



## CALENDAR

### February

- 3 — Missouri Press Ad Workshop, 10 a.m.-noon, Piedmont
- 8 — MPA/MPS Board meeting, Jefferson City
- 8 — MPA reception with legislators, DoubleTree Hotel, Jefferson City
- 9 — Missouri Press Day at the Capitol
- 22 — Follow the Money Workshop, St. Louis Union Station Marriott (p. 4)
- 24 — Circulation Workshop, Westport Plaza, St. Louis (p. 6)

### March

- 9 — Missouri Press Foundation / Reynolds Journalism Institute newspaper workshop, Columbia
- 11-17 — National Sunshine Week

### April

- 19-20 — Missouri Advertising Managers' annual meeting, Courtyard by Marriott, Columbia

### June

- 22 — Northwest Missouri Press Association meeting, St. Joseph

### September

- 20-22 — Missouri Press Association 146th Annual Convention, Holiday Inn Executive Center, Columbia

## Political ad workshop Feb. 3 in Piedmont

Arm yourself with information to convince candidates in your area they need to advertise in your newspaper during the coming campaign season.

One Political Advertising Workshop by Greg Baker, Missouri Press ad director, remains on the schedule.

• Friday, Feb. 3—Piedmont, 10 a.m. - noon, Zephyr Café, 907 N. Main St. Host is the Wayne County Journal-Banner.

Contact Baker at (573) 449-4167 or GBaker@socket.net if you plan to attend this meeting or if you would like to be the host for an ad workshop in your area. Provide names of all those attending.

Baker will provide information your ad reps can use to show candidates in your area why they should advertise in your newspaper.

# Missouri Press Association Bulletin

No. 1276 — 18 January, 2012

## Sign up for Day at the Capitol

### Mingle with legislators at Feb. 8 reception

The Missouri Press Association and The AP invite you and members of your staff to their annual Day at the Capitol in Jefferson City on Thursday, Feb. 9. You also are welcome and encouraged to attend a reception with legislators on Wednesday evening, Feb. 8, in the DoubleTree Hotel in the capital city.

You don't have to attend the Wednesday reception to participate in Day at the Capitol, but the reception provides an opportunity to express your concerns.

This is a free program for MPA and AP members, but you must register by Feb. 3. (If you register and do not attend, your newspaper will be billed \$25 per person to help cover costs of food and materials.)

• **Wednesday, Feb. 8:** Reception with legislators, 5-7 p.m. This event allows you to get to know legislators better



and to express concerns that you have.

• **Thursday, Feb. 9:** 10 a.m. — Senate Lounge, 3rd Floor of Capitol; discussion with statewide officeholders.

You'll hear timely discussion about the state budget, the school funding formula

**Day at the Capitol** (continued on next page)

## Show off your prize-winning ads!

### Better Ad Contest deadline is Feb. 17

The Missouri Advertising Managers' Association is taking entries now for its annual Better Ad Contest. Entries need to be in the MPA office by Feb. 17.

This year's contest will be judged by members of the Wisconsin Press Association.

Awards will be presented on Thursday, April 19, during the Ad Managers' annual conference at the Courtyard by Marriott in Columbia.

Go to <http://www.mopress.com/contests.php> for the rules and entry form for the Better Ad Contest. You'll also find a nomination form for the Old Pro Award. Do you know a veteran who should be recognized for excellence in advertising? Nominate the person!

Enclosed with this Bulletin are the 2011 Better Ad Contest winners booklet, a sheet of Ad Contest labels and a registration form for the MAMA conference.

Staff members of publications holding Active membership in Missouri Press As-

**Better Ad Contest** (continued on next page)

## New postage forms required this month

(Domestic Main Manual Advisory)  
—New postage statements associated with the January 2012 price change are available on Postal Explorer®. The Postage Statement link is in the left column under \*NEW\* Jan. 22, 2012 Price Change Info.

As of January 2012, all postage statements dated prior to April 2011 or June 2011, as applicable, are obsolete.

If vendors, software providers, or mailers encounter difficulty submitting January 2012 postage statements, contact your local acceptance office or Manager of Business Mail Entry to determine the best solution. Mailers using the Electronic Verification System (eVS®) for manifesting who need assistance should contact their Strategic Account or Business Alliance Manager.

