



CALENDAR

March

- 4 — Missouri Press Day at the Reynolds Journalism Institute, Missouri School of Journalism, Columbia
- 7-11 — NAA Foundation's Newspaper In Education Week
- 13-19 — National Sunshine Week
- 17-18 — Ozark Press Association, Chateau on the Lake, Branson
- 31 — Russell Viers InDesign workshop in Lamar

April

- 1 — Russell Viers InDesign and Photo-shop workshop in Lamar
- 10-12 — Newspaper Archive Summit, RJI, Columbia
- 14-15 — Missouri Advertising Managers' Association, Holiday Inn Kansas City SE Water Park Hotel, Kansas City

Summer internship information has been emailed to all MPA members. If you did not receive it, contact the MPA office.

June

- 3 — Southeast Missouri Press Association, Southeast Missouri State, Cape Girardeau
- 9-11 — Show-Me Press Association, Hannibal Quality Inn

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.

Missouri Press Association Bulletin

No. 1265 — 16 February, 2011

What's going on at RJI?

Get a close look at cutting-edge journalism on March 4

Don't miss this opportunity for an up-close look at what's happening at the Donald W. Reynolds Journalism Institute at the Missouri School of Journalism on Friday, March 4. Dean R. Dean Mills will be the host for MPA Day at RJI.



Dean Mills and RJI Executive Director Pam Johnson invite all MPA members to attend the day's activities. Come and see what's new at RJI and the Missouri School of Journalism. An agenda is enclosed.

There is no charge to attend, but you and your staff must register.

For more information and to register go to: <http://www.rjionline.org/mpa>.

The deadline for registering is Feb. 25.

Lunch will be sponsored by Prof. Jim Sterling, Community Newspaper Management chair.

When you register, you'll receive a program and parking suggestions.

Ozark meeting to feature Peter Wagner

March 17-18 meeting will be at Chateau in Branson

Peter Wagner, the marketing and advertising mastermind behind the newspaper and publishing success story in Sheldon, Iowa, will be the featured presenter at the Ozark Press Association meeting March 17-18 in Branson.

The Thursday afternoon-Friday meeting will be held at the Chateau on the Lake, which is near the Table Rock Lake dam. An agenda and information about all of the speakers are included with this bulletin.

Wagner, who has spoken at newspaper meetings across the country — including several in Missouri — will speak in the morning and afternoon on Friday, March 18. His company publishes the *N^{WEST} Iowa Review* and other papers that have won dozens of state and national awards.

Wagner's programs are famous for their quick pace, practical solutions and entertaining presentation. He has made a successful career out of selling newspaper advertising in a rural market, and he'll show you what he does and how he does it.

Ozark Press President Sharon Vaughn of the *Summersville Beacon* will be the host



Peter Wagner

Ozark Press meeting (continued on next page)



Missouri Press needs 4 copies of every issue!

Your newspaper should be sending FOUR (4) copies of EACH ISSUE of your newspaper to MPA. That is part of your Missouri Press Association membership agreement.

Please confirm with your circulation person that four copies of every issue are being sent to MPA upon publication. (Mail them bundled together with one address on top and you can count them as one piece of mail rather than four. You still must pay the pound rate for four pieces.)

Missouri Press uses these papers to provide tearsheets to advertisers and for the clipping bureau. When we do not receive enough copies to provide tearsheets, billing of advertisers and payments to newspapers are delayed and advertisers and publishers get irritated. (We cannot afford to irritate any advertiser who chooses to spend money in newspapers!)

Please help Missouri Press provide excellent newspaper advertising service by making sure your newspaper is sending four copies of each issue to Missouri Press.



Show-Me Press will meet in Hannibal in June

Show-Me Press Association has tentative plans to hold its annual meeting Thursday-Saturday, June 9-11, at Hannibal Quality Inn.

Plans include golf on Thursday in Monroe City with dinner that evening at Lulabelle's in downtown Hannibal.

Sessions on technology are proposed for Friday, with an evening wine and cheese reception and barbecue dinner at the Mark Twain Lake Visitor Center.

Tentative Saturday morning sessions will focus on news/editorial topics, and the meeting will adjourn by early afternoon.

The Show-Me board will meet soon to firm up details.

**Nomination forms for 2011
Newspaper Hall of Fame, Missouri
Photojournalism Hall of Fame and
Outstanding Young Journalist
are on the MPA website at
[http://www.mopress.com/
CURRENT_FORMS.php](http://www.mopress.com/CURRENT_FORMS.php).**

(Agenda and registration form enclosed.)

2-for-1 at MAMA in April

Tim Smith, Russell Viers on agenda for meeting in K.C.



Ad managers, reps and publishers have an opportunity to get training in April from two experienced, top-notch trainers, one of whom is very familiar to Missourians.

Russell Viers, an Adobe trainer, is on the Missouri Advertising Managers' Association agenda along with Tim Smith of Allentown, Penn.

