



CALENDAR

May

24 — Showing of "Deadline In Disaster" in Joplin

June

1 — Southeast Missouri Press Association meeting, Cape Girardeau

14 — Missouri Press Association and Missouri Press Service Board meeting, RJJ, Columbia

15 — Porter Fisher Golf Classic, A.L. Gustin Golf Course, Columbia

16 — Show-Me Press Association meeting, Columbia

22 — Northwest Missouri Press Association meeting, St. Joseph

July

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

September

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.

Free tornado feature

Missouri Press has released a full-page feature about the May 22 tornado in Joplin that is designed to remind, inspire and teach.

This feature is available at no cost.

It is written to help young readers understand what happened in Joplin and appreciate the efforts to rescue and help rebuild the community, and to teach important safety information from lessons practiced and learned in Joplin.

To get the feature go to www.mo-nie.com and use download code: joplin.

Flash News! is a service of Missouri Press Service. Please DO NOT block Flash News releases from your In Box. Proceeds from this service help keep your MPA dues among the lowest of any newspaper organization in the country.

Missouri Press Association Bulletin

No. 1280 — 16 May, 2012

Porter Fisher Classic June 15



The Missouri Press Porter Fisher Golf Classic will be on Friday, June 15, at the A.L. Gustin Golf Course in Columbia. Shotgun tee-off for the 4-person scramble will be at 9 a.m.

Cost is \$50, which includes lunch. Send checks to Missouri Press Association or call and pay with a credit card.

You can register for golf by contacting Kent Ford at kford@socket.net, or send the enclosed form (fax 573.874.5894).

The MPA/MPS Board of Directors meeting will be on Thursday, June 14. Show-Me Press Association will hold its annual meeting Saturday, June 16, at the Reynolds Journalism Institute at MU.

Henninger is SEMO Press headliner

J School professor also on June 1 agenda in Cape

Newspaper design specialist Ed Henninger will be the featured speaker at the Friday, June 1, meeting in Cape Girardeau of the Southeast Missouri Press Association. Registration for the annual meeting will be at 9:30 a.m. in the University Center at Southeast Missouri State University.

Henninger will speak at 9:45 a.m. and again at 1:30 p.m.

The luncheon speaker will be Stephanie Padgett, assistant professor of strategic communication at the Missouri School of Journalism. She'll talk about the impact of technology, gadgets and social media on local news.

After lunch, Padgett will talk about gadgets and social media in advertising sales. That session will be concurrent with Henninger's.

At 2:35, Mark Kneer, general manager of the *Southeast Missourian* in Cape Girardeau, will talk about post office concerns. That will be the final session of the annual meeting.

A registration form is enclosed and at mopress.com/current_forms.php.



SEMO Press (continued on next page)



Applications for MPA membership

This is notice of the application for Active Newspaper Membership in Missouri Press Association from the Saint James Press, published weekly by Rob Viehman, Three Rivers Publishing, Inc., at 120 S. Jefferson, Ste. 107, P.O. Box 428, St. James, MO 65559, news@saint-jamespress.com, (573) 899-2345.

This is notice of the application for Active Online Newspaper Membership in Missouri Press Association from the SouthCountyMail.com, published by Dave Berry, Missouri Neighbor News, P.O. Box 330, Bolivar, MO 65613, (417) 777.9776, daveb@Mo.NeighborNews.com.

Membership is subject to approval by the MPA Board of Directors. The Board of Directors considers applications for membership at its next meeting after an application has been printed in three issues of the Bulletin or eBulletin. The next Board meeting will be at 1:30 p.m. Thursday, June 14, in Lambert Seminar Room (200A), Reynolds Journalism Institute, MU, Columbia.

Any MPA member with comments about applications should direct them to the MPA office in Columbia (Doug Crews, dcrews@socket.net).

Editor recommends free religion column

To Missouri Press:

I've been printing Tim Richards' religious column, "A Dose of Truth," for several years and believe other publishers might also like it. ... Tim would like to reach more readers. He provides the column for free, sends it by e-mail like clockwork, writes to the same length each week and needs hardly any editing. His writing is positive – not controversial.

You can reach the writer at:
Tim Richards
iamtimrichards@yahoo.com
(314) 221-7146
Bob Foos, Editor
Webb City Sentinel

Northwest Press will meet June 22

The Northwest Missouri Press Association plans to hold its annual meeting on Friday, June 22, in St. Joseph.

Details will be provided as they become available.

SEMO Press (continued from previous page)

Agenda

9:30 a.m. Registration

9:45 a.m. Ed Henninger: "License to Print Money"

Henninger has been an independent newspaper consultant since 1989 and is the director of Henninger Consulting in Rock Hill, S.C.

His column on newspaper design appears regularly in *Publishers' Auxiliary*, the publication of the National Newspaper Association, and in the newsletters of press organizations throughout the United States and Canada. It is also distributed free to more than 1,600 subscribers worldwide.

A new venture, Ed Henninger's Blog, is followed by newspaper design professionals worldwide and updated weekly with design evaluations and other newspaper design reports and opinions.

Noon Lunch with keynote address by Stephanie Padgett, "Tech 101"

In this presentation, Padgett will discuss how new tools such as smart phones and social media impact local news.

Padgett is assistant professor in strategic communication at the University of Missouri School of Journalism. She has more than 20 years of advertising and media experience. She teaches classes in media planning and serves as director of media, research and operations for Mojo Ad, the student-staffed advertising agency that specializes in the Youth and Young Adult (YAYA) market.