The Domestic Mail Manual (DMM®) is available on Postal Explorer® (pe.usps.com). To subscribe to the DMM Advisory, send an e-mail to [dmmadvisory@usps.com](mailto:dmmadvisory@usps.com). Simply indicate "subscribe" in the subject line.

## MAMA meeting will be April 19-20

The Missouri Advertising Managers' Association will hold its 2012 meeting Thursday-Friday, April 19-20, at the Courtyard by Marriott in Columbia. A registration form for the meeting and an agenda have been sent to your newspaper. They also can be found at [http://www.mopress.com/\\_lib/files/MAMA\\_Agenda\\_12.pdf](http://www.mopress.com/_lib/files/MAMA_Agenda_12.pdf).

The annual MAMA meeting will offer great training sessions, an evening at a Columbia comedy club and a chance to win cash for your great advertising ideas. Don't miss it!

## 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](mailto: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](mailto:gbaker@socket.net).



# Participate in something big!

## Papers from around state running 'Reading' feature

You still have time to join the annual Reading Across Missouri project, which began this month. The nine-chapter story, "Patriotic Pals, Tails of the Civil War," costs you nothing!

The feature files are at [www.mo-nie.com](http://www.mo-nie.com) using download code readmo12.

Each chapter features a canine that participated in, or witnessed, a fray or major Civil War battle. "Patriotic Pals" was written by Chris Stuckenschneider, an author from Washington, Mo., who wrote the serial "Twist of Fate: The Miracle Colt and His Friends."

Each chapter in the serial story is provided in a print-ready, 4-column format and includes a newspaper activity. An elementary teacher guide also is available. It can be distributed to teachers or posted on your newspaper's website.

All you have to do to participate is begin publishing the story in January.

Newspapers that are members of the National Newspaper Association also can get "Patriotic Pals." This is the fourth year MPA has provided a story to NNA to help newspapers nationwide reach out to young readers in their communities.



For more information on the Reading Across Missouri project, contact Dawn Kitchell, Missouri Press's education director, at (636) 932-4301 or [dawn.kitchell@gmail.com](mailto:dawn.kitchell@gmail.com).

## Day at the Capitol (continued from previous page)

and the proposal to replace the state income tax with a higher state sales tax. You also will have the opportunity to ask questions.

After the morning program in the Capitol, you'll have lunch with Gov. Jay Nixon in the Governor's Mansion. That will be followed by discussion and Q&A sessions with the governor and the House and Senate leadership from the Republican and Democrat parties.

If you're going to attend the reception on Wednesday and you want a room at the DoubleTree, call 573.636.5101 and ask for the \$104 MPA rate.

A registration form for Day at the Capitol is enclosed and is online at [http://www.mopress.com/current\\_forms.php](http://www.mopress.com/current_forms.php).

## Better Ad Contest (continued from previous page)

sociation are eligible to enter the ad contest. All entries must have been produced by a full- or part-time staff member.

Ads in your newspaper produced results for local business people throughout 2011. Enter those ads in the contest and earn peer recognition for your staffers and some local promotional ammunition for your newspaper.

And remember that the annual MAMA meeting is coming in April. It will offer great training sessions, an evening at a Columbia comedy club and a chance to win cash for your great advertising ideas. Don't miss it!

A registration form for the meeting and an agenda have been sent to your newspaper. They also can be found at [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php).





## Missouri Press Association

### Missouri Press Service

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www.mopress.com

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# Apps for mobile reporting

## iPad, iPhone tools give you text, audio, video

Val Hoepfner of the Reynolds Journalism Institute suggests these free and low-cost apps for capturing and editing images, video and audio, as well as for note taking, geolocation and live streaming. Equipped with an iPad, iPhone or iPod touch and wi-fi, journalists can quickly add multimedia to their reporting.

### Information gathering, sharing and workflow:

-**Free WiFi Finder**

-**Google+** - Social networking, and **Google Translate**.

-**5-0 Police Scanner** - Listen live to local, national and international police, fire and ambulance radio traffic.

-**AP Mobile**

-**QR Reader, Kaywa** - Scanning and reading application for QR codes.

-**YELP** - Geolocation app that finds your location and then finds people and places that are nearby.

-**Foursquare** - Social app that allows users to find each other and geolocated places around them. Journalists can use it to find and connect to sources associated with events and places.

