



CALENDAR

January

20-21 — Northwest Missouri Press Association Convention, Holiday Inn Riverfront, St. Joseph

February

- 1-15** — Missouri Press judges Virginia Press Association Newspaper Contest
9 — MPA/MPS Board Meeting, Jefferson City
9 — MPA/AP Reception with Legislators, DoubleTree Hotel, Jefferson City (Reg. form enclosed)
10 — MPA/AP Day at the Capitol, Jefferson City (Reg. form enclosed)

March

- 4** — Missouri Press Day at the Reynolds Journalism Institute, Missouri School of Journalism, Columbia
13-19 — National Sunshine Week
17-18 — Ozark Press Association, Chateau on the Lake, Branson

April

- 14-15** — Missouri Advertising Managers' Association, Sheraton Sports Complex Hotel, Kansas City

June

- 3** — Southeast Missouri Press Association, Southeast Missouri State, Cape Girardeau

July

- 20-23** — 50th Annual National Newspaper Association Government Affairs Conference, Washington, D.C.

September

- 8-10** — 145th Annual MPA Convention, Hilton Convention Center at Branson Landing, Branson
22-25 — National Newspaper Association Annual Convention and Trade Show, Albuquerque, N.M.

If someone on your staff needs a press card (new hire?), email his or her name to kwilliams@socket.net.

Missouri Press Association Bulletin

No. 1264 — 12 January, 2011

Day(s) at Capitol Feb. 9-10

Annual event will begin with reception with legislators

MPA/AP Day at the Capitol will be two days this year, Wednesday-Thursday, Feb. 9-10. A registration form for the meeting is enclosed.

The program that you are familiar with will be on Thursday, Feb. 10. It will include the morning session in the Senate Lounge with statewide officials and lunch in the Governor's Mansion followed by sessions with the governor and legislative leaders.

A focus of the legislature this year will be how to balance the budget when projected revenue could fall \$500 million short of current spending, according to state estimates. Your readers will appreciate you being in the Capitol



to ask how that will be worked out.

On Wednesday evening (Feb. 9), a reception with legislators will be held in the DoubleTree Hotel in Jefferson City. This 5-7 p.m. gathering will give editors, publishers and others a chance to visit informally with legislators and talk about issues that are important to newspapers.

MPA encourages you to attend the reception and invite your senator and representative to attend.

Missouri Press will provide you with information sheets with "talking points" on the issues.

The enclosed form has the agenda and instructions for registering. It has contact information for the Doubletree Hotel if you wish to stay there the night of Feb. 9.

Ad Contest entries due by Feb. 18

The 2011 Missouri Advertising Managers' Association contest rules, entry information and the Dee Hamilton Old Pro Award nomination form have been mailed to you and are available at mopress.com/contests.php. Contest entries are due at the MPA office by Feb. 18.





Application for 'Active' membership

This is notice of the application for Active membership in Missouri Press Association from The Countian, a weekly newspaper published by Richard Gard at 638 First St., Hillsboro, MO 63050, phone (636) 789-5853; Jefferson@molawyersmedia.com.

Missouri Press Active members are entitled to all rights and privileges of Missouri Press Association membership. Membership is subject to approval by the MPA Board of Directors.

The Board of Directors considers applications for membership at its next meeting after this notice of application has been published a total of three times in the monthly printed Bulletin and weekly eBulletin.

Any MPA member with comments about applications should direct them to the MPA office in Columbia.



Sampling can use 'boxholder' addresses

The Domestic Mail Manual (DMM) has been changed and now allows the use of simplified address (boxholder) for saturation flat-size mailpieces that are delivered by USPS city carriers or to PO boxholders at Post Office locations with city delivery service. Before this change mailers could only use the simplified address format for Rural Routes in towns with city delivery.

This change should make it easier to mail shoppers or sample newspapers. Since there is not an address to verify, CASS certification is not required. Mailers will need to verify they are saturating a route. This information may be obtained from the office that is being mailed to.