Prior to arriving at the Missouri School of Journalism, Padgett worked at Empower Media Marketing, Cincinnati. In this role, she developed and executed media plans for clients and led the agency training and research departments. She was part of the successful launch of Nicoderm and Nicorette, one of the first direct-to-consumer advertising campaigns.

Padgett served as the Midwest manager for The Media Audit, a syndicated research provider based in Houston, and she has been a Fellow at the Reynolds Journalism Institute, where she studied ways for newspapers to increase their revenue from online advertising.

1:30-3:30 p.m. Ed Henninger: "When Write is Wrong"

In this presentation, Henninger will help you do a better job of thinking, planning, directing, writing and designing. These tips, tricks and techniques can be used at even the smallest newspapers with even the smallest staffs because they go to the heart of the matter.

You will get better writing as the bedrock upon which to construct better-directed and better-designed packages.

1:30-2:30 p.m. Stephanie Padgett: "New Media for Sales Staff"

Padgett will discuss new media for sales staff and why Facebook-only advertising campaigns may not be the best bet.

2:35-3:30 p.m. Mark Kneer, general manager, *Southeast Missourian*: "Dealing with Current Post Office Concerns"

MAMA wants to serve you better; help it do so

Whether you attended the April meeting or not, your thoughts are important. Missouri Press and the Missouri Advertising Managers' Association (MAMA) want to know your thoughts on MAMA's annual meeting in Columbia.

Please answer these six questions and help MAMA make its annual meeting even better—FOR YOU!

The survey is at <http://www.surveymonkey.com/s/WHYXBJF>.



Missouri Press Association

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Tentative Show-Me agenda

June 16 meeting at RJI on campus in Columbia

When, why and how to use social media at your newspaper — even if your newspaper and staff are small — will be discussed at the annual meeting of the Show-Me Press Association at the Reynolds Journalism Institute (RJI) on the MU campus in Columbia.

Show-Me Press plans to meet Saturday, June 16, in the Palmer Room (100A) at RJI. Registration for the meeting is just \$35 per person. A form is enclosed and is posted on mopress.com/current_forms.php.

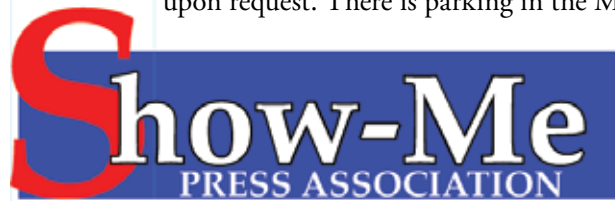
Rooms are available at Stoney Creek Inn for \$93 per night. Ask for the Missouri Press Association Room Block (please call by May 25).

Plans for the meeting remain tentative.

A hospitality suite for Show-Me Press visitors will be open at Stoney Creek Inn Friday evening after the Porter Fisher Golf Classic. Dinner that evening will be on your own. Murray's, a popular restaurant that features live jazz, is near the Stoney Creek Inn. Several other restaurants are near the hotel.

The Reynolds Journalism Institute (RJI) is on the MU campus (across 9th Street from the Heidelberg restaurant).

Parking passes for the nearby Hitt Street garage will be provided for attendees upon request. There is parking in the MPA office parking lot on



the corner of 8th and Elm streets. On-street meter parking will be available as well.

Here's the tentative agenda for the meeting:
9 a.m. — Registration

in the first-floor RJI lobby in front of the Palmer Room.

9:30 a.m. — Speaker from Reynolds Journalism Institute about how the internet and social media are changing the newspaper audience, and how newspapers are reaching that audience.

10:45 a.m. — What's involved with MU's move this summer to the Southeastern Conference. (MU Athletic Dept. speaker).

Noon Lunch Meeting: Update on Legislative Session by MPA Executive Director Doug Crews, followed by Show-Me Press Business Meeting and presentation of the Screw-Up Award.

1:30 p.m. — Roundtable Quickies (5 Minutes on each topic)

- Coverage in Print vs. Online: You have a website and Facebook page, so, are you producing the same newspaper you did before you had them? Why? Why not?

- How often do you update your website, and what kind of content do you put on your website?

- Are you collecting email addresses from everyone who contacts your office? What are you doing with them?

- Is your postmaster selling Every Door Direct Mail to local businesses?

- Coverage/Policies on Sensitive Issues (gay couple engagement/wedding announcements, etc.) Are you putting anything in your paper about issues like this?

- Do you have a metered system for your web content; are you selling an online subscription? What are your fees?

- What new revenue streams are you tapping? Charging for special obits, thank-yous, social announcements?

- What new news or advertising project have you done in the last month? The last year?

- Toss-up issues.

3 p.m. — How to use Facebook, Twitter for reporting news (presenter tba).

4 p.m. — Adjourn.



Postmaster tries to sell advertising to paper

To Missouri Press,

Not sure if you saw my post on the Missouri Family Owned Newspaper page, but my postmaster came into the CFP office yesterday selling the USPS direct mail products. The only good thing that came out of it was that he said he would recommend any of his customers use us to do their printing. What a nice guy.

Anyway, I have no real problem with our postmaster. He said he got in trouble because he hadn't been selling it and that his superiors were actually making him go see businesses about it. I asked him if he was getting a commission. Of course, he isn't.

