



CALENDAR

March

- 11-17 — National Sunshine Week
15 — Missouri Sunshine Coalition program celebrating Sunshine Week, 5-6:30 p.m., RJI, Columbia
15 — MPA Political Advertising Workshop, Bethany

April

- 12-13 — Ozark Press Association meeting, Branson
19-20 — Missouri Advertising Managers' annual meeting, Courtyard by Marriott, Columbia
26 — Missouri Press Foundation board meeting, Columbia
26 — MPA Past Presidents and Spouses Dinner, Columbia

May

- 3 — Premiere of MPA film "Deadline In Disaster," Missouri Theatre, 9th and Locust, Columbia
24 — Showing of "Deadline In Disaster," Fox Theater in Joplin

June

- 1 — Southeast Missouri Press Association meeting, Cape Girardeau
14 — Missouri Press Association and Missouri Press Service Board meeting, Columbia
15-16 — Show-Me Press Association meeting, Columbia
22 — Northwest Missouri Press Association meeting, St. Joseph

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.

Entries in the Better Newspaper Contest must be postmarked by April 30.
Rules, forms at mopress.com/BNC.php

Missouri Press Association Bulletin

No. 1278 — 14 March, 2012

Film debut May 3 in Columbia



Missouri Press film documentary tells story of how *Joplin Globe* helped its community persevere

Like community newspapers do every spring in their towns all across the country, *The Joplin Globe* covered the graduation program for local high school seniors on May 22, 2011.

Moments after that Sunday afternoon ceremony ended, the lives of Joplin residents changed forever. Life ended for more than 150 of them. An EF-5 tornado, the most violent kind, made a direct hit on the community of 50,000.

Then began *The Globe's* mission to tell the stories about all of the tragedies and miracles, the victims and the heroes, the responses of neighbors and the world.

The story of how *The Globe's* staff carried out that mission has been told in a documentary film that will be premiered on Thursday, May 3. "Deadline in Disaster," produced by the Missouri Press Foundation, will be shown at 7 p.m. in the Missouri Theatre, 9th and Locust streets in downtown Columbia.

Preceding the showing of the 59-minute film will be a reception and silent auc-

'Deadline in Disaster' (continued on next page)



Application for MPA membership

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 Newspapers, 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 this spring.

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

Ozark Press will meet April 12-13

The Ozark Press Association has scheduled its meeting for Thursday and Friday, April 12-13, in Branson.

Planning for the meeting was delayed by a recent tornado that damaged a number of hotels there.

Details and registration information for the meeting will be provided when finalized.

Show-Me Press will meet June 15-16

The Show-Me Press Association has tentative plans to hold its annual meeting Friday and Saturday, June 15-16, at the Reynolds Journalism Institute in Columbia.

The Show-Me Press Association encompasses the northeast quarter and the central region of the state from border to border. However, newspapers need not be in those areas for their staffers to attend the meeting.

Meeting details and registration information will be provided soon.

Northwest Press will meet June 22

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

That association in the past has met in January, but declining attendance resulted in a decision to shorten the meeting and move it to a later date.

Details will be provided as they become available.

'Deadline in Disaster' (continued from previous page)

tion in the theatre lobby to raise funds for a memorial in Joplin to the victims and survivors. After the film, members of *The Globe* staff will answer questions from the audience. That will be followed by a reception for all attending.

The Joplin tornado eventually claimed 161 lives, including that of a page designer for *The Globe*. A third of the newspaper's staff lost their homes.

In spite of that, *The Globe's* presses rolled that night. A few reporters made it to the newsroom. Some who couldn't get there called in reports, not knowing whether their friends, families and colleagues were alive. Nearly all of the paper's carriers showed up to deliver that first post-tornado issue early the next morning.

Residents came to depend upon *The Globe* for what they needed to know to make it through each day and to find a way forward. That's a message *The Globe's* editor, Carol Stark, hopes people will get from the film.

"I hope they'll be able to see how real newspaper journalists work in a crisis," Stark said. "This is our job, our lives. It's important to realize that we need these folks."

The Missouri Press Foundation invites everyone to attend the premiere of "Deadline in Disaster" on May 3 in Columbia. And it welcomes any donations of items for the benefit auction that will be held in the theatre lobby. Businesses that would like to help sponsor the premiere also are welcome.

