



## CALENDAR

### August

**30** — Online Media Campus Webinar:  
Online Promotions: Tapping Into  
a New Revenue Source, 1 p.m. CDT

### September

- 1** — Pregame Tailgate gathering,  
Missouri Press Association office,  
802 Locust St., Columbia, 3 p.m.
- 1** — Mizzou Football v. Southeastern  
Louisiana, Columbia, 6 p.m. Kickoff
- 6** — MPA Conference call regarding  
regional associations, 10 a.m.
- 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

### November

**17** — Mizzou v. Syracuse Football

## New e-editions of magazine, bulletin

Good news if you'd like to read the MPA Bulletin and Missouri Press News magazine electronically but don't want to download those big PDFs to your computer.

The bulletin and magazine now can be read online, without downloading.

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

A new Friend of Missouri Press, Dirxon, produces the e-editions.

We'll send a brief email to let everyone know when a new edition of the bulletin or magazine has been posted.

# Missouri Press Association Bulletin

No. 1283 — 15 August, 2012

## Candidates invited to forums

### Check out entertainment on Youtube

Missouri Press Association's Convention will entertain and enlighten you. This 146th annual meeting will be held Sept. 20-22 at the Holiday Inn Executive Center in Columbia.

Candidates for Missouri governor and U.S. senator have been invited to participate in forums on Sept. 21, gubernatorial candidates at 9:15 a.m., Senate candidates at 10:45 a.m.

Guests who arrive on Thursday will be shuttled to downtown Columbia for an evening of art, entertainment and food in the North Village Arts District, including dessert and beverages at The Bridge, a music venue.

There you'll be entertained by blues musician and singer Albert Castiglia. Check him out, search for "albert castiglia youtube" to see and hear him play.

Other highlights will include marketing expert Bryna Krauth, who was the featured presenter this spring at the annual meeting of the Missouri Advertising Managers' Association. She will speak at breakfast on Friday and again that afternoon.

**Convention** (continued on next page)



*An agenda  
and registra-  
tion form are  
enclosed.*

## Help judge Wisconsin contest (online)

Missouri Press Association will judge the Wisconsin Newspaper Association's Better Newspaper Contest in October.

WNA members judged our contest in Madison this spring. It's time to return the favor.

Most of the judging will be done online.

We would like to get 80 judges so nobody has to spend too much time. Every judge will receive a \$10 discount on the 2013 Missouri Press Better Newspaper Contest.

A few of Wisconsin's contest categories that require entire issues or large amounts of content—like General Excellence—will be delivered to judges.

Please consider helping judge the Wisconsin contest.

Send the names and emails of everyone at your newspaper who can help, and their preferred categories for judging, to Kristie Williams at MPA, [kwilliams@socket.net](mailto:kwilliams@socket.net).



## Towns can use statewide networks

Is your community looking to hire law enforcement officers, firefighters, or engineers?

When municipal jobs are offered, many times the search must reach beyond the county line to reach a pool of qualified applicants. Our Statewide Advertising Networks are available for you to sell and make great commissions!

Brochures for you to take to these folks to assist you in selling the ads are available from Missouri Press Service. Just call and ask: 573-449-4167!

## Ethics Commission Guide to elections

This guide, published by the Missouri Ethics Commission, has information about candidates for Missouri political offices.

You can use it to familiarize yourself with state campaign regulations.

([mec.mo.gov/WebDocs/PDF/Misc/EthicsGuide2012.pdf](http://mec.mo.gov/WebDocs/PDF/Misc/EthicsGuide2012.pdf))



## Upcoming Webinars

**How to pursue an investigative project while juggling other stories**

**Thursday, September 13**

*Erin Jordan, Cedar Rapids Gazette*

**Digital Monetization: The Five Faces of a Multi-Media Salesperson**

**Friday, September 14**

*Rachel Sinclair,  
Core Principles Consulting*

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

*Presented in partnership with:*

**Missouri Press Association**

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

## Convention (continued from previous page)

Postal expert Max Heath is on the program. He'll no doubt address the Postal Service's proposed negotiated service agreement with coupon delivery company Valassis, the Every Door Direct advertising program and the Intelligent Mail Barcode requirements.

Missouri Press Association's documentary film "Deadline In Disaster" will be shown Friday afternoon.

A special feature of each year's Convention is the Newspaper Hall of Fame banquet. Six people will be inducted this year at the Sept. 21 event: Dave Berry of Bolivar, the late Bill French of Eminence, Tom Miller Sr. of Washington, Dean Mills of Columbia and Steve and Linda Oldfield of Adrian.

Saturday's sessions will feature *Columbia Daily Tribune* reporter Rudi Keller, who is writing a daily feature story about what was happening each day in Missouri during the Civil War. During a concurrent session, a panel of Missouri publishers and editors will talk about the technology they are using at their papers.