-**Tumblr** - Microblog app that allows you to post text, photos, quotes, links, chats, audio and video. Similar to Twitter but takes content sharing a step further, adding multimedia content. News organizations including *The New Yorker*, *Newsweek*, *The Economist* and *The Atlantic* have embraced Tumblr, which has tripled its audience in the last year.

-**Hootsuite** - Social media dashboard, allows you to manage multiple social media initiatives.

-**Abbyy Text Grabber** - Capture printed text from documents. Text can be copied, pasted and edited. Use this to scan documents and quickly enter their contents into a story.

-**ShoZu, Pixel Pipe** - Upload to multiple social media sites with one app.

-**Longreads** - Collects, collates and curates long-form journalism for online reading. Longreads is a complement to services like **Instapaper** or **Flipboard**, the iPad app that is a graphics-intensive presentation of your social-network feed.

-**Dipity** - Create timelines.

**For stories and photos**

-**Evernote** - A note-taking app that syncs text, photos and audio to Internet connected devices.

-**Dropbox** - View files on the go, download files for offline viewing, sync photos and videos and share links to files. Use it to transfer mobile, text, photos and video back to the newsroom.

-**Camera+, Hipstamatic and Filterstorm 2** - three camera apps.

-**Photoshop Express**

-**Photobucket** - Image hosting, free photo sharing and video sharing.

-**Pano** - Take seamless panoramic photos straight from your phone.

-**Twitpic** - Share photos via Twitter.

-**Filterstorm** (for iPad) - Photo editing, works as well as Photoshop.

**Audio and video**

-**AudioBoo** - Free audio blogging.

-**Ustream** - Video app allows you to stream live video from your mobile device.

-**iTimelapse** - Create stunning time lapse and stop motion videos straight from any iPhone, iPod, or iPad 2.

-**iMovie** - Simple movie editor, allowing you to record video and edit it into a story and then share to Twitter, Facebook and YouTube.

-**Splice** - Video editor.

-**Vimeo** - Free video host.

-**iTalk** - Full-featured recording app.





## NAA has revised its sales training manual

The Newspaper Association of America has revised its sales training manual, *The Great AdVenture: How to Succeed in Newspaper Advertising Sales, Version 3.0*.

Non-members of NAA can buy the manual for \$49.99 each.

*The Great AdVenture* is packed with nearly 200 pages of material, including:

- How to manage time
- What questions to ask customers
- How to lay out a good ad
- How to understand customers
- How to use co-op funds
- How to prepare a presentation

Take a look at the table of contents and some sample pages at <http://bit.ly/GreatAdVenture>.

## Free workshop on political influence

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.

## Promote Sunshine!

Sunshine Week 2012, March 11-17, will encourage access to government information, urging both the public and officials to "Put More Sunshine in Government."

The eighth annual Sunshine Week will again recognize "Local Heroes," individuals who have fought for transparency or used government information to improve their communities. To view the stories of past winners and make nominations for 2012, go to the Sunshine Week website, [www.sunshineweek.org](http://www.sunshineweek.org).

# Prepare for mailing changes

## Post office, sorting center closings will affect delivery

If you deliver newspapers through the mail, you should be preparing now for the closing of post offices and sorting centers this spring. Delivery will get worse, and you'll receive complaints from subscribers whose papers are arriving from two to nine days later than they are now. You could lose those subscribers.

The Postal Service plans to close roughly 250 of nearly 500 mail processing centers and many local post offices beginning this spring. This plan will increase the delivery time of newspapers outside the local office's delivery area (see: <http://tinyurl.com/8y8b3yg>).

(If that Tiny URL link does not work, here is the original URL: [http://old.news.yahoo.com/s/ap/20111205/ap\\_on\\_bi\\_ge/us\\_postal\\_problems](http://old.news.yahoo.com/s/ap/20111205/ap_on_bi_ge/us_postal_problems).)

You should experience no change in delivery of papers that your local post office delivers. But, all of the papers you deposit at your local post office that go to subscribers out of your delivery area go to a distant sorting center. If that sorting center closes, your papers will go to another sorting center, probably farther away. Remaining sorting centers will see substantial increases in mail volume, so even if your sorting center doesn't close, delivery could be affected.

One thing you can do is take the papers yourself to post offices in nearby towns (apply at the post offices for permits to do this). But, you need to consider the costs of doing this. Do you have enough subscribers in the delivery areas of each post office to justify the cost of taking the papers to those post offices?