Auction donors and sponsors are encouraged to contact Missouri Press by April 2 at (573) 449-4167 so their contributions can be acknowledged in the program.

"Deadline in Disaster" was directed by Beth Pike and Stephen Hudnell, EMMY Award-winning journalists from Columbia. They were assisted by retired AP correspondent Scott Charton, also of Columbia.

Funding for the project has come from several generous donors and the Missouri Press Association, Missouri Press Service and Missouri Press Foundation. More funding is needed for the film.

A trailer for the film can be seen at <http://www.youtube.com/watch?v=4D37UI3N0Ek>.

"All newspapers can take pride in the performance of *The Globe* as it delivers the very essence of service as a community newspaper," said Doug Crews, executive director of the Missouri Press Association.

Advance tickets for 'Deadline' \$10; \$12 at the door

Tickets for the premiere showing of the documentary film "Deadline in Disaster" on Thursday, May 3, can be purchased from the Missouri Theatre box office, in advance by phone or at the door. They also will be available online.

The theatre is at the corner of 9th and Locust streets in downtown Columbia (a block east of the MPA office), phone (573) 875-0600.

Cost for tickets is \$10 in advance, \$12 at the door. Tickets purchased online at motheatre.org — when they become available — are subject to a \$2 processing fee.

The film will begin at 7 p.m. Before that, a reception and silent auction will be held from 6-7 p.m. in the lobby of the theatre to raise funds for a memorial to the victims and survivors of the tornado.

After the film, members of the staff of *The Joplin Globe* will answer questions from the audience. That will be followed by an informal gathering of the producers and directors of the film, *The Globe* staff members and the audience in the theatre.

Rules, categories, entry labels and an entry log sheet for the 2012 Missouri Press Foundation Better Newspaper Contest can be downloaded from mopress.com/BNC.php.

All forms were mailed to newspapers with the Feb. 15 Bulletin. **The post-mark deadline for entering the contest is April 30.**



Missouri Press Association

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Learn to sell more ads!

Training pays for itself many times over

Register your newspaper's advertising sales people now for the annual meeting of the Missouri Advertising Managers' Association. Publishers who participate in the advertising sales efforts at their newspapers also should attend this meeting.

The meeting will be Thursday afternoon and evening and Friday morning, April 19-20, at the Courtyard by Marriott in Colum-



Bryna Krauth



bia. Marketing specialist Bryna Krauth will be the principal presenter. She is president of Organic Marketing and has spent the past 15 years working in media and marketing.

The meeting is scheduled to allow guests to drive in Thursday morning, spend only one night away, and drive home on Friday afternoon.

Thursday evening entertainment will be a trip to Déja Vu Comedy Club to see Josh Blue, a winner of NBC's Last Comic Standing.

The meeting will open at noon on Thursday with Missouri Press

legal counselor Jean Maneke talking about current issues affecting newspaper advertising.

That will be followed by the Great Idea Session. You could win \$20, \$30 or \$50 for your idea.

Mail or email your entry for the Great Idea Session before the meeting so it can be prepared for presentation. Or take a detailed description and sample copies to pass around to attendees.

Send your ideas to Greg Baker at gbaker@socket.net and confirm receipt, limit one entry per attendee. Entries will be voted on by all attendees of the meeting.

After the Ideas session, Krauth will talk about "All Things Digital," helping advertisers grow revenue using social media, websites, blogs and other forums.

At dinner on Thursday, awards will be presented to the winners of the 2012 Better Ad Contest.

Sessions will resume at 8 a.m. Friday with "Becoming a Brand Expert." This session will help you construct brand building plans and campaigns for your clients.

That session will be followed by "Strategic Marketing Plans." You'll learn how to help advertisers build multi-media marketing strategies.

A registration form for the meeting is enclosed and can be found at mopress.com/current_forms/php.

The meeting is scheduled to allow guests to drive in on Thursday morning and drive home on Friday afternoon.

Southeast Press will meet June 1 in Cape Girardeau

The Southeast Missouri Press Association will hold its annual meeting on Friday, June 1, at the University Center at Southeast Missouri State University.

Registration will begin at 9:30 a.m.

The headline presenter will be newspaper design consultant Ed Henninger. His topic will be "License to Print Money."