Those concurrent sessions will be followed by Lightning Round Roundtables. Experts will lead discussions on six different topics. You'll visit each discussion roundtable for 15 minutes, then move to the next station.

Following custom, the Better Newspaper Contest Awards Luncheon on Saturday will conclude the annual Convention.

The enclosed agenda sheet has more information about the Convention.

Those who cannot get to the meeting until Saturday can attend the Saturday sessions and Awards Luncheon for only \$45 (does not include breakfast).

After the Convention you might want to take in the annual Roots 'n Blues 'n BBQ Festival downtown. Find out about this annual music and food event at <http://rootsnbluesnbbq.com/>.

## Call on Sept. 6 to discuss regional groups

Missouri Press will have a conference call at 10 a.m. Thursday, Sept. 6, for discussion of what to do about declining attendance at the annual meetings of the regional press associations.

Notice has been sent to the officers and directors of the four regional associations—Northwest, Show-Me, Ozark and Southeast—but anyone interested is welcome to join the discussion.

At its June meeting, the MPA Board of Directors told the MPA staff to initiate discussion with regional association officers and directors.

The regional associations are independent affiliates of MPA. The board of directors of each of the regional associations controls the activities of those associations.

Southeast Missouri Press still has decent attendance at its annual meetings, but attendance was down at the other groups' spring meetings this year, continuing a trend.

The dial-in instructions to all who want to join in the call are: 1-800-930-8721, then enter the passcode 9194994 #.

If you want to participate or if you have suggestions for the conference call agenda, please email Doug Crews at MPA, [dcrews@socket.net](mailto:dcrews@socket.net).

*If you can't attend all of the Convention, you can attend Saturday's program for just \$45 (excluding breakfast).*



## Missouri Press Association

### Missouri Press Service

802 Locust St.

Columbia, MO 65201-4888

(573) 449-4167; FAX (573) 874-5894

www.mopress.com

**MPA PRESIDENT:** Phil Conger,

*Bethany Republican-Clipper*

**FIRST VICE PRESIDENT:** Mark

*Maassen, The Kansas City Star*

**SECOND VICE PRESIDENT:**

**SECRETARY:** Shelly Arth, *Marshall Democrat-News*

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**MPA DIRECTORS:** Joe May,

*Mexico Ledger*

Brad Gentry, *Houston Herald*

Joe Spaar, *The Odessan*

Richard Gard, *Missouri Lawyers Media*

Jon Rust, *Cape Girardeau*

*Southeast Missourian*

Dennis Warden, *Gasconade County*

*Republican, Owensville*

Jim Robertson, *Columbia Daily Tribune*

Bill Miller Jr., *Washington Missourian*

Jeff Schrag, *Springfield Daily Events*

**NNA REPRESENTATIVE:** Trevor Vernon,

*Eldon Advertiser*

**MPS PRESIDENT:** Kevin Jones,

*St. Louis American*

**VICE PRESIDENT:** Vicki Russell,

*Columbia Daily Tribune*

**SEC-TREAS.:** Jack Whitaker, *Hannibal*

**MPS DIRECTORS:** Dave Bradley,

*St. Joseph News-Press*

Steve Oldfield, *Adrian Journal*

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# Focus on eliminating DNRs

## *Run every ad, as ordered, every time*

It's fundamental. Giving your current customers great service is cheaper and more profitable than acquiring new customers.

This also is fundamental. "DNR" costs money and customers. It means failure. DNR tells an advertiser that his ad "did not run" as scheduled.

DNRs are caused by:

1. The sales rep was out of the office, on vacation or sick.
2. The ad ran in the wrong publication or on the wrong date.
3. The newspaper ran the wrong ad copy.
4. The newspaper claims it didn't get the insertion order or ad copy. (Missouri Press Service requests signed confirmation on all insertion orders. When Missouri Press hears this excuse for a DNR, it usually has a signed confirmation that the insertion order was received by the newspaper.)

5. "Mistakes happen." Translation: We failed.

Imagine your reaction after getting any one of those excuses for your ad not running as scheduled. You'd look around for someone who valued and appreciated your business.

Advertisers expect that 100% of their advertising will be published correctly every time. Missouri Press Service does all it can to deliver that 100%, regardless of whether the ad was placed for one newspaper or for every

newspaper in the state.

If your newspaper has ever failed to run an advertisement as ordered — from Missouri Press or from a local merchant — evaluate your ad schedule system.

One newspaper's failure could jeopardize an advertising campaign for many Missouri newspapers.

A DNR is at best an apology to the advertiser and a later make good, or perhaps lost payment for that ad. At worst, it's the loss of a newspaper advertiser, perhaps forever and perhaps for many newspapers in addition to your own.