What gripes me is that he said the Postal Service is waiving the permit fees for bulk mailings. I asked him if they were going to waive my fees. They're not! As part of his "sales pitch" he pointed out that customers could mail flyers for 14.5 cents each, to which I replied that we could do it for 8 cents.

I am putting my salespeople on notice to contact all of their customers ASAP about our insert rates compared to the Postal Service bulk mail rates. We need to get out the word that all papers need to do the same! Please pass this on.

Rob Viehman
President/Publisher
Three Rivers Publishing, Inc.
Cuba Free Press • Saint James Press
• Steelville Star-Crawford Mirror •
The Extra Plan
www.threeriverspublishing.com

YIKES!

Larger vendors of pre-sort software not tailored for community newspapers have priced full-service IMb technology at \$4,795 per year or more. It requires that individual file numbers be assigned to each piece for service tracking through flat-sorting machines, as well as some other layers of complexity requiring an experienced IT staff to manage.

IMb Basic OK, Full-Service NOT!

Proposal would cost plenty with little benefit to newspapers

From a column by **MAX HEATH**

The Postal Service plans to require the Basic Intelligent Mail Barcode (IMb) by January 2013 in order for mail to qualify for automation barcode piece prices.

Newspapers unable to print the Basic IMb on address labels would be bounced to the Nonmachinable Flats rate, nonbarcoded piece prices (Part C of Postage Statement 3541, lines C9-16 rather than C1-8). Although some newspapers may already be paying nonmachinable prices, there is a barcode discount for pieces meeting size requirements. Piece price postage could increase anywhere from 5.5 percent to 51 percent, depending on sort level.

Full-service IMb is a more complex code than Basic IMb. It assigns an identity number to the "mail owner" who creates the mail, and an individual identifier for each piece in the mailing. ...The intent is to introduce visibility into the mailstream so USPS and, potentially, mailers know where their mail is in the mailstream.

Full-service IMb may be required at some point.

...(The National Newspaper Association) has filed comments to a Federal Register proposal on the January 2013 Basic IMb only. The proposal would end automation barcoding discounts for the current POSTNET barcode technology in 2013.

NNA viewed the Basic IMb as inevitable, and many vendors that serve community newspapers can provide Basic. But NNA opposes mandatory IMb "full-service," which rises to another level of complexity, cost, IT savvy, and other problems for newspapers, including lack of value since USPS has failed to build flat-sorting machines to handle most newspapers effectively.

If newspapers cannot be sorted by machine, they should not be required to have labels used by machines. Some newspaper copies never see a machine, so the value of the IMb is reduced. And carrier-route sorted mail entered at the office of delivery should not be burdened with printing the IMb, which requires more ink and slower print speeds. When a publisher drops copies at the delivery unit, it is pretty clear where in the mailstream those copies are.

Mandatory full-service IMb by 2014 will be opposed on behalf of NNA members. The only additional discount offered mailers so far is one-tenth of a cent.

NNA understands that USPS is in a weak financial position to enhance discounts, but questions its loading cost and complexity onto small mailers to help it achieve objectives that may or may not actually work properly and may not even be essential to the mailers' service.

Larger vendors of presort software not tailored for community newspapers have priced full-service IMb technology at \$4,795 per year or more. It requires that individual file numbers be assigned to each piece for service tracking through flat-sorting machines, as well as some other layers of complexity requiring an experienced IT staff to manage.

Some software vendors have indicated that Basic IMb will be provided at no additional cost when required as the minimum standard for automation discounts. Newspapers should check with their vendors and encourage compliance with that policy. **NNA sees no value in full-service at any price, and encourages newspapers not to buy into sales efforts based on a proposal.**

Why would USPS require full-service IMb?

You can bet NNA asked that on your behalf. Here are the answers from Ellis



Max Heath

"If newspapers cannot be sorted by machine, they should not be required to have labels used by machines."

Heath: IMb (continued on next page)



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.

Your Army tour of duty — ONE WEEK!

Each year the University of Kansas hosts a week-long workshop for journalists who want to learn more about covering the military. The McCormick Foundation pays all expenses, including round-trip airfare, ground transportation, lodging and meals.

This year's workshop will be Sept. 23-28.

The workshop at the U.S. Army Combined Arms Center at Fort Leavenworth, Kan., will introduce you to military structure, function, strategy, tactics and training.

Missouri newspaper staffers are invited to apply for this workshop. Contact Barbara Barnett at the University of Kansas William Allen White School of Journalism & Mass Communications, barnettb@ku.edu.

K.C. Star printing Topeka Capital-Journal

(News&Tech dateline)—*The Kansas City Star* May 7 began printing *The Topeka Capital-Journal* as parent Morris Publishing Group shuttered its Topeka production facility.

Morris contracted with *The Star* in March to hand over printing and production of the 34,000-subscriber newspaper.

The Star's production plant is 65 miles east of Topeka.

The Capital-Journal is the third MPG paper to outsource production to other newspapers in the past few months. In March, the *Athens (Ga.) Banner-Herald* shifted printing and packaging of the paper to *The Atlanta Journal-Constitution*. In April, the *Log Cabin Democrat* in Conway, Ark., transferred production to *The Courier* in Russellville, Ark.

Heath: IMb (continued from previous page)

Burgoyne, USPS executive vice president for technology (“US” means USPS):

- “It gets US tremendous value in saving operational costs through service measurement” (required by postal reform).