Smith worked in the publishing business for more than nine years and has been a newspaper industry trainer for more than eight years. He will speak on Thursday afternoon, April 14, at the annual MAMA meeting, which will be held in the Holiday Inn Kansas City SE Water Park Hotel.

Viers will speak Friday morning, April 15. He has traveled the world extensively, with frequent stops in Missouri, showing people in a casual, entertaining style how to do their jobs better, easier and faster with the tools in hand.

Smith's presentation will focus on sales, communication and time management skills. He has presented for the newspaper associations in Iowa, Pennsylvania, Oregon, Nebraska and elsewhere.

Viers will talk about online advertising and creating great spec ads. He has taught newspaper people all over North America and Europe how to produce their newspapers using Adobe software. He's a native of Missouri and has presented at many MPA and affiliate meetings.

The MAMA meeting will begin after lunch on Thursday and end just before lunch on Friday. On Thursday evening, MAMA Better Ad Contest awards will be presented. (Agenda and registration form enclosed.)



Tim Smith



Russell Viers

Ozark Press meeting (continued from previous page)

for the meeting.

The agenda shows registration beginning at noon on Thursday, March 17.

The first presenter that afternoon will be David Burton, a journalist with University of Missouri Extension in southwest Missouri and president of the local chapter of the Society of Professional Journalists. His topic: "News Media and Society: Restoring the Public Trust."

Ron Cunningham, Missouri Press Association's postal consultant, will talk about the coming postal rate increase.

Plans for Thursday evening include dinner and one of the shows for which Branson is famous.

On Friday, between Wagner's morning and afternoon sessions, MPA Legal Hotline counselor Jean Maneke will speak at lunch. She'll discuss legal issues newspapers need to be aware of regarding their websites and social network accounts.

Tentative plans for Friday evening, to close the conference, are dinner and entertainment aboard the Branson Belle Showboat.

*Plans include
Branson show
Thursday
night, Show-
boat cruise
Friday night.*



Missouri Press Association

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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 is holding an Ad Network Sales Contest 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, 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.

County Financial Report publication

Must be published in qualified newspaper by March 7

In 2nd, 3rd and 4th Class counties, detailed County Financial Statements must be published in a legally qualified newspaper by the first Monday of March. Here are the statutes involved. This link explains the County Classification regulations, which are based primarily on assessed valuation of property (<http://www.moga.mo.gov/statutes/chapters/chap048.htm>).

Missouri Revised Statutes

50.800. 1. On or before the first Monday in March of each year, the county commission of each county of the second, third, or fourth class shall prepare and publish in some newspaper as provided for in section 493.050, ... a detailed financial statement of the county for the year ending December thirty-first, preceding. (<http://www.moga.mo.gov/statutes/c000-099/0500000800.htm>)

Chap. 493: Legal Publications, Notice and Advertisements Section 493.050

Public advertisements and orders of publication published only in certain newspapers.493.050. All public advertisements and orders of publication required by law to be made and all legal publications affecting the title to real estate shall be published in some daily, triweekly, semiweekly or weekly newspaper of general circulation in the county where located and which shall have been admitted to the post office as periodicals class matter in the city of publication; shall have been published regularly and consecutively for a period of three years, ... shall have a list of bona fide subscribers voluntarily engaged as such, who have paid or agreed to pay a stated price for a subscription for a definite period of time... (<http://www.moga.mo.gov/statutes/c400-499/4930000050.htm>).

Here's a link to the statute relating to 1st Class counties without charters. Published County Financial Statements by First Class counties MAY BE more concise than those in lower class counties. Entries may be summaries of receipts and expenses for publication, but detailed statements still must be prepared by the county and kept on file. (<http://www.moga.mo.gov/statutes/c000-099/0500000815.htm>)



Sunshine Week will be March 13-19

Sunshine Week is held annually to promote dialogue about the importance of open government and freedom of information. This year's observance will be March 13-19.

You can get articles, graphics and cartoons to observe the week at <http://sunshineweek.org/>.



Mailing rates will increase on April 17

The Postal Service will increase prices on April 17 an average of 1.74 percent. The new prices can be viewed online on Postal Explorer® at pe.usps.com. Click on the link in the left blue navigation frame under “*New* April 17, 2011 Pricing Information.”

To subscribe to the DMM Advisory, which automatically emails regular USPS updates, send an e-mail to dmmadvisory@usps.com. Just put “subscribe” in the subject line.

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.

Viers training in Lamar

Adobe trainer Russell Viers will give two workshops in Lamar on Thursday, March 31, and Friday, April 1.

Thursday's program will be “InDesign for Absolute Beginners.” Friday's will be “Build Your Newspaper Faster Using InDesign and Photoshop.”

Workshops will be held in the conference room of the Barton County Ambulance District. Details soon.