Missouri Press requests every newspaper receiving an insertion order to confirm that the order was received, that the advertising rate is correct and that the paper can insert the ad as ordered.

When your paper receives an insertion order, please read it carefully and call immediately if you have questions or if you will not be able to fulfill

the order.

If you do fail to run an ad as ordered, call Missouri Press as soon as you realize the ad didn't run. Missouri Press pulls tearsheets from all newspapers, and sometimes it takes several days for papers to reach the Missouri Press office. The sooner we know an ad didn't run, the better our chances of securing a "make-good."

Public notice advertising required by state or federal law often specifies when the public notice is to appear. Newspaper staffers cannot adjust dates of insertion. The customer or the statute sets the dates of insertion.

*If your newspaper has ever failed to run an advertisement from Missouri Press or a local merchant, evaluate your ad schedule system.*

*A DNR could mean the loss of a newspaper advertiser, perhaps forever and perhaps for many newspapers in addition to your own.*





## USPS phasing out Quincy, Ill., processing

The Postal Service has announced that some of the mail being processed at Quincy, Ill., has been moved to Springfield, Ill. The remainder will be shifted to Columbia in February.

Missouri Press would like to know if newspapers affected by these changes notice better or worse delivery of their papers.

Quincy is losing 51 postal worker jobs and two management jobs. Springfield, Ill., and Columbia will each gain 22 postal worker jobs, with Springfield gaining three management jobs and Columbia seven, according to the 88-page report on the switch, approved July 31 by David Williams, vice president of network operations.

Moving mail-processing services from Quincy will cost the Postal Service more in the first year, according to the report, but is expected to save \$1.3 million annually after that.

## Production meeting Sept. 13-15 at lake

The 52nd annual Mid-America Newspaper Conference for production people will be Sept. 13-15 at the Resort at Port Arrowhead, Lake Ozark. Richard Salierno, Lawrence Journal-World production director, is president of the group this year.

"Being innovative with your products and machinery, educating your people on the need for change and how to cope with it and inspiring them every day are the keys to survival," Salierno said.

Go here to register for the event: <http://www.midamericanewspaper.com/>.

## Dean Ridings elected president of NAM

H. Dean Ridings, president & CEO of the Florida Press Association, has been elected president of NAM for the 2012-13 fiscal year, succeeding Doug Anstaett of the Kansas Press Association, who becomes immediate past president.

Ridings joined Florida Press as manager of its media-agency subsidiary in 1997 and has served as president and CEO of the association since 2000.

Before joining FPA, he was the publisher of several newspapers in Missouri, North Carolina, Tennessee and Florida.

# Get 'certified' in ad sales

*You can learn to become a great sales person*

Missouri Press now offers you a continuing education program to help ad sales people improve and reinforce their print and online sales skills. This new web-based media sales certification program is 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.

LMA also offers regular webinars on various aspects of sales, management, marketing and more. The graphic shows the current webinar schedule and pricing. It includes coming workshops LMA will hold in Atlanta and Chicago.

For more information, visit <http://www.localmedia.org> or email [hq@localmedia.org](mailto:hq@localmedia.org).

LMA formerly was known as Suburban Newspapers of America. Jon Rust, co-president of Rust Communications, Cape Girardeau, and a member of the MPA board of directors, is the chairman of the LMA board of directors.

**LocalMedia**  
association



MPA, in partnership with LMA, offers the following webinars and events to MPA members

### Upcoming LMA Webinars

<b>Block &amp; Prospect Program</b> <i>GateHouse Media's highly successful prospecting program</i> Thursday, August 23, 2012	<b>\$39</b>
<b>Digital Agencies - Working with SMB in Your Market</b> <i>Best practices learned from launching multiple agencies</i> Thursday August 30, 2012	<b>\$39</b>
<b>Compensation Plans that Boost Local Sales</b> <i>Best methods to motivate sales reps to increase new business</i> Thursday, September 18, 2012	<b>\$39</b>
<b>The Digital What and Why</b> <i>Discuss the concepts critical in creating effective online campaigns</i> Thursday September 27, 2012	<b>\$39</b>

### Upcoming LMA Events

<b>Publishers &amp; Advertising Directors Conference</b> September 11-14, 2012 Atlanta, Georgia	<b>\$745</b>
<b>Classified Multimedia Conference</b> November 7-9, 2012 Chicago, Illinois	<b>\$495</b>
<b>Deals and Promotions One-Day Summit</b> November 7, 2012 Chicago, Illinois	<b>\$449</b>
<b>Digital Agency One-Day Summit</b> November 8, 2012 Chicago, Illinois	<b>\$449</b>

(Attend both one-day summits and receive a 30% discount)

For more information & to register visit [www.localmedia.org](http://www.localmedia.org) or email [hq@localmedia.org](mailto:hq@localmedia.org)



## PUBLIC NOTICES

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

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

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

### Bundle great DEALS from local businesses; email to marketing list

Create email DEALS for your advertisers to generate sales, traffic and marketing information. Lots of smaller newspapers are doing this.

