



CALENDAR

February

- 22 — Follow the Money Workshop, St. Louis Union Station Marriott (p. 2)
- 24 — Circulation Workshop, Westport Plaza, St. Louis (see right)

March

- 8-9 — NNA "We Believe in Newspapers" Leadership Conference, Washington, D.C. (formerly GAC)
- 9 — Missouri Press Foundation / Reynolds Journalism Institute news skills workshop, Columbia
- 11-17 — National Sunshine Week
- 15 — Missouri Sunshine Coalition program celebrating Sunshine Week, 5-6:30 p.m., RJI, Columbia

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" about *The Joplin Globe's* response to the May 22 tornado, Missouri Theater, Columbia
- 24 — Showing of "Deadline In Disaster," Fox Theater in Joplin

June

- 1 — Southeast Missouri Press Association meeting
- 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.

Friday is the deadline for entering the Missouri Advertising Managers' Association Better Ad Contest.

Missouri Press Association Bulletin

No. 1277 — 15 February, 2012

Circulation training Feb. 24

Foundation workshop at Westport Chalet, St. Louis

If you have any interest in boosting your newspaper's circulation, plan to attend the "Growing Readers, Audience & Service: Circulation Training for Today's Newspapers" workshop on Friday, Feb. 24, in St. Louis.

During this interactive session hosted by the Missouri Press Foundation and Illinois Press Foundation, Steve Wagenlander



Steve Wagenlander

will share industry leading best practices to increase circulation revenue, grow audience and improve overall customer satisfaction with your newspaper.

Wagenlander also will update the group on the latest in email marketing efforts and how this can translate into revenue and audience growth.

The workshop will be from 10 a.m. to 3 p.m. at the Sheraton Westport Chalet, 191 Westport Plaza, St. Louis. Cost is \$40, including lunch, if you register before Feb. 17 (\$50 after that).

Wagenlander is the corporate director of audience development for The Evening Post Publishing Co. and director of audience development at *The Post and Courier* in Charleston, S.C. He is responsible for all marketing, niche publications, circulation and audience development functions at the company.

He is a frequent industry speaker and a faculty member for Inland Press Foundation Circulation academy. In 2010 Wagenlander was named Circulation Executive of the Year by the NAA.

A registration form for the workshop is enclosed. It's also at mopress.com/current_forms.php.

Here are some testimonials from people who have attended Wagenlander's presentation.

"Great presentation. Very helpful and engaging."

"Excellent presentation filled with energy, motivation and great examples. I learned so much from his strategies."

"Very practical presentation. Something for everyone to take back to their newspaper and use immediately."

"Your session was an absolute smash hit...in fact, the top rated session of the entire conference."

"It was a great presentation and I was reminded as to why you are such in demand as a speaker."

Save \$10, register by Friday!



Free workshop on political influence Feb. 22 in St. Louis

A free workshop on Wednesday afternoon, Feb. 22, in St. Louis will teach you how to track a company's efforts at political influence. Sign up now for this free workshop on the afternoon before IRE's Computer-Assisted Reporting Conference.

When: 12:30 -5 p.m. Wednesday, Feb. 22

Where: St. Louis Union Station Marriott, St. Louis, MO 63103

Hosts: Investigative Reporters and Editors (IRE), National Institute for Computer-Assisted Reporting (NICAR), Missouri Press Association.

The workshop is the afternoon before IRE's Computer-Assisted Reporting (CAR) Conference, Feb. 23-26.

This workshop is sponsored by the Donald W. Reynolds National Center for Business Journalism at Arizona State University. If you have any questions about the workshop or the center, please email Executive Director Linda Austin or call 602-496-9187.



Missouri Sunshine Coalition program March 15 in Columbia

As part of the celebration of March 11-17 Sunshine Week, the Missouri Sunshine Coalition will nominate for national recognition Missourians who have fought to make their state or local public institutions more open and accessible. The American Society of News Editors will highlight the work of three Local Heroes.

Coalition nominees will be announced in conjunction with Sunshine Week. The Coalition will host a Sunshine Week program 5-6:30 p.m. Thursday, March 15, at the Reynolds Journalism Institute on campus in Columbia.

The first-place winner in the national contest will receive an expense-paid trip to Washington, D.C., April 2-4, to be honored at the 2012 ASNE convention. The second- and third-place winners will receive \$500 and \$250.

News workshop March 9 at RJI

Lunch included at 10 a.m.-3 p.m. session

Editors — and reporters too — can enhance and polish their skills in a March 9 program at the Reynolds Journalism Institute on the MU campus in Columbia.

Unofficially titled "MPA's 2012 Editors Seminar: Skills for Today and Tomorrow" will be held from 10 a.m. to 3 p.m. Lunch will be provided. The registration fee is \$40 per person if made by March 2, \$50 after that.



John Schneller



Frank Russell



David Herzog



Joy Mayer

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

Sessions, taught by print and digital news faculty at the School of Journalism, are designed to sharpen the skills of editors and others who work in your newsroom. The curriculum will include topics that are critical "need-to-know" skills for today's world, but will also include refresher elements.

Topics:

- **Bringing government stories to life.** Far too often these stories are told from top-down, the official points of view. Many of these stories have compelling human angles, but reporters must learn to identify them and the real people affected by the action. This session will focus on sourcing and reporting stories to capture the interest of ordinary readers. (Presenter: John Schneller)

- **Writing better headlines for print and digital.** Headlines are the best read content in newspapers, but sometimes they get the least amount of thought and attention. This session will focus on how to write heads for impact in print, and how to write heads that will capture search engine traffic on the web. (Presenter: Frank Russell)

- **How to find local stories in data.** Public records maintained by government agencies are a gold mine of stories that never see the light of day. Many reporters never think to ask for data because they don't know what's available or they're intimidated by the prospect of analyzing the data. But many great stories can be told without advanced database skills.

This session focuses on developing local story ideas, finding and obtaining data, and turning it into stories. (Presenter: David Herzog, creator of OpenMissouri.org)

- **How to use social media platforms to engage and report.** From the biggest newspaper to one-person blogs, news organizations need to put engagement at the heart of their reporting efforts, and social media enable that effort. This session will teach participants how to create engagement by developing conversations with readers, and how to use social media tools to find story ideas and sources. (Presenter: Joy Mayer)

Digital news instructors at J School will help veterans polish their skills and help rookies expand theirs.



Missouri Press Association

Missouri Press Service

802 Locust St.
Columbia, MO 65201-4888
(573) 449-4167; FAX (573) 874-5894
www.mopress.com

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Boost sales skills in April

Annual MAMA meeting will be in Columbia

Marketing specialist Bryna Krauth will be the principal presenter at the meeting of the Missouri Advertising Managers' Association in April. Krauth is president of Organic Marketing and has spent the past 15 years working in media and marketing.

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



Bryna Krauth



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 by using everything from traditional media to new media.

Krauth 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. She was the publisher of numerous magazines and websites, including Yampa Valley Real Estate, At Home in Steamboat, Colorado Hunter, steamboatpilot.com and explore-steamboat.com.

She has worked and lived in northwest Colorado since 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 is a past member of the board of the Colorado Press Association.

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

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



GateHouse to locate production centers in Illinois, Massachusetts

GateHouse Media has announced that it will locate its two news production centers in Rockford, Ill., and Framingham, Mass. In January GateHouse announced it would create two central production centers to handle the copy editing and page design of all of its newspapers.