Be realistic about determining the revenue you get from those subscribers and the cost of taking papers to the distant post office. If you determine you won't lose money by delivering to the post office, think of what you can do in that community while delivering the papers: ad sales calls, feature stories, visits to the school and city hall, photographs, speaking to service organizations.

If you can't justify taking papers to the area post offices, work to convince those readers to buy online subscriptions to your newspaper. When considering the price of an online subscription, remember that you are eliminating the cost of printing and mailing that newspaper. An online subscription should cost less than a hard-copy subscription.

(Now is a good time for a critical, realistic evaluation of what you charge for a subscription delivered out of your area. Is your out-of-county subscription price high enough to justify the cost of producing and delivering those papers?)

Distant readers are of no value to local advertisers, and if what those readers pay for the paper is not profitable, you should raise the subscription price. Work to boost your paper's household penetration in your advertisers' market, and they won't care at all if you don't send papers all around the country.

(Seventy-five percent penetration of the households in your market means more to local advertisers than any hundreds of papers you send beyond the horizon—many of which you are losing money on if your subscription price is too low.)

If many regional readers do not want to—or can't—buy online editions, ask them if they would be willing to pick up their papers at a local retailer or other out-

*Do you have enough subscribers in area towns to justify cost of taking papers yourself to post offices in those towns?*

**Mailing changes** (continued on next page)



## PUBLIC NOTICES

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

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

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

### Entries being taken in ag reporting contest

The North American Agricultural Journalists group is accepting entries for its annual reporting contest.

The contest has several categories: News, Spot News, Features, Columns/Analysis, Series and Special Projects, and a category for students.

The agricultural economy has been booming in parts of rural America, though many communities and farmers also faced significant disasters in 2011. If your staff wrote about farmland values, commodity prices, farm economics, or the impacts of the MF Global bankruptcy, then you may have potential contest entries.

Newspapers also placed more emphasis on farmers markets, local foods, organic agriculture, biofuels, food policies, school lunches and nutrition programs.

More information about the NAAJ contest can be found at <http://www.naaj.net/writing-contest-rules>.

### Find sponsor for Civil War features

If you're looking for a good, short-run feature, check out "The Civil War Amendments," a new four-part series available from Missouri Press created in partnership with The Missouri Bar. To download the features, go to <http://www.mo-nie.com> and use download code cwamend.

Find a sponsor for these informative and interesting features.

# MPA opposes proposed closings

## Newspapers spend thousands every week at post offices

(This letter was sent recently from MPA President Phil Conger to the Postal Service's district manager in Kansas City. A reply to the letter is enclosed.)

Since the earliest days of statehood, Missouri newspapers have been using the post office to deliver timely reports on commerce, news, agriculture and advertising to our readers.

Newspapers have been among the most loyal customers of the post office and the present day United States Postal Service. Each of the 300 member newspapers of the Missouri Press Association spends from hundreds of dollars to several thousand dollars each week with the USPS.

We appreciate the service that our local postal workers provide in processing our newspapers and delivering news and advertising to thousands of mailboxes across the state.

But, we are deeply concerned about the plans of the USPS to close down thousands of post offices across the country and vital processing centers such as Cape Girardeau and Springfield, Mo., as well as Quincy, Ill. Shifting those operations to St. Louis and Kansas City will result in further delays for newspapers to subscribers in all directions.

These actions will result in delays in the delivery of our newspapers, resulting in the cancellation of subscriptions and loss of revenue.

Furthermore, the recent announcement that the USPS will reduce standards for the delivery of first-class mail and periodicals will further hurt our member publications as well as the businesses we serve.

We feel these decisions will ultimately cost the USPS additional revenue and further endanger national postal operations.

It is unimaginable for the USPS and the U.S. Congress to turn their backs on an institution, the Post Office, that plays such an important role in keeping our communities and our citizens connected.

The Missouri Press Association opposes the closing of the processing centers serving Missouri postal customers and urges the USPS to cautiously consider the impact on our communities of future decisions on closing local post offices.

## Mailing changes (continued from previous page)

let (convenience store, beauty shop, diner). They could get their papers on publication day and you could reduce postage. (Label papers of subscribers—or not, just provide a subscriber list—and provide unlabeled copies for regular counter sales.) Work a deal with the retailers. People picking up papers are potential customers.