Some are creating DEALS “stores” by combining offers from several businesses. These “stores” can focus on holidays and other special events. You can do this, too!

Have local businesses provide an attention-grabbing offer—at least 50% off a popular item. Run the DEALS for up to a week and email the promotion several times to your email list. Combine DEALS of several businesses into an attractive package.

Gather information from those who respond so you can grow your email/buyer list.

Promote DEALS and “stores” in the newspaper. Encourage people to provide their email addresses to the newspaper so they can receive these DEALS, too. Include language that tells them that by responding they agree to have their emails added to a list to receive future DEALS.

(Note: Be sure to stress to the merchants that DEALS will work only as well as the offer. A substantial discount on a popular item will work; a small discount on items that nobody wants will not work.)

You can use another tool with promotions like this — the post office’s Every Door Direct marketing program. It’s another way to help local merchants be successful. (See the article at right.)

# New sales tool from USPS?

## *Every Door Direct is an opportunity for you*

The Postal Service’s Every Door Direct (EDD) advertising mail program could be a source of revenue for newspapers rather than a competitor for advertising dollars.

Missouri Press Association has been reporting on EDD from the viewpoint that it competes with local newspapers for advertising dollars. It does do that, but not particularly well, and EDD could in fact be an opportunity for you.

With very little paperwork and no hoops to jump through, EDD delivers a mail piece to every address on a route or in a ZIP code. The advertiser doesn’t need a mailing permit. He just stamps the advertising piece with a simplified address and takes the required number of pieces to the post office.

This sounds like the usual direct mail competition for your newspaper, but you can use it to help your advertisers.

Your newspaper can create the advertising — even create complementary promotions from several advertisers for the same piece — print the advertising and deliver it to the post office for the advertiser.

(If you have a specialty business in your town, one that could benefit from advertising in a large town nearby where you have little newspaper circulation, you can create EDD advertising for that business and have it delivered to specific routes or ZIP codes in the nearby city.)

The *Washington Missourian* uses Every Door Direct.

Bill Miller Jr., the *Missourian*’s general manager, said his paper sees Every Door Direct as another revenue stream.

Stephen Trentmann, the *Missourian*’s sales manager for commercial printing, said EDD really doesn’t compete well on price with the *Missourian*, but it is another tool advertisers can use, so the *Missourian* helps them use it.

If you’re interested in how the *Missourian* handles EDD, Trentmann said he would welcome calls or emails: (636) 667-9315, [trentmanns@emissourian.com](mailto:trentmanns@emissourian.com).

*Your newspaper can create the advertising, print the advertising and deliver it to the post office.*

## Inland Webinar, Aug. 29: Selling Deals

### *Strategies for Securing the Best Offers*

REGISTER NOW! Wednesday, Aug. 29 | 2 p.m. CDT

Join Second Street’s director of affiliate deals success, Matt Chaney, to discuss all facets of selling deals — from the pitch to perfecting a deal and all of the negotiations in between. Getting great offers is an essential component of running a successful deals program, and Matt will share insights from more than 400 deals partners that can be applied almost anywhere.

Inland webinars are just \$75 for members, including members of Missouri Press Association, and they are an indispensable source for up-to-the-minute industry insight.

**Questions?** Contact Patty Slusher, director of membership and programming, at (847) 795-0380 or [pslusher@inlandpress.org](mailto:pslusher@inlandpress.org).



## 2013 officers, directors will be elected Sept. 21

The Missouri Press Association Nominating Committee met July 13, in Columbia to select a slate of MPA officers and directors for 2013, effective Jan. 1.

The election will be held during the annual MPA business meeting on Friday, Sept. 21, at the MPA Convention in Columbia at the Holiday Inn Executive Center.

Here is the slate of officers and directors proposed by the nominating committee:

2013 President, Mark Maassen, *The Kansas City Star*; First Vice President, Richard Gard, *St. Louis Daily Record*, Missouri Lawyers Media; Second Vice President, Jim Robertson, *Columbia Daily Tribune*; Secretary, Tay Smith, *Perryville Perry County Republic-Monitor*; Treasurer, Matt Daugherty, *Liberty Tribune*.

Directors for three-year terms: Carol Stark, *The Joplin Globe*; Joe Spaar, *Odessa Odessan*; Jeff Schrag, *Springfield Daily Events*.

Director for one-year term: James White, *Warsaw Benton County Enterprise* (to fill director Jim Robertson's term).

Trevor Vernon, *Eldon Advertiser*, is being nominated as the National Newspaper Association state chairman.