More information and registration details will be provided soon.





J School students will write editorials on topics you choose

The Editorial Writing class at the Missouri School of Journalism once again seeks Missouri newspapers to join in a unique opportunity to teach the art of persuasion.

Associate professor Clyde Bentley will pair students in the class with editors or publishers of community newspapers. The students will write an editorial for you on the subject of your choice.

This project is similar to what they would get as part of an editorial board—an assigned opinion that is not necessarily their own but is written with their best persuasion skills.

Bentley has 21 students in the class. He would like to match them as soon as possible so they can begin working on the assignment when they return from spring break on April 3.

If you would like to help a young journalist understand the challenges of community newspapering and give your paper a shot of new blood, join the project. Contact Bentley by March 21 at bentleycl@missouri.edu.

Flint raising price of black ink April 1

(News&Tech Dateline)—Flint Group North America will raise the price of black coldset inks 4 cents per pound, effective April 1.

Norm Harbin, Flint Group's business director, news inks, attributed the price adjustment to increasing demand for raw materials, in particular refined naphthenic oils and carbon black.

Regarding naphthenic oil, global demand has compelled the few remaining North American refiners that supply the commodity to export much of their production overseas.

"The industry no longer competes solely on a domestic basis for these resources, but rather in a global environment," Harbin said.

"Flint Group is taking every possible measure to mitigate the impact of this increase," he added. "We appreciate customers' understanding of the market conditions that make this price increase necessary."

Editor tells how it's done

Readers don't know what goes into producing a newspaper

The editor of *The Marshfield Mail* did something recently that more newspaper editors and publishers should do. She spoke at a meeting of the local Quill and Ink Club.

Emily Griffeth told the club about her work, including writing her column, attending meetings, gathering news and producing the newspaper each week.

When was the last time you or someone from your staff did that? It should be routine. Contact all of those service and social clubs and church groups whose news you print all the time and tell them you're available to speak.

The Mail ran a little story (and a photo!) about Griffeth's visit with the club. It included some comments from club members.

Note what some of them said:

"As I write the items for my church, I would have six and seven pages. I wondered why they couldn't put it all in, and she told us why — because there were so many churches, they wouldn't have room for all of them. She was right."

"When I read my paper that evening, I had a new appreciation for the time, effort and talent that go into each edition. ...Knowing that she reads and edits every submitted article was impressive."

"I thought it was interesting that because it is a small-town newspaper, her job is not just editing and writing, but a wide array of unexpected tasks. Emily told us there isn't one particular type of story that she enjoys covering; it's the variety she likes."

Even if you're an old-timer in your community with roots as deep as anyone, you've still got to tell people about the work you do. They've been reading your paper forever, but they haven't got a clue.

"When I read my paper that evening, I had a new appreciation for the time, effort and talent that go into each edition."

Strip's edge too sharp for 'funnies'

KANSAS CITY (AP)—A national syndicate offered replacement "Doodlesbury" comic strips to newspapers that don't want to run a series that uses graphic imagery to lampoon a Texas law requiring women to have an ultrasound before an abortion, executives said Friday.

A handful of newspapers say they won't run next week's series, while several others said the strips will move from the comics to opinion pages or websites only. *The Kansas City Star* will move the strip to the Opinion section for the week, and repeat strips will appear in the comics pages.

The comic strips feature a woman who goes to an abortion clinic and is confronted by several people who suggest she should be ashamed. Among them is a doctor who reads a script on behalf of Texas Gov. Rick Perry welcoming her to a "compulsory transvaginal exam," and a middle-aged legislator who calls her a "slut."

One panel equates the invasive procedure to rape and describes the device used to perform it as a "10-inch shaming wand."

Steve Shirk, manager editor of *The Star*, said, "We felt the content was too much for many of the readers of our family friendly comic page. We felt that (op-ed) page was more appropriate for that story line."



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.

Please send page PDFs to MPA's FTP site

If your newspaper creates PDFs of each issue, please join your fellow Missouri Press Association member newspapers that are uploading their PDFs to MPA's FTP site.

For simple instructions on sending your content to Newz Group, which administers the FTP site, contact Dan Schupp, Newz Group's information technology director, at 573-474-1000 or dschupp@newzgroup.com.