GateHouse owns newspapers — mostly small dailies — in many Missouri cities: Chillicothe, Brookfield, Kirksville, Maryville, Mexico, Independence, Hannibal, Moberly, Macon, Boonville, Camdenton, Carthage, Neosho, Rolla, Waynesville, Aurora and St. James.

The metro desk, for daily newspapers over 5,000 circulation, will be located at the *Rockford Register Star* in Illinois. Papers at this desk will start launching in June.

The community desk, for daily newspapers under 5,000 circulation and non daily publications, will be located in the *MetroWest Daily News* in Framingham, Mass., where most of the company's weekly Massachusetts newspapers are produced already, along with two daily newspapers. Papers at this desk will start launching later in the summer.

Centralized newspaper production is a trend in the industry, adopted by such companies as Gannett, Media General and Scripps.

GateHouse said it will begin seeking copy editors later this month.

NNA meeting in DC has new name, reduced agenda

The National Newspaper Association's Government Affairs Conference will transition this spring into the "We Believe in Newspapers Conference." It will be Thursday, March 8. Guests will gather at noon for an hour's discussion of key pending legislation before heading for appointments with representatives and senators.

Participants may wish to stay in Washington through March 9 to tour on their own before participating in an optional event with the NNA board Friday evening.

The host hotel will be the Hyatt Crystal City, 888-421-1442, \$195 plus tax. (<https://resweb.passkey.com/go/NatlNewspaperAssn>)

For complete details about the meeting go to naweb.org.

Contest material enclosed

Committee encourages more entries from smaller papers

Rules for this year's Better Newspaper Contest remain substantially the same as last year, but the fee has been raised from \$6 to \$7 per entry.

A conference call of the Contest Committee was held Feb. 3 to set the rules for this year's Missouri Press Foundation contest. Rules and categories have been sent to newspapers, and they are on the MPA website at mopress.com/BNC.php.

Missouri Press last year invited members to email suggestions for the contest and to participate on the Contest Committee. All comments were presented to the committee for consideration.

The committee left classes as they were last year, this being only the second year for these firm circulation classes. MPA staff was given discretion to combine circulation classes in categories where the numbers of entries is very low. Weeklies classes: 0-2,000; 2,001-4,000; 4,001-8,000; 8,001-over; Dailies classes: 0-5,000; 5,001-15,000; 15,001-over.

Last year, some of the categories in the smallest weeklies class had zero or few entries. The committee encourages more small papers to enter the contest, which is a primary goal of setting the circulation classes.

Committee discussion included many of the issues that arise every year, such as putting smaller daily papers in the same class as the two large metro papers, adding or deleting categories and types of awards to present.

Because few entries were received in Family Living Coverage and Coverage of Young People categories last year, they were combined into one category — Best Coverage of Community/People/Lifestyles. In this category, papers will enter news and feature stories and photos of people and their social, civic and personal activities.

In some categories last year, judges did not select first-place winners. The committee wants judges to be instructed to select at least a first-place winner regardless of the number and quality of the entries. (Members of the Wisconsin Newspaper Association will judge this year's entries.)

Newspapers that enter the contest are strongly encouraged to read the rules for entering. The rules will answer many of the questions you might have about entering the contest, and they explain how entries should be prepared and shipped.

These members of the Contest Committee participated in the Feb. 3 telephone meeting: Committee Chair Buck Collier, *New Haven Leader*; Bill Dalton, *Kansas City Star*; Rick Jackoway, Missouri Lawyers Media, St. Louis; Bob Satnan, *Sedalia Democrat*; Ron Schott, *Vandalia Leader*; Becky Holloway, *Tipton Times*; Diane Lowrey, *Trenton Republican-Times*; Jack Miles, *Warrensburg Daily Star-Journal*; Dave Marner, *Owensville Gasconade County Republican*; Doug Crews and Kent Ford, MPA, Columbia.

Other committee members who participated in preliminary discussions but could not participate in the final call: John Beaudoin, *Lee's Summit Journal*; Michelle Brooks, *Jefferson City News Tribune*; David Eales, *Monroe County Appeal*, Paris; Jeff Grimes, *Centralia Fireside Guard*; Jim Hamilton, *Buffalo Reflex*; Jane Haslag, *Jefferson City News Tribune*; Robert Johnson, *Fort Leonard Wood Guidon*; Frank Martin Jr., *West Plains Daily Quill*; Steve Shirk, *Kansas City Star*; Carol Stark, *Joplin Globe*; Dan Steinbeck, *Press-News Journal*, Canton; Pam Ulitschan, *Platte County Citizen*, Plattsburg; Rob Viehman, *Cuba Free Press*; Lora Wegman, *Columbia Daily Tribune*; and Dan Wehmer, *Webster County Citizen*, Seymour.

If you enter the contest, please read and follow the rules.



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.

Return Mo. Press advertising agreement

If you have not done so, please send your signed Missouri Press advertising agreement and a copy of your 2012 advertising rate card to Missouri Press. We need all rates — insert, on-line and print.

You can email your rate card to mopressads@socket.net, fax it to (573) 874-5894 or mail it to Missouri Press Service, 802 Locust, Columbia, MO 65201.

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

SPJ conference March 30-31 in Ames

From reporting for mobile devices, to crowd sourcing on Twitter, to writing for magazines in the digital age and finding your way as a freelancer, this year's Society of Professional Journalists' Region 7 Spring Conference, March 30-31, at Iowa State University in Ames, Iowa, has something for everyone.

And with early bird conference rates starting at \$75 for pro members and \$30 for student members, this is the most affordable journalism conference around!

Register here: <http://spjregion7.eventbrite.com/>.

The conference will take place at Iowa State's Memorial Union, where a block of hotel rooms has also been reserved, with rates starting at \$80. Book your room by calling 515-296-6848 and mention SPJ when making the reservation to get the conference discount.

Contact Kelsey Volkman at kelsey.volkman@gmail.com with questions.

Inland survey aids management

Collected data helps decide compensation

Newspapers face a number of challenges. Business models are changing. Readership is shifting. Staffing limitations pose a particular threat to a newspaper's health. Providing compensation that fits budget but still attracts, motivates and retains employees adds extra pressure to this delicate balancing act.

Inland Press provides newspapers a tool to make this task easier. The Newspaper Industry Compensation Survey (NICS) and its predecessors have been helping newspapers make smarter decisions for nearly 100 years. It has long been considered the industry standard in newspaper compensation surveys.

The NICS features data covering more than 100 job titles in these areas: managerial, editorial, circulation, operations, advertising, sales/marketing, finance, IT and web-based/online.

All data are reported by circulation and revenue categories so users can compare their pay levels to similar organizations.

In addition to salaries, the survey contains data on employee benefits and incentive compensation programs.

To make the most informed decisions, newspapers need the highest quality and most relevant data. The NICS provides this. The data sample is large enough and so comprehensive that custom reports are available. Newspapers can define a specific set of competitors and study the pay levels in those organizations.

If you want to participate in this year's survey or need more information, contact Karla Zander at 847-795-0380 or kzander@inlandpress.org.

ISWNE 2015 meeting in Columbia

The 2015 conference of the International Society of Weekly Newspaper Editors will be held at the University of Missouri's Reynolds Journalism Institute.

The MU conference was approved by the ISWNE board at its Jan. 28 meeting in New Orleans. ISWNE members Gary and Helen Sosniecki, former publishers of Missouri newspapers in Humansville, Seymour, Lebanon and Vandalia, made the proposal.

