



## CALENDAR

### July

**20** — Missouri Press Foundation Community Engagement Seminar, Reynolds Journalism Institute, MU, Columbia

### 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  
**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.

### November

**17** — Mizzou v. Syracuse Football

## We need 4 copies of each issue!

Missouri Press needs four copies of every issue of your paper!

Here's why. Missouri Press provides tearsheets to advertisers that place ads in your paper through Missouri Press Service. Some of you place the ads we send to you on the same page or on back-to-back pages. We need multiple copies of your newspaper so we can send a tearsheet to each advertiser.

If you **ARE** sending us four copies, 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 to Missouri Press. It's part of the deal; we sell advertising for you, you provide us with the copies needed to provide tearsheets.

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" (you still need to count all of the "copies" for the weight portion of your postage).

# Missouri Press Association Bulletin

No. 1282 — 18 July, 2012

## Lots to learn at Convention

*Register now for Sept. 20-22 meeting in Columbia*



Bryna Krauth



Max Heath

Missouri Press Association's Convention Committee has put together another great program for its annual meeting. This year's episode, the 146th annual Convention, will be held Sept. 20-22 at the Holiday Inn Executive Center in Columbia — relatively inexpensive and easy to get to on the west edge of town on I-70.

An agenda and registration form are enclosed. Sign up today!

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

Those 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.

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.



Paul Steinle

**Convention** (continued on next page)

## Send PDF of your paper to Mo. Press website

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

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

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



## Papers drop 'yesterday' in favor of day of week

(Nieman Journalism Lab)—In an announcement on BostonGlobe.com's Insiders blog this spring, Charles Mansbach, the *Globe's* Page 1 editor, said the paper is doing away with the convention of using the terms "yesterday," "today" and "tomorrow." Instead they'll start using the day of the week.

"The reason for the change is that articles are no longer written only for the newspaper," Mansbach said. "Breaking news is posted immediately on the *Globe's* websites; stories are then fleshed out, posted again, then put into the process for the next day's paper and the next day's web entries. With all that traffic, a reliance on 'yesterday,' 'today,' and 'tomorrow' is an invitation for error."

The *Globe's* decision is part of an ongoing discussion inside and outside newsrooms about how to adjust phrasing in news to meet the needs of an evolved news cycle.

There is one exception to the new rule — print headlines. "Today" remains the basic unit of news urgency in headlines, especially online.

## Mule book available after third printing

Due in large part to a story in the April issue of "Rural Missouri," copies of Southeast Missouri journalist Lon Thiele's mule book, "That Son of a Gun Had Sense. Mule Stories From the Bootheel Area During the 1930's and 1940's" became unavailable.

A third printing is now available. The book contains more than 80 mule farm stories. It sells for \$22 plus \$2 for shipping. Mail to Lon Thiele, POB 884, Poplar Bluff, MO 63901 or email: lonthiele@hotmail.com or phone 573-714-8921.

## Missouri Press network can find employees

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!

## Convention (continued from previous page)



Mike Beatty



Jane Haslag



Jon Rust

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 and the Every Door Direct advertising program.

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

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.

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.

If you register by Aug. 5 you can save \$75 on registration (\$20 for retired MPA members.)

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

You might want to remain in Columbia Saturday afternoon and evening for the annual Roots 'n Blues 'n BBQ Festival downtown. Find out about this annual music and food event at <http://rootsnbluesnbbq.com/>.

## Fluorescent bulbs need to be changed

(The Kansas City Star)—As of Monday, new U.S. Department of Energy regulations outlaw the manufacture of traditional T12 tubes, the most common fluorescent bulbs in the country. T12 tubes are 4 feet long and 1 1/2 inches in diameter.

Businesses and consumers have three options.

They can change their fixtures and switch to new LED bulbs. Though that might require shelling out more money upfront. In the long run the LED bulbs will save consumers more on their electricity bills.

Businesses and homes that want to keep fluorescent lighting will have to switch their T12s to the new T8 tubes, which are skinnier and use less energy. They will have to install new fixtures to handle the T8s or replace the ballasts.

The third option is to buy a newer version of the T12 tubes. But those will cost at least double what they do now, he said.

The ban on T12 tubes stems from Department of Energy rules in 2009, and many companies have been updating their lighting fixtures for a while now.