Even if you decide to do nothing different with your mailed newspapers, you should at least alert your distant readers, more than once, that they probably will receive their papers later beginning this spring. Explain why.

If you are planning to make any changes in the delivery of your newspapers, would you share your plans with Missouri Press? Responses from papers that are planning changes will be shared with all MPA member newspapers.

Postal changes are coming. Ignoring that fact will not solve problems those changes may cause you.

*These actions will result in delays in the delivery of our newspapers, resulting in the cancellation of subscriptions and loss of revenue.*



## Circulation, audience growth workshop Feb. 24 in 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 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.



Steve Wagenlander

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](http://mopress.com/current_forms.php).

### Online training

Online Media Campus invites you to go to <http://www.onlinemediacampus.com> to check out low-cost webinars planned for the year.

Missouri Press Association is among the more than 40 press associations in the U.S. participating in the Online Media Campus program.

# Who went to jail this month?

*Special section keeps interlopers from cashing in*

(This item is from the Georgia Press Bulletin)

Outsiders were going to try to take advertising dollars out of Gail Williamson's weekly newspaper's market, and she wasn't going to allow it.

That's the simple story behind how *The Forest-Blade* began to produce "Arrested," a monthly special section that features the mugshots of all the people arrested and booked into the Emmanuel County jail.

It's *The Forest-Blade's* answer to the wave of independent publishers who've carved out a niche market for themselves in communities small and large across Georgia and the nation by taking public arrest information and photos, throwing them into small newsprint tabloids and selling them in convenience stores and other outlets.

Under titles such as "Just Busted," the out-of-town companies have popped up on the radar screens of newspapers all across Georgia in recent months, becoming a topic of conversation at Georgia Press Association gatherings.

"We have excellent rapport with the sheriff's office," Williamson said. "I went to them and told them that I could do it or that somebody from outside the country would do it and be cruel about it. We went ahead before somebody else came into our market and took the revenue."

For the last year and a half, "Arrested" has been inserted into *The Forest-Blade* on the last Wednesday of every month. It's usually eight pages, with dozens of arrest photos from the sheriff's office and advertising from local attorneys, insurance and ball-bonding companies and other businesses related to criminal justice. Some advertisers have bought 12-month contracts to be in it.

Williamson estimates that "Arrested" generates \$18,000 in revenue per year. Each issue takes about four hours to produce.

"My paper sales go up the last week of the month always. That's the offset of not selling it as an extra," Williamson said.

It's also being read online, with extra traffic around the time "Arrested" is posted at [forest-blade.com](http://forest-blade.com).

There was some initial pushback when "Arrested" made its debut, Williamson said. Some readers thought it was tacky, so she did a story featuring the sheriff, who said the publication was a deterrent to criminals.

"If you do stupid things, then you are going to be in the paper," Williamson said. "If one person stays out of trouble because of it, I'm all for it."

Past issues of Arrested are on [forest-blade.com](http://forest-blade.com).

**New Year, New Name Same Location!**  
 Experienced Trial Attorney focusing on Criminal Law and Family Law  
**Child Support**  
**Divorce**  
**Adoption**  
**Call Now**

**Marnique W. Oliver, LLC**  
 Attorney at Law  
 117 Roger Shaw St.  
 Swainsboro, GA  
**478-289-7661**





## You're on the city council, how do you feel about accountability to citizens?

If accountability is important to you as an elected official, keep in mind that public notices in this newspaper provide accountability for you.

State law requires city councils to place notices of many activities in a legal newspaper. This is a legal newspaper.

A printed notice in this newspaper can't be hacked into like a website. It's permanent. The date in the corner proves it was printed when required. How much is that perfect accountability worth in times when trust in government at all levels is so low?

Would a similar notice posted somewhere on the internet provide the same measure of accountability?

The answer to that is apparent.  
No, it would not.

**PUBLIC  
NOTICES**

**"Because the People  
Must Know."**

# Megaconference in San Antonio

## LMA, Inland, SNPA join for second annual event

In 2011 the Local Media Association (formerly Suburban Newspapers of America), Inland Press Association and Southern Newspaper Publishers Association (SNPA) joined forces to produce one large mega conference. Nearly 500 attendees descended on St. Petersburg, Fla., for the three-day event.