About 80 editors and family members from weekly newspapers in English-language countries are expected to attend the conference June 24-28, 2015. Missouri Press Association members will be invited to attend.

ISWNE was founded in 1955 to encourage and promote high standards of editorial writing, facilitate the exchange of ideas and foster freedom of the press in all nations. It currently is based at Missouri Southern State University in Joplin. The 2002 conference was held at Missouri Southern.

Last year's conference was held at the University of Warwick in Coventry, England.

ISWNE member Jim Sterling, the Community Newspaper Management Chair at the University of Missouri; and Brian Steffens, director of communications at the Reynolds Journalism Institute, will support the Sosnieckis as hosts of the 2015 conference. Dean Mills, dean of the School of Journalism, also has offered assistance.

This year's conference will be June 27-July 1 at Western Washington University in Bellingham, Wash. The 2013 conference will be in Green Bay, Wis., and the 2014 conference will be in Durango, Colo.

ISWNE dues, which include a monthly newsletter, a quarterly journal, "Grassroots Editor," and access to the member hotline, are \$50 a year. For more information, go to www.iswne.org.

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

SPORTS EDITOR/REPORTER: The Buffalo Reflex is seeking a Sports Champion to cover sports and general assignments. Duties include photography and page layout. Quark, NewsEdit Pro and Photoshop experience preferred. EOE. Send resume and samples to: Sports, P.O. Box 330, Bolivar, MO 65613, email: careers@MO.NeighborNews.com or fax: 417-326-8701. 2-13

FIELD EDITOR: Missouri Farmer Today is looking for an experienced, well-rounded journalist, with a flair for good writing, and photography, who is capable of working with minimal supervision to oversee news coverage of Missouri agriculture. The position involves providing Missouri Farmer Today with articles and photography on a wide variety of agriculture and rural life issues, as well as performing long-range planning of editorial direction for the publication and overseeing a network of freelance writers. Candidates should be self-motivated, with a genuine interest in the issues facing agriculture. Apply at www.missourifarmertoday.com/workhere. Equal Opportunity Employer. 2-1

EDITORIAL POSITION: The Ste. Genevieve Herald, a weekly newspaper in Ste. Genevieve, Missouri, is seeking a journalist to assist with news and community coverage. Candidates should be able to cover municipal meetings, write forward-looking stories, generate community-related story ideas, as well as the ability to edit and rewrite press releases. The position also includes pagination and typesetting and formatting submitted raw copy such as Letters to the Editor and various other announcements. Occasional weeknight and weekend assignments may be scheduled. Knowledge of InDesign and Photoshop is required; photographic experience is a plus. Please submit resume and news clips to jmace@stegenherald.com or bburr@stegenherald.com. 1-26

MEDIA RELATIONS DIRECTOR: The Missouri Bar, the statewide association serving more than 30,000 Missouri attorneys, is seeking a Media Relations Director. The Director serves as the primary contact between the state bar and news reporters throughout Missouri. The Director must be able to develop and carry out a communications strategy that relies on print, broadcast, the web and social media. The ideal candidate will be an adept communicator, versatile and fluent in a wide variety of media and will have an understanding of the news gathering and news production processes of professional journalists. The Media Relations Director must be able to link reporters with the sources and resources they need to cover legal issues and the work of The Missouri Bar. Duties include drafting press releases and letters to the editor; fielding media inquiries; and developing extensive statewide media contacts. Exemplary writing and editing skills are required, as is a bachelor's degree in journalism or related area and



at least five years of professional experience. A basic competency in civics is required, a more thorough understanding of the legal system and the role of law in our society is a plus. Please forward a resume and cover letter, including salary requirements, by February 8, 2012 to hrdept@mobar.org or by regular mail to PO Box 119, Jefferson City, Mo. 65102. 1-17

NEWS EDITOR: 2,000 circulation weekly in Southeastern Kansas seeks a versatile individual who will oversee production and financial well-being of publication. The ideal candidate will be an experienced writer, have strong management abilities, working knowledge of Mac computers, QuarkXpress and PhotoShop software and AP and news-writing styles. This person must be a self-starter, able to balance priorities, work well with others and meet deadlines. This position is based in a small, progressive community in which its subscribers and advertisers support their local newspaper. The person selected for this position must be willing to get involved in the community and its activities. Salary between \$20,000-\$25,000. Apply Online to: saline.oneil@gmail.com. On Subject line type NEWS EDITOR. 1-16

HUSBAND/WIFE Team Sought: 2,000 circulation weekly in Southeastern Kansas seeks a versatile couple who will oversee production and financial well-being of publication. The two should be experienced writers, have strong management abilities and a working knowledge of Mac computers, QuarkXpress and PhotoShop software and AP and news-writing styles. The couple should be able to

balance priorities, work well with others and meet deadlines. This position is based in a small, progressive community in which its subscribers and advertisers support their local newspaper. The persons selected for this position must be willing to get involved in the community and its activities. Salary negotiable. Part or full ownership possibilities exist. Apply Online to: saline.oneil@gmail.com. On Subject line type NEWS EDITOR. 1-16

Nominees sought for Halls of Fame, Young Journalist

Missouri Press is taking 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.

Nomination forms for all 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.

Nominations must be in by April 30.

These honors depend upon nominations to recognize deserving individuals.

Be confident. Be informed

Use Inland's Newspaper Industry Compensation Survey

The Industry Standard in Compensation Planning

The newspaper industry recognizes Inland's Newspaper Industry Compensation Survey (NICS) as the largest, most comprehensive newspaper survey of newspaper positions.

Inland's professional research department has been producing the survey for 95 years and has an unblemished record in handling confidential financial data. No other tool in the industry provides newspapers with data this authoritative and powerful.

Inland
Works for You

If you would like more information, please contact **Karla Zander**, Inland's HR research manager, at kzander@inlandpress.org.



EDITORS SEMINAR

Newsroom Skills for Today and Tomorrow

Whether you are a seasoned journalist who could use a fresh perspective, or a new reporter honing your skills, this one-day program offers the chance to learn from national experts in the modern newspaper industry.

FRIDAY, MARCH 9

10 A.M. TO 3 P.M.

Reynolds Journalism Institute
University of Missouri-Columbia
Smith Forum, Second Floor

This Missouri Press Foundation training will feature four hourlong sessions led by University of Missouri School of Journalism faculty members who will share their expertise in everything from audience engagement, better writing and copy editing, to computer-assisted reporting.

The training will be held at MU's state-of-the-art Reynolds Journalism Institute on the Columbia campus.

Registration is \$40 before the deadline and includes lunch. Visit www.mopress.com to download a registration form.



BRINGING GOVERNMENT STORIES TO LIFE

*John Schneller, Associate Professor, Print & Digital News
Kemper Award Recipient*

Government stories make up the meat and potatoes of many local news reports. Yet far too many of these stories are told from top-down, official points of view. Many of these stories have compelling human angles, but reporters must learn to identify them and the real people affected by the action. This session will focus on sourcing and reporting stories to capture the interest of ordinary readers.



HOW TO USE SOCIAL MEDIA TO ENGAGE AND REPORT

Joy Mayer, Director of Community Outreach

From the biggest newspaper to one-person blogs, news organizations need to put engagement at the heart of their reporting efforts, and social media can enable that effort. This session will teach participants how to create engagement by developing conversations with readers and how to use social media tools to find story ideas and sources.



