



CALENDAR

September

- 13** — Online Media Campus Webinar:
How to Pursue an Investigative
Project While Juggling Other
Stories, 1 p.m. CDT
- 13-15** — Mid-America Newspaper
Conference, Lake Ozark
- 14** — Online Media Campus Webinar:
Digital Monetization: The Five Faces
of a Multi-Media Salesperson,
1 p.m. CDT
- 20** — MPA/MPS Board of Directors
Lunch, 12:30 p.m., Holiday Inn
Executive Center, Columbia
- 20** — MPA/MPS Board of Directors
Meeting, 1:30 p.m., Holiday Inn
Executive Center, Columbia
- 20-22** — Missouri Press Association
146th Annual Convention, Holiday
Inn Executive Center, Columbia

October

- 4-7** — 126th annual National
Newspaper Association Convention,
Charleston, S.C.
- 7-13** — National Newspaper Week
- 18** — Missouri Photojournalism Hall
of Fame Induction, 4 p.m.,
Washington, Mo.

November

- 17** — Mizzou v. Syracuse Football

Few more needed for online judging

Missouri Press still can use
your help with online judging
of the Wisconsin Newspaper
Association's contest in October.

About 60 have people
signed up to help. (Thanks
folks!)

Missouri Press will assign
categories and provide instruc-
tions on how to proceed. Judges
will have about two weeks in
October to complete an hour or
two of work, which can be done
from the office or at home.

*Every judge will receive a \$10
discount on his or her news-
paper's entry fees for the 2013
Missouri Press Better Newspaper
Contest.*

Email Kristie Williams at MPA,
kwilliams@socket.net.

Missouri Press Association Bulletin

No. 1284 — 12 September, 2012

Photo Hall of Fame induction Oct. 18

Three people will be inducted into the Missouri Photojournalism Hall of Fame at 4 p.m. Thursday, Oct. 18, in Washington, Mo.: Kansas City native Jean Shifrin, long-time St. Louis photojournalist Wiley Price and government and space program photographer Lee Battaglia.

The program is free and open to the public. Everyone wanting to attend should contact the Missouri Press Association at (573) 449-4167, dcrews@socket.net.

Information about the Photojournalism Hall of Fame and previous inductees can be seen at mopress.com/Photojournalism_HOF.php.



Convention is next week!

U.S. Senate, Governor candidate forums Friday

MPA's annual Convention is next week!

Details of forums for the candidates running for U.S. Senate and Missouri governor are nearly complete. Those forums will be held on Friday, Sept. 21.

Both of these races are important to the state and the nation, so you'll want to be there when the candidates appear together at the Holiday Inn Executive Center in Columbia. Gubernatorial candidates will be on at 9:15, Senate candidates at 10:45.

The Convention will begin Thursday evening with a visit to the downtown Columbia art district. It will continue through the Awards Luncheon beginning at noon on Saturday.

An agenda and registration form are enclosed.

Those who can attend only on Saturday can attend the morning sessions that day and the Awards Luncheon for just \$45.

Fax your registration form to MPA or email Kristie Williams, MPA's meeting planner and member services director, kwilliams@socket.net.



Remember to take Form 3526 to Post Office by Oct. 1

Don't forget to deliver your PS Form 3526 Statement of Ownership, Management and Circulation to your postmaster by Oct. 1. You can get a copy of the form from your postmaster or download it from <http://about.usps.com/forms/periodicals-forms.htm>.

You need to publish all information on PS Form 3526 in October. Follow the instructions on the form.



CONVENTION:

Learn a lot, quickly

Digital Innovations and Lightning Round Roundtables are on the Saturday morning Convention program. You can learn a lot in a little time.

Participating on the Digital Innovations panel will be Mike Jenner, RJI/School of Journalism; Jon Rust, Cape Girardeau *Southeast Missourian*; Andy Waters, *Columbia Daily Tribune*; Jeff McNiell, *Houston Herald*; and Jane Haslag, *Jefferson City News Tribune*.

Lightning Round Roundtable moderators will be Jean Maneke, MPA Legal Hotline; Jim Robertson, *Columbia Daily Tribune*; Mike Beatty, *Joplin Globe*; Greg Baker, Missouri Press; Phill Brooks, State Government Reporting Program/School of Journalism; Kelly Schultz, Office of Child Advocate.

Also on the Saturday morning program will be Rudi Keller, a reporter for the *Columbia Daily Tribune*. He's writing a day-by-day diary of what happened during the Civil War in central Missouri.

Complete information about the Convention and an agenda and registration form are enclosed.

Foundation will pay for PTS workshop

The University of Kansas invites journalists to attend a one-day workshop, funded by the McCormick Foundation, on Post-Traumatic Stress (PTS). Airfare and lodging will be paid.

The workshop will be Friday, Nov. 16, in Washington, D.C., and will feature speakers from the medical community, the media and the military. They will discuss how journalists can improve their coverage of post-traumatic stress and how journalists can cope better with their own PTS issues and the aftermath of covering combat.

Send a letter expressing interest and a resume to Prof. Barbara Barnett at barnettb@ku.edu by Sept. 15.

CONVENTION:

Art, entertainment

Musician and singer Albert Castiglia will entertain at one of the stops during the Thursday evening (Sept. 20) Gallery Hop of the North Village Arts District in downtown Columbia. A bus will take you from the Holiday Inn Executive Center at 6:30 and return you at 9 p.m.

If you'd like a preview, search for "Youtube Albert Castiglia."

A registration form and agenda for the Convention are enclosed.