- “It saves US outside costs of service measurement” by independent vendors, like IBM.

- “It saves US costs as we move toward ‘seamless acceptance’ (electronic communication of mailer data).

- “It gives US a number of benefits in network optimization,” (the USPS proposal to close more than half its mail processing plants). Service measurement would be a diagnostic tool to fix problems with mail delays, USPS hopes.

- “It gives MAILERS ‘visibility tools’ to track their mail more accurately” through the system.

Note that the first four are all about Postal Service needs, and only one specifically for mailers.

To be fair, saving costs within USPS can help mailers IF those savings help avoid larger postage price increases in the future. ...

What is Intelligent Mail Barcode?

Instead of having just ascenders like the POSTNET code, it also has descenders, “trackers” and “full bar.” It is slightly taller, requiring more space in the label area.

In addition to the 11-digit delivery point POSTNET barcode, the IMb contains a 20-digit tracking code with a barcode ID, service type ID, mailers identifier, and serial number.

One concern NNA has is that most strike-on printers used for paper labels won’t be able to create the more complex IMb, especially to the demanding higher quality level.

And mailers must also use special IMb tags for containers.

If this sounds complex, it’s because it is. The Guide to Intelligent Mail is 191 pages long.

Other than getting the Mailer ID, newspapers should leave the rest up to software vendors.

What should newspapers do?

- Every newspaper will have to get a Mailer ID through the Business Service Gateway into PostalOne!

- Talk to your presort software vendor about its readiness to switch from POSTNET to Basic IMb.

- Check with your label printer vendor, whether paper labels or inkjet. See if its technology will print the new IMb. If not, ask it when it might be ready and what is the cost?

- Give NNA your feedback. We need to know what problems you encounter so we can help represent you to USPS. My e-mail is below.

(From a column by Max Heath, chairman of NNA’s Postal Committee and a postal consultant for Publishing Group of America and Landmark Community Newspapers LLC.)

Postal Service now accepting electronic editions for Periodicals

On May 9 the Periodicals—Recognition of Distribution of Periodicals via Electronic Copies final rule was posted on the Federal Register website. It will be posted soon on the *Postal Explorer* website under Federal Register Notices.

The final rule permits limited reporting of electronic copies of Periodicals publications to satisfy the circulation standards for Periodicals qualification. The implementation date was May 9.

SUMMARY: The Postal Service will revise the Mailing Standards of the United States Postal Service, Domestic Mail Manual (DMM[supreg]) 707.6 to permit limited reporting of electronic copies of Periodicals publications to satisfy the circulation standards for Periodicals qualification. Standards require that at least 50% of the circulated copies be distributed to those who subscribe to a general publication or request a Requester publication.



ABC shows increasing newspaper readership

(Poynter)—The Poynter Institute reports that “newspapers across the country gained readers in the last six months, compared to the same period a year ago, according to new figures released by the Audit Bureau of Circulations. Nationally, daily circulation was up about a percent for digital and print at 618 papers reporting; Sunday circulation was up 5% at the 532 papers reporting.

On average, digital circulation of all forms now accounts for 14% of newspapers’ total circulation mix, up from 9% in March 2011.

The *New York Times* reported a 73% gain in circulation, mostly from digital. *The Orange County Register* posted a 53% percent rise in daily circulation. The *New York Daily News* reports a 9% increase in circulation, with about 20% digitized. About 25% of the *Wall Street Journal’s* base is digital.

Many community papers holding steady

(*Publishers’ Auxiliary*) -- In the past 10 years, community newspaper circulation has remained steady or increased at 46% of the publications that answered a recent survey by the National Newspaper Association.

About 11% of the respondents said they have seen an increase in circulation of more than 5% in the past 10 years. 34.8% said their circulation remained steady.

Nearly 41% have seen a decline of more than 5%.

Of those that saw a decline, most said it was because of the general economic decline, the aging population and competition from the publication’s own Internet or digital products. Many mentioned poor postal delivery to out-of county subscribers as a major reason for their loss of circulation.

52.2% of those with an increase in circulation attributed the rise to improved news coverage. More than 40% said aggressive marketing helped.

State politics guide

This Missouri Ethics Commission guide has good information about candidates for Missouri political offices. Get the guide at: mec.mo.gov/WebDocs/PDF/Misc/EthicsGuide2012.pdf.

How to engage community

July 20 seminar at Reynolds Journalism Institute

Community engagement isn’t fundamentally about technology. It’s attitudes and perspectives that invite, listen to and take into account community conversation and perspectives.

In this new training opportunity from the Missouri Press Foundation, Joy Mayer of the Missouri School of Journalism will teach you not only about the digital tools that make that conversation easier, but she’ll offer her expert insight into how to open your newsroom up to interaction with your community. You’ll look at digital tools that make that easy, and you’ll talk a lot about social media and other free, easy paths to online interaction.



Joy Mayer

Mayer’s presentations at past trainings at the Reynolds Journalism Institute have received tremendous feedback, so this summer, MPF is bringing you a full day of Mayer and community engagement focused on small community newspapers.

Plan now to attend this Community Engagement for Community News seminar from 10 a.m. to 4 p.m. Friday, July 20, at the Reynolds Journalism Institute on the University of Missouri campus in Columbia. The cost is \$40, *if you register before July 1*, and includes lunch.