Readership remains strong

Print revenue plunged 47.7% since 2005

(Feb. 9, 2011) — Between 2005 and 2009 newspapers' total print ad revenues dropped 47.7% from \$47.4 billion to \$24.8 billion, while their online revenues edged up from \$2.02 billion to \$2.73 billion over the same period, according to research commissioned by the Newspaper Association of America.

In the last year's fourth quarter, newspaper websites drew an average monthly audience of 105.3 million unique visitors, 62% of all adult Internet users. Newspaper websites continue to attract key demographics, reaching 58% of 25-to-34-year-olds and 73% of individuals in households earning more than \$100,000 a year on average throughout the quarter, shows the analysis performed by comScore for the Newspaper Association of America.

Figures released by NAA in early December indicate that online advertising generated \$690 million for newspapers in last year's third quarter, a nearly 11% increase from the same period a year earlier.

And, the latest data from Scarborough Research shows that more than 71% of adults, or 165.6 million people, read a newspaper in print or online in the last week. The latest data, considered a currency measurement in the media planning and buying community, indicates that newspapers continue to attract consumers with buying power, with 80% of adults in households earning \$100,000 or more reading a newspaper in print or online each week.

The Scarborough report indicates that newspapers continue to attract highly educated consumers who are ready to shop and spend. In an average week:

- 85% of adults who have done post-graduate work or who have advanced degrees read a print newspaper or visited a newspaper website.
- 73% of women in a management or professional position with a household income of \$100,000 a year or more read a newspaper in print; 8% read an online newspaper.
- 76% of adults who spent more than \$500 on fine jewelry in the last year read a newspaper in print or online.
- 80% of adults who spent \$500 or more on business clothing.
- 77% for those who spent more than \$500 on women's shoes read a newspaper in print or online.

Full-time working women who shop often read newspapers in large numbers. NAA President and CEO John F. Sturm said that “... while the way readers access newspaper content continues to evolve, one thing has remained remarkably consistent: Dollar-for-dollar, newspapers offer unmatched value to advertisers by attracting a powerful consumer audience that no other medium can match.”

Want a student to write an editorial for you?

Dr. Clyde H. Bentley of the Missouri School of Journalism teaches an editorial writing class. He assigns students to write editorials for newspapers around the state that reflect the opinions and tone of editors, not of the students.

Send an email to Bentley if you want to have a student assigned to your paper, BentleyCl@missouri.edu. Students won't be ready to write until around April. In the meantime, they will get intensive training on persuasive writing.

*Newspapers
continue to
attract highly
educated
consumers
who are
ready to shop
and spend.*



Websites have facts about your legislators

(Chicago Tribune) — These websites can help parents and children become more media- and marketing-savvy.

•Admango.gov: This site created by the Federal Trade Commission is designed for children 8 to 12. The main component of the site is a video game in which kids have to identify all the ways they're being marketed to.

•Shapingyouth.org: This site teaches kids and parents about media literacy, label lingo and common marketing practices.

•MyPopStudio.com: A site that helps kids deconstruct and analyze media messages about health issues using games and quizzes.

•Justthink.org: This site offers guidance for teachers, youngsters and parents looking to enhance their consumer choices.

Follow Mo. Press on Facebook, Twitter

Follow the Missouri Press on Twitter and "Like" the Missouri Press Association on Facebook, for information about upcoming events, contests and news!

Click the button to get MPA Tweets: <http://twitter.com/MissouriPress>.

Go to Facebook and check the "like" button: <http://www.facebook.com/pages/MissouriPress-Association/154375874617599?sk=wall&filter=2>.

Track bills in legislature

Track House and Senate bills at 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.

Listen and learn

Podcasts by MPA Hotline Attorney Jean Maneke are available at mopress.com/Podcasts.php.

Topics include the Missouri Sunshine Law, libel insurance, covering the courts, advertising issues, copyright and trademark.

Protect family's information

AG offers guidelines for online safety

Missouri Attorney General Chris Koster has warned Missouri residents to protect their personal information, and that of their children, by checking the privacy settings on social websites and using secured networks. Koster said many computer users unknowingly leave themselves vulnerable to financial fraud or privacy invasions.

To help keep your personal information and your children safe, follow these guidelines:

Social Networks

Modify your privacy settings and those of your children. If children or young adults are broadcasting to the world their picture, home address, telephone number, and e-mail address, they may be making themselves a target of predators.

"While children seem to know more about the internet than we do, I urge parents to monitor their children's social network settings or, if their children are young adults, to have a discussion with them about the dangers of broadcasting information for anyone to see," Koster said.

Millions of adults have shared the same information on social networking sites that they are asked to provide to verify their identity when setting up bank accounts.

If you post vacation updates on an open site, you're telling the world that your home is vacant. There's also your reputation to consider. According to a 2009 study, 70 percent of human resources professionals have rejected a candidate based on what they found out about the person by searching online.

Millions of adults have shared the same information on social networking sites that they provide to set up bank accounts.

