



CALENDAR

March

- 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
- 14-16 — Midwest Circulation Management Association, Rogers, Ark.
- 28 — Missouri Press Foundation Board meeting, 2 p.m., MPA, Columbia
- 28 — Past Presidents and Spouses Dinner, 6 p.m., Grand Cru Restaurant, Columbia
- 29 — Social Media Workshop, Holiday Inn Express, Warrensburg

May

- 6 — Social Media Workshop, Kenneth Cowan Civic Center, Lebanon

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. 1266 — 16 March, 2011

Tell this story — often!

Political ads in papers are most believable, helpful

A survey by Pulse Research for the Missouri Press Association has shown for the third time that Missourians who voted in elections perceive political ads in newspapers to be more helpful and more believable than ads in any other medium. Voters also perceive political ads in newspapers to be the least offensive.

Those are some of the findings of post-election surveys commissioned by MPA after the November elections in 2002, 2006 and 2010.

“The results of these surveys show that in spite of the volume of political advertising on television, radio and the internet, Missourians see newspapers as the best place to look when they want information to help them decide how to vote,” said Doug Crews, executive director of MPA.

Newspaper advertising works!

Advertisers — particularly candidates and issue promoters — are not getting this message often enough or clearly enough. Missouri Press staff works constantly to get this message across. It needs your help.

MPA has created house ads that you can use in your newspaper to make these points. They can be downloaded from http://www.mopress.com/Election_Survey.php.

This information also can be accessed through Facebook and Twitter:

<http://www.facebook.com/pages/Missouri-Press-Association/154375874617599>

<http://twitter.com/#!/MissouriPress>.

If you want copies of the ads sent to you, contact the MPA office and they will be mailed or emailed to you: (573) 449-

Newspaper
advertising is the
“Most Believable”
medium in the post-election voter
survey, increasing from 10% in
2002 and 2006 to 19% in 2010.*

*Pulse Research Post Election Voter Survey
2002, 2006, 2010

4167; mopressads@socket.net.

Also on that website are links to the entire Pulse Research survey results — including charts and other graphics — and a news release about the survey findings. (That release was emailed to your paper on Tuesday).

MPA urges its member newspapers to use this material in their newspapers and in their efforts to get local candidates to use them before elections. Use it constantly. The message fades quickly if not repeated often.



InDesign, Photoshop training in Lamar

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



Russell Viers

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. An agenda and registration form are enclosed.

Circulation meeting April 14-16 in Arkansas

Join Chad Jaennette, public relations manager from 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 the Embassy Suites in Rogers, Ark.

Here are other sessions the April 14-16 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.

Send 4 copies of every issue

Please check your subscription list to be sure Missouri Press Service is being sent four copies of every issue of your publication.

These papers are part of your Missouri Press Association dues. Missouri Press uses them to pull ad tearsheets to send to advertisers.

Missouri Press cannot bill advertisers or pay for advertising without the tearsheets immediately after ads are published.

Learn how to use social media

(Agenda and registration form enclosed.)

Workshops coming soon to Warrensburg, Lebanon

So what's all this blogging and texting and tweeting all about? And what's that Facebook anyway?

In case you didn't know, 86 percent of businesses view social media as important to their business and marketing. Marketing is YOUR business. Isn't it time you learned about social media?

Even if you publish a small newspaper in an isolated, rural community, you need to use and offer social media.

How can you — or someone on your staff — learn how to do all that stuff? Here's how!

If you can't or don't want to attend, you should at least send somebody to one of the Missouri Press Foundation workshops coming soon — Friday, April 29, in Warrensburg and Friday, May 6, in Lebanon. Sessions will be from 9:30 a.m. to 3 p.m., and they cost only \$40.

The *Warrensburg Daily Star-Journal* and *Lebanon Daily Record* are helping with these workshops.

Darren Heckman will be the trainer. He's president of High 5 Communications in Jefferson City. High 5 is a marketing, public relations and planning firm that serves the retail, healthcare, education and association industries. (He spoke at the MPA Convention in October.)

Here's what you'll learn:

- **Social Media 101** - the basics, the options and the reason for the social media explosion.
- The impact social media is having on the **advertising** world.
- Opportunities for your newspaper to use social media and the internet to **increase readership**.
- Ways to **generate revenue** through social media and the internet.

Information and registration are enclosed.

Jump on this opportunity to learn and prosper!





Missouri Press Association

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MAMA will meet in K.C.