The PDFs you send to Newz Group are used to build our statewide public notice website: <http://www.molegals.com>.

If you have concerns or questions about this MPA project, contact Doug Crews, dcrews@socket.net, or Greg Baker, gbaker@socket.net, at Missouri Press, (573) 449-4167.

If you create PDFs of your newspaper, please work toward getting all of those PDFs sent to Newz Group.

Young Journalist, Fame nominations due April 30

Nominations for the 2012 Young Journalist of the Year and for induction into the Missouri Newspaper Hall of Fame and the Missouri Photojournalism Hall of Fame must be in by April 30.

Nomination forms for all of three are at mopress.com/current_forms.php. Or contact the MPA office and ask that a form be emailed or faxed to you: (573) 449-4167, kford@socket.net.

These honors depend upon your nominations. Don't let our best young journalists and our industry leaders go unrecognized.

News people need to help

Many don't understand role of public notices

By **AL CROSS** / University of Kentucky School of Journalism and Telecommunication (SPJ's OnlineQuill)—The financial pressures of the news industry have made journalists much more aware of the business side that supports our journalism. But some journalists need to know more about an important part of the business that also helps inform citizens and helps us find stories—public-notice advertising.

Paid public notice is under threat, and SPJ members and chapters need to help defend it.

You may know public notices as “legal ads,” because they are required by law, they can be part of court process, and classified sections often use “legal notices” as the heading. But public notices also include display ads and encompass a wide range of important information: government budgets, financial statements, audits, local ordinances, hearings, environmental permit applications, water-system reports, foreclosure sales and more.

Public notices are a necessary leg of the three-legged stool of open government, along with open-records and open-meetings laws. But local governments are lobbying state legislatures to eliminate or reduce newspaper publication of legal notices, arguing that it would be much cheaper for taxpayers if they're published on government websites, and just as effective.

The second half of that argument is an assumption, and repeated research shows that it's incorrect. Polls by the Donald W. Reynolds Journalism Institute at the University of Missouri have found that citizens are unlikely to surf government sites for public notices, while they do report reading them often in newspapers.

Also, many Americans lack broadband or access to it, and Internet adoption appears to be leveling off, indicating that some Americans will never be online.

Public notices can provide tips for news stories and are a significant source of revenue for many newspapers, especially county-seat weeklies, so their reduction or elimination could lead to fewer jobs in journalism, and less journalism.

Because the economic recovery is slow and stimulus dollars are gone, state and local governments will be under even more pressure to cut expenses, and public notice is likely to be an even greater target — especially for those public officials who don't get along with their local papers.

Unfortunately, some journalists who cover this issue lack necessary knowledge. Mark Thomas of the Oklahoma Press Association reported last year, “I was stunned a couple of months ago when we were fighting off two legal-notice bills by the counties. I was interviewed many times by reporters. Not only were longtime reporters a bit ignorant of public notice and its role in the entire process, but the newbie reporters were completely clueless.”

SPJ members and chapters should make an effort to educate journalists about the issue of public notice.

In addition to educating journalists about the issue, SPJ chapters should consider joining newspapers in lobbying against elimination or reduction of public notices. This is a case where a business issue for newspapers is also a freedom of information issue for journalists, and we should be informed and involved.

For more information, contact me at al.cross@uky.edu or go to the Public Notice Resource Center website, pnrc.net.

“Not only were longtime reporters a bit ignorant of public notice ..., but the newbie reporters were completely clueless.”



Legislators on break; contact them about sales tax exemption

Missouri legislators are on spring break this week. Now would be a good time to contact your state senator and representative about the sales tax issue.

Tell them that newspapers are taxed when they are sold, so publishers shouldn't have to pay sales tax on the material they purchase to produce newspapers.

Other Missouri manufacturers are exempt from paying sales taxes on material used to produce goods that are taxed when sold. That's the same tax exemption newspapers have, and taking away that exemption just for newspapers would not be right.

Ask them to oppose any attempt to end the sales tax exemption on newsprint, ink, computers and other material and equipment you use to produce your newspaper. The state gets its sales tax when your newspaper is purchased by readers.

New free papers launched in Canada

(*The Globe and Mail*, Toronto)—Six Canadian cities will see a new daily newspaper in their communities on April 2, as Torstar Corp. rolls out new editions of its *Metro* commuter paper.