As part of Data Privacy Day in January, Facebook reminded its users to review their privacy settings, found both at the bottom of every Facebook page and in their account settings. With just a few clicks, you can adjust the type of information that strangers, applications and friends can access, as well as control the information they can share about you.

Wireless Internet

Wireless Internet access is convenient, but you should follow these four tips to protect yourself from identity theft:

1. Change your router's hardware identifier and preset password so a hacker can't use the defaults to try to access your network.

2. Activate your router's encryption feature to better ensure information you transmit over the web — such as account logins, passwords and credit card numbers — are scrambled.

Read the instructions that come with your wireless router to determine how to turn on the encryption feature. Two main types of encryption are available: WiFi Protected Access (WPA) and Wired Equivalent Privacy (WEP). Your computer, router, and other equipment must use the same encryption. WPA2 is strongest; use it if you have a choice.

3. Don't assume that public "hot spots" are secure. Cafe, hotel, and airport "hot spots" are convenient, but assume that other people can see anything you see or send over a public wireless network.

4. Always use anti-virus and anti-spyware software and a firewall.



Cash prizes for coverage of children

Who Needs Newspapers? Will newspapers die? Will our key source of professionally gathered community news be threatened, or will these vital news-gathering institutions re-conceptualize and re-position themselves?

To find answers to some of these questions, an idea was born. Six media colleagues created a 501(c)(3) corporation called Valid Sources. Its first project is www.whoneedsnews-papers.org – an Internet-delivered report on the status of 50 newspapers in 50 states, the Columbia Missourian among them.

Valid Sources invites you to follow its journey by clicking the states that are highlighted, participate in a constructive dialog about this report, share resources and contribute ideas in the Newspapers Today section at www.whoneedsnews-papers.org/blog. If you have questions or comments about this project contact: info@whoneedsnews-papers.org.

Adobe-created ads

OpenTheGovernment.org will host a webcast during this year's Sunshine Week called "The Road Forward on Open Government."

Transparency experts from inside and outside government will discuss how President Obama's open government initiatives are being put into practice and what more we can and should expect the Administration to do to meet its goal.

The event will be on 11:00 a.m. to 12:30 p.m. (Central) Friday, March 18. It will also be streamed online and will be shown at locally hosted discussions in communities across the country.

For more information on the event visit OpenTheGovernment.org.

Online training

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

- Creating "Direct Response" Ads, Feb. 24
- Qualities of Good Sales People, March 11
- Social Media Ethics, April 7
- Return to Sales Basics, May 12

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

AOL buys Huffington Post

New media group will include Patch, blogs

(AdAge.com)—AOL has agreed to pay \$315 million for the Huffington Post, the pioneering web-only newspaper co-founded by Arianna Huffington.

As part of the deal, AOL will form a division called Huffington Post Media Group including all of AOL's content properties from its local division Patch to its blogs such as TechCrunch (which AOL acquired in December) and Engadget, as well as its homegrown properties, which will be run by Huffington as president and editor in chief.

The Huffington Post is privately owned by editor-in-chief Huffington and chairman Ken Lerer, who founded the site in 2005 with \$2 million in seed capital.

Last year the Huffington Post, which draws 24 million readers and generates around 500 million page views every month, according to ComScore, brought in \$31 million in ad revenue, or a little more than \$1 per user per year. The addition of Huffington Post will increase AOL's audience 22% and bring to it Huffington Post's expertise: aggregating and creating low-cost news and information for mass audiences.

AOL's Patch unit, a series of hyper-local news sites, will be folded into Huffington Post, which has long sought to expand its local-content strategy. Local advertising has become a closely watched sector given the growth of locally focused startups such as Foursquare and Groupon.

AOL made new investments in Patch this past year, expanding into 775 towns across the U.S. Each town has its own website with typically one editor and a handful of freelancers, a content-production model similar to the Huffington Post, which runs on an army of more than 6,000 unpaid bloggers and a paid staff of 88 editors and writers, all posing more than 600 articles a day.

Ms. Huffington, 60, will relocate to New York as part of her new role, though she said she will still maintain her home in Los Angeles and will go back and forth.

The Huffington Post has grown at a phenomenal clip, going from 4.5 million monthly readers in 2008 to around 24 million every month this past year, coming close to *The New York Times'* monthly online audience of 30 million, but the *Times'* numbers may drop once it institutes its paywall later this month.

AOL still has its work cut out for it. The company's share of total online display advertising fell to 5.3% in 2010 from 6.8% in 2009, according to eMarketer, and its display- and search-advertising revenue declined in the most recent quarter. The company has a revenue-sharing agreement with Google, which powers the underlying search engine.

Circulation conference in Arkansas in April

Join Chad Jaennette, public relations manager from the Audit Bureau of Circulation (ABC), as he discusses recent newspaper rule changes and how they are shaping the industry. He will speak on Friday morning, April 15, at the 2011 Midwest Circulation Management Association Conference at in Rogers, Ark.