Newspaper Week Oct. 7-13

Download free material to promote your industry

Material you can use to promote National Newspaper Week (NNW) is available now at nationalnewspaperweek.com. NNW runs Oct. 7-13, the first full week in October. This year's theme is "NEWSPAPERS – The Cornerstone of Your Community."



Newspaper Association Managers, the organization of directors and managers of newspaper associations, has sponsored NNW since 1940.

Material for this year's observance was created by members of the Michigan Press Association. It includes logos, a cartoon, editorials, columns and crossword and word search puzzles. Missouri Press Association is sponsoring free use of the material by its member newspapers.

If you download the NNW "kit," you'll receive each of the items in several formats. Or you can download the individual elements in the format you prefer.

NNW is the only industry observance of newspapers during the year, and it deserves your support.

Reports of the decline and impending death of newspapers continue to mislead the public. It's more important now than ever before that newspapers tell their readers — and non-readers — that they intend to continue to be The Cornerstone of their communities.

Ethics Commission will get you!

Attribute campaign advertising correctly

A note from Jean Maneke, Missouri Press Association's Legal Hotline counselor.

Most of you have heard me repeatedly talk (and write) about being sure your political ad attribution meets what is set out by the Missouri Ethics Commission (the MEC chart on language to use for the "Paid for by" part of the ad is attached).

But perhaps I should add to my recommendation that you should BE SURE your attribution matches where the money comes from. In other words, the name on the check, or on the credit card, needs to match the attribution they have you put on the ad.

An ad cannot say "Paid for by the Committee to re-elect John Doe" when the check is from Harry Smith. In that case, Harry Smith has paid for the ad, NOT the committee. Tell the advertiser to get a committee check, so that the paperwork all matches.

Yes, I know this sounds like I'm being picky, but I'm just trying to save you money and agony. The MEC can be mighty picky, too!



Missouri Press Association

Missouri Press Service

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What is Missouri Digital News?

Phill Brooks explains free services

Friends,

This is the memo I promised outlining some of the major information resources of Missouri Digital News (MDN) that I think you will find useful.

For those of you new to our service, I should give you a short background about MDN. This is a service of the Missouri School of Journalism's State Government Reporting Program.

As many as two dozen journalism students (occasionally even more), travel to Jefferson City one or two days a week to work under my supervision covering state-house issues and activities for print and broadcast outlets across the state.

Shortly after the statehouse program started in 1972, we launched our service for MPA newspapers. It was a printed compilation of feature stories mailed out each week. We called it Missouri Press News since there was no "digital" back then.

Internet-based, digital technology has allowed us to substantially improve and expand our service to you. Several of these information resources include archives going back years. They are some of Missouri's oldest digital archives on state government.

So they can be a tremendous resource for finding out what your local legislators have been doing and the background of those who previously served in state government. And, of course, they can be a resource for obits.

Our information services include:

MPANews (<http://www.mdn.org/mpanews>):

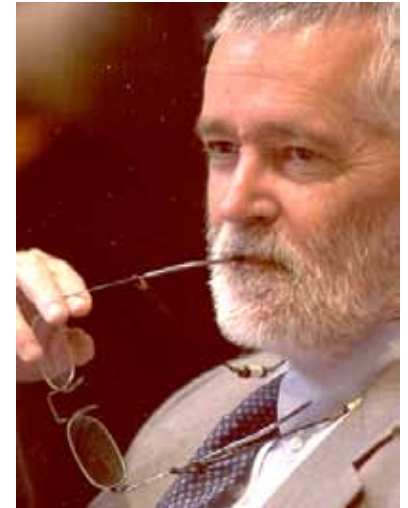
This is the Web version of the news summary Missouri Press editor Kent Ford emails to you each week on Friday afternoon. The Web version has a couple of advantages. There are direct links to longer-form stories.

Also, the Web version of MPANews is updated throughout the week. On Monday, for example, our MPANews editor, Jordan Shapiro, reorganizes MPANews to look forward to the upcoming week rather than Friday's retrospective look at the past week.

In the next couple of weeks, I'm going to add a special button to the Web version of MPANews to generate a plain-text output to make it easier to dump the material into your newspaper.

NewsBud (<http://www.mdn.org/newsbud>): This is our lineup of completed stories along with those in the works. There's a button for a plain-text version of a story, rather than the Web version. The text-version makes it easier to move the story into your paper.

It also provides a means for you to offer comments or requests. PLEASE use that comment feature. It means a lot to my students when they get feedback from Missouri newspapers. Even a critical comment is helpful, not only because it can help a student learn, but also because it demonstrates someone cares about the students' work.



Phill Brooks

If you use Phill Brooks' Capitol Perspectives column that is emailed to you on Friday afternoons, you're welcome to use this photo of Brooks. Email Kent Ford at Missouri Press if you would like the photo, kford@socket.net.

Missouri Digital News (continued on next page)



CONVENTION:

Focus on advertising

Advertising expert Bryna Krauth will speak twice at the Convention. Krauth was the popular featured presenter at this year's Missouri Advertising Managers' Association meeting.

At the Convention she'll speak at breakfast Friday and again that afternoon.

A Convention agenda and registration form are enclosed.

Vote Missouri!
MISSOURI'S SUPERPOWER - THE GOVERNOR

It is highly unlikely that you will see a capital building being moved. The State Capitol will be there for many years to come. Missouri's establishment on its own, but by law the governor of Missouri is our representative.

The Missouri Constitution actually says, "The supreme executive power is vested in a governor."