Continuing on the MPA Board in 2013 will be directors Jon Rust, *Cape Girardeau Southeast Missourian*; Dennis Warden, *Owensville Gasconade County Republican*; Brad Gentry, *Houston Herald*; and Bill Miller, Jr., *Washington Missourian*.

Phil Conger, *Bethany Republican-Clipper*, will serve as immediate past president in 2013.

The nominating committee is made up of past presidents of the MPA.

The committee members thank everyone who submitted nominations.

## Make big money selling network ads

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

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

Contact Greg Baker to come to your community for a training session on selling statewide ads for your sales team or to help sell, [gbaker@socket](mailto:gbaker@socket).

# Publisher scolds county officials

(County commissioners verbally attacked a reporter from the *Cuba Free Press* when she asked questions about spending on road repairs and construction. Publisher Rob Viehman responded by showing up himself at a commission meeting. The following is from the ensuing story.)

Three Rivers Publishing owner Rob Viehman addressed the Crawford County Commissioners ... to question two pieces of information that were not provided after his Sunshine Law document request submitted on Aug. 1: a list of bids obtained by the road districts for materials purchased this year and planning records that indicate work that was or is scheduled for the 2012 calendar year.

"I have received everything except those two items," Viehman said. "On the planning stuff, I got the comment that there is no written plan, and I haven't received any bids. Are there bids and am I going to get them? And if not, why not?"

District #2 Commissioner John Hewkin noted that they had advertised for bids for rock at the beginning of the year, but that they do not ask for bids for asphalt that is used to repair work.

"Are you not aware of the bid requirements for the state?" Viehman asked. Although Hewkin said that they were, Viehman asked to read the statute and did so. He quoted Section 50.660, RSMo, which requires the advertisement for bids for any purchase of \$6,000 or more, from any one person, firm or corporation during any period of 90 days. Viehman asked the commission why they had failed to do this if they were aware of the requirement.

Hewkin explained that they had not sought bids for asphalt that has been used for repair work on roads and noted that he hasn't done so at all during his time in office. Viehman responded, "Then you've been in violation of the law every year you've been here."

Viehman then read a list of the amounts spent by the two county road districts on materials in 2012 without advertising for bids including approximately \$208,000 to NB West Contracting Co., about \$61,000 to Crawford Lime & Materials/Voss Quarry, close to \$17,000 to Prince Minerals, Inc., about \$22,000 to Metal Culverts, Inc. and over \$13,000 to Rolla Asphalt, LLC.

"I know you're aware you're supposed to get bids," Viehman said. "The state auditor has written you up on it." He noted that the 2009 audit report stated, "Competitive bids were not always solicited for goods and services procured by the county" and that the commission's response at that time was, "We plan to develop a written policy regarding bidding procedures and give this to all officeholders." Viehman asked, "Has that been done?"

Viehman did not get a response to that question and also noted that in the audit report received by the county last September for 2011, the commissioners had again promised to "continue to solicit bids for all purchases in accordance with the state statute."

Hewkin replied, "I guess it was a misunderstanding on my part." He explained that he had understood the statute to mean that they should solicit bids on large items such as equipment purchases, but that bids were not required for things like patching materials. "That would be cumbersome," he said.

Viehman pointed out that the county had spent over \$23,000 on asphalt in a two-day time period in June without first seeking a bid. "I'm not saying you didn't get a fair price," he noted, "but we don't know if you did..."

"I just want you guys to follow the rules," Viehman said.

...Commissioners discussed how having to wait two weeks to seek bids could make it difficult to maintain roads and Viehman suggested asking companies for 90-day bids. He added ... that the law doesn't require that the county accept the lowest bid, but it does require that bids be sought and that the audit stated if the low bid is rejected, there needs to be documentation on the reasoning behind the decision. "You have to take bids," he concluded. "I think the law is clear here."





## Military won't confirm wounded, just killed

This note came from Dala Whitaker, co-publisher of *The Cabool Enterprise*.

She attempted to get some information about a local soldier who had been wounded in Afghanistan. The soldier's family had notified her that the person had been wounded.

Here's a note Whitaker sent to Missouri Press:

"I contacted the Public Affairs Office's Media Relations at Fort Lewis, WA. I was told that the Army does not release information about injured service members.

"An official release is only done in the event of a death, the officer I spoke with said, and comes from the Department of Defense after a 24-hour waiting period once all family members have been notified.

"He acknowledged that it can become awkward when an injury or death occurs and word comes from family members but cannot be confirmed through the Army, but he said the Army is bound by the DOD."

This information may help you in the event a military service person from your area is wounded. Tell the service person's family that the military will not provide details to media.

## 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 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.

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."

# Join online ad network

## *More participating newspapers means more revenue*

Being a partner in the Missouri Press online ad network can be a new revenue source for your newspaper. And the more partners in the network, the more potential money.