Rudi Keller



Jim Robertson



Jeff McNiell



## 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*

**TREASURER:**

**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*

**MPA DIRECTORS:** Dave Bradley,

*St. Joseph News-Press*

Steve Oldfield, *Adrian Journal*

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# Daily states political ad policy

## *Southeast Missourian spells out its right to reject any content*

Here is the Policy for Political Advertising that the Cape Girardeau *Southeast Missourian* publishes.

“Standard contract advertising rates and discounts are applicable, as well as are special political ad package rates. By law, ad discounts are available to all candidates under the same terms.

“...Political advertising is cash with copy only. In keeping with Missouri’s Campaign Finance Disclosure Law, all political advertising must include the words ‘Paid for by’ followed by the proper identification of the sponsor.

“On the Sunday and Monday preceding an election, as well as election day, we WILL run positive ads, but will NOT run any NEW negative ads.

“The *Southeast Missourian* reserves the right to reject any ads or news content without explanation.”

# Sen. Blunt opposes Valassis deal

## *Letter to postal commission urges closer study*

U.S. Sen. Roy Blunt of Missouri wrote a letter dated June 11 to Ruth Goldway, chair of the Postal Regulatory Commission. Copies of the letter went to the other members of the Commission, including Tony Hammond, like Sen. Blunt a native of southwest Missouri.

Sen. Blunt’s Missouri state director in Columbia, Derek Coats, sent a copy of the letter to the Missouri Press Association and the *Columbia Daily Tribune*. Here’s the text:

“I write to express my concern about a recent proposal by the United States Postal Service that could cause serious harm to newspapers in communities throughout Missouri and the nation.

“As you know, the Postal Service has signed a negotiated services agreement with the nation’s largest direct mailer, Valassis. The agreement, which is currently pending before the Commission, would give Valassis significant postage rebates for purportedly ‘new’ mail containing advertising by national retailers of durable and semi-durable goods. Valassis competes with local newspapers to distribute retail advertising to homes across the nation. I believe the proposed agreement could provide a pricing incentive that will move pre-printed advertising inserts out of newspapers’ Sunday editions into a new shared mail piece.

“Under current law, negotiated service agreements ‘must not cause unreasonable harm to the marketplace’ (39 U.S. C. §3622 (c) (10) (8)). In filing the proposal, the Postal Service stated that it would have a ‘minimal financial impact on the marketplace.’ I have heard from several constituents that these deep discounts to one mailer will have unanticipated adverse results on the marketplace. This is not how Congress intended the Postal Service to offer negotiated service agreements for market-dominant products.

“While I applaud the Postal Service for trying to find ways to generate new business, this is the first time that the Postal Service has sought to use a negotiated services agreement to adjust prices in a way that significantly favors one national company out of many local competitors in a downstream market.

“I urge the Commission to reject this proposal and direct the Postal Service to provide the Commission with more data on the impact of this proposal on the marketplace.”





## Inland webinar on creating 'deals' for local businesses

**RESCHEDULED: REGISTER NOW!**  
**Wednesday, Aug. 29 | 2 p.m. CDT**  
 (http://www.inlandpress.biz/webinars/?ref=8292012)

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.

## Iowa law establishes sunshine law board

The Iowa legislature this year passed a bill creating the Iowa Public Information Board. It passed the Senate on a vote of 49-0.

Since the 2008 session a bill creating an enforcement board has passed the Senate five times, but never passed the House. This year the House voted 92-7 for the bill. Passing this legislation was a priority of the governor.

The nine-member Iowa Public Information Board will have the authority to interpret and enforce the requirements of the sunshine laws, receive and investigate complaints alleging violations and seek resolution of such complaints through informal assistance or through mediation and settlement.

## 'Mettle Moment' sample enclosed

Missouri Press is offering its member newspapers a new advertising feature called Mettle Moment. Each feature contains an illustration and brief story related to U.S. military history.

A promotional piece and sample of Mettle Moment are enclosed.

Contact Missouri Press ad director Greg Baker to subscribe, 573-449-4167, gbaker@socket.net.

# Unfair competition by USPS?

## Newspapers cannot compete with Every Door Direct pricing

TO: Missouri Press Association:

I just got off the phone with Bill Tubbs, who owns the *The North Scott Press* in Eldridge, Iowa.

I shared my recent postal column with Helen Sosniecki at Interlink and she sent it out to their customers. Bill read it and gave me a call.