"The response to this conference from newspaper executives and the companies that supply goods and services to the newspaper industry has been overwhelmingly positive," said Edward VanHorn, executive director of SNPA. "The collaboration of these three associations has created a new and vibrant educational program for the industry and a robust networking environment for the members of all three groups."

The three associations have once again teamed up to bring you "Transformation Through Innovation," which will take place Feb. 27-29 in San Antonio.

A pre-conference executive-level summit on daily deals has been added at no additional cost on Sunday, Feb. 26.

"We are pleased to once again partner with Inland and SNPA to produce the industry's must-attend event for local media executives," said Nancy Lane, president of the Local Media Association. "This year's program is even stronger with a focus on new revenue streams and new business models all supported by successful case studies and best practices. As a bonus, the trade show will feature over 40 of the industry's premier vendors that will showcase new and proven revenue-producing tools and services."

"Participants at last year's unique inaugural event said they were excited by the industry innovation, provocative sessions, and the spirit of collaboration on display," said Tom Slaughter, Executive Director of Inland Press Association. "This year, you'll find even more, with additional new exhibitors, sponsors and industry suppliers offering creative solutions for their media partners. The conference setting is spectacular and a perfect venue for this special event. Inland is proud to be involved in this ground-breaking partnership!"

Top industry executives will open the conference, including Donna Barrett, President and CEO of CNHI, David Black, President and CEO, Black Press, Ltd., and John Paton, CEO, Journal Register Company, Digital First Media and Media News Group. These company leaders will talk about how they are guiding their organizations to be smarter, leaner and innovative and how they are working to inspire their staffs to lead newspapers through the media transition.

Other conference topics include:

- Developing an In-House Digital Agency
- Leadership, Change Management and Repositioning for Growth
- Industry Innovators: Five Newspapers Moving Forward in the Modern World
- Managing Digital and Circulation Pricing Strategies and Revenue Analysis
- Mediamorphosis: End-to-End Transformation at the Sun-Times Media Group
- Paid and Metered Subscription Models
- Daily Deals Poised for Growth of 149% Through 2015
- Industry Update: AP's iCircular
- How to Go From Successful Print Sales to Successful Online Sales
- Mobile Opportunities to Engage Readers and Advertisers and Grow Revenues
- Event Marketing: Back and Bigger than Ever
- Weekly and Small Daily Newspaper Roundtables

Registration fees are \$695 per member of one or more of the associations, \$895 per non-member. For the full conference agenda visit [www.mega-conference.com/](http://www.mega-conference.com/).

Download the ad at left and others to promote the publishing of public/legal notices in newspapers, where they provide accountability and transparency: [mopress.com/publicnotice.php](http://mopress.com/publicnotice.php).

## Marketplace

Ads on this page are free to members of Missouri Press Association unless the ad is for an out-of-state newspaper. Cost to non-members and for member ads for newspapers out of the state is 25¢ per word.

Please email your ads to [kford@socket.net](mailto:kford@socket.net).

To check ads between issues of the Bulletin, go to [mopress.com/jobs.php](http://mopress.com/jobs.php).

## HELP WANTED

**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](mailto: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](mailto: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](mailto:saline.oneil@gmail.com). On Subject line type NEWS EDITOR. 1-16

**MANAGING EDITOR:** Award-winning Northwest Missouri 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](mailto:editorresume123@gmail.com). 4-5

**REPORTER:** The Mountain Grove News-Journal is seeking a reporter with solid experience in the newsroom. You will handle a wide range of general assignment news coverage along with pagination pages. Knowledge of Pagemaker and Photoshop a plus. Please send resume to: News-Journal, P.O. Box 530, Mtn. Grove, MO 65711. 1-4

**CIRCULATION MANAGER:** The Missourian Publishing Company in Washington, Mo., is looking for a print and digital media-savvy audience development professional to manage the circulation department for its four newspapers (3 twice weekly; 1 weekly). Prefer minimum bachelor's degree and 4 years circulation experience. Individual must be computer literate with experience in Excel, Word and familiar with social media. Successful candidate will exhibit desire to maximize the reach of all print and digital products within the guidelines of the ABC; experience with Vision Data and TownNews beneficial. Send resumes to: Bill Miller, Jr., Missourian Publishing Co., P.O. Box 336, Washington, MO 63090 or email to: [jobs@emissourian.com](mailto:jobs@emissourian.com). 1-4