Mailers may continue to use addresses on shoppers. Many newspapers mail shoppers only to those who do not receive the newspaper.

If you have any questions about simplified addresses, contact MPA postal consultant Ron Cunningham at Postalhelp@aol.com or 417-849-9331.

To subscribe to the DMM Advisory and keep up with changes like this, send an e-mail to dmmadvisory@usps.com with "subscribe" in the subject line.

Ad training at NW Press

Thursday dinner at K.C. Chiefs' facility at Missouri Western



Retail advertising specialist Jeff Greene, whose presentations at the MPA Convention in October led to this appearance, will speak during a day of advertising and marketing training on Jan. 20 at the annual Northwest Missouri Press Association meeting. The meeting will be Thursday and Friday next week, Jan. 20-21, at the Holiday Inn Riverfront in St. Joseph. A registration form is enclosed. Register immediately if you have not done so.

You don't need to be a Northwest region newspaper to send your staffers to the meeting. All are welcome and encouraged to take advantage of this training.

Greene's sessions on Jan. 20 will be: "The Sales Tune Up" in the morning; "Successful Selling in Hard Times" and "Ad Ideas and More" in the afternoon.

Dinner Thursday evening will be at the Kansas City Chiefs' training facility at Missouri Western State University. That will be followed by an informal "Great Ideas and Story Time" session in the hospitality suite in the hotel.

After the business meeting Friday morning, area legislators will talk about this year's session.

Mike Sherry, with the Midwest Center for Investigative Reporting, will speak after lunch. He will be followed by Todd Weddle of the *St. Joseph News-Press* explaining how to shoot, edit and post video to your website.

After that, reporter Ray Weikal of the *Liberty Tribune* and *Kearney Courier* will talk about covering schools.

Former state Sen. Charlie Shields of St. Joseph will speak at the awards banquet Friday evening. That will be followed by another "Great Ideas and Story Time" session in the hospitality suite.

Northwest Press President Matt Daugherty, publisher of the Smithville and Kearney newspapers, will preside at the meeting. If you have questions, contact Daugherty at (816) 389-6608 or mdaugherty@npgco.com.



Jeff Greene

Health care tax credit form for business online

WASHINGTON—The IRS has published final forms and instructions for calculating and claiming the new small business health care tax credit that was enacted last year as part of the Patient Protection and Affordable Care Act.

Businesses that qualify for the tax credit may use it for the 2010 tax year.

The new one-page form (Form 8941—Credit for Small Employer Health Insurance Premiums) is available on the IRS website at www.irs.gov along with the instructions to Form 8941 and Notice 2010-82, both of which are designed to help small employers correctly figure and claim the credit.

The tax credit can be substantial—35 percent of the health care costs that a newspaper pays for its employees. To qualify for the full credit, a business must have fewer than 25 employees, pay average annual wages below \$50,000 (not counting owners' salaries) and pay at least 50 percent of the premium for their employees' coverage. Beginning in 2014, the credit increases to 50 percent.

The credit was designed to encourage small employers to start or maintain health insurance coverage for their employees. Nationally, the percentage of small employers offering health insurance has been declining steadily over the past decade.



Missouri Press Association

Missouri Press Service

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You can still get 'Generals'

Missouri is the home of a number of the country's great military leaders. Introduce three of them to your readers — especially the young ones — by joining the Reading Across Missouri event beginning this NOW!

"Three Generals" has a new feature. A recording of each chapter will be posted on the website of Missouri National Education Association, which helped MPA with this project. Among the readers are Gov. Jay Nixon, U.S. Olympic Silver Medalist Christian Cantwell, and Missouri National Guard Maj. Gen. Stephen Danner.

Gov. Nixon's recording of Chapter 1 is now available to hear at www.mnea.org/readingacross-missouri. A new recording will be posted each week, and they will remain up through March.