Exactly what kinds of things does someone with "supreme executive power" do? The Constitution simply says that the governor must make sure that the laws of the state are obeyed and that the governor is in charge of keeping Missouri a peaceful place. But there is writing Missouri has thousands of laws about health, education, crimes, taxes, business, prisons, roads, the environment and many other things. The governor has 16 departments that help him do his job. Like the Department of Transportation and the Department of Elementary and Secondary Education. These departments have hundreds of employees all over the state that the governor is responsible for. The governor also has the job of appointing a variety of judges for the courts and one position someone who has been convicted of committing a crime.

The governor, as an elected state official, is elected in November every four years.

The current governor is Jay Nixon. His term will expire in January of 2012. The candidates for governor are:

REPUBLICAN CANDIDATE
Drew Spayne—www.spayneformissouri.com

DEMOCRATIC CANDIDATE
Jay Nixon—www.jaynixon.com

LIBERTARIAN CANDIDATE
Jim Higgins—www.jimhiggins.com

HELP WANTED
GOVERNOR OF MISSOURI
Who you will be:
• at least 30 years of age
• a native born of the United States for 14 years
• a resident of Missouri for 10 years before the election

LEARNING EXTENSIONS

• For all grades, go to www.mdn.org to view information on the office of the governor and a description of the various departments in the executive branch.

• Grade 4: ACTIVITY 4—Discuss the following as a class. What are some things you would do if you were a governor to make sure all Missourians were safe? Think about your own community—what would you need to do if it were your governor?

ACTIVITY 5—What are your county government offices and how have you seen your government help others in your county? Is there a Missouri Transportation Department office? What about a Sheriff's Office?

• Grade 5: ACTIVITY 5—In the executive branch, only the governor and the speaker are elected by the voters of the state. The secretary of the Missouri Department of Health and the attorney general do not have to run for office. Do you know any other elected officials in your state? What are the advantages and disadvantages?

ACTIVITY 6—What are some jobs held at the top of the departments in the executive branch. Choose one department and study the Missouri Department of Elementary and Secondary Education.

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Image not for sale. This magazine, The Missouri Bar and the Missouri Press Association

Perfect time to use free election features

Now is a perfect time to start the Vote Missouri series of features in your paper. The series is filled with information important for all citizens.

The Vote Missouri series includes a brand new feature that explains redistricting and updated features on the offices of Governor, Lt. Governor, Missouri Secretary of State, Missouri Attorney General, Missouri Treasurer, Representatives, Senators, voting in Missouri and the Electoral College.

You may use any or all of the features in the series, which was created in partnership with The Missouri Bar.

To download the series, visit www.mo-nie.com and use download code election12.

If you have questions contact Dawn Kitchell at dawn.kitchell@gmail.com or 636.932.4301.

Publications are online

The Missouri Press Association Bulletin and Missouri Press News magazine can be read online.

In your browser, type magazine.mopress.com or bulletin.mopress.com. (Do not preface with www.)

Missouri Digital News (continued from previous page)

MPACol (<http://www.mdn.org/mpacol>): This is where you can find the archive of my Capitol Perspective columns. If you've just started using my columns, feel free to use one of those older versions. Some are not dated. Particularly entertaining, I think, is the one titled "Lori's Filibuster." Check it out.

NewsAds (<http://www.mdn.org/2012/elect/ads.htm>): This is a new database on MDN of the campaign TV ads during the fall campaign. From this single site you can pull up any of the TV ads that the statewide and Congressional candidates have posted on their YouTube accounts.

Statehouse colleagues tell me there's been nothing like this before in Missouri. If you've got a statewide candidate coming to town, this is the site where your reporter can find out what the candidate has been claiming in TV ads, as well as what the opponents are charging in their ads.

NewsBook (<http://www.mdn.org/newsbook>): This is a news summary page similar to MPANews. There are a few differences. NewsBook is much longer. It contains just about everything that's happened in government during the course of the week that is listed, unlike MPANews, in chronological order.

Votes (<http://www.mdn.org/forms/votes.htm>): This is the ONLY open-access database of major Missouri legislative votes that's available on the Web. It's got roll calls going back to 1995 — letting you find out what your local legislator has been up to in the statehouse.

The database contains only the votes I consider significant and/or newsworthy. Further, I wrote the descriptions of the votes, so they are in plain, simple English that accurately reflect what the votes involved.

Bills (<http://www.mdn.org/forms/bills.htm>): This is the oldest online record of Missouri legislation, going back to 1985 — years before the legislature itself established an online digital database of bills. Like the votes database, the descriptions of the bills are written by me in plain English and reflect what I consider the most newsworthy or important aspect of the bills.

Story Archives (<http://www.mdn.org/2012/forms/stext.htm>): MDN is one of the world's oldest news websites. So, online at MDN is an unequalled archive of past stories involving Missouri government and politics. I'll confess that I've not focused as much attention as I should on developing a user-friendly interface. But if you're willing to spend the time, you can come up with a wealth of background on state issues and public officials.

NewsNow (<http://www.mdn.org/newsnow>): This is an hourly updated database of the current headlines of the state's major newspapers along with links to the full stories. You can search by various categories including editorials and political news. NewsNow also has an archive of past headlines going back more than five years.

As always, if you have any questions, comments or suggestions, please contact me at prb@mdn.org or on my cell, 573-353-7525.

Phill
Prof. Phill Brooks
Director, State Government Reporting Program
Missouri Digital News
Missouri School of Journalism
Statehouse Correspondent, KMOX



NAA, NNA ask court to delay postage deal

The National Newspaper Association and the Newspaper Association of America are seeking a stay in the Valassis Inc. postage discount deal with the U.S. Postal Service. They are asking to have the deal suspended until a court review is completed.