**NEWS/SPORTS REPORTER:** Immediate full-time opening for reporter position at an award-winning, twice-weekly newspaper in historic Excelsior Springs, MO. The Excelsior Springs Standard is seeking someone with strong writing/editing and photography skills with an interest in community beat and sports reporting. The right candidate will be energetic, motivated, inquisitive and dedicated to covering the activities of our 12,000 population community. Computer experience with Adobe CS3 programs and Microsoft Office is required. Please send resume to: Community Reporter, The Excelsior Springs Standard, Attn: Brian Rice, PO Box 70, Excelsior Springs, MO 64024 or e-mail [brian@leaderpress.com](mailto:brian@leaderpress.com). 12-28


**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 full-time position in Webster County, Mo. Experience in reporting, photography and Web necessary. We are a family of local news entities--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](mailto:careers@MO.NeighborNews.com) or Fax: 417-326-8701. 12-21

**EDITOR:** Missouri Ruralist. Full-time. Farm Progress Companies, the largest U.S. media company serving the agricultural market, is seeking an editor for Missouri Ruralist magazine, the leading state farm publication in Missouri. Responsibilities include planning and providing editorial content for Missouri Ruralist and MissouriRuralist.com, covering issues, crops and livestock for producers in Missouri. Travel throughout the state is essential. The position requires an individual with keen organizational skills, strong writing ability and a solid background in photography to serve as editor. Also, the individual must be a self-starter, able to meet planning and deadline schedules and will be expected to work well within regional and national teams as well as with production and copy editors. Candidates should have at least 5 years of experience as a writer or journalist, understand the magazine production process and be willing to handle tough issues. Candidates must be familiar with Microsoft Word and Excel software programs and have some computer experience. A bachelor's degree or equivalent experience is required. The position can be managed out of a home office if it's located in Missouri. Comprehensive benefits include paid time off, health insurance, dental insurance, life insurance, short-term and long-term disability, vision coverage and 401(k). If interested, submit cover letter with desired pay and resume to [recruiter@farmprogress.com](mailto:recruiter@farmprogress.com). 12-20

**ADVERTISING SALES REPRESENTATIVE:** Immediate opening for advertising sales position for Northeast Missouri weekly. Attention to detail, positive attitude, and strong sales experience a must. Candidate must be energetic and motivated. Excellent benefits package. Contact Valerie Gilbert, Publisher, Louisiana Press-Journal, 3408 Georgia Street, Louisiana, MO. 63353 or [lpjpub@lcs.net](mailto:lpjpub@lcs.net). 12-15

**EDITOR:** Immediate opening for editor position for established award-winning weekly newspaper in Bowling Green, 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 Linda Luebrecht, publisher, at The Bowling Green Times, 106 W. Main, Bowling Green, Mo. or email [btgtpub@lcs.net](mailto:btgtpub@lcs.net). 12-15



**Order Press Cards**  
for each member of your staff.  
Email names to  
**[kwilliams@socket.net](mailto:kwilliams@socket.net)**



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# Missouri Press Association and The Associated Press Day at the Capitol • Jefferson City • February 8-9

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The Missouri Press Association and The Associated Press invite you to be their guests on February 8-9, 2012 at the Missouri State Capitol in Jefferson City for MPA/AP Day at the Capitol.

## Register Today! It's FREE!\*

Deadline to Register: February 3, 2012

*Wednesday, February 8*

5 - 7 p.m. - Reception with Legislators  
Bella Vista Room at the DoubleTree Hotel

*Thursday, February 9*

Breakfast on own

10 a.m. - Noon - Program in the Senate Lounge (Third Floor)  
Hear timely discussion on Missouri's Budget, Local School Funding Formula, and The Fair Tax Issue.

12 Noon - Lunch with Governor Jay Nixon in the Governor's Mansion.

Q&A Session with the Governor, followed by Q&A Session with Senate and House Leaders. Adjournment at 2:30 p.m.

\*Registration for this event is free. However, if you register and do not attend, your newspaper will be billed \$25 per person to help cover costs of food and materials.