Saskatoon and Regina will be the only communities with a physical paper printed each day, while online-only offerings will be made available in Hamilton, Kitchener, Windsor, Ont., and Victoria. The papers are targeted at "youthful, active metropolitans aged 18-49."

The papers are a mainstay in large cities such as Toronto and Montreal, where they are popular among those using public transit. In Saskatchewan, the papers will be distributed by hand on busy downtown corners, as well as in traditional newspaper boxes.

Metro plans to print 20,000 copies a day in each city.

Two of the new cities receiving digital papers – Hamilton and Kitchener – have daily papers that are owned by Torstar.

Toronto Star publisher John Cruickshank said in a conference call that recent *Metro* forays into markets such as London and Winnipeg have gone "very, very well."

Media & Law seminar in K.C.

Jean Maneke among speakers for May 4 meeting

The annual Media and the Law seminar, sponsored by the University of Kansas Continuing Education program, will be held Friday, May 4, at the InterContinental Kansas City at the Plaza, Kansas City.

This 25th annual seminar, The Changing Face of Media, will be from 8 a.m.-4:15 p.m. It is sponsored by the Kansas City Metropolitan Bar Association Media Law Committee and the University of Kansas School of Law to provide attorneys with an opportunity to earn continuing education credits.

Among the speakers, many of whom are experts from around the country, will be Jean Maneke, MPA's legal hotline counselor; Roger Fidler of the Reynolds Journalism Institute; and Michael Wolff, former justice of the Missouri Supreme Court.

Journalists are invited to attend the seminar at a reduced fee of \$60.

Topics:

"Toto, We're Not in Kansas...But Google Is!" What happens when technology, big business and individual rights collide?

"Whose Book Is This?" Digital publishing, copyright and future of "orphaned" literary works.

"Anti-Social Media." Social media and the struggle for free speech.

"Winning by Spinning?" The ethics of litigating civil cases in the media.

"Taking the Punch from Defamation Suits." A comparative analysis of state approaches to anti-SLAPP statutes.

For details and registration information go to www.ContinuingEd.ku.edu (keyword: Media & Law).

Judge orders story taken down

Newspaper appeals prior restraint ruling

SOUTH BEND, Ind. (AP)—The *South Bend Tribune* was forced to remove a story from its website after a last-minute reversal from an appeals court blocked the paper from using transcripts of calls to the Department of Child Services.

The newspaper had originally won the release of phone records from the DCS child abuse hotline following the November death of a 10-year-old boy. The records included audio recordings and transcripts related to the child, who was found tortured and dead.

But a state appeals court granted an emergency block on the records Friday, an hour after the paper published a story on its website with details from the calls. The *Tribune* removed the story from its website and will refrain from publishing any information on the calls on the advice of its attorney.

"I am saddened by today's ruling that delays us from telling this important story," said Kim Wilson, *The Tribune's* president and publisher. "We will continue to fight to provide additional insight and information that might help our community to prevent future tragedies."

Tribune attorney Gerald Lutkus argued that the U.S. Supreme Court has consistently struck down efforts to restrain the media from publishing information.

"The stay requested by DCS is patently unconstitutional in that it is a classic prior restraint on the press," Lutkus wrote in a motion he filed Friday afternoon objecting to the emergency stay.

However, DCS attorneys said releasing the records could promote a "chilling effect" to people who report abuse through the hotline and are promised confidentiality.



Act now to minimize mail delivery delays

The Postal Service plans to close Sectional Centers in Springfield and Cape Girardeau and in Quincy, Ill., in two months.

Mail that has been processed in Quincy will be sorted at the Sectional Center at the Columbia Regional Airport. Cape Girardeau mail will go to St. Louis for sorting, and Springfield mail will go to Kansas City.

The closings will affect delivery for many Missouri newspapers that are delivered to readers outside the local post office's delivery area.

Newspapers that have not yet done so should get additional entry permits to drop newspapers at the post offices in nearby towns. This will prevent some papers from going to mail processing centers in Kansas City, St. Louis or Columbia.

No changes will occur before May 15 to give Congress and the Administration the opportunity to enact an alternative plan.

No changes are planned at this time to retail services and business mail acceptance located at any of the facilities involved in these studies.