HOW TO FIND LOCAL STORIES IN DATA

David Herzog, Creator of OpenMissouri.org

Public records maintained by government agencies are a gold mine of stories that never see the light of day. Many reporters never think to ask for data because they don't know what's available or they're intimidated by the prospect of analyzing the data. But many great stories can be told without advanced database skills. This session focuses on developing local story ideas, finding and obtaining data, and turning it into stories.



WRITING BETTER HEADLINES FOR PRINT AND DIGITAL

*Frank Russell, Assistant Professor, Print & Digital News
Visiting Editor, San Jose Mercury News*

Headlines are the best read content in newspapers, but sometimes they get the least amount of thought and attention. This session will focus on how to write heads for impact in print, and how to write heads that will capture search engine traffic on the Web.

EDITORS SEMINAR

Newsroom Skills for Today and Tomorrow

REGISTRATION FORM

(Name of Newspaper)

(Mailing Address)

(City, State, ZIP)

(Telephone Number)

(Registrant Name)

(Email)

(Registrant Name)

(Email)

(Registrant Name)

(Email)

Early Registration:

Registrations received by March 2 are **\$40** per person.

Late Registration:

Registrations received March 3-8 are **\$50** per person.

TOTAL DUE: \$ _____

Cancellations after March 5 will not be eligible for a refund.

METHOD OF PAYMENT: Check Enclosed Visa M/C Discover

Card # _____ Exp. Date _____

Name on Card _____

MAIL registration to Missouri Press Foundation, 802 Locust, Columbia, MO 65201

FAX registration to (573) 874-5894



Missouri Press Foundation
Dedicated to Freedom for Tomorrow's World

rji donald w. reynolds journalism institute



GROWING READERS, AUDIENCE & SERVICE

Circulation Training for Today's Newspapers

During this interactive session hosted by the Missouri Press Foundation and Illinois Press Foundation, Steve Wagenlander will share industry leading best practices to increase circulation revenues, grow audience and improve overall customer satisfaction with your newspaper. In addition to ideas to grow volume or revenue, Steve will update the group on the latest in email marketing efforts and how this can translate into revenue and audience growth.

Friday, Feb. 24

10 a.m. to 3 p.m.

Sheraton Westport Chalet

191 Westport Plaza, St. Louis, Mo.

\$40 before Feb. 17 (Includes lunch)

Steve Wagenlander

is the corporate director of audience development for The Evening Post Publishing Company. Along with his corporate responsibilities, he serves as the director of audience



development at The Post and Courier in Charleston, S.C.

In his dual roles, Steve is responsible for all marketing, niche publications, circulation and audience development functions at the company.

Prior to his move to Charleston in 2001, Steve worked at The Indianapolis Star for seven years and at The Lexington Herald-Leader for seven years. Steve is a frequent industry speaker and

a faculty member for Inland Press Foundation Circulation Academy. In 2010, Steve was named Circulation Executive of the Year by the Newspaper Association of America and in 2004, Presstime Magazine selected him as one of the 20 under 40 in the newspaper industry.

Steve holds a master's degree in management from Indiana Wesleyan University and a bachelor's in business administration from Berea (KY) College.

GROWING READERS, AUDIENCE & SERVICE

Circulation Training for Today's Newspapers

REGISTRATION FORM

(Name of Newspaper)

(Mailing Address)

(City, State, ZIP)

(Telephone Number)

(Registrant Name)

(Email)

(Registrant Name)

(Email)

(Registrant Name)

(Email)

Early Registration:

Registrations received by Feb. 17 are **\$40** per person.

Late Registration:

Registrations received Feb. 18-23 are **\$50** per person.

TOTAL DUE: \$ _____

Cancellations after February 20 will not be eligible for a refund.

METHOD OF PAYMENT: Check Enclosed Visa M/C Discover

Card # _____ Exp. Date _____

Name on Card _____

MAIL registration to Missouri Press Foundation, 802 Locust, Columbia, MO 65201

FAX registration to (573)874-5894



MISSOURI ADVERTISING MANAGERS' ASSOCIATION

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



Courtyard by Marriott

3301 LeMone Industrial Blvd., Columbia, MO 65201
 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 K WILLIAMS@SOCKET.NET. CANCELLATIONS RECEIVED AFTER FRIDAY, MARCH 30, 2012, ARE NOT ENTITLED TO A REFUND.

Check Enclosed - Please make checks payable to MAMA

Mastercard Visa Credit Card No. _____ Exp. Date _____

Name on Card _____ Signature _____

NOMINATION FORM

Missouri Press Association Hall of Fame



To the MPA Hall of Fame Committee:

I am pleased to nominate the following person. (Nominees from the previous two years are automatically eligible for consideration this year. They need not be renominated.)

Name

Newspaper or organization

Address

Eligibility Criteria

1. Nominee has shown exemplary contributions to the newspaper industry during a period of at least 20 years prior to being nominated, or, if nominee died while still active in promoting the newspaper industry, the nominee displayed exemplary contributions during a period of at least 10 years.
2. Nominee has lived honorably.
3. Nominee has influenced unselfishly.
4. Nominee has thought soundly.
5. Nominee has displayed community involvement.

Nominated by:

Your signature

Print Name

Newspaper or organization

Address

Phone

Email

Attach biographical information of your nominee to assist the Hall of Fame Committee with its evaluation.

Include a photo of the nominee, if available. Provide any information you think will help the Committee choose inductees. Letters of support from associates and acquaintances of the nominee assist the committee. You may renominate a person you nominated in a previous year. Confidentiality is extremely important for all nominees. The selection committee thanks you for your participation and assistance.

Deadline for nominations is April 30. Inductees will be honored at the MPA Convention this fall. **Return this form to Missouri Press Association, Hall of Fame, 802 Locust Street, Columbia, MO 65201.** Nominations received after the deadline will not be considered. You may nominate more than one person. Copy this form if necessary.

2012 Missouri Press Foundation Better Newspaper Contest Rules, Categories

Deadline: Entries must be postmarked by April 30. No entries postmarked after April 30 will be accepted. Late entries will be discarded. **Follow these rules carefully.**

Be sure to fill out and send in your Entry Log sheet with your entries. These rules, an Entry Log Sheet and a sheet of Labels are at <http://www.mopress.com/BNC.php>. If you have questions about these rules, contact the MPA office in Columbia, (573) 449-4167, kford@socket.net.

1. Newspapers must be ACTIVE members of Missouri Press Association to enter the contest.

2. Entries must have been published during 2011. Work must be done by full- or part-time members of the newspaper staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Unless prohibited by the category, the same work may be entered in more than one category.

3. Mail entries to: Missouri Press Association, 802 Locust St., Columbia, MO 65201.

4. A fee of \$7 per entry must accompany the package of entries. One check for the total number of entries — payable to the Missouri Press Foundation — should be placed in an envelope attached to the top of the package of entries, inside the shipping package.

5. Combination newspapers may submit separate entries in each contest category. (Series of stories can run in combination papers, but only one of the papers may enter the series.)

6. Newspapers will be divided into firm circulation classes, 3 Dailies classes and 4 Weeklies classes. A newspaper will compete against the newspapers in its class only. If a Class receives few entries, the entire Class may be combined with the next larger class. Dailies Classes: 0-5,000; 5,001-15,000; 15,001 and over. Weeklies Classes: 0-2,000; 2,001-4,000; 4,001-8,000; 8,001 and over.