Choose your cliché. There is strength in numbers. There is power in teamwork. The more the merrier.

MPA member publications can enroll in the ad network and generate revenue from their websites without the hassle of managing online advertising or updating their websites. After enrolling in the network you will receive a unique code snippet that you can paste into your website wherever you would like network ads to be displayed. The network admin section allows you to track the number of ads served.

Missouri Press would like your newspaper to be part of the statewide Online Ad Network. The more participating members, the sweeter the pitch to advertisers!

The network allows member papers to sell ads on other newspaper websites.

**Go to <http://ads.mopress.com/> to register and retrieve the codes in order to receive online ads sold by Missouri Press and fellow members.**

Under the headline "Getting Started," click "Become a Publisher," then follow the steps.

Ad sizes conform to standards of the Internet Advertising Bureau (IAB) and are the most requested by advertisers. Sign up for each ad size and place the codes within your website. The more ad sizes you accept, the more revenue possible.

Another option allows Missouri Press members to sell ads onto your website and for you to sell ads on other members' websites. You can sign up to have an online portal through Missouri Press to sell ads on your website, from your website!

We encourage everyone to sign up for this option. The more places there are to buy ads on Missouri newspapers' websites, the more ads we will sell!

Missouri Press also can funnel national remnant ad space through the network. This means more ad revenue for participating members than ever before.

Missouri Press appreciates your participation in the Online Ad Network. The most important function of all of the statewide programs is you allowing MPA ad space in order to fund the services that benefit you and your newspaper.

The revenue generated by ad networks supports all workshops, lobbying efforts, the legal hotline, publications and other Association services. Without member newspapers participating in the networks, the Association would not be able to fund these services. Is your newspaper doing its part to support the Association?

You can sign up online today at <http://ads.mopress.com>. Contact Greg Baker at 573-449-4167 or [gbaker@socket.net](mailto:gbaker@socket.net) with any questions or concerns.

## Free mobile app covers legal issues

(Knight Digital Media Center)—The Reporters Committee for Freedom of the Press recently launched a free mobile app ([rcfp.org/app](http://rcfp.org/app)) to give reporters in the field immediate access to legal resources, especially when encountering obstacles to newsgathering or access. The app covers these six legal topic areas: Newsgathering, Court access, Public meetings, Public records, Confidential sources and Libel.

With state customization, when you access relevant sections of this guide to get answers you'll see a short overview of the topic at hand followed by state subheadings with additional info, including citations for relevant state laws. This can be helpful if you need to press for access to a closed meeting that should be public.

The app also has a "hotline" feature, where you can place a call or send an e-mail to RCFP for immediate legal answers and assistance.



## 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).

## FOR SALE

**HUNT, FISH, FLOAT & PUBLISH!** — Rare opportunity to own 40-year-old MO outdoors tabloid with loyal advertisers, paid circ, print & e-editions, strong web presence. Advertisers include most MO canoe outfitters, Division of State Parks & concessionaires, MDC, resorts, marinas, gun & boat dealers, motels, restaurants and outdoor orgs. We publish 11 monthly issues plus annual statewide outdoor directory. 90% freelance-written, newsstands serviced by contractor. Easy to run, just one employee. Operate from your office or home anywhere in MO. Ideal for editor-publisher who wants to slow down but have fun and stay active. Or combine with your publishing group for leg up in outdoor/tourism niche, combo ad sales, economies of scale. Price: \$150,000. Terms to qualified buyer with 1/3 down. View website at [www.riverhillstraveler.com](http://www.riverhillstraveler.com). Serious inquiries only to [estyron@rhtrav.com](mailto:estyron@rhtrav.com), cell 636-222-8714. 7-18

## HELP WANTED

**LOCAL JOBS:** Is your community looking to hire law enforcement officers, firefighters, or engineers? When municipal jobs are offered, many times the search must reach beyond the county line to reach a pool of qualified applicants. Missouri Press Service Statewide Advertising Networks are available for you to sell to local government agencies and make great commissions! Brochures for you to take to these folks to assist you in selling the networks are available from Missouri Press Service. Just call and ask: 573-449-4167!

**MULTI-PUBLICATION AD DIRECTOR:** Rust Communications is seeking an advertising sales leader. Responsibilities include leading sales team in Southwest Missouri growth market. Publications include one daily, one weekly, regional magazine and their respective online versions. Play a critical role in developing and managing a new and exciting approach to value added and bundled advertising products. Opportunity for civic involvement, community interaction and team leadership. 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](mailto:Editor@monett-times.com) or by mail at Monett Times, PO Box 40, Monett, MO 65708. We are an equal opportunity employer. 8-7

**REGIONAL AD DIRECTOR:** GateHouse Media is seeking a sales leader responsible for leading a team of professionals at several of our publications in Missouri to maximize revenue growth, increase market

# JC Penney plans big changes

## TV spending will drop to finance more inserts

(Ad Age)—During a meeting with analysts to discuss bleak second-quarter results, JC Penney CEO Ron Johnson detailed the marketing shifts that have taken place since its chief marketer and merchandiser, President Michael Francis, abruptly departed after just eight months. In mid-June, when Francis departed, Penney turned off TV ads, canceled the July catalog that was already printed and scrapped July newspaper inserts, Mr. Johnson said.