Mayer is an associate professor at the Missouri School of Journalism and faculty editor at the *Columbia Missourian*, where she is the director of community outreach. She teaches classes in participatory journalism, multimedia design and print design. Her work focuses on community engagement in journalism, and how news and information can be more of a conversation and less of a lecture.

A registration form will be available soon.

Students create news tools for media

One MBA candidate, two IT undergrads and four journalism students from the University of Missouri have won the 2012 RJI Student Competition with a widget that gives local advertisers a self-service network to blend their messages with highly sought and personalized news content on Hearst newspaper websites.

The annual competition is in its fifth year. Hearst has sponsored the past three contests, each time asking top MU students to address news and business opportunities with creative ideas and new technologies.

The winners will get an all-expense paid trip to New York in late May to share their project with other Hearst executives and take part in a Missouri School of Journalism alumni event.

“The winning team did a great job of presenting an innovative, user-friendly idea that could be implemented easily and quickly; and all four of the finalist teams showed a good focus on how their products could create value for an end user,” said Reuben Stern, RJI Futures Lab print and graphics editor, who was one of the judges.

A second team developed a new revenue opportunity for Hearst newspapers by suggesting ways to maximize digital slideshows.

Two other student teams worked for Hearst Television’s digital advertising unit.

Mike McKean, Director of the RJI Futures Lab and manager of the competition, was impressed with all the finalists. “They went from forming their teams through final presentations in 11 weeks. With the help of several Hearst and RJI mentors, each team of students delivered actionable prototypes with the potential to drive new digital revenues.”

All students who made it into the finals received a third-generation iPad.



Photos of May 3 event

Photos from the MPA's May 3 "Deadline in Disaster" sneak preview activities in Columbia are here: <http://tinyurl.com/86bjtef>.

The young do so read!

(NPR)—The recent Pew State of the News Media study notes that 23% of people aged 18-24 reported reading a newspaper yesterday. ... Further evidence confirms the existence of young people looking to print: *The New York Times* reports that 10% of its hard copy subscribers are aged 18-24, which is on par with the 9% of this age cohort who subscribe digitally. <http://tinyurl.com/c2aarzn>.



Upcoming Webinars

Tricks for Faster Photo Processing
Thursday, June 21
Russell Viers,
Adobe Certified Trainer

Covering the Presidential Election: Why and How
Friday, June 22
Al Cross, Institute for Rural Journalism and Community Issues

Register at
onlinemediacampus.com

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

Iowa panel will oversee openness

Lack of enforcement led to failing grade

Iowa's only F grade on the State Integrity Investigation was in the category of public access to information, partly due to a lack of strong enforcement measures.

But Gov. Terry Branstad on May 3 signed a bill to create the Iowa Public Information Board, a nine-member commission that will oversee and enforce the state's open records laws. The governor noted that the lack of enforcement was highlighted by the State Integrity Investigation and affected Iowa's overall grade.

On the scorecard's public access information section, Iowa received low marks on questions about whether citizens could easily resolve appeals when requests are denied and whether there is an agency that effectively monitors the laws, initiates investigations and imposes penalties on offenders.

Branstad hailed the creation of the new board as an "important and significant step forward" for government transparency and accountability. The board, which will consist of local advocates and journalists, will not only have the authority to hear complaints and negotiate settlements, but levy fines and order corrective action if necessary. Branstad said the board could be ready to operate July 1.

Good government advocates and journalists in Iowa applaud the new legislation, but also point out that the board would not have authority over the governor's office, legislature or judiciary. Most of its work, therefore, will involve state agencies of the executive branch.

Florida law requires legal notices be posted by papers

(*Palm Beach Post*) TALLAHASSEE — Florida Gov. Rick Scott signed into law Friday a bill that requires legal notices to be placed on a newspaper's website on the same day the notice appears in the newspaper, at no additional charge.

It also makes several other changes to legal notice laws including the elimination of newspaper publication for some notices and limits in rates for those required to be published more than once. Also, effective July 1, 2013, it requires newspapers to take several steps to make notices more visible and available online.

YouTube considering paywalls for good stuff

(*New York Post*)—YouTube is holding conversations with program providers about adding more top-shelf content to its channels but putting it behind a paywall as some newspapers have done, sources said.

Insiders familiar with YouTube's plans stress the move doesn't mean the Google unit is suddenly going to start charging for what is already available for free — but rather would add some premium offerings not on the site.

The new subscription model would satisfy owners of high-end programming in sports, music and entertainment, which have balked so far at providing videos under YouTube's advertising-only business model.

YouTube CEO Salar Kamangar spoke in January at an AllthingsD event about such a subscription service, which would sit alongside ad-supported content. YouTube already has some pay and subscription services targeted to specific audiences.

A spokesman for YouTube said: "We have long maintained that different content requires different types of payment models. The important thing is that, regardless of the model, our creators succeed on the platform and viewers find more content to watch."

(Missouri Press Ad Director Greg Baker believes that rather than downplaying the loss of print subscribers, newspapers with paywalls need to promote how many people pay to read their online content. That is a valuable audience for advertisers.)



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.