Great ad training from two experienced presenters

Don't be misled by the name of the organization. The Missouri Advertising Managers' Association (MAMA) is for everyone involved with advertising and marketing at your newspaper, from the publisher to the greenest ad rep on the staff.

All of you have an opportunity to get ad sales training in April from two experienced, top-notch trainers. Russell Viers, an Adobe trainer, is on the meeting agenda along with Tim Smith of Allentown, Penn.

MAMA will hold its annual meeting April 14-15 at the Holiday Inn Kansas City SE Water Park Hotel.

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.

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

Smith's presentation will focus on sales, communication and time management skills. Viers will talk about online advertising and creating great spec ads.

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.

An agenda and registration form are enclosed.



AG sues city, police chief, mayor

JEFFERSON CITY – Attorney General Chris Koster said Monday he has filed suit against the city of Lebanon for violating Missouri's open records laws. Also named in the suit are Henry Luxem, city administrator; Constant P. "CP" Craig, mayor; and Joseph Brauer, chief of police.

Koster said in December 2010 Brauer sent an email to some employees of the police department informing them that the city council had reversed a police board decision to discipline an employee and indicating his disagreement with that decision.

A few days later, an open records request was made seeking the email and related documents. The city of Lebanon denied the sunshine request, stating that the email was not a public record.

In January 2011 the Attorney General's Office sent Luxem a letter stating that emails sent on, received by, and retained on the city's computers are public records and that the requested email must be disclosed under the Sunshine Law. The city continues to maintain the email is not a public record.

Koster said other concerns include problems maintaining proper police incident reports and releasing arrest reports when they are open records.

"Missouri's Sunshine Law is crystal clear that both state and local governments must be open to the people," Koster said. "Governmental bodies cannot make arbitrary rules to keep our citizens out of the process."

Koster is asking the court to issue an injunction prohibiting the defendants from further violating the Sunshine Law, assess civil penalties up to \$5,000 against each defendant, and require the defendants to pay court costs.



Reporters Institute at Poynter this summer

Since 2007, SPJ has held the Reporters Institute program to benefit early-career journalists. Funded by the Sigma Delta Chi Foundation, the Reporters Institute brings 36 reporters together for three days of training, networking and camaraderie. Those in the first one to three years of their careers are invited to apply for the June 12-15 or July 10-13 programs.

Before applying, it is important for applicants to make sure they will be able to participate if selected. Apply here: <https://www.spj.org/ri-form.asp>.

The program will take place at The Poynter Institute in St. Petersburg, Fla. A submitted application does not guarantee a spot in either program. Those accepted to the program are responsible for a \$300 registration fee and their travel to/from St. Petersburg.

If you have questions about the Reporters Institute, contact Heather Dunn at hporter@spj.org, (317) 927-8000 ext. 204.

GateHouse to launch apps for communities

Community newspaper publisher GateHouse Media, Inc. has announced a partnership with Toronto-based Spread Inc. to launch community-focused smartphone and iPad applications in its local markets.

The apps enable smartphone users in GateHouse's local markets to read news from their local newspapers, and will allow advertisers to reach users of smartphones in GateHouse markets.

According to Morgan Stanley Research, the smartphone market will grow to 1 billion units by 2013. Informa Telecoms 7 Media predicts that mobile advertising revenues will increase eight-fold by 2015 to around \$25 billion.

Plenty of help for you in MPA online 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.

Mix fun with classifieds

Austin's 'Tales & Sales' has daily themes



The Austin (Texas) *American-Statesman* has in innovative section for classifieds: Tales & Sales. Monday through Friday, Tales & Sales combines engaging content with sales information. It's classifieds, but with Austin attitude and fun.

Tales & Sales also features The Stuffologist – a savvy raconteur spinning the tales behind the myriad things Austinites do and don't do (Work) or love and don't love (Pets). The daily themes include Wheels on Monday, Work on Tuesday, Homes on Wednesday, Pets on Thursday and Stuff on Friday.

"We're doing something different with this section," says vice president of marketing Lisa Sullivan. The section is created by the Stuffologist, who shares short stories and fun photos that showcase things people buy or sell, work people do and the stuff integral to their lives – including pets. "It's a dynamic mixture of content and classifieds that gives it a unique flavor," Sullivan said.

Also making an appearance in Tales & Sales are the comic strips "Doonesbury" and "Mallard Fillmore." KenKen – the hottest new puzzle since Sudoku – and SCRABBLEgrams satisfy readers who have a penchant for puzzles.