Johnson believes the brand was spending too much money on TV and not enough on print.

Now, JC Penney is investing heavily in what Johnson calls “traditional traffic-driving means.” The retailer has 30 newspaper inserts planned for the back half, including eight in August alone. By comparison, it ran just 11 inserts during the spring season. To free up money, the retailer is cutting back on TV.

Johnson has done away with the three-tiered pricing strategy in favor of a system that consists of everyday low prices and clearance items. He discussed plans for becoming an “entirely new class of department store that doesn’t exist today.”

All stores will have Wi-Fi networks, and all stores will have mobile point-of-sale this fall. By spring all employees on the floor will carry iPads to check out customers and view stock information. The retailer also plans to roll out self check-out.

A new store prototype is expected in fall 2013. The store will mimic a traditional mall with 100 shops, including branded shops and category-specific shops.

It will include The Street and The Square. The Street will be a place to relax, featuring places to eat and drink and tables with built-in iPads for surfing the internet. The Square will be a seasonal space, featuring holiday decor and Santa during the Christmas season, for example.

“As I learned from Steve [Jobs] at Apple, the way you change the customer experience, it all starts with the interface,” Johnson said.

share and provide value to customers. Strong leadership and relationship-building skills. Play a critical role in developing and executing innovative revenue programs and implementing company-wide revenue initiatives in local markets. Develop strategies to maximize sales and grow revenue; maintain strong relationships with key customers; play an active role in area chambers and the community; work in the field with the sales team; analyze marketplace trends and competitive set; develop and implement sales, pricing and packaging strategies; develop and execute annual advertising strategic plan; recruit, train, coach, develop and motivate sales team; develop goals and incentives programs; create a positive and productive team culture with consistent and open communication; work collaboratively with all departments. Competitive pay and great benefits including mileage, health and life benefits, paid vacation, and 401(k). Submit a resume and cover letter with salary requirements to Terry Ward, Director of Sales & Digital | Community Newspaper Division at [tward@corp.gatehousemedia.com](mailto:tward@corp.gatehousemedia.com) or 410 S. Liberty Street, Independence, MO 64050. We are an equal opportunity employer. 8-2

**GRAPHIC DESIGN / TECHNICAL SUPPORT:** Graphic Design/Technical Support position in a deadline-oriented, high-quality, multi-media production environment. Applicant must be proficient in InDesign, Photoshop, QuarkXpress, Illustrator and Acrobat and be highly skilled in four-color print production. Qualified candidate will confer with clients; assist in technical

specifications and settings on both PC and Mac. Must possess excellent organizational and communication skills and the ability to work with a large variety of clients in a deadline-driven workflow. Monday - Friday 8:00AM to 5:00PM. Competitive compensation and benefits package including 401(k), health and dental insurance, vacation and sick pay and access to company gym. Email resume to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com) or send to the Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205 [www.columbiatribune.com/jobs](http://www.columbiatribune.com/jobs) EOE / Drug free Workplace. 7-27

**GENERAL MANAGER:** The Boonville Daily News is seeking a motivated leader to serve as General Manager/Sales Manager of our community leading publication. The Daily News has a long history of quality service in the Boonville community and its surrounding area. The right candidate will be able to blend their own sales ability, leadership of other staff members and community insight into the next step in the paper’s evolution. Actively engaged in digital as well as print media, the organization is prepared to capitalize on emerging opportunities and expand its’ reach. A member of GateHouse Media, the position has a full line of benefits. Interested individuals are asked to send their resume to [david.stringer@courierpost.com](mailto:david.stringer@courierpost.com) <<mailto:david.stringer@courierpost.com>> or by mail to: David R. Stringer, Publisher, Hannibal Courier-Post, P.O. Box A, 200 N. Third St., Hannibal, MO 63401; 573-248-2701. 7-24





# 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: TBA  
**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 by August 14, 2012**  
**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

<p>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 <a href="mailto:kwilliams@socket.net">kwilliams@socket.net</a>. Cancellations received after August 20, 2012 are NOT entitled to a refund.</p>	<p style="text-align: right;">Grand Total Due: _____</p> <p>Spouses are welcome with no additional registration fee, just pay for meals and events.</p>
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# STRENGTHEN, INSPIRE

YOUR ADVERTISERS, YOUR READERS, YOUR PROFITS

## A NEWSPAPER COLUMN DESIGNED TO BUILD READERSHIP...


Mettle Moment is a newspaper column written and illustrated by historian and artist, John Mollison.