Notify Mo. Press of any changes

Any time you change anything relating to advertising in your newspaper, please let Missouri Press know about the changes.

Changes could involve rates, column width, publication day, niche publications, regular special sections, insert rates, zone distribution or anything else.

Missouri Press uses this information to sell and place advertising into your newspaper. If our information is outdated or incomplete, you will not receive the correct payment for advertising, or you may not be included in the ad buy at all.

Outdated information becomes a big problem when an ad buy involves dozens of newspapers, like many political advertising buys do.

Please remember to notify Missouri Press whenever you make any adjustments to your advertising services, prices or procedures.

Don't fear erecting a paywall

Columbia publisher speaks at Mega Conference

(NetNewsCheck)—Newspapers of any size don't have to worry that the sky will fall if they adopt a paid content model, three papers that erected paywalls said at the Key Executives Mega Conference in February.

Oklahoma's *Tulsa World*; *The Ottawa Herald*, a 4,500-circulation daily in Ottawa, Kan.; and the *Columbia Daily Tribune*, a 20,000-circulation daily in Columbia, Mo., all said their switch to paid content have yielded promising early results.

Their case studies reinforced a study simultaneously released by the Southern Newspaper Publisher's Association and the University of Missouri's Missouri School of Journalism, which found that 42% of 400 weekly newspaper publishers surveyed were now charging for online access with 43% of dailies now charging.

The study, released at the Mega Conference in San Antonio jointly put on by the SNPA, Inland Press Association and Local Media Association, also found that one-fourth of those who don't charge for online content plan to begin doing so soon.

For the three newspapers that presented their case for paywalls at the Mega Conference, there were no regrets in the conversion.

Jeanny Sharp, editor and publisher of the *Ottawa Herald*, said the move to paid content in July 2010 was a matter of stopping the bleeding, having watched her paper's print circulation steadily drop as readers instead turned online to pick up its content for free. She said that erecting the paywall immediately stopped the circulation drop.

Not everything went behind a wall, Sharp said. "Essentially, it's a premium subscriber model," she said, noting that abbreviated versions of news stories and obituaries, for instance, are still accessible to all viewers to continue drawing online advertisers. Full stories, obits and the paper's lively comments section, however, are now pay-to-play for readers, who are charged the same amount for online access only as they would be for a print/online combination subscription.

The *Columbia Daily Tribune's* Andy Waters, president and GM, said that for his paper, the move came down to revenue prospects. "Maybe 10% was the most we'd ever get from online advertising," he said of his December 2010 move to paid content to build a new revenue stream. The *Daily Tribune* adopted a metered model allowing 10 free views per month, and despite some initial reader grouching, Waters said it has had steady digital growth since the move.

"It has far exceeded our expectation," he said.

"We didn't have nearly the pushback that we thought we would," he noted, adding that monthly unique visitors to the site have risen 7% and more than 9,500 are now paying for online content. He attributed the paper's 60% conversion rate to a print/online bundle partly to the opt-out approach it took in presenting the switch to readers, who would have to call to stop their subscriptions to avoid the new paywall. The move was also timed with a price hike for print subscriptions only, so one way or the other, loyal readers would be putting their hands a little more deeply into their pockets.

For the *Tulsa World*, Web Editor Jason Collington said the paid content move dated back to 2006 and a longer transition period that began with an initiative at the paper to deepen local content against wire and syndication stories that it was leaning on a little too heavily.

"Before you get to a paid model, we believe you should start with content," Collington said.

The next step was to expand the internal programming department to give the paper more customization potential on the back end and a restructuring of the newsroom to bring the print and digital staffs into the same space. Finally, *Tulsa*

Don't fear paywall (continued on next page)



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 issues of the Bulletin, go to mopress.com/jobs.php.