Here are other sessions the conference will host:

- DSM Training with Stacey Peters.
- Postal Updates with Max Heath.
- Paywalls for Online Content with Conan Gallaty.
- Legal Matters with Michael Zinser.
- Secret Strategies of the *Arkansas Democrat-Gazette* with Larry Graham.
- Audience Building with Newel Jensen.

Visit http://www.midwestcirculation.com/resource_center.asp for MCMA Conference information and forms.



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

GENERAL MANAGER: An immediate position is available for General Manager of The Marshfield Mail and South County Mail. This person would manage all departments of the newspaper. Special emphasis is placed on editorial direction now, but the job can be structured to match the greater strengths of the successful applicant. These two weekly newspapers located in southwest Missouri are part of the Neighbor Newspaper organization, with sister papers completing a circle around Springfield. Good benefits are included in the company support for providing outstanding service to these communities via print and online publications. Please respond with resume to: Janie Terrell, Human Resources, P.O. Box 330, Bolivar, MO, 65613; fax to 417.326.8701; or email at janiet@Mo.NeighborNews.com. EOE.

PUBLISHER: The Parsons Sun is currently in search of an enthusiastic leader. Experience in the newspaper industry with a proven track record a must. Our leader must demonstrate team-building skills, be customer driven and represent the newspaper in the community. Experience in advertising management preferred. We are independently owned and offer competitive salary with bonus plus full benefits. Send a detailed resume with professional and personal references to: brucewallace03@gmail.com.

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.

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.

Use Newspaper Toolbox

Visit the Newspaper Toolbox on the MPA website for articles and links about every facet of publishing a newspaper, from ad sales to legal issues to photography.

Add the Toolbox to your browser bookmarks and refer to it any time you need some information or have a question.

High school sports case to court

Associations clash over rights to stream video of events

(WisconsinRapidsTribune.com)—A federal appeals court in Chicago heard oral arguments Jan. 14 in a case that will determine whether the Wisconsin Interscholastic Athletics Association can sign exclusive contracts for Internet streaming of high school sports tournaments.

"People are watching this case throughout the country because of what it means with each of the state tournaments in each of the states," said Todd Clark, WIAA spokesman.

In 2008, the WIAA sued *The Post-Crescent*, Gannett Co. Inc. and the Wisconsin Newspaper Association after *The Post-Crescent*, without WIAA permission, used Internet streaming to broadcast high school football playoff games.

In June, Western District Judge William Conley backed the WIAA in a 51-page ruling. In the ruling, Conley said the WIAA's exclusive contract with a Madison-area Internet streaming company does not violate the constitutional rights of the news organizations.

"Ultimately, this is a case about commerce, not the right to a free press," he wrote.

The news organizations appealed. They argue the WIAA is a public institution and constitutionally required to give media access to cover the events with the technology available to them.

Beth Bennett, executive director of the Wisconsin Newspaper Association, said newspapers are fighting for the right to cover sporting events that are funded by schools that are funded by taxpayer dollars. Bennett said many other states are dealing with the same controversy.

The U.S. Court of Appeals Seventh Circuit in Chicago will issue a decision in coming months on whether to uphold Conley's ruling.

'Newspapers are fighting for the right to cover sporting events that are funded by schools that are funded by taxpayer dollars.'

AP creates content licensing agency

(Feb. 3) NEW YORK—The Associated Press board of directors has approved the creation of an independent agency that aims to generate more revenue for the AP and other media companies by licensing digital rights to their content. The Feb. 3 approval formalizes a concept announced in October.

The AP said the top priority for the agency will be to ensure that news providers are paid for content appearing on websites, phones, tablet computers and other devices. Potential customers include larger websites that run or excerpt content from those news providers without paying for it, AP CEO Tom Curley said. He said the agency doesn't plan to target smaller blogs.

The agency will be called the News Licensing Group and start with about 20 employees when it launches in July. The group will serve as a one-stop shop for content from the AP and more than 1,000 U.S. newspapers.

The approach is loosely modeled after the American Society of Composers, Authors and Publishers. ASCAP collects royalties from broadcasters, restaurants, websites and other places that perform or host performances of copyright-protected songs. That money is then distributed to more than 400,000 songwriters and others involved in the creation of music.

Agenda for March 4 visit to RJI at MU

The Missouri Press Association teams up with the Donald W. Reynolds Journalism Institute and the Missouri School of Journalism to learn ways RJI and the J-School are developing new tools, practices and revenue models that will strengthen journalism in communities across the state.

Join hosts Dean Mills and RJI Executive Director Pam Johnson as RJI shares the latest research on news consumption on the iPad, new tools for mobile reporting, the latest practices on strengthening engagement with community, revenue opportunities, experiments and more. The event is free and lunch is included. Register at www.rjionline.org/mpa.



Agenda:

Breakfast and RJI Tour 9:30 a.m.