His local postmaster has stolen away a Chamber directory insert that Bill always ran in his paper and has also convinced the local grocer to begin direct mail.

The bad thing for Bill is that he doesn't have a shopper, which has left him vulnerable to direct mail competition. He simply can't give total market coverage. He used to do a TMC product, but discontinued it several years ago as a cost-savings measure.

It may be good to pass this on to other publishers so they can be aware of what might happen if they don't have their local market covered.

Rob Viehman  
 President/Publisher  
 Three Rivers Publishing, Inc.

*Putting several advertisers on the same mailer allows the Postal Service to deliver each flier for a penny or so for each advertiser.*

Editor's note: This letter refers to an example of the Postal Service's Every Door Direct (EDD) mailing service. It offers local businesses special mailing rates for saturation mailing of advertising, and the Postal Service has urged local postmasters to sell EDD to local businesses. Businesses don't need specific mailing addresses on their EDD mail, and they don't need a mailing permit to use EDD.

(The illustration was sent to MPA by the *Boonville Daily News*. It's an advertising coupon flier sold in the EDD program by the postmaster there. Putting several advertisers on the same mailer allows the Postal Service to deliver each flier for a penny or so for each advertiser. A single advertiser took the back side of the flier shown.)

You can learn all the details of Every Door Direct, including watching a video and ordering an EDD mailing kit, at <https://www.usps.com/business/every-door-direct-mail.htm>.

If your postmaster is actively selling



Every Door Direct to your advertisers, Missouri Press would like to know about it. Contact MPA Executive Director Doug Crews at 573-449-4167 or dcrews@socket.net.

## MINUTES, MISSOURI PRESS ASSOCIATION, Board of Directors, June 14, 2012

The Officers and Directors of the Missouri Press Association held their second meeting of 2012, beginning at 1:40 p.m., June 14, at the Reynolds Journalism Institute in Columbia. Attending the Board meeting were President Phil Conger, First Vice President Mark Maassen, Past President Joe May, Directors Jon Rust, Brad Gentry, Joe Spaar, Dennis Warden, Jeff Schrag, Richard Gard, Jim Robertson, Bill Miller, Jr., NNA State Chair Trevor Vernon and Missouri Press staff Doug Crews, Kent Ford and Greg Baker. Excused absent: Secretary Shelly Arth. A quorum being established, minutes of the February 8, 2012 Board meeting were approved unanimously after a motion by Joe Spaar, seconded by Jeff Schrag.

The monthly financial reports for MPA were reviewed and approved unanimously as presented. Motion by Brad Gentry, seconded by Jeff Schrag.

A report on MPA investments from Central Trust & Investment Company (Boone County National Bank) was made by representatives Dave Stepanek and Mark Matejko. A written report was distributed. Dave Stepanek said he would provide a chart showing investment results, "net" of fees. Jeff Schrag inquired if the Board should consider stepping up its investment goals by one objective. It was the desire of the Board to continue the current "Balanced" objective.

Jim McGinnis, CPA, Gerding, Korte & Chitwood of Columbia, presented the 2011 MPA Audit Report. He cited one continuing issue in the management letter, Segregation of Duties. He suggested the Executive Director reviewing and signing off on monthly check reconciliation reports would be an added safeguard for internal financial control. Doug Crews said he would begin reviewing the check reconciliation reports. The 2011 MPA Audit Report was approved unanimously as presented. Motion by Jim Robertson, seconded by Trevor Vernon.

Motion by Jeff Schrag, seconded by Jim Robertson that MPA Past President Vicki Russell be authorized to review and approve expenses of the Executive Director. Approved unanimously.

Doug Crews reviewed 2012 legislation that MPA monitored. He noted the veto request to Governor Nixon the Board had authorized on House Bill 1647. He mentioned the continuing battle regarding public notices on the Internet.

After a motion by Trevor Vernon, seconded by Joe May, the Board members unanimously approved Active Membership status for the *St. James Press*, published by Rob Viehman.

After a motion by Jim Robertson, seconded by Jon Rust, the Board members unanimously approved Active Online Newspaper Membership for [www.SouthCountyMail.com](http://www.SouthCountyMail.com), Rogersville, published by Dave Berry.

A Friend of Missouri Press Membership for *The Perryville Buzz*, [www.pvillebuzz.com](http://www.pvillebuzz.com), published by Kate and Joe Martin, was unanimously approved, after a motion by Dennis Warden, seconded by Jim Robertson.