NNA and NAA also are working on Capitol Hill to explain how damaging this deal is to newspapers and potentially to the Postal Service. This case represents the first time USPS has directly targeted newspapers as competitors.

The associations have asked their members to contact their members of Congress to express their opposition to the Valassis deal.

They also are setting up an interest list for newspaper members who want to follow closely the details of the legal and legislative responses. Those wanting to be on the list can email NNA CEO Tonda Rush at tonda@nna.org.

Make calls to fight USPS, Valassis deal

The Newspaper Association of America and the National Newspaper Association want you to contact your U.S. senators and representatives and ask them to support legislative efforts to stop the special-rate Valassis deal before it causes significant financial harm to local newspapers.

Talking points you can use during your calls were emailed to your newspaper last week. If you need to have them sent again, email kford@socket.net.

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

If you have any questions or feedback on your communications, contact NAA's Paul Boyle at paul.boyle@nna.org or (571) 366-1150.

CONVENTION:

Max Heath will be here

For many years people in the newspaper industry have depended upon Max Heath for guidance on postal issues. Heath will speak at one of the Friday afternoon breakout sessions at the MPA Convention. And boy, does he have lots he can talk about: Valassis, Every Door Direct, Intelligent Mail Barcodes, proposed legislation.

A Convention agenda and registration form are enclosed.

Responses to Valassis decision

NAA, NNA call deal 'fundamentally unfair'

(NNA & NAA) WASHINGTON—Direct mail company Valassis Inc. got the green light from the Postal Regulatory Commission in August for its contract with the U.S. Postal Service that will give it deep postage discounts.

The PRC voted 4-1 against the newspaper industry's opposition to the contract.

In a statement, the PRC said, "Newspapers have a de facto monopoly on the weekend advertising of national retailers ... Naturally, they would like to retain that business. The Postal Service has long been in the market for distribution of such advertising, but it has not competed effectively. The newspapers have provided no explanation demonstrating why they would be precluded from competing effectively by adjusting their advertising rates and/or negotiating different rates for delivery."

NNA President Reed Anfinson, publisher of the *Swift County Monitor-News* in Benson, Minn., said, "The commission begins with the presumption that having a federal enterprise competing head-on with the newspaper industry is a good thing, but it does not explain how any business can be on a level playing field when competing with its own government."

"The mailing contract with Valassis is an unfair deal in which the principal result is to drive down the advertiser's prices and

'The newspapers have provided no explanation demonstrating why they would be precluded from competing effectively by adjusting their advertising rates and/or negotiating different rates for delivery.'

not necessarily to bring any new mail volume to the Postal Service. What the commission does not explain is why this goal is in the best interest of either newspapers or the Postal Service. Nor does it take seriously the arguments raised by many that this deal will force more newspapers out of the mail and create a net loss for the Postal Service after the deal kicks in," Anfinson said.

The NNA board of directors will explore all avenues for reversing the decision, he said.

Newspaper Association of America Chairman James M. Moroney III, CEO and publisher of *The Dallas Morning News*, said, "NAA believes this decision is contrary to law, and will challenge it immediately and vigorously in the U.S. Court of Appeals for the District of Columbia Circuit."

Caroline H. Little, NAA president and CEO, said, "The public representative appointed by the Commission itself to represent the views of the general public pointed out that this is the 'first NSA that is designed to manipulate prices and to alter the balance of market forces.' The public representative also said that 'this NSA as currently structured is a lose-lose proposition for both the newspaper industry and the Postal Service.'"

"The Postal Service should focus on cutting costs and getting the mail delivered on time, and not on using rates to confer a significant and unwarranted advantage on one competitor at the expense of an entire industry," Little added.

'The mailing contract with Valassis is an unfair deal in which the principal result is to drive down the advertiser's prices and not necessarily to bring any new mail volume to the Postal Service.'



Inland Press webinars coming in September

Inland Press Association will present these three webinars in coming days. Times are CDT.

Thursday, Sept. 20 | 2 p.m.
What the Valassis/USPS NSA could mean for YOUR newspaper.

Simply put, this is a deal that is aimed directly at taking Sunday inserts from newspapers and putting them in the mail. The presenter will explain why this deep-discount deal will have ramifications not just for the major metros, but smaller-market newspapers as well. This is the biggest threat to newspapers to come along since the Internet, he says: "The difference is that this is coming straight at us and we can meet it head on."

Tuesday, Sept. 25 | 10:30 a.m.
Minding your Ps and Qs with P and D (Print and Deliver) Products

This webinar will show the path to a high volume, profitable P and D program, one that's in place at over 70 newspapers and produced over 1 billion pieces in the past 12 months. You will come away with several keys that combine to build a strong sustainable program.

Tuesday, Sept. 25 | 2 p.m.
How you can STILL get a bigger share of this year's political advertising revenue

This webinar will reveal how political consultants and campaigns evaluate media and concrete steps newspapers can do to get a larger share of that huge political advertising pie.

Inland webinars cost \$75 for members of Missouri Press Association.

Get more details and register for Inland webinars at inlandpress.biz/webinars/.

USA Today to launch new looks on Friday

(Politico)—USA Today is planning a major relaunch of its newspaper, website and mobile platforms, complete with a new "USA TODAY" logo.

The redesigned USA Today newspaper is tentatively scheduled to debut on Sept. 14, the day after the company holds a 30th anniversary event at the National Portrait Gallery and Smithsonian American Art Museum in Washington, D.C. A beta version of the new website, with a heavy emphasis on photography over text, is tentatively scheduled to launch the following day. The iconic "USA TODAY" logo will change as well.