Download a promotional ad, story chapters and a companion teacher guide at <http://www.mo-nie.com> using download code: readmo11. The teacher guide can be posted on your website as a PDF, or you can print it and distribute it to teachers.

The only requirement to participate is to agree to begin publishing "Three Generals" by the end of January.



Win weekend get-away to Branson!

Sell Missouri Press network ad to be entered in drawing



Start the New Year off with a stay and a show in Branson.

You could win it! Missouri Press Service will hold an Ad Network Sales Contest from Jan. 1 through February. For every ad you sell into any Missouri Press ad network during that time, your name will be entered into a drawing for two nights at The Village at Indian Point and a show and dinner for two at Andy Williams Moon River Grill.

MPA Ad Director Greg Baker has a Powerpoint presentation that has all kinds of tips and recommendations for selling statewide network ads. If you want a jumpstart on selling statewide network ads and help earning a chance to win the trip to Branson, this Powerpoint will help. It's available at moads.com, adcode.showmeresults.com, download file Network Sales Powerpoint.

For details about the network sales contest contact Jennifer Plourde (jplourde@socket.net) or Baker (gbaker@socket.net) at Missouri Press, (573) 449-4167.

Where in the world did that old press come from?

Have you seen an antique hand printing press before and wondered about it and who made it? Do you enjoy knowing about the history of the printing art and craft, especially its technology as it developed in the United States?

You'd probably enjoy reading and using *A Field Guide to North American Hand Presses and Their Manufacturers*, by Robert Oldham. The book includes 48 photos of many of the models of hand presses produced and used in North America, as well as 19 essays about their manufacturers, their uses and users, and hints about the detective work needed to positively identify most of the hand presses that may be encountered in North America.

A Field Guide to North American Hand Presses and Their Manufacturers is available by mail from Ad Lib Press, 12276 Welling Hall Rd, Doswell VA 23047. Payment of \$17.50 includes postage and should be by check made out to Ad Lib Press.



Summer training for journalism teachers

As part of its national effort to help teens develop and embrace 21st century news literacy, journalism and leadership skills, the team at my.hsj.org and hsj.org seeks high school teachers for an expenses-paid, two-week summer institute.

Up to 175 teachers will be selected to attend the 2011 Reynolds High School Journalism Institute. The deadline for applications is March 1.

Five institutes will be held this summer, one of them at the University of Missouri, Columbia, July 17-29.

Go to hsj.org/reynolds for details.



Sunshine Week will be March 13-19

Launched in 2005 by the American Society of Newspaper Editors, Sunshine Week is held annually to promote dialogue about the importance of open government and freedom of information. Participants include hundreds of print, broadcast and online news media, civic groups, libraries, nonprofits, schools and others interested in the public's right to know.

This year's observance will be March 13-19. You can get articles, graphics and cartoons to observe the week at <http://sunshineweek.org/>.

Judges needed for college contest

Judges will be needed soon for the Missouri College Media Association's newspaper contest. Those entries will arrive at the MPA office at the end of January.

Entries in the contest will be mailed to judges, who will have two weeks to complete the judging and mail the entries back to MPA.

If you can help with judging the MCMA contest, send your name and newspaper name to Kent Ford at MPA, kford@socket.net.

Even small ads should sell

Eliminating common flaws will improve results

(Exclusive Drops)—Many small business ads have at least one common flaw. Most have several. Determining what is wrong with your advertising is the first step toward making adjustments that will result in a higher response, higher revenues and greater profits.

Following are descriptions of five common features of the extremely poor small business advertising. There are more, but your job as a marketing partner with your advertisers is to see that their advertising produces results. Eliminating these flaws is a step toward that.

- **Unfocused Market:** Many owners of small businesses make the mistake of thinking a larger market is a better market when choosing where to place their ads. The result is they spend their advertising dollars to a larger but less focused market reach. If your ads are targeted to your market you increase the chance that the readers actually need your service.