The following reports were presented:

**Postal issues:** The Board members discussed the proposed Valassis negotiated discount contract with the USPS. Weighing in on the issue is Sen. Roy Blunt with a letter to the Postal Regulatory Commission. The Every Door Direct mail promotion is a thorn in the side of newspapers, also.

**Joplin Globe Documentary Project:** Doug Crews said approximately \$42,700 in donations have been received for the project. The premiere of the documentary was held May 3 in Columbia at the Missouri Theatre. A May 24 screening in Joplin was held and a June 19 screening at Missouri Boys State in Warrensburg is scheduled. The film is being pitched to various film festivals, and at least five regional PBS stations have inquired about broadcasting the film in the spring.

**Better Newspaper Contest entries:** Several Board members expressed their support of entering hard-copy entries, instead of PDFs, for now.

**Nominations for 2013 Missouri Press officers and directors:** The Missouri Press nominating committee will meet July 13, in Columbia.

**Local Media Association Partnership Program:** Jon Rust, who is serving as Chairman of the Board of the Local Media Association (formerly Suburban Newspapers of America), outlined LMA's Partnership Program with press associations. Collaborative programs offered include a media sales certification program; monthly "research club" devoted to emerging business models, digital revenue opportunities, new trends and how-to information; monthly webinars and conferences. After discussion, motion by Jeff Schrag, seconded by Bill Miller, Jr., for Missouri Press to participate with LMA in the partnership program. Approved. (Jon Rust abstained from voting.)

**Halls of Fame:** Doug Crews said the MPA Newspaper Hall of Fame and the Missouri Photojournalism Hall of Fame were preparing to announce their 2012 inductees.

**District Press Association meetings:** Diminishing attendance at district meetings is of concern. The presidents and board members of the districts will be convened to discuss future steps.

**Future MPA Events:** A listing of MPA and Affiliate Meetings was distributed.

**MPA Parking Lot:** Kevin Jones volunteered to manage the MPA Parking Lot during Mizzou home football games, collecting parking fees. Doug Crews mentioned that Tiger Town, a new downtown event on SEC home football Saturdays, will set up on Eighth Street from Elm to Broadway.

**Next Board Meeting:** 12:30 p.m. luncheon, Thursday, September 20, at the Holiday Inn Executive Center in Columbia. Board meeting will follow the luncheon.

There being no further business, the meeting was adjourned at 4:25 p.m. Motion by Joe May, seconded by Jeff Schrag.

Respectfully submitted,

Doug Crews for Secretary Shelly Arth

## MINUTES, MISSOURI PRESS SERVICE Board of Directors, June 14, 2012

The Officers and Directors of Missouri Press Service, Inc. held their second meeting of 2012, on June 14, at the Reynolds Journalism Institute in Columbia.

Attending the Board meeting were President Kevin Jones, Vice President Vicki Russell, Secretary-Treasurer Jack Whitaker, Missouri Press executive director Doug Crews, and MPS advertising director Greg Baker. Excused absent: Directors David Bradley, Jr. and Steve Oldfield.

A quorum being established, minutes of the February 8, 2012 Board meeting were approved unanimously after a motion by Jack Whitaker, seconded by Vicki Russell.

The monthly financial reports for MPS were reviewed and approved unanimously as presented. Motion by Vicki Russell, seconded by Jack Whitaker.

A report on MPS investments from Central Trust & Investment Company (Boone County National Bank) was made by representatives Dave Stepanek and Mark Matejko. A written report was distributed. Dave Stepanek said he would provide a chart showing investment results, "net" of fees.

Jim McGinnis, CPA, Gerding, Korte & Chitwood of Columbia, presented the 2011 MPS Audit Report. He cited one continuing issue in the management letter, Segregation of Duties. He suggested the Executive Director reviewing and signing off on monthly check reconciliation reports would be an added safeguard for internal financial control. Doug Crews said he would begin reviewing the check reconciliation reports. The 2011 MPS Audit Report was approved unanimously as presented. Motion by Vicki Russell, seconded by Kevin Jones.

The following advertising sales report was presented by Greg Baker:

### Unclaimed Property Notices

The State Treasurer's office has chosen Missouri Press to handle Unclaimed Property notices exclusively this year.