MPA requests your comments

What do you want from state, regional press associations?

Missouri Press Association will send a brief survey to its members to find out what they expect and what they need from MPA and its affiliate regional press associations.

At its spring meeting, the MPA Board of Directors asked the MPA staff to look into the issue of declining attendance at the meetings of the four regional press associations — Northwest, Show-Me, Ozark and Southeast. Attendance at the annual MPA Convention also has been slipping.

To begin that effort, all MPA members were invited to participate in a conference call on Thursday, Sept. 6. About two dozen people participated in the call.

About two dozen people participate in conference call for discussion of declining attendance at MPA and regional association meetings.

Preliminary comments echoed often-discussed reasons for falling attendance: Time and budget constraints, corporate policies and staff reductions among them.

Suggestions for reversing the decline also were familiar: shorter meetings to reduce meal and lodging costs and time away from the office, hold meetings closer to home and on different days, and more relevant meeting focus.

Each of the regional press associations — all of which are more than 100 years old — has its own board of directors. Those boards, with help from the MPA when requested, run those associations.

After about an hour of discussing issues and suggestions, the group on the call determined that more information from more members would give them a better understanding of what they should do. A survey was called for.

Look for the survey in your email. Please return your completed survey by email.

These people participated in the Sept. 6 call: MPA President Phil Conger, Bethany; Stephen Wade, Independence; Jeff Grimes, Centralia; Dennis Ellsworth, St. Joseph; Bill Miller Jr. and Bill Miller Sr., Washington; Jack Whitaker, Hannibal;

Dala Whittaker, Cabool; Roger Dillon, Eminence; Adam Johnson, Mound City; Joe May, Mexico; Buck Collier, New Haven; Mark Maassen, Kansas City; Chuck Haney, Chillicothe; Jane Haslag, Jefferson City; Keith Moore, Ava; Ann Hayes, Cape Girardeau; Scott Seal, Portageville; Matt Daugherty, Liberty.

Participating from the MPA office in Columbia: Doug Crews, Kent Ford, Greg Baker and Kristie Williams of the MPA; Brian Steffens, Reynolds Journalism Institute; and Jim Sterling, Missouri School of Journalism.

Dane Vernon of Eldon could not be on the call so he emailed his comments beforehand.

If you are not doing so, Missouri Press asks that you send PDFs (portable document format) of each entire issue of your newspaper to Newz Group, the system operator of Missouri Press's website, www.mopublicnotices.com.

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

If you have questions, contact Greg Baker at 573-449-4167, gbaker@socket.net.



How to motivate your sales staff

Need to know more about compensation plans or effective online campaigns?

Want your key people to learn about the topics quickly and efficiently?

We have the plan for you: Two presentations from the Local Media Association (and MPA), each \$39:

• **Compensation Plans that Boost Local Sales:** Tuesday, Sept. 18, 2 p.m. CDT.

What are the best methods to motivate sales reps to increase new business, sell more digital and decrease contract churn? Find out how the *Tampa Bay Tribune* and *Morris Newspapers* have changed their models of accountability and compensation to do just that!

• **The Digital What and Why:** Sept. 27, Thursday, Sept. 27, 2 p.m. CDT.

This webinar will discuss the concepts critical in creating effective online campaigns. Areas covered include Ad Scheduling, Ad Deliver and Ad Impressions. Kim Willoughby, Senior Consultant, Center for Sales Strategy, provides an individualized approach when it comes to developing strategies and tactical implementation for sales organizations. Kim is a client lead and consultant, as well as a Digital Sales Coach, Workshop Facilitator and Sales & Management Coach.

The MPA-LMA partnership saves you \$40 per webinar.

Now, what do you and your best people need to know?

Register for webinars at <https://snaonline.wufoo.com/forms/webinar-registration-third-quarter-2012/>.

Promote yourself during our week!

National Newspaper Week is Oct. 7-13. Here's a link to a handful of fun filler ads you can use to promote your newspaper: mopress.com/nt_promotion.php. And the NNW material can be found at nationalnewspaper-week.com.

People who read the local newspaper know what's happening in their community.

Promote that benefit of reading your newspaper.

You'll find lots of material to help you promote at the Toolbox on the MPA website.

Report digital subscriptions

Postal report serves as audit for smaller newspapers

Newspapers will be able to include electronic subscriptions on their annual postal Statement of Ownership, Management, and Circulation, PS form 3526, which must be presented to the local postmaster by Oct. 1.

This change is a result of work by the National Newspaper Association.

The goal will allow community newspapers, where the only audit is the sworn statement printed in their paper each October, to have the ability to “level the playing field” with audited dailies that count e-subscriptions.

In addition, it allows distant subscribers whose postal service has gone from bad to worse to read the news on a timely basis and still be counted, just as non-mailed single copy sales, bulk sales and Newspaper in Education copies count.

Reporting electronic subscriptions is optional. If you choose to do so, the rules are as follows:

1. Copies of e-publications that may be counted toward a publication's eligibility for Periodicals prices:

a. Must be paid at a price above nominal rate for publications approved in the General category. According to NNA postal expert Max Heath, the nominal rate is defined as 30% of the basic price for the term being purchased. Printed records of payment should be kept.

b. Must be requested in writing or by electronic correspondence for publications approved in the Requester category.

2. Access to electronic copies of a Periodicals publication offered in conjunction with printed copies of the same issues may not be counted when determining total circulation for the publication. In other words, only one copy can be counted for a print and e-subscription to the same individual or household.

3. At least 40% of the total circulation of each issue must consist of printed copies.

4. Publications for which at least 60% of total circulation consists of printed copies to subscribers or requesters, as applicable, will be exempt from annual circulation audits.