- **Lack of Distinction:** The next most common problem with advertising for small businesses is they fail to distinguish themselves from their competition. How can you expect to win your market if your ads are the same as those of your competitors? Make sure your ad copy makes what you offer unique.

- **No Value Demonstrated:** Another failure of small business advertising is that it fails to demonstrate the value of any products or services. By failing to value your ads, prospects see no reason to buy from you. Demonstrating value will help you separate yourself from your competitors.

- **Too Much Focus on Products and Services:** Consumers buy products and services because they fill a need or a problem. If your ad copy focuses too much on your company and the products and services you provide you miss your chance to show your potential customers the solution they need.

For example, suppose you are recovering from knee surgery and need to work with a therapist. Would you go with a therapist who advertises his new and modern equipment or one who advertises that she will have your knee working and feeling like new in just three weeks?

- **Absence of a Clear Call to Action:** An ad without a clear call to action is like calling 911 and not telling the operator where you are. Do not assume your potential customers know what to do when they read your ad. You need to tell them. If you've got their attention, shown them that you are the solution to their problem, do not waste your good work by failing to tell them to take the next step and contact you.

Stop letting your advertisers waste their money on ineffective advertising, and stop creating ineffective advertising for them. Sooner or later, if they aren't getting the response they want, they're going to quit advertising in your newspaper.

Ads should show consumers solutions to problems.



Order Press Cards
for each member of your staff.

Email names to
kwilliams@socket.net



Sunshine Week coming

This year's observance of National Sunshine Week will be March 13-19. You can get articles, graphics and cartoons to observe the week at <http://sunshineweek.org/>. (Special section?)

Websites have facts about your legislators

Get to know your state representatives and senators through their voting records from past legislative sessions, bills the legislator sponsored and his or her committees. These records are continuously updated to track what the legislators are doing during the 2011 legislative session.

You can also find contact and biographical information on every member of the Missouri General Assembly.

You can find this information for members of the House of Representatives at mdn.org/2011/FORMS/REPALL.HTM and Senate members at mdn.org/2011/FORMS/SENALL.HTM, or on the government websites at house.mo.gov/member.aspx and senate.mo.gov/11info/senalp.htm.

Track bills using House, Senate sites

You can track House and Senate bills on the state government website in Jefferson City: www.mo.gov.

House and Senate Joint Bill Tracking: <http://www.house.mo.gov/bill-central.aspx>.

House Bill List: <http://www.house.mo.gov/content.aspx?info=/bills101/billist.htm>.

Senate Bill List: http://www.senate.mo.gov/10info/BTS_Web/BillList.aspx?SessionType=R.

2012 political ads begin

(*The Washington Post*)—Outside groups aligned with both parties are already advertising in North Dakota, an early sign of the potential competitiveness of the state's Senate race and of the likely heavy spending by third party groups on contests around the country in 2012.

6 quick fixes for ad headlines

Ads must capture readers as they glance at pages

By JOHN FOUST / Raleigh, NC

Research shows that the headline is the most important part of a print ad. If you have a headline that hits home with a reader, there is a good chance that he or she will read further. If not, you've lost your chance.

Here are some ideas to power up your headlines:

1. Start with a verb. When you lead off with a verb, you can transform a message from passive to active. A verb puts readers in the present tense and calls them to take a specific form of action. Go...find...get...take...try...: these are all verbs that add life to a headline.

A lot of times, a small adjustment is all it takes. For example, "Get a free widget when you test drive a Zoom-mobile" is better than, "Zoom-mobile will give you a free widget with a test drive." See the difference? ("You" puts you in the action.)

2. Start with "how to." This is a handy copywriting tool. These magic words can create a superhighway to a benefit headline. Part of the magic is in the fact that, once you've written the headline, you can drop the words "how to" and still have a benefit headline. "Do yard work faster" promises the same benefit as "How to do yard work faster."

3. Use the word "free." In the Zoom-mobile example, the verb "get" is connected to a free offer. This is a strong combination, because a timely giveaway will never go out of style. Consumers love to receive free things.