HELP WANTED

REPORTER: Immediate opening for reporter position for established award-winning weekly newspaper in Vandalia, Mo. Attention to detail, positive attitude, and strong writing and photography skills a must. Candidate must be energetic, motivated, and willing to take on the challenge of all reporting duties at a small weekly. Excellent benefit package, 401(k), etc. Contact Ron Schott, General Manager/Editor, at The Vandalia Leader, P.O. Box 239, Vandalia, MO 63382 or email tvlgemgr@lcs.net. 5-16

GENERAL ASSIGNMENT REPORTER: The Washington Missourian, an award-winning, twice-weekly newspaper, needs a general assignment reporter to cover county government offices, courts and general news. Experience preferred but willing to train a rookie or recent grad with the right stuff. We are a 16,000 paid-circulation paper with a great team-orientated staff located 50 miles west of St. Louis in historic Washington, Mo., on the Missouri River. Good pay and benefits including health insurance, 401K plan and profit sharing. Send resume, qualifications and clips to Ed Pruneau, Managing Editor, P.O. Box 336, Washington, MO, 63090. 5-14

MARKETING CONSULTANT: The News Tribune in Jefferson City, Mo., has an opening for a Marketing Consultant. Be a part of the area's top media promotion team! Responsibilities of this position include being a consultant to local businesses and helping them to succeed and grow. If you are a self-starter with genuine concern for the customer, have a charismatic positive personality and a desire to succeed, this may be the position for you. Computer skills required to provide proposals, correspond with customers and learn our software. Excellent communication and organizational skills also required, plus the ability to work under deadlines and be a team player. Salary plus commission. Digital expertise helpful. Great opportunity! Send your resume to: Jane Haslag, Advertising Director, News Tribune, 210 Monroe St., Jefferson City, MO 65101 or email: jane@newstribune.com. 5-14

REPORTER: Are you someone who wants to make a difference? If you have that desire, along with the skills to work in the editorial department of a community news organization, we would like to talk with you about a Part-Time position in Stockton, MO. Experience in reporting, photography and Web are necessary. We are a family of local news entities—newspapers and websites—surrounding Springfield. EOE. Please send resume to: Human Resource / REPORTER, Community Publishers, Inc., PO Box 330, Bolivar, MO 65613, or email to: careers@MO.NeighborNews.com, or

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AG opens St. Louis Rams' Dome proposal

JEFFERSON CITY—Attorney General Chris Koster this week, in compliance with Sunshine Law requests to the state, released the St. Louis Rams' proposal for upgrading the Edward Jones Dome in St. Louis. The proposal is on the attorney general's website at: <http://ago.mo.gov/RamsDocs.pdf>.

Koster had announced on May 7 that he would release the documents unless a judge said the records should remain closed. No representative of any party to the negotiations attempted to articulate an exception to Missouri's Sunshine Law, so the documents were released, Koster's news release said.

"The proposal for upgrades to the Edward Jones Dome is an open record under Missouri's Sunshine Law," Koster said. "While the Sunshine Law includes some necessary exceptions, the law is rooted in the position that public business should be conducted in public, particularly when taxpayer dollars are involved."

(The Rams have a number of years left on their contract with the Dome, but unless the Dome receives a major upgrade, the football team can break the contract.

The team's proposal does not include cost estimates, but the proposal involves major reconstruction of the Dome, which was build in the 1990s with a considerable amount of state and local financing.)

Fax: 417-326-8701. 4-25

ADVERTISING DIRECTOR: The Sedalia Democrat, in mid-Missouri, is seeking a hands-on Advertising Director with a record of driving revenue in multiplatform environments. You will develop new revenue streams, set sales goals, field coach and manage sales performance. With a circulation of 10,000, the Sedalia Democrat is known for superb reproduction and full-color section fronts that complement excellent design. Their portfolio includes the daily newspaper, four weekly publications and website, which is a high-growth rev-

enue stream. You will lead cross-selling efforts in print and digital solutions. Degree in advertising or marketing is preferred but not required. The Advertising Director will coach, train and manage a sales team of 8 Associates. Sedalia is home to the Missouri State Fair, the Scott Joplin Ragtime Festival and is known as a regional shopping and medical destination. This is a broad-based manufacturing economy. Unemployment is low and housing costs are modest. Median home price is 98K. For immediate consideration, please submit a cover letter and resume to: Seth Arsenault 760-318-6639, seth@yourhiresource.com. 4-17



SEMO PRESS ASSOCIATION

119th Annual Conference

Friday, June 1, 2012

Southeast Missouri State University

Deadline to Register is May 25

Agenda

9:30 a.m. Registration

9:45 a.m. Ed Henninger: "License to Print Money"

Henninger has been an independent newspaper consultant since 1989 and is the director of Henninger Consulting in Rock Hill, S.C. His column on newspaper design appears regularly in Publishers' Auxiliary, the publication of the National Newspaper Association. His column also appears in the bulletin of the Southern Newspaper Publishers Association as well as newsletters of press organizations throughout the United States and Canada. It is also distributed free to more than 1,600 subscribers worldwide. A new venture, Ed Henninger's Blog, is followed by newspaper design professionals worldwide and updated weekly with design evaluations and other newspaper design reports and opinions.