7. Newspapers will be placed in the class according to their circulation as reported in the 2012 MPA Newspaper Directory.

8. PREPARATION OF ENTRIES: Follow these directions closely.

- On tearsheets (or copies of tearsheets), mark items to be judged with a small, distinct bracket around the top left corner of the item. (Full-page tearsheets or photocopies of tearsheets are necessary because they provide proof of publication date.)

- Do NOT Seal Category Envelopes. Entries in each category must be placed in an envelope 9-by-12 inches or larger. (All entries in a single category may be in the same envelope, but the outside of the envelope must display an entry label for each entry. Do NOT seal envelopes.)

- Attach labels on the top of tearsheets. Judges should be able to read the entry label quickly and open and examine the entry without tearing through staples or tape. If an entry consists of several pages, fold them neatly and attach the entry label to the top sheet only.

- Copy the page of labels to make enough labels for all of your entries. SUGGESTION: Before copying the page of labels, fill in the City/Newspaper line on each of the labels.

- A label or labels MUST be glued or taped to each envelope. FILL OUT LABELS COMPLETELY. On the labels, print or type: Category Name and Number, City and Newspaper, (if the award goes to an individual) the Name(s) of the person or people, and 1- or 2-word NAME OF ENTRY.

- Fill out an Entry Log Sheet. Send a copy of it with your entries and save a copy.

- Package your entry envelopes with the labels up and in numerical order. Place all envelopes in a package labeled Better Newspaper Contest.

9. Judges will comment on first, second, third and, at their discretion, two honorable mentions.

11. A Gold Medal plaque will be given to the newspaper that wins the most points in its class. Points will be awarded as follows:

General Excellence: 1st-12; 2nd-10; 3rd-8; HM-5.

Community Service: 1st-10; 2nd-8; 3rd-6; HM-3.

Investigative Reporting: 1st-10; 2nd-8; 3rd-6; HM-3.

All Other Categories: 1st-6; 2nd-5; 3rd-4; HM-2.

1. GENERAL EXCELLENCE

Limit one entry. Entry consists of three complete issues: One issue from February 2011, one issue from October, and one issue of choice. Award is made to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Judge the newspaper on this point system: Breadth of news coverage—20 points; Quality of writing—10 points; Advertising Design and Layout—10; General Layout—10; Use of Photos and Artwork—10; Editorial Page—10; Front Page—10; Sports Page—10; Headline Language—5; Treatment of Public Notices—5.

2. BEST FRONT-TO-BACK NEWSPAPER DESIGN

An evaluation of the overall design of the entire newspaper. Limit one entry consisting of three issues—one from May and two from September.

Judging criteria: **All 3 issues are to be judged as one body of work.** Best Front Pages is a different category; judge this category on the *consistent quality* of layout and design of all 3 issues of the *entire newspaper*, including typography, photography/graphics, white space, all other design elements. Award is made to the newspaper.

3. BEST FRONT PAGE

Limit one entry consisting of three front pages—one each from April, June and November.

Judging criteria: **All 3 issues are to be judged as one body of work.** Design is a major element of this category, but not the only element. Judge on the *consistent quality* of news writing; layout, design and graphics; headline writing, white space and other elements. Award is made to the newspaper.

4. BEST BREAKING NEWS STORY

Stories (including sidebars)—printed in the newspaper—about an event that occurred within 24 hours of final deadline. Each story, with sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with stories and sidebar(s) marked.

Judging criteria: Style and quality of writing and reporting on deadline.

5. BEST NEWS STORY

Each story, with sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with stories and sidebar(s) marked. Stories entered in the “Breaking News Story” category CANNOT also be entered in this category.

Judging criteria: Style and quality of writing and reporting.

6. BEST FEATURE STORY

Each story with sidebar(s) shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with stories marked.

Judging criteria: Quality of writing; interest and impact; subject and composition; lead.

7. BEST NEWS OR FEATURE SERIES

No more than 6 entries per newspaper; no more than 4 entries per person. A series of stories, including sidebars, on the same topic or with the same general theme, all in the same issue or in multiple issues. Full-page tearsheets with stories and sidebars marked.

Judging criteria: Style and quality of writing and reporting; interest and impact; subject and presentation.

8. TILGHMAN CLOUD MEMORIAL EDITORIAL

Editorials only! Do not enter columns. Award is made to the newspaper, not to the writer. Each single editorial shall constitute an entry. Limit 4 entries per newspaper. Full-page tearsheets.

Judging criteria: Significance; clarity of style; power to influence opinion; sound reasoning; writing quality.

9-H. BEST COLUMNIST - HUMOROUS

9-S. BEST COLUMNIST - SERIOUS

Do not enter Editorials! Columns must be regular features of the newspaper. An entry consists of three columns — two from any one calendar month and a

third column of your choice. One entry per writer in each category, Humorous and Serious.

Judging criteria: We’re looking for the **best columnist**, NOT the best single column. Judge consistent quality and style of writing in all 3 columns judged as a body of work; content, topic, effectiveness.

10-N. BEST NEWS PHOTOGRAPH

10-F. BEST FEATURE PHOTOGRAPH

10-S. BEST SPORTS PHOTOGRAPH

No more than 6 entries per newspaper per sub-category; no more than 4 entries per person per sub-category. Enter full-page tearsheets OR photocopies of pages OR prints no larger than 8x10. Attach a completed entry label to the top left corner of the tearsheet or photocopy or to the back of the print. Be sure to indicate which sub-category is being entered, N, F or S.

Each sub-category must have a separate envelope. On the outside of each envelope, attach a completed entry label for each of the entries enclosed.

Judging criteria: REPRODUCTION QUALITY IS NOT TO BE CONSIDERED. Judge only the quality of photo — composition, cropping; impact. Cutlines are not part of the entry.

10-I. BEST PHOTO ILLUSTRATION

Photo illustrations are not news, sports or feature photographs. Photo Illustrations are staged or manipulated *photographs* created to illustrate a story or ad. No more than 6 entries per newspaper; no more than 4 entries per person. Enter full-page tearsheets OR photocopies of pages OR prints no larger than 8x10. Attach a completed entry label to the top left corner of the tearsheet or photocopy or to the back of the print.

Judging criteria: REPRODUCTION QUALITY IS NOT TO BE CONSIDERED. **Judges should discard photographs that should be entered in the News, Feature or Sports categories and graphics that are not photographs. Feature photographs and/or file photos used to illustrate a story are NOT Photo Illustrations.** If you do not understand this category, please ask. Illustrations will be judged on concept, creativity, composition and impact.

11. BEST PHOTO PACKAGE

Full-page tearsheets containing two or more photographs relating to the same subject, on one or more pages. Do not send copies of the photos. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: REPRODUCTION QUALITY OF PHOTOS IS NOT TO BE CONSIDERED. Quality of photographs; layout; story, headlines, captions.

12-A. BEST AD IDEA OR PROMOTION of an Advertiser

12-N. BEST AD IDEA OR PROMOTION of the Newspaper

Submit tearsheets showing an advertising idea or promotion. No more than 6 entries per newspaper; no more than 4 entries per person in each category. Entry may be a single advertisement, series, campaign, special page or issue or any other idea. Entries in 12-A and 12-N must be in separate envelopes.

Judging criteria: Originality of idea or promotion; selling power of copy; makeup, layout and design; use of art and photos.