Free offers can be used to promote anything from restaurants (buy one pizza, get one free) to clothing (free alterations with new suit) to real estate (free relocation information).

4. Use the word "save." This is one of the strongest verbs in your toolbox. Once again, it's all about benefits. Show readers how they can save money, time, or some other valuable commodity, and you will have their attention.

Using specific numbers can help advertisers avoid meaningless phrases like "fantastic deals."

5. Use specific dollar amounts and percentages. Specifics always sell better than generalities. "Take \$2,000 off the purchase of your new car" is better than "Take a big discount on the purchase of your new car." And "Save 25% on new carpet" is more compelling than "Save a lot on new carpet."

Using specific numbers can help advertisers avoid meaningless phrases like "fantastic deals," "unbelievable bargains," and "best prices ever." As a result, their messages will have more clarity and impact.

6. Use short words. Two facts are worth mentioning: (1) People read publications – including newspapers – at a glance. (2) Short words are easier to read than long words.

People turn pages faster than advertisers would like. In fact, I have found that a typical reader spends about three seconds looking at a newspaper page. In that brief window of time, he or she makes decisions about what to read and what to skip.

The challenge – and the solution – is obvious. Use short words, and you'll give your headline stopping power. You'll make it easier for those hurried page turners to catch the essence of your message.



John Foust

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St. Louis Beacon gets \$1.25 million grant

(NetNewsCheck, Jan. 4)—The online-only non-profit newspaper *St. Louis Beacon* has received a gift of \$1.25 million from the St. Louis based Danforth Foundation, the paper announced.

The gift was made public at a Jan. 1 fundraising concert and dinner.

"This gift will enable us to strengthen all facets of our work — journalism, technology, live events and partnerships," *Beacon* editor Margaret Wolf Freivogel said in a statement. "In the process, we'll build a sustainable business model that is essential for reinventing journalism as a vital civic resource."

The *Beacon*, founded in 2008 to cover the St. Louis region, is also seeking other revenue sources in an effort to end its dependence on philanthropic funding.

"By developing additional revenue sources, we can assure that the *Beacon* and our reporting will thrive without undue dependence on a few donors or foundations," general manager Nicole Hollway said.

Cash prizes for coverage of children

Apply now for the 17th annual Casey Medals for Meritorious Journalism honoring distinguished coverage of children, youth and families. First-place winners receive \$1,000 and are honored in an awards ceremony in Washington, D.C.

Categories include newspaper, video, magazine, audio, multimedia and photojournalism. First-place winners will also be considered for the America's Promise Journalism Awards for Awareness and Action, presented by the America's Promise Alliance. Alliance winners receive \$5,000 and will be announced in October.

Work must have been published or broadcast in 2010. Entry deadline is Friday, April 15.

<http://www.journalismcenter.org/content/history-and-guidelines>

The Daily for iPhones

(The Cutline)—Rupert Murdoch will unveil News Corp.'s much-anticipated iPad-only newspaper, *The Daily*, onstage this month with Apple chief executive Steve Jobs. The two will appear together at the San Francisco Museum of Modern Art, according to a source familiar with preparations for the event. The launch date is expected to be Jan. 19, but that may change.

Make money with mobile

Borrell offers webinar series on how to capitalize

Williamsburg, VA (Jan. 7)—Looking ahead to 2011, Borrell Associates identifies three ways for digital media publishers to grow interactive advertising revenue.

1. Invest in mobile marketing now.

In a survey of 3,300 business owners in 2010, 15% identified that they have tried some form of mobile advertising. Looking ahead, 44% said that they would be somewhat likely to try mobile advertising in 2011.

Mobile advertising reached \$6.3 billion in 2010 and is expected to grow to \$42.1 billion in five years. Digital media publishers who can deliver a rapt audience for these business owners will stand to profit from the sale of advertising around these products.