Strategies for Developing Online Pay Models: Mike Jenner, Andy Waters

10:15 a.m. Missouri Innovation Chair Mike Jenner will lead Missouri newspaper executives Andy Waters and Jane Haslag as they discuss digital strategies for developing a paid content model. The panel will examine the economics of doing business online and the challenges and opportunities that a digital world provides to local newspaper publishers.

How the iPad and Tablets are Shifting News Readership: Roger Fidler

11:15 a.m. Based on the responses gathered from more than 1,600 iPad users, Roger Fidler, program director for digital publishing at RJI, will share the results from the RJI National iPad News Survey. From observations on newspaper apps and websites to satisfaction and demographics, Fidler will present the latest trends in the iPad and tablet world.

Lunch with the Reynolds Fellows, Hosted by the Missouri Community Newspaper Management Chair

Noon The current class for Donald W. Reynolds Fellows includes entrepreneurs, digital game and Smartphone developers, and leaders in civic and print journalism. Meet the current Fellows and learn the new ways they are gathering, processing and delivering news, information and advertising.

Measuring the Effectiveness of Outreach, Conversation & Collaboration: Joy Mayer & Jen Reeves

1 p.m. What's your strategy for enhancing engagement within your community? How can you use social media to boost your efforts? Reynolds Fellows Joy Mayer and Jen Reeves team up to share new ideas for measuring effectiveness, increasing interactivity and ways to be an authentic part of your community. As our culture's communication habits change, learn how to use digital tools to remain the vibrant hub of your community's conversations, and to work with your neighbors to share a collective experience.

Mobile: Changing the Game Again: Mike McKean

2 p.m. With the mobile web experience expected to overtake the desktop by 2013, Mike McKean, director of the RJI Futures Lab, will share the current and future opportunities in mobile app development, including possible revenue strategies. In addition, participants will leave with a copy of "Mobile Tools: A guide to mobile reporting tools," a detailed review of a hundred different tools – from hardware to apps and web service – broken down in 13 different categories – that help with many aspects of mobile reporting.

Increasing Online Advertising Revenue: Brad Best & Stephanie Padgett

2:30 p.m. Behavioral targeting expert and recent RJI Fellow Stephanie Padgett will join Brad Best, RJI's advertising editor, to provide valuable information on behavioral targeting and how newspapers can implement ideas to better appeal to consumers. Padgett and Best will identify natural segments within a newspaper site that will have strong appeal to local and/or regional advertisers and ideas for serving these segments.

Special Rates Apply. Call for Reservations
Toll free: 1-888-333-LAKE (5253)
Phone: (417) 334-1161

Tentative Schedule

Thursday, March 17

- 12- 1 PM - Registration
- 1-3 PM - David Burton
“News Media and Society:
Restoring the Public Trust”
- 3 - 3:15 PM - Break Time
- 3:15- 4 PM -Ron Cunningham
New Postal Rates in April

Dinner at 6 (tentatively) provided by Branson Chamber of Commerce

Show Tickets Available compliments of Branson Chamber of Commerce

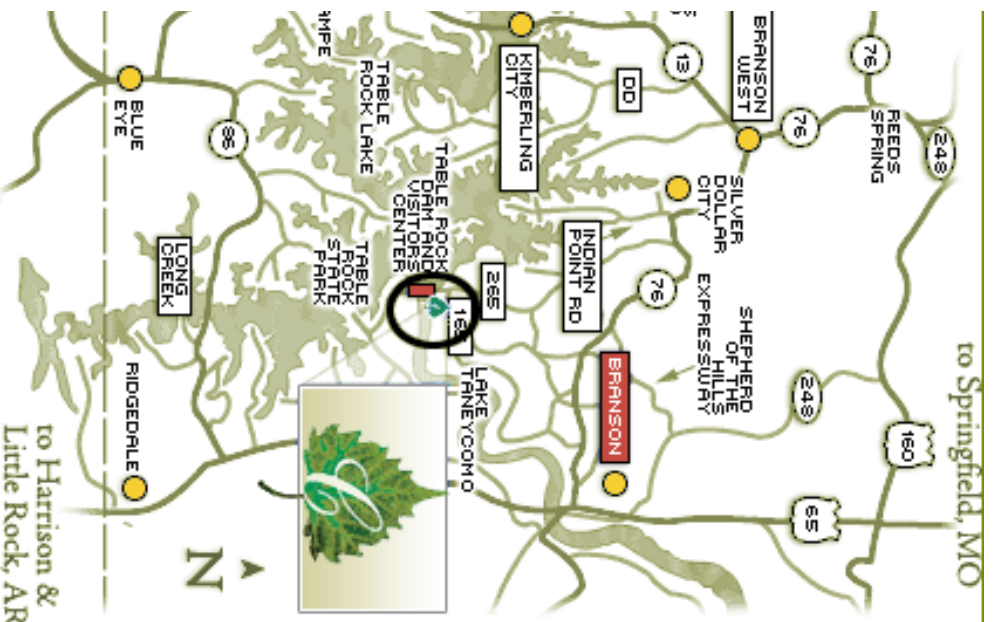
Friday, March 18

Breakfast Meeting: Officers
All day session with
Peter W. Wagner on

Getting and Keeping Advertisers
12 PM - Lunch at Chateau
Jean Maneke, Speaker

Morning and Afternoon breaks
4 PM - Branson Belle dinner
and Show.