Noon Lunch with keynote address by Stephanie Padgett, "Tech 101"

In this presentation, Padgett will discuss how new tools such as smart phones and social media impact local news. Padgett is assistant professor in strategic communication at the University of Missouri School of Journalism. She has more than 20 years of advertising and media experience. She teaches classes in media planning and serves as director of media, research and operations for Mojo Ad, the student-staffed advertising agency that specializes in the Youth and Young Adult (YAYA) market. Prior to arriving at the University of Missouri School of Journalism, Padgett worked at Empower MediaMarketing, Cincinnati. In this role, she developed and executed media plans for clients and led the agency training and research departments. She was part of the successful launch of Nicoderm and Nicorette, one of the first direct-to-consumer advertising campaigns. Padgett served as the Midwest manager for The Media Audit, a syndicated research provider based in Houston, and she has been a Fellow at the Reynolds Journalism Institute, where she studied ways for newspapers to increase their revenue from online advertising.

1:30-3:30 p.m. Ed Henninger: "When Write is Wrong"

In this presentation, Henninger will help you to do a better job of thinking, planning, directing, writing and designing. These tips, tricks and techniques can be used at even the smallest newspapers with even the smallest staffs because they go to the heart of the matter: You will get better writing as the bedrock upon which to construct better-directed and better-designed packages.

1:30-2:30 p.m. Stephanie Padgett: "New Media for Sales Staff"

Padgett will discuss new media for sales staff and why Facebook-only advertising campaigns may not be the best bet.

2:35-3:30 p.m. Mark Kneer, general manager, Southeast Missouriian: "Dealing with Current Post Office Concerns"

Register Today!

- SEMO Press Registration for your newspaper — \$95
- Session Registration Fee Per Person -- \$5
- Registration per person, includes lunch — \$15 x _____ = \$ _____
- Total enclosed — \$ _____

Name of Newspaper _____ Your name _____

Names of those attending _____

Business Address _____

Phone _____ E-mail _____

Please send registration and payment by May 25 to
Michelle Friedrich, Daily American Republic, PO Box 7, Poplar Bluff, MO 63902
Phone: 573-785-1414 Fax: 573-785-0476

Do Overs!

Mulligans: \$10 per player (1 mulligan per side).

All proceeds above costs will go to Missouri Press Foundation.

Mulligans will be sold at the course before teeing off. Prizes awarded after golf.



Be at the golf course by 8:30. If you do not have a foursome, you will be assigned to one. If you wish to buy mulligans and/or make a contribution to the prize fund, you may add that to your registration check. **Send your registration and check to: Missouri Press Foundation, 802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167.**

Golf = \$50 per golfer _____

Mulligans \$10 per player _____

Prize Fund _____

TOTAL _____

Name(s): _____

Co. / Newspaper: _____

Phone: _____

Email: _____

2012 Missouri
Press Foundation

Porter Fisher Golf Classic

Friday, June 15;

9 a.m. Shotgun;

4-Person Scramble.

A.L. Gustin Golf Course,
Columbia

\$50

Greens Fee, Cart,
Prizes, Lunch

Trophies Sponsored by



Please Consider a Contribution to the Prize Fund

Would you personally or your company consider a contribution to the tournament prize/expense fund? If so, you may add it to your registration check or send a separate check to Missouri Press Foundation. Your gift will be acknowledged at the golf course and in MPA publications.

Thank you.

Directions: A.L. Gustin Golf Course is on Stadium Boulevard, just west of the Providence Road intersection (MU football stadium). The course is part of the University athletic complex.



Annual Meeting

June 16, 2012

Reynolds Journalism Institute, University of Missouri, Columbia

REGISTRATION: Write names of everyone who will attend from your newspaper or organization. Pay \$35 per person for conference registration, Thursday hospitality room, lunch and all sessions. Sponsorships are welcome. They help pay meeting expenses. Thank you. (This schedule is tentative.)

Conference Fee (\$35 Per Person) _____ **Number Attending** _____ \$ _____

Friday, June 15

4 p.m. — Hospitality Suite in the Stoney Creek Inn, South Providence Road.
Dinner on your own.

Saturday, June 16

9 a.m. — Sign in at the Palmer Room (100A) at the Reynolds Journalism Institute

9:30 a.m. — How the internet and social media have changed the newspaper audience, and how newspapers are reaching that audience.

10:45 a.m. — MU's move to the Southeastern Conference.

Noon — Lunch, Show-Me Press Business Meeting, Screw-Up of the Year Award, Legislative Update.

1:30 p.m. — Roundtable Quickies.

3:00 p.m. — How, when -- should you -- use Facebook, Twitter? What works, what doesn't? Should digital reporting change the content, look of your newspaper?

Sponsorship Donation \$ _____

TOTAL \$ _____

Name(s) _____

Affiliation _____

Address / Phone / email _____

Mail your registration form and check to Kristie Williams at Missouri Press, 802 Locust St., Columbia, MO 65201. If you wish to reserve a room at the Stoney Creek Inn, call (573) 442-6400. Mention the Missouri Press meeting to get the meeting rate of \$93. Check-in time is 3 p.m. If you have questions call Kristie Williams at Missouri Press, (573) 449-4167.

Joplin

One Year Later



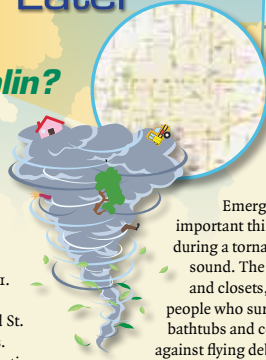
What happened to Joplin?

At 5:41 p.m. on May 22, 2011, a tornado touched down in Joplin and was on the ground for six miles.