5. If less than 60% of a Periodicals publication's total circulation consists of printed copies distributed to subscribers or requesters, as applicable, annual Postal audits must be conducted by a certified audit bureau.

Deliver annual report to post office by Oct. 1

Don't forget to deliver your PS Form 3526 Statement of Ownership, Management and Circulation to your postmaster by Oct. 1. You can get a copy of the form from your postmaster or download it from <http://about.usps.com/forms/periodicals-forms.htm>.

You need to publish all information on PS Form 3526 in October. Follow the instructions on the form.

Email Kristie Williams at MPA — kwilliams@socket.net — to sign up to help with the online judging of the Wisconsin Newspaper Association's contest. You can judge from your desk at any time between Oct. 8 and Oct. 17. You don't have to travel anywhere or spend any time away from the office. (THANK YOU to the more than 60 people who already have signed up to help.)

HELP WANTED



CIRCULATION DIRECTOR: A 5,000-circulation daily in Southwest Missouri is seeking a highly motivated and professional circulation director. Qualified candidates should have experience in the mailing and carrier delivery of a daily publication, as well as supervisory and computer skills. Must be a well-organized team player. Experience in carrier route management a must for this position. Competitive compensation and benefits package. Please send resumes and references to: Matt Wright; The Lebanon Daily Record; 100 E. Commercial; Lebanon, Mo., 65536. No phone calls, please. 9-11

REPORTER: Are you someone who wants to make a difference? If you are, 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 BUFFALO, 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. Fax to 417-326-8701 or mail to Reporter, PO Box 330, Bolivar, MO 65613. 9-5

WRITER: The Richmond News is seeking a part-time reporter to cover the Richmond R-XVI School District and do human interest stories in Ray County, Mo. Candidates must possess strong reporting skills and an ability to write clearly and concisely. Send resumes and clips to JoEllen Black, publisher, P.O. Box 100, Richmond, MO 64085 or email to publisher@richmond-dailynews.com. 9-5

SPORTS WRITER: The Neosho Daily News is accepting applications for a sports writing position. The successful candidate will demonstrate the ability to write clear, concise stories about sporting events, players and issues, as well as meet deadlines and oversee the production of the daily sports page. Knowledge of Quark Xpress a plus. Bachelor's degree in journalism or communications preferred, but not required. Send resumes to John Ford, editor, at 1006 W. Harmony, Neosho, Mo, 64850, or email to jford@neoshodailynews.com. 8-28

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 lmvp@lcs.net. 8-17

MULTI-PUBLICATION AD DIRECTOR: Rust Communications is seeking an experienced advertising sales leader. Responsibilities include developing and leading current sales team in Southwest Missouri growth market. Publications include one daily, one weekly, regional magazine and their respective online versions. This position allows the successful candidate to play a critical role in developing and managing a new and exciting approach to value added and bundled advertising products. Job allows opportunity for civic involvement, community interaction and team leadership. Candidate must have at least five years of experience in advertising sales, competent computer skills, a knowledge of spreadsheets, and ability to develop and implement aggressive and successful ad campaigns. Rust Communications is a progressive company offering competitive salary, bonus incentives, insurance, 401(k), paid vacation and expenses reimbursement. Qualified applicants should submit current resume and cover letter to Editor@monett-times.com or by mail at Monett Times, PO Box 40, Monett, MO 65708. We are an equal opportunity employer. 8-7

MPA Store has unique items, videos

An Emmy-winning video about Missouri newspaper history, ball caps and T-shirts, souvenir Convention glasses.

All of those things and more are available at the Missouri Press online store. Check it out at http://www.mopress.com/store_welcome.php.

Sales support Missouri Press Association and its programs.

Partial inventory:

- "Deadline In Disaster," *The Joplin Globe* and the May 22, 2011, tornado.
- "Know-It. All" T-shirts
- "Trustees for the Public, 200 Years

of Missouri Newspapers" Emmy-winning video

- "Hannah's Diary: A Tale of the Pony Express" children's book
- "The Missouri Press Cookbook I & II"
- "Show-Me Journalists: The First 200 Years" by Dr. William H. Taft
- "The Journalist's Creed" Video
- PRESS Ball Caps (black or tan)
- Missouri Press Car Tags
- 32 Historical Stories for Children in serial format for use in your newspaper, at: http://www.mopress.com/NIE_Serial_Story.php.



ONLINEMEDIACAMPUS

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

Smartphones – Smart Journalism

Helping Journalists Report Faster and More Efficiently.

Thursday, October 4

2-3 p.m. EDT / 1-2 p.m. CDT

Registration deadline: Monday, October 1

\$35 (Registrations submitted after this date are subject to a \$10 late fee)

In this webinar...

This webinar will focus on helping reporters extend the capabilities of their smartphones through multimedia, editing, note-taking, location and live-streaming apps. In a mobile media world, it is important for journalists to be able to adapt to their surroundings, report faster and quickly add multimedia.

During the webinar, we will explore some of the best apps on the market to help improve storytelling with photos, videos, audio, and more.

The presenter...



Val Hoepfner

Val Hoepfner is director of education and is based at the Diversity Institute's Nashville offices in the John Seigenthaler Center. She oversees multimedia and mobile media instruction for Freedom Forum New Media Training, the Chips Quinn Scholars program, the American Indian Journalism Institute, the Diversity Institute Multimedia Scholars Program and other academic initiatives. Hoepfner is an adjunct professor of journalism at Belmont University, Nashville. She is also an Associated Press Photo Managers board member and a member of the Native American Journalists Association. Hoepfner came to the Freedom Forum from The Indianapolis Star where she was the multimedia director and previously the deputy director of photography. She spent 10 years as the photo editor and a staff photographer at the Argus Leader in Sioux Falls, S.D. Hoepfner has a bachelor's degree from Truman State University in Kirksville, Mo.