2. Get your deal-on and start leveraging promotions.

The daily deal phenomenon rocked online advertising in 2010, and consumers netted \$4.4 billion in savings from these deals (Groupon, et al).

These deals have added a new dynamic to the relationship between the publisher and the small business. The deal is a partnership between publisher and advertiser and an opportunity for each party to participate in revenue.

Daily deals, to be successful, must be selective and the publisher must be willing to say no to a deal if it isn't sweet enough.

3. Use an integrated marketing approach with your clients.

Advertising can be used for lead generation or for branding, but most small business owners focus on leads. How many clicks did they get? How many people visited a store? One way to satisfy this desire for leads is to provide services to help small business owners build a database of prospects. E-mail, social networks, and SMS lists can be connected to traditional or digital media advertising to add more interesting and actionable metrics to any campaign.

Borrell Associates is holding a webinar series in late January that will detail how local media companies can capitalize on Borrell's Top 3 interactive advertising recommendations for 2011. Borrell experts will explain and outline how you can improve ad revenue growth using these strategic suggestions. Each of the three webinars is one-hour long, and attendees receive archive access for review (for up to six weeks) along with a PowerPoint of each presentation. Cost is \$75 per webinar.

Read more at <http://tinyurl.com/4hohpav>.

Groupon's growth strategy: Buy copycats

(TechCrunch)—Groupon, the social commerce company that recently turned down a \$6 billion purchase offer from Google, has acquired three other daily group-coupon companies: SoSasta (India), Grouper (Israel) and Twangoo (South Africa).

SoSasta has only been around for about three months, but already offers daily deals in 11 Indian cities, according to Groupon. Grouper was launched in Israel almost a year ago and primarily serves Tel Aviv, while Twangoo covers the most cities of any deal site in South Africa, Groupon said.

Groupon earlier acquired three deal websites in Asia. In 2010, Groupon also expanded to Europe, Latin America, Russia and Japan through acquisitions. Groupon also moved to acquire San Mateo-based Ludic Labs, the local marketing services startup, early in December.

Groupon says it now employs more than 4,000 people worldwide. On Monday it closed on \$950 million in funding. Buying smaller, local players modeled after its own success is a big part of Groupon's international growth strategy.

AdAge.com reports that Groupon may begin using "old" media, from TV to print, to maintain growth. Watch for TV ads on pre-Super Bowl programming.



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

REPORTER: Full-time position for a staff reporter at the Higginsville Advance to cover local meetings and functions (some evenings). Approx. 50 miles east of Kansas City. Experience in Photoshop, pagination and InDesign. Send resume to higvladv@ctcis.net. No phone calls please.

AD SALES: Are you where you want to be? Do you need a great job with a company that can withstand the economic downturn? Would you like to make over \$30,000 and live in an area with a low cost of living? We are looking for ad executives who want to exceed expectations, deliver exceptional service and enjoy the fruits of their labors. Applicants MUST have sales experience of some kind. If this is you, send your carefully edited and impressive resume to: Cameron Newspapers, attention: advertising representative, PO BOX 498, Cameron, MO 64429. Or email to: gm@mynwmo.com. Serious inquiries only. No calls, please. EOE.

SPORTS EDITOR: We're looking for a hybrid, someone who loves sports writing and photography and also likes news. The sports editor must love high school sports and be able to cover three small school districts and a variety of sports, writing stories, taking photos and designing pages twice a week. That's about 80 percent of the job. The other 20 percent is managing a few beats in a small town, including city council, police, and the school district. We're in a beautiful county where people take their sports seriously, and we want to give them the coverage they deserve. We're looking for a team player who's not afraid of work, takes pride in what he or she produces, and is willing to jump in and contribute whenever and wherever necessary. If that sounds like you, send a resume and clips to Linda Caldwell at Carroll County News, P.O. Box 232, Berryville, AR 72616, or email l.caldwell@cox-internet.com. 12-14