It tracked into the neighboring town of Duquesne and then rural areas. At times it was at least one mile wide. It damaged or destroyed 8,000 homes, 18,000 cars, 400 businesses, injured more than 1,000 people and killed 161.

Some of the buildings damaged or destroyed included schools, churches, restaurants and other businesses, and St. John's Medical Center — one of the town's two hospitals.

After the tornado, there was no electricity in the destruction zone for about a week, and the city was without water. The area was declared a federal disaster area.

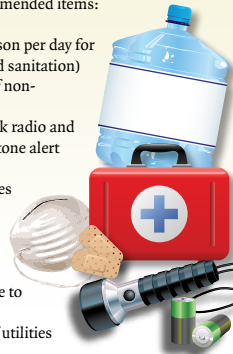


Safety: What should I do?

Emergency management officials say the most important thing anyone can do to prevent injury or death during a tornado is to seek shelter as soon as tornado sirens sound. The safest places are tornado shelters, basements, and closets, bathrooms or rooms with no windows. Many people who survived the Joplin tornado took cover in their bathtubs and covered themselves with blankets to protect against flying debris.

FEMA advises families to prepare for stormy weather by making a plan for what they will do when the tornado sirens sound and by putting together a home emergency kit. A basic emergency supply kit could include the following recommended items:

- Water (one gallon of water per person per day for at least three days, for drinking and sanitation)
- Food (at least a three-day supply of non-perishable food)
- Battery-powered or hand-crank radio and a NOAA Weather Radio with tone alert and extra batteries for both
- Flashlight and extra batteries
- First aid kit
- Whistle to signal for help
- Dust mask (to help filter contaminated air) and plastic sheeting and duct tape to shelter-in-place
- Wrench or pliers to turn off utilities
- Local maps
- Cell phone with chargers, inverter or solar charger



For a complete list of recommended items for a Basic Emergency Kit, visit ready.gov

What is a Tornado?

"Tornado" was a 14-century sailor's word for a violent, windy thunderstorm. The word may have come from the Spanish word "tronada," which means thunderstorm. Tornadoes are funnel- or cone-shaped clouds with winds that can reach up to 300 miles per hour and cause damage for miles.

They usually occur in March through August, but they can form at any time. They can happen in any state, but usually touch down in the Central Plains or Midwestern states — an area known as "Tornado Alley."

Meteorologists rate tornadoes according to their size and strength on a scale of 1 to 5. An EF-5, the kind that hit Joplin and Duquesne, is the most powerful. It also was the deadliest tornado in 60 years.



First responders: Heroes to the rescue

Many people went to work immediately to help rescue those trapped in the debris or to care for those who were injured. Others organized shelters where people could sleep, eat and get clothing and other basic necessities. Among the first responders were 119 fire and rescue services and 68 ambulance districts from across Missouri. They were honored in April at a ceremony at the state Capitol in Jefferson City, and all received medals.

Making Progress

In the weeks and months that followed, more than 125,000 volunteers from across the U.S. poured into Joplin to help shovel debris, to set up distribution centers where people could go for food and toiletries, and to begin rebuilding or repairing homes. Some of them ended up staying and still are volunteering today.

Progress has been made: Schools were set up in vacant warehouses and a local mall and started on time on Aug. 17. Many of the damaged or destroyed businesses have rebuilt and reopened, and new homes are popping up every day.

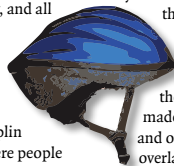
On May 22, the city will remember those who lost their lives and those who helped with a Unity Walk.

The Joplin Globe newspaper went to press just one hour late—at 1 a.m.—on the morning of May 23. Despite the loss of a colleague and many of their own homes in the tornado, the staff was on the job providing news and information for their readers. Missouri Press Association has documented the staff's efforts in a film, "Deadline in Disaster."



Augie's bike helmet saves the day!

Augie, a 9-year-old Joplin boy, was safe because of good decisions by his mother, Natalie. She instructed him to put on his bike helmet, thinking of potential debris thrown up by the twister. When the tornado hit their home, the bathroom toilet was ripped from the floor and thrown through the air, striking Augie in the head. "I saw the tornado warning, I heard the sirens, I looked outside and I saw the dark cloud, and we made the split-second decision to take a blanket, take a pillow and our little puppy" and put them all with Augie inside the tub, overlaying it with a bed mattress, Natalie said. Their home was badly damaged, but Augie, his mother and the puppy survived.



Lexi, an everyday hero!

Eight-year-old Lexi, heard a warning on television that a tornado was heading toward her city. She insisted that her parents stop what they were doing and get in the car immediately to seek shelter at her grandparents' house, which has a basement.

Her mom and dad thought they would finish dinner first, but Lexi wouldn't let them. By going to her grandparents' house, they were safe and later learned that their home was destroyed. Had they stayed there, they might not have survived. Lexi was honored by the American Red Cross as an Everyday Hero and will receive a bronze cross for lifesaving this fall from the Girl Scouts.



This special feature was written by Andra Stefanoni of The Joplin Globe and produced by the Missouri Press Foundation.

This full-page feature about the May 22 tornado in Joplin is designed to remind, inspire and teach.

It is available at no cost.

The feature is written to help young readers understand what happened in Joplin and appreciate the efforts to rescue and help rebuild the community, and to teach important safety information from lessons practiced and learned in Joplin.

To get the feature go to www.mo-nie.com and use download code: joplin.