Online Media Campus



OnlineMediaCamp

Presented in partnership with:

Missouri Press Association

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

\$35

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

\$35

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



Missouri Press Association 146th Annual Convention Schedule

Holiday Inn Executive Center
2200 I-70 Drive S.W., Columbia, Missouri

Thursday, Sept. 20

- 12:30 p.m.** MPA and MPS Board Luncheon
1:30 p.m. MPA and MPS Board Meeting
6:30 p.m. Reception and Gallery Hop in the North Village Arts District. Bus to Orr Street Studios (appetizers and beverages), visit Perlow-Stevens Art Gallery (wine tasting & dessert provided by Les Bourgeois), and enjoy music and beverages at The Bridge, all in The District (downtown Columbia).
9 p.m. Bus returns to the hotel.

Friday, Sept. 21

- 8 a.m.** Breakfast with speaker: **Bryna Krauth**. "Inspirational Leadership Starts with You!"
9:15 a.m. Forum, Missouri Gubernatorial Candidates
10:45 a.m. Forum, U.S. Senate Candidates
12:15 p.m. Annual MPA Business Meeting and Election of Officers
12:30 p.m. Luncheon with speaker **Paul Steinle**. "Who Needs Newspapers?"
A word from our sponsors John Sondag from AT&T and Dan Lennon from Branson-Lakes Area Convention & Visitors Bureau
2:00 p.m. Breakout: **Max Heath**, NNA Postal Guru
2:00 p.m. Breakout: **Bryna Krauth**. "Become a Brand Expert for your Advertisers"
3:15 p.m. Documentary Film Screening: "Deadline in Disaster," Featuring The Joplin Globe
6 p.m. MPA Newspaper Hall of Fame Reception
6:30 p.m. MPA Newspaper Hall of Fame Banquet

Saturday, Sept. 22

- 8 a.m.** Breakfast by Regions. Enjoy visiting over breakfast with MPA members from your area.
Speaker: Tim Jamieson, Mizzou Baseball Coach
9:30 a.m. Breakout: **Rudi Keller**, Columbia Daily Tribune. "Covering the Civil War: Quick Tricks to Find Good Stories for the Sesquicentennial"
Breakout: Digital Innovations Panel. Hear from **Mike Jenner, Jon Rust, Andy Waters, Jeff McNiell** and **Jane Haslag** about the latest cutting-edge ideas they are using at their newspapers.
10:45 a.m. Lightning Round Roundtables. All in one room, six "stations" with discussion leaders at each station, various newspaper and social media topics. Fifteen minutes each, then switch. Discussion leaders and topics:
- **Jean Maneke**, Maneke Law Group -- Talk legal issues with your Media Attorney
- **Jim Robertson**, Columbia Daily Tribune -- Newspaper Coverage and Policies on Sensitive Editorial Issues
- **Mike Beatty**, The Joplin Globe -- Does your Newspaper have a Disaster Plan?
- **Greg Baker**, Missouri Press Service -- Selling Political Ads and Newspaper Network Ads to Make Money
- **Phill Brooks**, Missouri School of Journalism -- Covering the Statehouse
- **Kelly Schultz**, Director of the Office of Child Advocate -- News Reporting on Child Abuse and Neglect
12 noon Better Newspaper Contest Awards Luncheon





146th Annual Missouri Press Association Convention

SEPTEMBER 20 - 22, 2012
 HOLIDAY INN EXECUTIVE CENTER
 2200 I-70 DRIVE S.W.
 COLUMBIA, MISSOURI 65203
 573-445-8531

Newspaper or Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Visa Mastercard Credit Card Number _____ Exp. Date _____

Check Signature of Card Holder _____

Printed Name of Card Holder _____

Register Today! — Bring Your Staff!

STAFF MEMBERS MAY ATTEND LEARNING SESSIONS FOR NO ADDITIONAL COST ONCE NEWSPAPER HAS PAID ONE REGISTRATION FEE!

For Hotel Reservations Call 573-445-8531 or 1-800-HOLIDAY
Ask for Missouri Press Association Rate of \$89.95 per night

Registration Fee

Select One Category for your Group
 (pay registration fee once per group)

Active Member
 Newspaper
 \$175

MPA Associate or
 Friend Member \$185

Non-
 Member
 \$200

Retired
 Member
 \$50

Registration
 Fee
 \$ _____

Name/Newspaper (as it will appear on name badge) Please list names of all attending, even for free sessions	Thursday Night Downtown Columbia Tour/ Reception \$35	Friday Breakfast with Bryna Krauth \$25	Friday Luncheon with Paul Steinle \$35	Friday Hall of Fame Banquet \$55	Saturday Breakfast \$25	Saturday Awards Luncheon \$35	*Saturday Only Sessions & Luncheon \$45	Total Per Person

*Saturday Only - Skip Registration Fee and pay only \$45 per person to attend sessions and lunch

CONVENTION CANCELLATIONS: Cancellations received by Friday, August 20, 2012 WILL be entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to kwilliams@socket.net. Cancellations received after August 20, 2012 are NOT entitled to a refund.

Spouses are welcome with no additional registration fee, just pay for meals and events.

Grand Total Due: _____

Campaign Material Identification Requirements. (§ 130.031 RSMo.)