Each column contains a brief, personal story taken from the countless moments of Americans and their military history. The writing is thought-provoking, fresh and original - designed to be read quickly but inspire positive action in the reader.

A representative artifact - a jet fighter, a tank...even a lowly piece of kitchen equipment - is lifted from the story and illustrated in color or black and white.

The result is a column that people will know, learn and look for *again*.

INSPIRE. #1



F6F-5 HELLCAT OF HAROLD THUNE, VF-11

Count off one second. "One-one thousand." In that time, 80 homot-sized slugs of supersonic metal could have shredded the Japanese pilot.


But they didn't. Harold held his fire and the pilot clambered out onto the wing of his burning fighter and lept away to an open parachute and longer life.

Warfare is in its essence, legally sanctioned killing. Indeed, the practice of combat is based around the old adage, "Kill or be killed."

But for that moment in 1944, Lt. Harold Thune, fighter pilot of VF-11, war was not so much about killing as it was Victory. Even if that victory might have meant a loss later on.

Yet, this much is known. Sixty years later, Harold still recalled that moment with crystal clarity, assured of his choice to spare the life of someone who was no longer a threat to the job at hand.

What would you have done?



by John Mollison

Sponsor Name

573-555-5555

sales@mobiz.com

## ...AND MAKE YOUR NEWSPAPER MORE MONEY!

Mettle Moment is a "sponsored" column providing your advertisers with a rare chance to support our nation's military AND have memorable advertising.

**Subscription:**  
Mettle Moment is distributed to Missouri Press Association members at the price of \$15/M of circulation with discounts for multiple papers and higher circulations.

Subscription contracts are 6 mo. However, through September, 2012, the Missouri Press Association will offer a 3 month trial subscription.

Pricing to local advertisers is recommended to be no less than \$18/M - a rate far less than traditional broadcast media but *profitable* for your paper.

Details:		Shown:	
Published:	Weekly	Column:	#1
Size:	2col x 7"	Story:	Harold Thune, WW2 pilot
Color:	Full and BW	Art:	Harold Thune's F6F-5
Form:	Adobe .pdf		



- ★ **Strengthen your profits, your relationships with advertisers, your reader's loyalty and community...with Mettle Moment!**
- ★ **Mettle Moment is distributed by The Missouri Press Association**  
**For subscription, contact Greg Baker, 573-449-4167 [gbaker@socket.net](mailto:gbaker@socket.net)**
- ★ **Mettle Moment is ready for Missouri! Now accepting submissions of Missouri veterans of all branches, duties and places - [mettlemoment.com](http://mettlemoment.com)**



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# Be a Judge for Wisconsin Newspaper Association News & Advertising Contest

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Online Contest Judging for Wisconsin Newspaper Association\*  
Oct. 8 - 24th

At your convenience. At your desk!

**Each judge will receive \$10 off**

2013 Better Newspaper Contest Entries.



Please fax, email or mail the following information  
to Kristie Williams at Missouri Press Association:

What are your areas of specialty?

- Writing    Photography    Multimedia    Art  
 Makeup & Design    Marketing    Advertising & Creative

Fax: 573-874-5894   Email: [kwilliams@socket.net](mailto:kwilliams@socket.net)

Mail: 802 Locust • Columbia, MO 65201

Call 573-449-4167 if you have any questions.

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Newspaper: \_\_\_\_\_

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

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

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

**\*Some judges will also receive categories to judge in hard copy.  
Those entries will be shipped directly to you by WNA.**

# 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

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.

## Monthly "Research Club" Devoted To:

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

## 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:  | <b>Media Sales Certification Program</b>      | May 31, 2012:  | <b>Key Takeaways from the Revenue Summit</b>    |
| Apr. 12, 2012: | <b>Open Source Software</b>                   | Jun. 7, 2012:  | <b>Charging for Content</b>                     |
| Apr. 17, 2012: | <b>Assessing Local Digital Sales Forces</b>   | Jun. 14, 2012: | <b>Understanding Your Online Sales Audience</b> |
| Apr. 19, 2012: | <b>Digital Sales Challenges</b>               | Jun. 19, 2012: | <b>Event Marketing</b>                          |
| Apr. 25, 2012: | <b>Selling Has Nothing to Do with Selling</b> | Jun. 21, 2012: | <b>Auto Advertising Opportunities</b>           |
| May 1, 2012:   | <b>Mobile Strategies</b>                      | Jun. 28, 2012: | <b>Social Media Content Strategies</b>          |
| May 15, 2012:  | <b>Political Advertising Opportunities</b>    |                |   |
| May 30 2012:   | <b>SoLoMo</b>                                 |                |   |

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).