Map and Directions



OZARK PRESS ASSOCIATION

Annual Meeting
March 17- 18



Chateau on the Lake
415 North State Highway 265
Branson, MO US 65616

Make Plans to Attend

Peter W. Wagner



Peter W. Wagner is founder and publisher of Iowa Information Inc., which publishes The N'West Iowa REVIEW, the Sheldon Mail-Sun, OKO-BOJI magazine, DISCOVER travel guide and a half-dozen other monthly and bi-monthly specialty publications serving northwest Iowa. The company, headquartered in Sheldon, Iowa, was founded in 1962 and has more than 50 fulltime employees.

Wagner, who grew up in Sioux Falls, S.D., and attended college at the University of South Dakota, moved to Iowa in 1962 to help launch a new radio station. But within months of his arrival, he had put his Ford Falcon up as collateral and used the money to start a free-circulation paper, The Golden Shopper. He found running that advertising newspaper to be profitable but unfulfilling and decided to use his journalism background to start The N'West Iowa REVIEW in July, 1972.

When he and his wife, Connie, started the newspaper, they did so with three paid subscribers and a handful of skeptical advertisers. Today, more than 6,000 subscribers receive the 80-plus page newspaper every week.

In the last 20 years, the REVIEW has won more than 200 first place awards in state and national contests and has been Iowa's Newspaper of the Year an unprecedented 17 times. It was named NNA's Best of States winner all seven years it was awarded and general excellence winner for mid-sized weeklies 10 consecutive years. The New York Times called the REVIEW "arguably the best weekly in the country." The American Journalism Review reported it "was better than most smaller market dailies."

Wagner has written more than 1,500 newspaper columns during his career, and his family says only a few of them have a vague similarity.

An internationally recognized public speaker, Wagner has made presentations on advertising sales and general management at newspaper conferences and conventions across the United States and Canada. His unique approach to advertising sales is being copied by hundreds of newspapers across the North American continent. He's represented America's newspapers in trips to the United Arab Emirates, Egypt and Taiwan, Hong Kong, China and most recently, Tunisia. Despite his schedule, he remains the top advertising sales person at his newspaper, with personal sales that routinely tops more than a half million a year.

Wagner has served as president of the Kiwanis clubs in both Sibley and Sheldon, served several years as chairman for Sibley Dary Days and was general chairman of the Osceola County Centennial Celebration. He is co-founder of Off-Off Broadway, a volunteer run dinner theater. He's District Chief for the North Dakota, South Dakota and Minnesota chapters of his college social fraternity, Beta Theta Pi. An ordained minister (Episcopop), he is active in the First Presbyterian Church of Sibley where he's serves as adult Sunday School teacher and substitute pastor. In addition he serves as a member of the board for Lowell Lundstorm Evangelistic Ministries of Sisseton, SD and Lakeview, MN.

Wagner has also served in advisory roles at journalism schools across

the Midwest and spent eight years as a member of the NNA's board of directors. He currently serves as President of the National Newspaper Association Board of Directors.

The REVIEW has played an aggressive role as a community watchdog, investigating local officials and editorializing for community improvements. In recent years a series of stories about the misuse of a secret credit card led to the resignation of a community college president. The state auditor said his staff would never have discovered the misappropriation of funds if the newspaper hadn't discovered them. A separate investigation of a popular county sheriff resulted in a grand jury investigation and his eventual ouster. In Sheldon, reporters discovered a cover up at the city offices that led to the recall of the mayor and two city council members and the dismissal of the city manager. The newspaper has also fought for the release of e-mail messages sent by governmental officials and used them to illustrate the workings of local government.

Editorials in The REVIEW led to the establishment of a daycare in Sheldon and the creation of a local celebration. For more than 20 years the newspaper wrote editorials calling for local government agencies to work together to lobby for the widening of the main highway through western Iowa. Work on that important thoroughfare is now completed to the state line.

Wagner is an avid reader, traveler and train buff and a currently serves as Central Vice-President of Circus Fans of America. Employees will tell you they haven't heard a better whistler. They'll also tell you that trying to write on deadline when the boss is an avid whistler can make press day pretty stressful.

Peter W. Wagner is founder and publisher of Iowa Information Inc., which publishes The N'West Iowa REVIEW, the Sheldon Mail-Sun, OKOBOJI magazine, DISCOVER travel guide and a half-dozen other monthly and bi-monthly specialty publications serving northwest Iowa. The company, headquartered in Sheldon, Iowa, was founded in 1962 and has more than 50 fulltime employees.