### Sending in PDF of newspaper

Total count of publications that are uploading content is 137. The Missouri Press interns are making calls to those who aren't uploading to ask why they are not.

### Meetings

MODOT Communications Dept.

MODOT Public Notice buyer

True Media

Treasurer's Communications Dept. (many times)

Barklage Company – Spence Campaign

Seen, Read, Heard – Brunner Campaign

Department of Health & Senior Services (many times)

Mizzou Athletics

Conservation Dept. – Emerald Ash Borer campaign & Call B4 U Cut campaign

Ad Smith – Great Southern Bank

Barkley – Missouri Lottery

Secretary of State – Election notices

Ad Managers Conference April 19-20

Represented MPS at Republican Party Lincoln Days statewide event in Kansas City.

Attended RJI Innovation sessions on mobile and online advertising ideas.

Attended NAM Ad Managers' conference in Minneapolis

Mark Maassen, Dennis Warden, and I met to review South Dakota Newspaper Service mobile advertising sales options available at Ad Managers' Conference.

Sent numerous postcards, letters and emails, and calling all targeted election campaigns.

### Political Advertising Sales Seminars

Bethany, MO

Ozark Press Meeting - Branson

### Social Media

Facebook Friends (885) Likes (394)

Twitter 492

Linked In Group 75

Doug Crews said several proposed state constitutional amendments and ballot issues are expected on the August and November ballots in Missouri.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Jack Whitaker

Secretary-Treasurer

## Minutes of the Annual Meeting, Missouri Press Foundation, April 26, 2012

The Annual Meeting of the Board of Directors of the Missouri Press Foundation was held beginning at 2:00 p.m. April 26, 2012, in the William A. Bray conference room, Missouri Press Association building, Columbia, MO.

A quorum being established, the meeting was called to order by President Betty S. Spaar.

Attending were: President Betty S. Spaar, Second Vice President Kirk Powell, Bill Miller, Sr., Robert Wilson, James C. Sterling, Edward Steele, Vicki Russell, Bill James, Tom Miller, Sr., R.B. Smith III, Secretary-Treasurer Doug Crews.

Excused absent were: Directors Wendell Lenhart, Chuck Haney, Rogers Hewitt and Dane Vernon; and Honorary Directors Emeritus Wanda A. Brown and Wallace Vernon.

Also attending: Dawn Kitchell, Rose Lloyd, Steve Byers

The Foundation Board members unanimously approved the minutes of the meeting conducted on April 28, 2011. Motion by Bill Miller, Sr., seconded by James C. Sterling.

The 2011 financial review by Gerding, Korte & Chitwood, PC, CPAs was presented by Rose Lloyd of GKC. The MPF financial report for the first quarter of 2012 was presented by Ms. Lloyd, also. The financial review and the financial report were accepted unanimously. Motion by Bill Miller, Sr., seconded by R. B. Smith III.

Steve Byers, representing the Friends of Arrow Rock (owner of the building that houses the Missouri Press Newspaper Print Shop Museum), presented a report showing a recent study identified \$203,201 of restoration and adaptation needs for the Odd Fellows Lodge Hall. (The print shop museum is located on the first floor of the Lodge Hall.) The Friends of Arrow Rock is exploring a matching grant to fund the needed improvements.

Byers asked the Foundation Board to support the project. Doug Crews suggested a fundraising effort could be made in recognition of Missouri Press Association's 150th anniversary in 2016. The Print Shop Museum was an MPA project in 1966 when the association was celebrating its 100th anniversary.

Bill Miller, Sr. made a motion offering Missouri Press Foundation's "interest in the project and a willingness to support it to the best of our ability — awaiting further financial information." Vicki Russell seconded the motion. Approved unanimously.

Steve Byers said he would initiate a meeting this summer with MPF to discuss interpretive exhibits at the museum.

Copies of the Foundation Board's conflict of interest policy (previously adopted) were distributed and signed by board members. No potential conflicts of interest were reported by members. Copies of the policy will be sent to Board members who were absent.

Doug Crews reported that 10 summer internships are to be funded in 2012 at Missouri newspapers. He reviewed the Edward L. Steele Scholarship, the Jacob Gierke Scholarships, the William A. and Jo Anne Bray Scholarship, the Douglas D. Davis Scholarship, and Missouri Young Journalists of the Year Awards. Funding from the Bray Scholarship (approved by David Bray) was used for Young Journalists of the Year awards.