13. BEST NEWS CONTENT

One entry per newspaper. Submit three complete issues, one each from May, August and November. Awards go to the newspaper.

Judging criteria: **Judge all 3 issues as one body of work**, on the consistent quality of writing, reporting, range of coverage of the entire newspaper, not just the front page.

14. COMMUNITY SERVICE

Submit projects — reporting, programs, activities, sponsorships, special events — that extend over and above the routine community service mission of the newspaper. The projects should have occurred substantially during the contest period. Each project is a separate entry. Limit of 2 entries. The presentation should convey through tearsheets, pictures, letters, etc. the newspaper’s activity and any public involvement or response generated by this community service. A brief explanatory cover letter may be provided. Awards go to the newspaper. (Enter Newspaper In Education programs in the NIE category.)

Judging criteria: Importance of project, depth of research and reporting, involvement of the community, use of pictures and editorials, general appeal. DO NOT judge Newspaper In Education programs in this category.

15. BEST EDITORIAL PAGES

Submit full-page tearsheets. One entry per newspaper consisting of pages from one issue each from January, February and March 2011. Awards go to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Power of original editorial matter; layout and design of pages; quality of content; informational value.

16. BEST SPORTS PAGES

Submit full-page tearsheets. One entry per newspaper consisting of tearsheets or sections from three issues, one each from March, September and October. Award goes to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Quality of writing; layout, design and photography; scope of content; headlines; local features and columns.

17. BEST SPORTS NEWS STORY OR PACKAGE

Each sports news story or package constitutes an entry. "Package" refers to stories and sidebars about the same subject that may appear in the same issue or in more than one issue. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with articles and sidebars marked.

Judging criteria: Quality and style of writing; lead.

18. BEST SPORTS FEATURE STORY

Each sports feature story constitutes an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with articles marked.

Judging criteria: Quality and style of writing; lead.

19. BEST SPORTS COLUMNIST

An entry shall consist of three columns of choice from 2011. One entry per writer. Full-page tearsheets with columns marked.

Judging criteria: We're looking for the best columnist, NOT the best single column. Judge consistent quality and style of writing in all 3 columns judged as a body of work.

20. BEST SPECIAL SECTION

Submit complete special sections. Each section shall constitute an entry. Limit of 4 entries per newspaper.

Judging criteria: Overall quality, cover design, content.

21. BEST INVESTIGATIVE REPORTING

Story or series. Submit full-page tearsheet(s) with stories marked. Entry may be accompanied by a brief explanation of the project. Entries should show enterprise in explaining or uncovering issues through reporting beyond the routine. Limit 4 entries per newspaper.

Judging criteria: Enterprise and ingenuity in gathering information; quality and style of writing and reporting; lead; local significance; use of headlines; treatment of the story relative to its importance.

22. BEST LOCAL BUSINESS COVERAGE

Limit one entry of tearsheets from any three issues. Entry need not be "Business" pages. Mark news, features, photos and information to be judged. Award goes to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Consistent quality coverage of business news; features and columns; photos and artwork; presentation.

23. BEST BUSINESS STORY

Each story, including sidebar(s), shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with story(s) and sidebar(s) marked.

Judging criteria: Quality of writing; lead; significance.

24. BEST COVERAGE OF GOVERNMENT

An entry consists of a story, series of stories, related editorials, related analysis, photographs, etc., related to government. All items entered must be about a common topic, such as a government project, a controversy, an issue or an election. Limit 2 entries. Awards go to the newspaper.

Judging criteria: Enterprise; quality coverage that goes beyond routine government reporting.

25. BEST COVERAGE OF RURAL LIFE OR AGRICULTURE

An entry consists of stories, editorials, analysis, photographs, etc., related to rural living or agriculture taken from three issues of the newspaper, one each from May and October and one of choice. Mark all items to be judged. Awards go to the newspaper.

Judging criteria: Consistent, quality coverage of the topic.

26. BEST STORY ABOUT RURAL LIFE OR AGRICULTURE

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

27. BEST STORY ABOUT RELIGION

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

28. BEST STORY ABOUT EDUCATION

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

29. BEST STORY ABOUT THE OUTDOORS

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

30. BEST STORY ABOUT HISTORY

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

31. BEST COVERAGE OF COMMUNITY / PEOPLE / LIFE-STYLES

News stories, features, photos about family life, lifestyle, society, etc. An entry consists of full-page tearsheets from three issues of choice with news, features and photos about local people and their personal, civic and social activities. Mark all items to be judged. One entry per newspaper. Award is made to the newspaper.

Judging criteria: **All material constitutes one entry.** Consistent attention to coverage of people; quality of writing and reporting; presentation; news and informational value.

32. BEST PAGE DESIGN

Do not enter front pages (p. 1A) in this category. An entry consists of any one page or story — other than page 1 — demonstrating creativity of layout and design. Up to 4 entries per paper. (If the story is on more than one page, all pages should be submitted.)

Judging criteria: Layout and design of page or story other than page 1A (story may be on more than one page), including all design elements.

33. BEST INFORMATION GRAPHIC

Maps, charts, diagrams or other graphic devices that provide, explain or clarify information. (Photo illustrations should be entered in category 10-I, not in this category.) Full-page tearsheets, including any accompanying stories.

No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Originality, craftsmanship, presentation of information, clarity of message. Judge the graphics only, not accompanying stories.

34. BEST EDITORIAL CARTOON

Submit full-page tearsheets. No more than 6 entries per newspaper; no more than 4 entries per person. Cartoons must have been created initially for the newspaper submitting the entry.

Judging criteria: Originality, presentation, clarity of message.

35. BEST NEWSPAPER IN EDUCATION PROGRAM

Submit examples of NIE projects conducted throughout the year. Entry may include a letter of explanation about projects, how schools use your newspaper, fund-raising activities and sponsor information. One entry per newspaper. Award goes to the newspaper.

Judging criteria: Scope of the program, originality, creativity, presentation.

36. BEST ONLINE NEWSPAPER OR WEBSITE

Submit an entry label attached to a sheet of paper. Label should have your website address and a password to allow the judge to gain access to areas of your online newspaper or website that require a password. If the judge cannot gain access to news/information areas of your online newspaper, your entry will be discarded. Place the entry in an envelope with another entry label on the outside.

Judging criteria: ORIGINALITY, graphic appeal, ease of use, quality and quantity of LOCAL content, advertising, overall utility.

37. BEST VIDEO

Submit web addresses (URLs) of original news or advertising video clips, including promotions of the newspaper, created for and posted to the newspaper's website during 2011. URLs may be for archived copies of the video clips. Write the URLs on entry blanks and attach the entry blanks to sheets of paper. Limit of 4 entries per newspaper.

Judging criteria: Quality, value and impact of video clip.

38. BEST HEADLINE WRITING

Submit a total of 5 headlines. Submit full-page tearsheets with headlines marked -- 1 headline each from September, October and November, and 2 of choice. Award goes to the newspaper.

Judging criteria: All 5 headlines are to be judged as a body of work on accurate description of the story, word selection, creativity and overall impact.

DAILIES

(3 Firm Circulation Categories: 0-5,000; 5,001-15,000; 15,001 and more)

39. GENERAL EXCELLENCE

Limit one entry consisting of 3 non-Sunday issues—one each from April, June and August. Award is made to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Judge the newspaper on this point system: Breadth of news coverage—20 points; Quality of writing—10 points; Advertising Design and Layout—10; General Layout—10; Use of Photos and Artwork—10; Editorial Page—10; Front Page—10; Sports Page—10; Headline Language—5; Treatment of Public Notices—5.