MANAGING EDITOR: The Northeast News, an award-winning, weekly community newspaper serving Historic Northeast Kansas City, Mo., is seeking an experienced journalist to fill a managing editor position. Candidates must have writing, copy editing, photography and leadership experience. The ideal candidate should be a multi-tasker, self-motivated and highly effective working under deadline. InDesign, Photoshop, video editing and social media networking skills preferred. Salary is commensurate with experience. Send resume, clips and a cover letter to Publisher Michael Bushnell via e-mail: northeastnews@socket.net or fax: (816) 241-3255. 12-9

AWARD-WINNING COMMUNITY NEWSPAPER SEEKING SPORTS EDITOR: The Neosho (Mo.) Daily News, the daily newspaper serving Newton and McDonald counties in Southwest Missouri, is seeking a sports editor to join its award-winning

'Safer Internet Day' is Feb. 8

The World Association of Newspapers and News Publishers (WAN-IFRA) has released its second edition of "Internet in the Family: A guide to helping children when they go online" in time for newspapers to offer it to readers for "Safer Internet Day" on Feb. 8.

WAN-IFRA, which is offering the guide free of charge, is encouraging newspapers to use it to attract partners and sponsors (special section?). The guide, run as an insert or a series, is designed to help parents and teachers reduce the risks children face online and help children better use the internet in their education.

The materials can be found at <http://www.wan-press.org/nie/home.php>.



Mobile advertising while you wait

(telecomyatra, New Delhi)—The mobile channel now offers promise to brands as a non-intrusive medium for the targeted delivery of effective audio advertisements.

While waiting for the called party to answer the phone, the caller listens to brand commercials instead of a regular ring or a caller tune. As soon as the called party answers the phone, the advertisement stops.

On average, there is a 15-second wait time before a call is answered. In these 15 seconds, the caller is relatively undistracted, giving captive audience for brands. Messages delivered in this gap will not only be heard but also listened to. One day's call volume alone in India can generate play time equivalent to approximately 40 years.

StratosHear has launched this innovative model of delivering radio-style advertisements on mobile phones across India in partnership with mobile operators. This offering is an opt-in model and is available on all mobile phones regardless of the price.

Consumers who choose the AdRBT (Advertisement ring back tone) service receive benefits from the Telco in return. As such, AdRBT represents an innovative model in which consumers benefit from being an active participant of the advertising channel.

staff. Applicant needs not only skills in reporting, photography and page layout, but also a passion for sports and community journalism. The Neosho Daily News prides itself on covering all sporting events, big and small, in its area. The newspaper covers five high schools, a junior college with a strong baseball program, youth sports and more. Knowledge of Photoshop, QuarkXPress, and multimedia tools is a must. Interested applicants should send resume and clips to Rick Rogers, publisher, at rrogers@neoshodailynews.com. The Neosho Daily News is owned by GateHouse

Media, and is an equal opportunity employer. 12-6

FOR SALE

N. MO. WEEKLY: Locally owned, hometown weekly newspaper in La Plata, Missouri. 1,000 circulation. Mostly farm and rural area oriented. Homey, small "mom and pop" paper. Kids are grown and gone, time for me to do the same. If interested please call Becky at 660-651-9704 or The Home Press at 660-332-4431 for more information.



Missouri Press Association
802 Locust St.
Columbia, MO 65201



This year's observance of Sunshine Week will be March 13-19. You can get articles, graphics and cartoons to observe the week at <http://sunshineweek.org/>. (Special section potential?)

Missouri Press Association and The Associated Press Day at the Capitol • Jefferson City • February 9-10



The Missouri Press Association and The Associated Press invite you to be their guests on February 9-10, 2011 at the Missouri State Capitol in Jefferson City for MPA/AP Day at the Capitol.