He said the proposed 2012 MPF budget includes \$5,000 to support the MPA Annual Convention and \$3,000 to support District Press Association meetings.

Bill Miller, Sr. presented a report on the Missouri Photojournalism Hall of Fame in Washington, MO, preparing to accept its eighth class of inductees this fall. He said the Hall of Fame is open Saturday and Sunday afternoons from 1 to 4 o'clock.

Dawn Kitchell presented a report of Foundation activities. Bill Miller, Sr. saluted Dawn for her work with NIE and Foundation projects.

After discussion, a motion was made by R. B. Smith III, seconded by Kirk Powell, for the Foundation to offer training programs to the District Press Association meetings. Approved unanimously.

Doug Crews reported the premiere screening for the Missouri Press documentary, *Deadline in Disaster*, is scheduled for May 3, at the Missouri Theatre in Columbia, and that a Silent Auction is being organized to raise funds for a proposed Tornado Museum in Joplin.

Dawn Kitchell suggested making a "newspaper logo bench" to be auctioned at the MPA Convention to raise funds for the Foundation.

The annual budget for 2012 for the Foundation was unanimously approved. Motion by Vicki Russell, seconded by Robert Wilson.

Longtime officer and director and a founding member of the Missouri Press Foundation Board, Rogers Hewitt, has requested to retire from the Board. Motion by R. B. Smith III, seconded by Bill James, to confer the title of Director Emeritus on Rogers Hewitt. Approved unanimously.

The following were elected unanimously as Directors, terms expiring in 2015: Tom Miller, Sr., Vicki Russell, Dane Vernon, James C. Sterling, Wendell Lenhart. Motion by Kirk Powell, seconded by Edward Steele.

The following were elected unanimously as Officers for the coming year: President Betty Spaar, 1st Vice President Wendell Lenhart, 2nd Vice President Kirk Powell, Secretary-Treasurer Doug Crews. Motion by Vicki Russell, seconded by Bill James.

Motion by R. B. Smith III, seconded by Bill James, to appoint Dave Berry of Bolivar to serve the remaining Director's term of Rogers Hewitt (term expiring in 2014). Approved unanimously.

There being no further business, the meeting was adjourned at 4:25 p.m. Motion by R. B. Smith III, seconded by Kirk Powell. Approved unanimously.





## 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.

To check ads between monthly issues of the Bulletin, go to 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.riverhilltraveler.com](http://www.riverhilltraveler.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!

**WEB EDITOR:** The Columbia Daily Tribune is seeking a Web-savvy journalist to become part of the Web team. Candidates must have newspaper experience, excellent news judgment, and headline writing skills. Good computer skills are also a must, but this is not a programming or IT position. Basic HTML, Photoshop, Illustrator, and InDesign skills and familiarity with content management systems are preferred. Duties include updating and maintaining the content on [columbiatribune.com](http://columbiatribune.com) and affiliated sites. Benefits include vacation pay, sick pay, 401(k), health and dental insurance, use of employee gym. Submit application and/or resume to [ColumbiaDailyTribune](mailto:ColumbiaDailyTribune), Human Resources, 101 N. 4th Street, Columbia, MO 65201 or email [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com) An application can be printed at [www.columbiatribune.com/jobs](http://www.columbiatribune.com/jobs) EOE / Drug free Workplace. 7-12

**GM/SALES REP:** Immediate opening for general manager/sales position for established award winning Northeast Missouri weekly. Management skills, attention to detail, positive attitude, and strong sales experience a must. Candidate must be energetic, willing to take on the challenge and motivated. Excellent benefits package, 401(k), etc. Contact Walt

# Poor attendance will be addressed

Because of declining attendance at the annual meetings of the regional press associations in the state, the Missouri Press Association will hold a conference call in August to begin formal discussion of the situation.

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

The regional associations — Northwest Missouri Press, Show-Me Press, Ozark Press and Southeast Missouri Press — are independent affiliates of MPA. They all were founded more than 100 years ago and continue to hold annual meetings.

Southeast Press had 55 people registered for its annual meeting this spring. Attendance at the other three regional meetings much smaller.

The board of directors of each of the regional associations controls the activities of those associations, often with assistance from MPA staff and financial support from the Missouri Press Foundation.

MPA has asked regional association officers to contact their members for their thoughts regarding the regional associations.