40. BEST FRONT-TO-BACK NEWSPAPER DESIGN

An evaluation of the overall design of the entire newspaper. Limit one entry consisting of three issues—one each from March, May and November.

Judging criteria: **All 3 issues are to be judged as one body of work.** Best Front Pages is a different category; judge this category on the *consistent quality* of layout and design of all 3 issues of the *entire newspaper*, including typography, photography/graphics, white space, all other design elements. Award is made to the newspaper.

41. BEST FRONT PAGE

Limit one entry consisting of three front pages from September.

Judging criteria: **All 3 issues are to be judged as one body of work.**

Design is a major element of this category, but not the only element. Judge on the *consistent quality* of news writing; layout, design and graphics; headline writing, white space and other elements. Award is made to the newspaper.

42. BEST BREAKING NEWS STORY

Stories (including sidebars) -- printed in the newspaper -- about an event that occurred within 24 hours of final deadline. Each story, with sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with stories and sidebar(s) marked.

Judging criteria: Style and quality of writing and reporting on deadline.

43. BEST NEWS STORY

Each story, including sidebars, shall constitute an entry. Limit 6 entries per newspaper, no more than 4 from the same person. Submit full-page tearsheets with stories and sidebars marked. Stories entered in the "Breaking News Story" category CANNOT also be entered in this category.

Judging criteria: Quality of writing and reporting.

44. BEST FEATURE STORY

Limit 6 entries per newspaper, no more than 4 from the same person. Stories, with sidebars if any. Full-page tearsheets with stories marked.

Judging criteria: Quality of writing; interest and impact; subject and composition; lead.

45. BEST NEWS OR FEATURE SERIES

Limit 6 entries per newspaper, no more than 4 from the same person. A series of stories on the same topic or with the same general theme, all in the same issue or in multiple issues. Full-page tearsheets with stories marked.

Judging criteria: Style and quality of writing and reporting; interest and impact; subject and presentation.

46. BEST EDITORIAL

Editorials only, no columns. Each editorial will constitute an entry. Limit of 4 entries per newspaper. Submit full-page tearsheets with editorials marked. Award goes to the newspaper.

Judging criteria: Editorials only; no columns. Significance; clarity of style; sound reasoning; power to influence.

47-H. BEST COLUMNIST-HUMOROUS

47-S. BEST COLUMNIST-SERIOUS

An entry shall consist of three columns (not editorials) of choice. One entry per writer, per sub-category. Columns must appear at least weekly, and must be original, regular features of the newspaper. Full-page tearsheets with columns marked.

Judging criteria: We're looking for the **best columnist**, not the best single column. Judge consistent quality and style of writing in all 3 columns judged as a body of work.

48-N. BEST NEWS PHOTOGRAPH

48-F. BEST FEATURE PHOTOGRAPH

48-S. BEST SPORTS PHOTOGRAPH

No more than 6 entries per newspaper per sub-category; no more than 4 entries per person per sub-category. Enter full-page tearsheets OR photocopies of pages OR prints no larger than 8x10. Attach a completed entry label to the top left corner of the tearsheet or photocopy or to the back of the print. Be sure to indicate which sub-category is being entered, N, F or S.

Each sub-category must have a separate envelope. On the outside of each envelope, attach a completed entry label for each of the entries enclosed.

Judging criteria: REPRODUCTION QUALITY IS NOT TO BE JUDGED. Judge the quality of photo; composition, cropping; impact. Cutlines are not part of the entry.

48-I. BEST PHOTO ILLUSTRATION

Photo illustrations are not news, sports or feature photographs. Photo illustrations are staged or manipulated *photographs* created to illustrate a story or ad. No more than 6 entries per newspaper; no more than 4 entries per person. Enter full-page tearsheets OR photocopies of pages OR prints no larger than 8x10. Attach a completed entry label to the top left corner of the

tearsheet or photocopy or to the back of the print.

Judging criteria: REPRODUCTION QUALITY IS NOT TO BE CONSIDERED. **Judges should discard photographs that should be entered in the News, Feature or Sports categories and graphics that are not photographs. Feature photographs and/or file photos used to illustrate a story are NOT Photo Illustrations.** If you do not understand this category, please ask. Illustrations will be judged on concept, creativity, composition and impact.

49. BEST PHOTO PACKAGE

Two or more photographs relating to the same subject. The photos can be on one page or several. Full-page tearsheets (no prints) of the total package. No more than 6 entries per newspaper; no more than 4 entries per person. Be sure the name of the photographer is on each entry.

Judging criteria: REPRODUCTION QUALITY IS NOT TO BE JUDGED. Overall quality of photographs; presentation and accompanying written material.

50-A. BEST AD IDEA OR PROMOTION of an ADVERTISER

50-N. BEST AD IDEA OR PROMOTION for the NEWSPAPER

Submit tearsheets showing an advertising idea or promotion. No more than 6 entries per newspaper; no more than 4 entries per person. Entry may be a single advertisement, series, campaign, special page or issue or any other idea. Indicate category A or N on the entry label. Entries in 49-A and 49-N must be in separate envelopes.

Judging criteria: Originality; selling power; makeup, layout and design; use of artwork/photographs.

51. BEST NEWS CONTENT

One entry per newspaper. Submit three complete non-Sunday issues—one each from April, May and June. You need not include non-news sections and advertising inserts. Awards go to the newspaper.

Judging criteria: **Judge all 3 issues as one body of work**, on the consistent quality of writing, reporting, range of coverage of the entire newspaper, not just the front page.

52. COMMUNITY SERVICE AWARD

Submit projects — reporting, programs, activities, sponsorships, special events — that extend over and above the routine community service mission of the newspaper. The projects should have occurred substantially during the contest period. Each project is a separate entry. Limit of 2 entries. The presentation should convey through tearsheets, pictures, letters, etc. the newspaper's activity and any public involvement or response generated by this community service. A brief explanatory cover letter may be provided. Awards go to the newspaper. (Enter Newspaper In Education programs in the NIE category.)

Judging criteria: Importance of project, depth of research and reporting, involvement of the community, use of pictures and editorials, general appeal.

53. BEST EDITORIAL PAGE

Submit full-page tearsheets. One entry per newspaper consisting of pages from two issues in May and one issue in September. Awards go to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Power of original editorial matter; layout and design of pages; quality of content; informational value.

54. BEST SPORTS PAGES

Submit full-page tearsheets or sections from three non-Sunday issues, one from March, one from October and one issue of choice. One entry per newspaper. Awards go to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Quality of writing, layout, photography; scope of content; local features and columns.

55. BEST SPORTS NEWS STORY OR PACKAGE

Each sports news story or package constitutes an entry. "Package" refers to stories and sidebars about the same subject that may appear in the same issue

or in more than one issue. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with articles and sidebars marked.

Judging criteria: Quality and style of writing; lead.

56. BEST SPORTS FEATURE STORY

Each sports feature story constitutes an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with articles marked.

Judging criteria: Writing quality and style.

57. BEST SPORTS COLUMNIST

Entries consist of three columns from the contest period. One entry per writer. Columns must be original, regular features. Full-page tearsheets with columns marked.