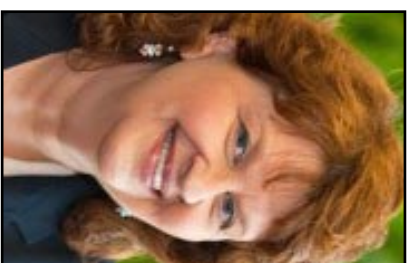
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Ron Cunninghamham

Ron Cunninghamham can help you answer questions about mailing and postage. He will review your mailing procedures to make sure you are getting the best rates and the best service. Call him at (417) 849-9331, or email postalhelp@aol.com.



Jean Mancke



The Mancke Law Group's practice is grounded in a strong belief in the First Amendment. The principal member of this firm has more than 25 years' experience in the area of media law, including libel and privacy matters, copyright and trademark issues and access to public information.

In past years, clients have included newspapers, book publishers, advertising and public relations firms, broadcasters, recording artists, film producers and photographers.

The firm regularly reviews copy and manuscripts for publishing concerns, screens video for broadcast clients, reviews screenplays or rough cuts for film or tape clients and consults on creative arts issues. We have represented reporters faced with subpoenas in court matters and explained to plaintiffs' attorneys libel law issues to keep our clients from being sued in meritless litigation.

David Burton



David Burton works for University of Missouri Extension and has responsibilities throughout the 16 counties of southwest Missouri. As civic communication specialist, Burton assists members of the news media, individuals and communities in gaining a better understanding of local issues and approaches available to citizens for public decision making. Burton also writes and manages the Southwest Region News Service, which provides free news content to area media outlets, and he writes three weekly columns for three area newspapers. He is a former award-winning managing editor for a weekly newspaper, a published author and a former public relations specialist for Missouri's electric cooperatives. He holds undergraduate degrees from Drury University in journalism and political science and a master's degree from Drury in communication. David's writings on the news media have appeared in numerous magazines and professional journals, including the Grass Roots Editor, International Society of Weekly Newspaper Editors. He has also spoken on media topics at a variety of conferences and been featured on local radio talk shows as well as the nationally syndicated Jim Bohannan Show. David is in his fourth term as president of the Southwest Missouri chapter of the Society of Professional Journalists.

Meet You at the Chateau!
March 17-18, 2011



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Learn practical, real world solutions from TWO newspaper professionals!



Thursday, April 14

11:00 am - Noon

MAMA Board Lunch Meeting in hotel at Tradewinds Restaurant

Noon - 1:00 pm

Registration in Hotel Lobby

1:00 pm - 5:00 pm

Speaker Tim Smith ————— Featured Speaker

1:00 pm - 2:15 pm

Sales By Numbers

2:15 pm - 2:30 pm

Refreshment Break

2:30 pm - 3:45 pm

Time and Territory Management

- The Four Step Planning Process
- GOALS
- Customer Spreadsheet

3:45 pm - 5:00 pm

Communication Skills

- The Factors of Communication
- Listening Skills
- Understanding Different Personalities
- Selling to the Different Styles

6:30 pm - 8:00 pm

Dinner Presentation of the 2011 MAMA Contest Awards



Tim Smith

Friday, April 15

8:00 am - 8:45 am

Breakfast & Presentation on Atomic News Tools

8:30 am - 11:00 am

Registration - Hotel Lobby

8:45 am - Noon

Speaker Russell Viers ————— Featured Speaker

8:45 am - 10:30 am

Using Creative Suite 4 to Create Eye Catching Spec Ads
& Using Creative Shapes to Increase Advertising Revenue

10:30 am - 10:45 am

Refreshment Break

10:45 am - Noon

Online Advertising is NOT Print Advertising



Russell Viers

MISSOURI ADVERTISING MANAGERS' ASSOCIATION

Annual Conference Registration • Thursday April 14 and Friday April 15, 2011

Holiday Inn Kansas City SE Water Park Hotel

9103 East 39th Street, Kansas City, MO 64133
 Room rate: \$99 • Reserve your room by calling 816-737-4725
 Sleeping room reservations must be made by Friday, March 11
 Ask for Missouri Press Association - MAMA Conference



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

| Name | Full Registration By 3/18/11 \$129 | Full Registration After 3/18/11 \$139 | Thursday Only Afternoon Sessions \$40 | Thursday Dinner & Awards Ceremony \$60 | Friday Only Package Includes Breakfast & AM Session \$40 | Total Per Person |
|--|------------------------------------|---------------------------------------|---------------------------------------|--|--|------------------|
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| Name of Newspaper: _____ Address: _____ Contact Email: _____ | | | | | | Grand Total |

CONVENTION CANCELLATIONS: CANCELLATIONS RECEIVED BY FRIDAY, MARCH 25, 2011, 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 25, 2011, 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 _____