## Order 'Know It. All.' T-shirts from MPA

Missouri Press is preparing to order another shipment of "Know It. All. Read a Newspaper" T-shirts.

Enclosed with this *Bulletin* is an order form for shirts, which come in two colors, black and gray, and various sizes.

Order shirts for your employees, your family, your readers, yourself! They cost only \$12 for sizes through XL (\$15 for XXL and XXXL).

Copy the order form and pass it around to your employees. They'll want some "Know It. All." T-shirts too.

Fax your order form along with payment to Missouri Press at 573-874-5894 or email your order to Dawn Kitchell at [kitchelld@emissourian.com](mailto:kitchelld@emissourian.com).



Gilbert, vice president, Lakeway Publishers of Mo. at [lmovp@lcs.net](mailto:lmovp@lcs.net). 7-9

**ADVERTISING SALES:** Position available at Northeast Missouri weekly. Print and Digital advertising. Fast-paced environment. Excellent benefits package: health insurance, life insurance, prescription drug coverage, 401k. Email resume to: Walt Gilbert at [lmovp@lcs.net](mailto:lmovp@lcs.net) or mail to: 3408 Georgia Street, Louisiana, MO 63353. 7-9

**PAGE DESIGNER:** Media company that publishes several newspapers, magazines and niche publications is seeking a page designer with experience and a strong knowledge of InDesign, Adobe Creative Suite and OSX Mac systems. Candidate must possess a strong work ethic, be willing to work flexible hours and be highly creative in a fast-paced environment. Please email resume and design samples to [editor@monett-times.com](mailto:editor@monett-times.com). 6-29

**PUBLISHER POSITION:** Rust Communications has an opening for a publisher in Nevada, Mo.-Fort Scott, Kan. Manage a property that includes two daily newspapers which publish five days a week, a combined shopper, two websites and various

specialty products. Candidates should have strong leadership skills, significant experience in financial management, solid understanding of marketing print and digital initiatives and a deep commitment to customer service. Primary responsibility is to expand, lead and direct the sales and marketing teams to exceed sales revenue, marketing and budgetary goals. Attention to detail required, combined with an eye to the overall daily, weekly, monthly and long-term strategy as a member of the Rust leadership team. Rust Communications, a family-owned company with headquarters in Cape Girardeau, Mo., publishes 50 daily and weekly newspapers in eight states. The company is an Equal Opportunity Employer. Please send resume and cover letter to Ron Kemp, Regional Vice President, Rust Communications, P.O. Box 366, Rector, AR 72461; [ronkemp@centurytel.net](mailto:ronkemp@centurytel.net). 6-25

**CIRCULATION SOFTWARE SALES** position open: Industry-leading circulation-management software company seeking to expand sales force. B-2-B experience preferred. Circulation and/or community newspaper experience a plus. Send resume and letter of interest, including salary requirements, to: [jobs@ilsw.com](mailto:jobs@ilsw.com) or mail to: Interlink Inc., PO Box 207, Berrien Springs, MI 49103. Relocation not required. 6-19





## Know It. All. T-Shirt Order Form

	Color	Size	Quantity	Price
1				
2				
3				

Subtotal \_\_\_\_\_

Shipping \_\_\_\_\_  
(\$2.95 plus \$1 for each additional shirt)

Total \_\_\_\_\_

Please allow 4-6 weeks for delivery.

Name (please print) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please make check or money order payable to: Missouri Press Foundation

Name (as it appears on credit card) \_\_\_\_\_

Visa/MC/Discover # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Phone number \_\_\_\_\_

Return Order form to:  
Missouri Press Foundation  
802 Locust St.  
Columbia, MO 65201  
FAX 573-874-5894



**KNOW IT. ALL.**  
**Missouri Press Foundation**  
*Dedicated to Freedom for Tomorrow's World*

# 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 hornet-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."



by John Mollison

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?

Sponsor Logo

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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.

<b>Details:</b>		<b>Shown:</b>	
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)**



# 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 (food and beverages), visit Perlow-Stevens Art Gallery (wine), and enjoy music (dessert 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?"  
**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 Weeklies and Dailies \$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>Deduct \$75 from Active/Friend/Associate Grand Total or \$20 for retired member if registration is postmarked or received by August 5th.          Grand Total Due: _____</p> <p>Spouses are welcome with no additional registration fee, just pay for meals and events.</p>
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