Judging criteria: We're looking for the best columnist, not the best single column. Judge consistent quality and style of writing in all 3 columns judged as a body of work.

58. BEST SPECIAL SECTION

Submit complete special sections. Limit 4 entries per newspaper. Award is made to the newspaper.

Judging criteria: Content, cover design, overall quality.

59. BEST INVESTIGATIVE REPORTING

Story or series. Full-page tearsheets with stories marked. Each entry may be accompanied by a brief explanation. Limit of 4 entries per paper. Entries may consist of stories from more than one issue of the paper. Entries should demonstrate enterprise in explaining or uncovering issues and problems through in-depth or investigative reporting. Investigation implies research beyond routine.

Judging criteria: Enterprise and ingenuity in gathering and reporting information; quality and style of writing and reporting; treatment of the story relative to its importance.

60. BEST LOCAL BUSINESS COVERAGE

Limit one entry. An entry consists of tearsheets from any three issues with business news, features and graphics marked. Awards go to the newspaper.

Judging criteria: Overall business news coverage; features and columns; photos and artwork.

61. BEST BUSINESS STORY - NEWS OR FEATURE

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing.

62. BEST COVERAGE OF GOVERNMENT

Limit of 3 entries per newspaper. An entry may include a story, series of stories, related editorials, related analysis, photographs, etc., covering public officials or public governmental bodies. Material for each entry must be related to a common topic, i.e. a government project, an issue, controversy or election. Award goes to the newspaper.

Judging criteria: Coverage that goes beyond routine; quality of writing and reporting; treatment of the topic relative to its news value.

63. BEST COVERAGE OF RURAL LIFE OR AGRICULTURE

An entry consists of stories, editorials, analysis, photographs, etc., related to rural living or agriculture taken from three issues of the newspaper, one each from June and October and one of choice. Mark all items to be judged. Awards go to the newspaper.

Judging criteria: Consistent, quality coverage of the topic.

64. BEST STORY ABOUT RURAL LIFE OR AGRICULTURE

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

65. BEST STORY ABOUT EDUCATION

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

66. BEST STORY ABOUT THE OUTDOORS

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

67. BEST STORY ABOUT HISTORY

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

68. BEST COVERAGE OF COMMUNITY / PEOPLE / LIFESTYLES

News stories, features, photos about family life, lifestyle, society, etc. An entry consists of full-page tearsheets from three issues of choice with news, features and photos about local people and their personal, civic and social activities. Mark all items to be judged. One entry per newspaper. Award is made to the newspaper.

Judging criteria: **All material constitutes one entry.** Consistent attention to coverage of people; quality of writing and reporting; presentation; news and informational value.

69. BEST PAGE DESIGN

Do NOT enter Page 1A in this category. An entry consists of any one page or story (other than 1A) demonstrating creativity of layout and design. Up to 4 entries per paper. (If a story is on more than one page, all pages should be submitted.)

Judging criteria: Layout and design of page or story other than page 1A (story may be on more than one page), including all design elements.

70. BEST INFORMATION GRAPHIC

Artwork that is used to tell, explain or clarify information through the use of maps, charts, diagrams or other graphic devices. (Photo illustrations should

be entered in category 48-I.) Full-page tearsheets with accompanying stories marked. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Originality, craftsmanship, presentation of information, clarity of message. Do not judge related editorial matter.

71. BEST EDITORIAL CARTOON

Submit full-page tearsheets. No more than 6 entries per newspaper; no more than 4 entries per person. Cartoons must have been created specifically for the newspaper submitting the entry.

Judging criteria: Originality, craftsmanship, presentation, clarity of message.

72. BEST NEWSPAPER IN EDUCATION PROGRAM

Submit examples of NIE projects conducted throughout the year. You may include a letter of explanation about projects, how schools use your newspaper, fund-raising activities and sponsor information. Award is made to the newspaper.

Judging criteria: Scope of the program, originality, creativity, presentation.

73. BEST VIDEO

Submit web addresses (URLs) of original news or advertising video clips, including promotions of the newspaper, created for and posted to the newspaper's website during 2011. URLs may be for archived copies of the video clips. Write the URLs on entry blanks and attach the entry blanks to sheets of paper. Limit of 4 entries per newspaper.

Judging criteria: Quality, value and impact of video clip.

74. BEST HEADLINE WRITING

Submit a total of 5 headlines. Submit full-page tearsheets with headlines marked -- 1 headline each from July, August and December, and 2 of choice. Award goes to the newspaper.

Judging criteria: All 5 headlines are to be judged as a body of work on accurate description, word selection, creativity and overall impact.

75. BEST STORY ABOUT RELIGION:

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Submit full-page tearsheets with stories and sidebars marked. Judging criteria: Quality of writing and reporting.

**Awards will be presented
at the 146th Annual
Missouri Press Association Convention
Sept. 20-22 at the
Holiday Inn Executive Center, Columbia.
Missouri Press
hopes to see YOU there!**

ENTRY LABELS: Fill in City/Newspaper on each label on this sheet, then copy the sheet to make enough labels for all of your entries. **PRINT OR TYPE; FILL OUT LABELS COMPLETELY.** You will need two (2) labels for each entry. One label should be attached to the entry, and a duplicate label should be attached to the outside of that entry's envelope. (Entries in the same category all can be in one envelope.) If an entry envelope has more than one entry for the category, attach a copy of each entry label to the outside of the envelope so the judge knows there is more than one entry inside. "Name of entry" should be **one or two words ONLY** that identify the entry. If the award for a category goes to the newspaper, do not fill in the "Award to:" line.

Category Number _____
Category Name _____
Newspaper / City _____

1-2-Word Name of Entry _____
Award to: _____

Category Number _____
Category Name _____
Newspaper / City _____

1-2-Word Name of Entry _____
Award to: _____

Category Number _____
Category Name _____
Newspaper / City _____

1-2-Word Name of Entry _____
Award to: _____

Category Number _____
Category Name _____
Newspaper / City _____

1-2-Word Name of Entry _____
Award to: _____

Category Number _____
Category Name _____
Newspaper / City _____

1-2-Word Name of Entry _____
Award to: _____

Category Number _____
Category Name _____
Newspaper / City _____

1-2-Word Name of Entry _____
Award to: _____

Category Number _____
Category Name _____
Newspaper / City _____

1-2-Word Name of Entry _____
Award to: _____

Category Number _____
Category Name _____
Newspaper / City _____

1-2-Word Name of Entry _____
Award to: _____

Better Newspaper Contest Entry Log

List all of your contest entries by Category Number and Name of Entry. Make a copy of your Entry Log and send it with your package of entries and contest fees. Your total fee will be your number of entries X \$7. If you need more log sheets, make copies before filling it out. This sheet, an entry label sheet and the rules are at mopress.com/BNC.php.

Newspaper / City _____

Category #	Name of Entry	Category #	Name of Entry
1.	_____	21.	_____
2.	_____	22.	_____
3.	_____	23.	_____
4.	_____	24.	_____
5.	_____	25.	_____
6.	_____	26.	_____
7.	_____	27.	_____
8.	_____	28.	_____
9.	_____	29.	_____
10.	_____	30.	_____
11.	_____	31.	_____
12.	_____	32.	_____
13.	_____	33.	_____
14.	_____	34.	_____
15.	_____	35.	_____
16.	_____	36.	_____
17.	_____	37.	_____
18.	_____	38.	_____
19.	_____	39.	_____
20.	_____	40.	_____