HELP WANTED

EDITORIAL POSITION: 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 Cedar County, Mo. Experience in reporting, photography and Web are necessary. We are a family of local newspapers and websites surrounding Springfield. EOE. Please send resume to: Human Resource / Editorial, Community Publishers, Inc., PO Box 330, Bolivar, MO 65613, or email to careers@MO.NeighborNews.com or Fax: 417-326-8701. 3-13

PREPRESS TECHNICIAN: Tribune Publishing is seeking a prepress technician with experience in digital pre-press production, press impositions, CTP, and 4-color offset printing in a high-quality deadline-oriented production environment. Candidates must be able to prepare, transfer and manage electronic data from a variety of sources and output offset printing plates and digital color proofs in a timely and accurate manner. Must be able to monitor the performance of all CTP equipment, perform necessary maintenance and calibrations. Must also be familiar with color management solutions, quality control, press curves, linearization, ICC profiles and dot gain. Qualified applicants must exhibit good organizational and written skills, attention to detail, and the ability to work at a fast pace to meet deadlines. Extensive knowledge of plate production, ability to manage multiple projects, and graphic design experience are pluses. Must be highly motivated and self-directed. Must be able to lift approx. 40 lbs. Shift is Tues-Sat 4 p.m.-midnight. Benefits include health insurance, vacation pay, sick pay, 401(k) retirement plan, and access to company gym. Send application to the Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205 or email resume to srinehart@columbiatribune.com. An application can be printed at www.columbiatribune.com/jobs. EOE / Drug free Workplace. 3-13

REPORTER - SPORTS: The Columbia Daily Tribune Sports department is seeking a full-time reporter to cover local athletic events. Writing experience required. Newspaper experience preferred. Applicants must be able to work nights and weekends, must have reliable transportation, good driving record, valid driver license, and proof of insurance. Applicants need experience as a sports writer or designer/editor. Benefits include health and dental insurance, 401(k), vacation pay, sick pay, and use of employee gym. Provide an application, resume, and writing samples to Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205 or email

Don't fear paywall (continued from previous page)

World added an in-house customer service staff to be ready with support for the transition, part of which Collington manned himself to explain the paper's position to potentially disgruntled readers.

By the time *World's* wall was raised in April 2011, Collington said the paper was leveraged for the shift.

"All of our numbers are up," he said. "We have not had a number go down."

Those numbers include monthly unique visitors, circulation revenue and social referrals, he said.

One of the biggest issues was simply

bracing readers for the change. For Sharp, that meant launching a print and Web campaign in the weeks leading up to the shift in which the paper stood proudly by its decision. "Our content has value," the campaign asserted.

And while some community members complained, including a number of well-heeled readers Sharp knew would be barely affected by the new pricing, loyalty to the local paper ultimately prevailed.

"We found that initially the traffic fell away a little bit," Sharp said, "but then it came back."v

srinehart@columbiatribune.com. An application can be printed at www.columbiatribune.com/jobs. EOE / Drug free Workplace. 3-12

EDITOR: The Morgan County Press, a weekly community newspaper in Stover, Mo., is seeking a full-time editor with a heart for community journalism. Applicant must live in, live near or be willing to move to Stover, work some nights and weekends, have a reliable vehicle for transportation, and be willing to be involved in the community. A pleasant personality and good command of the English language are essential. Duties include coordinating advertising sales with sales staff; attending and reporting on chamber of commerce, city council, school board and other public meetings; writing a personal column or editorial each week; posting stories/photos/videos daily to newspaper website; producing special sections; and other duties as required or assigned by managing editor. For more details call Bryan E. Jones at 573-378-5441 or send resume and writing samples to bjones@vernonpublishing.com. 3-2

MANAGING EDITOR: Award-winning Kansas City-area weekly newspaper seeking full-time managing editor to organize and handle editorial day-to-day operation. Successful applicant will

possess experience in all aspects of newspaper writing, editing and production: news, op-ed, sports, photography, pagination. Experience with Adobe CS programs, QuarkXpress a must. E-mail resume to editorresume123@gmail.com. 2-22

GM/SALES REP OR GM/EDITOR: Immediate opening for general manager/sales position OR general manager/editor for established award-winning Northeast Missouri weekly. Management skills, attention to detail, positive attitude, and strong sales or newsroom experience a must. Candidate must be energetic, willing to take on the challenge and motivated. Excellent benefits package, 401(k), etc. Contact Walt Gilbert, vice president, Lakeway Publishers of Mo. at Imovp@lcs.net. 2-11

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 tvgenmgr@lcs.net. 2-16

Notice must precede housing advertising

ALL PUBLISHERS must carry at the beginning of the real estate section this publisher's notice:

"Publisher's notice: All real estate advertised herein is subject to the Federal Fair Housing Act, which makes it illegal to advertise any preference, limitation, or discrimination because of race, color, religion, sex, handicap, familial status, or national origin, or intention to make any such preference, limitation, or discrimination.