Federal Campaign Laws

(Sponsor Identification) - follow when:

- ✓ You are a person causing matter to be printed or broadcast about federal candidates **or**
- ✓ You are a broadcast station transmitting matter about a candidate for public office or ballot measure.

Printed Matter - What is it?

Pamphlets, circulars, handbills, sample ballots, advertisements (including advertisements in newspapers or other periodicals), signs (including signs for display on motor vehicles), or other imprinted or lettered materials.

Printed Matter Identification - Who Must Comply?

A person publishing, circulating, or distributing printed material about a candidate for public office or a ballot measure within Missouri.

Printed Matter Identification –What Must it Say?

On the face of the printed matter, in a clear and conspicuous manner, it must specifically state “Paid for by” with the sponsor’s proper identification as indicated in the following table.

Who Paid For The Printed Matter	Required Sponsor Information (following the words ‘Paid for by’)
Candidate from personal funds (only if no candidate committee exists)	First name & Last name by which candidate is known
Committee	Committee name as required to be registered by Missouri campaign finance law, & committee treasurer’s name and title (serving when the material was paid for).
Corporation, Business Entity, Labor Org., Other Org. (not a committee or organized for influencing election(s))	Name of the entity, entity’s principal officer’s name, known title, and mailing address of entity or principal officer (if entity has no mailing address)
Individual(s)	Individual(s) name, & mailing address(es). If more than 5 may print “for a list of sponsors contact (name & address of one individual responsible for having material printed)”. This individual must keep the names and amounts paid by all other individuals.
Can not use abbreviations or acronyms.	

Items excluded from identification requirements:

- ✓ Of personal use given away or sold (such as campaign buttons, pins, pens, pencils, book of matches, campaign jewelry, or clothing) **and**
- ✓ Paid for by a candidate or committee supporting or opposing a ballot issue or candidate **and**
- ✓ Obvious in its identification with a specific candidate or committee **and**
- ✓ The cost of which is reported on campaign finance reports as required by law.

Other Items excluded:

- ✓ A news story, commentary or editorial printed by a regularly published newspaper or other periodical without charge to a candidate, committee or any other person.
- ✓ A sign personally printed and constructed by an individual, without compensation from any other person, *and* is displayed at that individual’s place of residence or on that individual’s personal motor vehicle.

The Power and Purpose of Journalism

Journalists' Epiphanies

Journalists' Career Epiphanies

Please tell us -- in the form of an anecdote -- about a time in your career when the power and purpose of journalism became clear to you. What happened and what did you learn?

"It's not enough to report the first time; it really takes courage to go back and do it again. You always, always have to keep asking yourself: 'Are you sure you got it right? Are you sure?'"

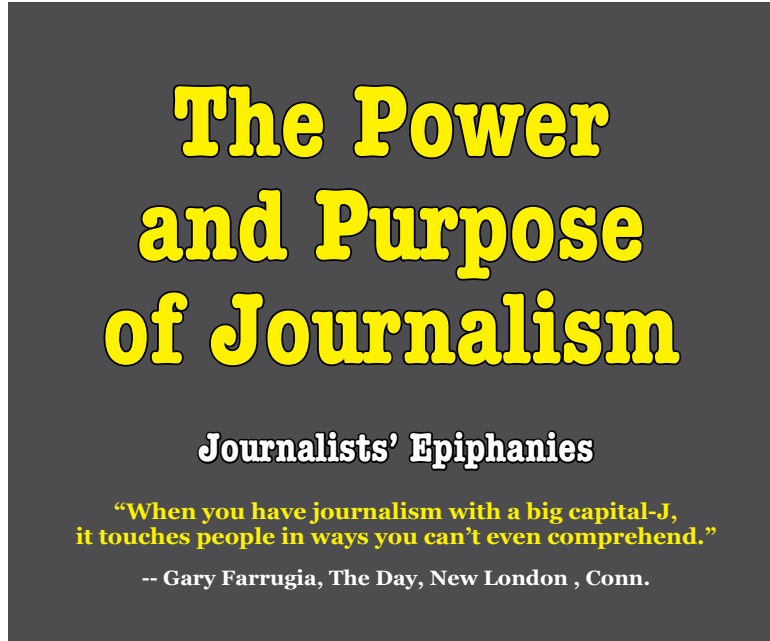
-- Kathy Best, managing editor, The Seattle Times, Seattle, Wash.

"I came to realize: 'Hey, there's a reason why I am here. There's a reason why I'm in this position. There's a reason why I've got to make this decision.' So ... we ran the story, and things just took care of themselves. Truth always prevails."

-- Tom Arviso, Jr., publisher, The Navajo Times, Window Rock, Ariz.

"I realized the importance of having an authoritative, responsible source of information in a community. ... So when I read about staff cuts, and pay cuts and reporters getting fired -- it scares me. Because who is going to be that source of information?"

-- Meg Heckman, Web editor, The Concord Monitor, Concord, N.H.



For 13 months, the authors of this report traveled 31,000 miles and visited all 50 states, collecting anecdotes from newspaper reporters, publishers and online digital news managers. Their interviews are assembled on: www.WhoNeedsNewspapers, and organized and edited in this volume to tell the story of the professional values of 91 journalists.

To obtain copies of this 230-page paperback go to:

<http://www.lulu.com>

<http://www.lulu.com/shop/paul-steinle-and-sara-brown/the-power-and-purpose-of-journalism/paperback/product-20290701.html>

Valid Sources Press, 1916 Pike Place, Ste. 12, Seattle, Wash. 98101
1-541-941-8116; Paul(or Sara)@WhoNeedsNewspapers.org

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).