Register Today! It's FREE!*

Deadline to Register: February 4, 2011

Wednesday, February 9

5 - 7 p.m. - Reception with Legislators

Bella Vista Room at the DoubleTree Hotel

Thursday, February 10

Breakfast on own

10 - 11:30 a.m. - Program in the Senate Lounge

(Third Floor) program to be announced

12 Noon - Lunch with Governor Jay Nixon in the Governor's Mansion, followed by program ending 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. 9th at the DoubleTree Hotel; call 573-636-5101 by **January 21st and ask for Missouri Press Association's \$109 room rate.**

DoubleTree's Address is: 422 Monroe Street, Jefferson City

Name(s): _____

How many for 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



MEETING REGISTRATION
**121st Annual Convention
of the
Northwest Missouri
Press Association**

Jan. 20-21, 2011, Holiday Inn Riverfront, St. Joseph, Mo.

Name/Email: _____

Newspaper or Organization: _____

Address: _____

Others attending/What Sessions/Emails: _____

Registration/membership fee is \$50 per newspaper or organization. The cost for all meals, workshops, etc. is \$125 per person. Pay one membership fee (\$50) for your company plus \$125 for each person attending all events. Or, indicate below how many in your group will attend each event.

	Cost Per Person		No. Attending	Amount
Registration / Membership \$50				<u>\$50.00</u>
ALL ACTIVITIES	\$125	x	_____	_____
OR:				
Thursday, Jan. 20				
Advertising Sessions + Lunch	\$ 60		_____	_____
Dinner and tour of Chiefs facility	\$ 30	x	_____	_____
Friday, Jan. 21				
Luncheon & Sessions	\$ 40	x	_____	_____
Evening Banquet	\$ 30	x	_____	_____
OPTIONAL: Tax-deductible Scholarship Fund Donation (\$10 minimum per person suggested)			_____	_____
25% Discount for Students			_____	_____
			Total	_____

MEETING REGISTRATION: Mail this form with your check made to Northwest Missouri Press Association, to: Matt Daugherty, NW Press President, 104 N. Main St., Liberty, MO 64068; or call, fax or email with credit card payment: (816) 389-6608, fax (816) 326-0167, mdaugherty@npgco.com. Registration must be received by 10 a.m. Monday, Jan. 17.

HOTEL: Register with the Holiday Inn Riverfront, St. Joseph; (816) 279-8000. Reserve a room at the Convention rate of \$68 per night, single or double occupancy.

NOMINATION FORM

2011 Induction

**Missouri Press Association
Hall of Fame**



To the MPA Hall of Fame Committee:

I am pleased to nominate the following person: (Nominees from 2009 and 2010 are automatically eligible for consideration in 2011. 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 May 24, 2011. Inductees will be honored at the MPA Convention in September in Branson. **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.

Missouri Press Association and Missouri Press Foundation

Outstanding Young Journalist Award

Two young Missouri journalists — one from a weekly newspaper and one from a daily — each will receive a \$250 cash prize at the Missouri Press Association's Annual Convention in September in Branson.

Winners of this award will have demonstrated excellence in the field of journalism and maintained the quality, ethics and standards of the Journalist's Creed. The aim of the award is to reinforce the importance of a journalist's role by recognizing and nurturing talent to further promote quality journalism.

Rules & Regulations

Nominations for Outstanding Young Journalist must be submitted by Tuesday, May 24, 2011. An editor or publisher must submit the nominee's resume and letter of nomination along with 10 samples of work from 2010.

Entries will be judged on the quality and variety of the work samples, and the impact of the work in the community. The nomination letter should note the contributions the nominee has made to the newsroom. Nominations must be signed by the nominee's editor. Winners are not eligible to win this award in subsequent years.

Members of another state newspaper association will judge the entries.

Nominees Must Be:

- Under 30 years old on Jan. 1, 2011.
- An employee of a Missouri Press Association member newspaper.
- A regular contributor to the newspaper.

Submit Nominations by May 24 to:

Missouri Press Association
802 Locust St.
Columbia, MO 65201-4888.

*"I believe
that the
public
journal
is a
public
trust ..."*