"We will not knowingly accept any advertising for real estate which is in violation of the law. All persons are hereby informed that all dwellings advertised are available on an equal opportunity basis."



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Featured Speaker



Bryna Krauth, M.B.A.
President of
Organic Marketing

Bryna Krauth has spent much of the last 15 years working in the media industry. She specializes in developing marketing strategies for revenue growth across mediums like newspapers, magazines, television and the Internet. She was also the president and part-owner of PRWatchdog, an online reputation management and social media marketing company. In addition, she ran an online recruitment company and several recruitment verticals for CEO Ventures headquartered in Atlanta, GA.

Bryna began her career in the media industry in 1994. Most recently, she was the publisher of Steamboat Pilot & Today, Steamboat Today, and Hayden Valley Press. In addition, she was the publisher of numerous magazines and Web sites including Yampa Valley Real Estate, At Home in Steamboat, Colorado Hunter, steamboatpilot.com and exploresteamboat.com. She has worked and lived in Northwest Colorado since December, 1996, and during that time specialized in implementing new revenue generating products for the news organization and leading a team of advertising consultants. She has held nearly every management position in the newspaper business and was also the publisher of the Craig Daily Press, in Craig, CO. She is a past member of the board of directors for the Colorado Press Association.



THURSDAY, APRIL 19 Events from Noon-8PM

Legal Issues: Current issues affecting newspaper advertising, with Missouri Press Association's legal expert Jean Maneke

Great Idea Session: Bring your best idea and possibly win \$20, \$30, or \$50 for your idea!*

All Things Digital: Helping advertisers build digital strategies for revenue growth using social media, website, directories, city guides, blog sites, etc.!

2012 Advertising Contest Awards Dinner Presentation
After Dinner Entertainment: Déjà Vu Comedy Club featuring Josh Blue, winner of NBC's Last Comic Standing

FRIDAY, APRIL 20 Events from 8AM-Noon

Becoming a brand expert: What's the best way to build a brand? This session will help advertising directors construct brand building plans and campaigns to better serve their clients. It will focus on things like value proposition statements, mission statements, logo creation, etc. "Who are you, what do you do, and who do you do it for?" Helping clients build a brand and selling passion, now that's the good stuff!

Strategic Marketing Plans: Learn how to help advertisers build multi-media marketing strategies for revenue growth by using everything from traditional media to new media and everything in between!

*Please mail or email your entry for the great idea session prior to the meeting so we can prepare it for presentation. Or, bring a detailed description and sample copies to pass around to attendees. Be prepared to explain your entry in 3 minutes or less. Send your idea to Greg Baker at gbaker@socket.net and confirm receipt, limit 1 entry per attendee. Entries will be voted on by all attendees of the meeting.

MISSOURI ADVERTISING MANAGERS' ASSOCIATION

Annual Conference Registration • Thursday April 19 and Friday April 20, 2012



Courtyard by Marriott

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 Room rate: \$94 • Reserve your room by calling 573-443-8000
 Sleeping room reservations must be made by Friday, March 16
 Ask for Missouri Advertising Manager's Association

Please write names of people who will attend from your newspaper or organization and mark the events/sessions they will attend.

Name(s)	Full Registration By 3/16/12 \$119	Full Registration After 3/16/12 \$129	Thursday Only Afternoon Sessions \$40	Thursday Dinner & Awards Ceremony \$50	Thursday PM Deja Vu \$10	Friday Only Package Includes Breakfast & AM Session \$40	Total Per Person
Name of Newspaper: _____ Address: _____ Contact Email: _____							Grand Total

CONVENTION CANCELLATIONS: CANCELLATIONS RECEIVED BY FRIDAY, MARCH 30, 2012, WILL BE ENTITLED TO A REFUND. CANCELLATIONS MAY BE FAXED TO 573-874-5894 OR EMAILED TO KWILLIAMS@SOCKET.NET. CANCELLATIONS RECEIVED AFTER FRIDAY, MARCH 30, 2012, ARE NOT ENTITLED TO A REFUND.

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