## Need a sleeping room?

MPA is holding a block of rooms for Wednesday, Feb. 8th at the DoubleTree Hotel; call 573-636-5101 by **January 25th** and ask for Missouri Press Association's \$104 room rate. DoubleTree's Address is:  
422 Monroe Street, Jefferson City



Name(s): \_\_\_\_\_

How many people for Wed. reception: \_\_\_\_\_ How many for Thurs. lunch: \_\_\_\_\_

Newspaper or Organization: \_\_\_\_\_

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

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

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

Please send this registration form to Kristie Williams at Missouri Press Association  
802 Locust Street • Columbia, MO 65201 • Fax: 573-874-5894 • [kwilliams@socket.net](mailto:kwilliams@socket.net)



January 13, 2012

Mr. Phil Conger  
802 Locust St.  
Columbia, MO 65201-7799

Dear Mr. Conger:

This is in response to your inquiry regarding the possible closing of the Cape Girardeau and Springfield Processing and Distribution Facilities.

The U.S. Postal Service is continually improving its efficiency by making better use of Postal facilities, staffing, equipment, and transportation in processing the nation's mail. This practice has become increasingly important as we have experienced a significant reduction in the amount of single-piece First-Class Mail that enters our system. In fact, from fiscal year 2001 through the end of fiscal year 2010, mail volume for this category has declined by almost 23 billion pieces, approximately 42 percent.

At the same time, the deployment of state-of-the-art automated mail-processing equipment allows us to sort this type of mail more efficiently than ever. In many cases, larger mailers are entering their mail deeper into our system, closer to its final delivery point, bypassing many Postal Service processing and transportation operations.

Considered together, these factors have created excess processing capacity at many postal facilities where mail is canceled and sorted. The Postal Service is actively looking into opportunities to increase efficiency by consolidating mail processing operations, allowing us to make better use of our resources. Area Mail Processing is a key element of this important effort.

The possible closing of the Cape Girardeau and Springfield Processing and Distribution Facilities and consolidation into the Kansas City, Missouri, and Saint Louis, Missouri Processing and Distribution Facility may result in minor changes to service standards. The Postal Service will make every possible attempt to minimize the impact for customers of changes to Mail Processing locations.

Additionally, the Postal Service has delayed the closing or consolidation of any Post Office or mail processing facility until May 15, 2012. The Postal Service will continue all necessary steps required for the review of these facilities during the interim period. These steps may include community meetings, final determination postings, delivery unit optimization planning, and other duties required prior to physical closing.

The Postal Service hopes this period will help facilitate the enactment of comprehensive Postal legislation. Given the Postal Service's financial situation and the loss of mail volume, the Postal Service must continue to take all steps necessary to reduce costs and increase revenue.

Thank you for the opportunity to address this matter with you. If you have further questions, please contact me at (816) 374-9186.

Sincerely,

A handwritten signature in blue ink, appearing to read "D. Gadson".

Darrin R. Gadson

300 WEST PERSHING ROAD — SUITE 207  
KANSAS CITY, MO 64108-9631  
816-374-9186  
FAX: 816-374-9192

VISIT US @ [WWW.USPS.COM](http://WWW.USPS.COM)



# 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 Press Foundation**  
*Dedicated to Freedom for Tomorrow's World*



**ILLINOIS PRESS  
FOUNDATION**  
Serving newspapers since 1962

Contest Category (#): _____	<b>PLACE</b> <small>For Judges' use only</small>
Category Name: _____	

Circulation \_\_\_\_\_ Circle One: Daily Weekly

\_\_\_\_\_  
MPA Member Newspaper Name & City

\_\_\_\_\_  
Name(s) of Person(s) to Award

\_\_\_\_\_  
Date of Issue Name of entry

MAMA Better Advertising Contest

Contest Category (#): _____	<b>PLACE</b> <small>For Judges' use only</small>
Category Name: _____	

Circulation \_\_\_\_\_ Circle One: Daily Weekly

\_\_\_\_\_  
MPA Member Newspaper Name & City

\_\_\_\_\_  
Name(s) of Person(s) to Award

\_\_\_\_\_  
Date of Issue Name of entry

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Circulation \_\_\_\_\_ Circle One: Daily Weekly

\_\_\_\_\_  
MPA Member Newspaper Name & City

\_\_\_\_\_  
Name(s) of Person(s) to Award

\_\_\_\_\_  
Date of Issue Name of entry

MAMA Better Advertising Contest

# 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 KWILLIAMS@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 \_\_\_\_\_