions and in one-on-one meetings regarding their advertising strategies (\$745 member rate).

### Classified Multimedia Conference: November 7-9 2012, Chicago, IL

This annual event is a must-attend for anyone charged with growing classified revenue. The conference will focus on using all the tools of multimedia to grow this segment of our business. \$495 MPA member rate.

### Deals & Promotions One-day Summit, November 7, 2012, Chicago, IL

Deals, online promotions and contests continue to evolve and are generating substantial revenue. This one-day summit will focus on the development, implementation and marketing of these products and will explain how all three can work together to drive new revenue to your website (\$449 MPA member rate – attend both one-day summits and receive a 30% discount).

### Digital Agency One-day Summit: November 8, 2012, Chicago, IL

Digital agencies and/or offering digital agency services are the hottest trend in our industry right now. This one-day summit will feature a number of successful case studies and idea-sharing sessions. - \$449 MPA member rate (attend both one-day summits and receive a 30% discount).