AP offers Civil War photos for 150th

NEW YORK—The Associated Press has compiled a special collection of historical photographs from the American Civil War for use in print and online commemorations of the War Between the States that began 150 years ago on April 12.

From the Battle of Antietam to the "Devil's Den" at Gettysburg, the collection of 55 photos captures the visual history of the four-year war. It depicts the soldiers, forts, encampments, battlefields and ruined cities of the American South.

"As newspapers across the country plan their special Civil War sections, commemorative tabs and photo galleries for their websites, we urge them to include photos that capture the rich history of the Civil War," said Randy Picht, AP's product manager for U.S. newspapers.

The collection of photos obtained from the Library of Congress and pulled from AP's own archives includes portraits of Gen. Robert E. Lee, Gen. Ulysses S. Grant and abolitionist Frederick Douglass. Photos from the battles at Gettysburg, Chattanooga and Fort Sumter are included, as well as an image from President Lincoln's 1865 funeral.

This special offer is available to newspapers, both daily and weekly, and affiliated publications, for purchase at a very affordable price by visiting this URL: <http://exposure.apimages.com/content/photos-american-civil-war-apimages.com>.



Archiving digital news a topic at April summit

If you have an interest in the history of your community and your newspaper's role in recording and preserving it, consider attending this program in Columbia.

The Newspaper Archive Summit will be held April 10-12 at the Reynolds Journalism Institute in Columbia. (The meat of the program will be presented on Monday, April 11, for those who cannot attend the entire program.)

Historians, journalists and educators will explore ways to make sure your community's history is preserved and how digital news is preserved.

Registration is free. The conference website is <http://tinyurl.com/4ex6csx>. If you have questions, contact Dorothy Carner at carnerd@missouri.edu, 573-882-6591.

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/Missouri-Press-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.

Newspaper sites get high traffic

Growth of online ads continues for websites

Arlington, Va. – Newspaper websites saw tremendous traffic in the last year's fourth quarter, drawing an average monthly audience of 105.3 million unique visitors, 62 percent of all adult internet users. The analysis, performed by comScore for the Newspaper Association of America, also indicates that newspaper websites continue to attract key demographics, reaching 58 percent of 25-to-34-year-olds and 73 percent of individuals in households earning more than \$100,000 a year on average throughout the quarter.

The findings also pointed toward audience engagement, with newspaper website visitors generating an average of 4.1 billion page views each month, spending nearly 3.4 billion minutes browsing the sites.

"Newspaper websites stand out in today's online environment, with trusted brands and high-quality journalism attracting an impressive audience that sets them apart from other players in the digital space," said NAA President and CEO John F. Sturm. "As publishers continue to reinvent their business models, digital is at the forefront of a multiplatform transition that has seen steady growth in online advertising revenue."

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

Recent Scarborough Research showed that more than 71 percent of adults read a newspaper in print or online in the last week. The company examined newspaper readership as part of its USA+ Study, a survey of more than 210,000 adults that captures media patterns and other consumer behaviors of adults across the country.

The latest data from Scarborough indicates that newspapers continue to attract consumers with buying power, with 80 percent of adults in households earning \$100,000 or more reading a newspaper in print or online each week.

"Newspaper companies continue to leverage aggressive new business models to reach a substantial majority of adult consumers across print and online platforms, last week and every week," Sturm said.

Cell phones in India playing ads

(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 be not only 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.



Inland Press Assn. gets new executive

Des Plaines, Ill.—Tom Slaughter, former vice president of U.S. Newspaper Markets for The Associated Press, recently was named Inland Press Association's new executive director. Slaughter replaced Ray Carlsen, who served Inland as executive director for more than two decades.

Inland specializes in newspaper training and research.

Add reporting punch with CPI investigations

Add some high-powered, relevant investigative journalism to your newspaper. It's FREE!

The Center for Public Integrity provides in-depth stories that you are free to download and print in your newspaper or put on your website. Or you can link to the stories from your website. Go to <http://www.publicintegrity.org/>.

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.

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:

- 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.

Flag says a lot about you

Nameplate should be contemporary

Want to do a better job of marketing your newspaper? Have you taken a look at your nameplate recently? Do you know what it tells readers about you? Do you know what it *sells* readers about you?

If your nameplate isn't clear, contemporary and compelling, it tells readers you don't really care much about your product...and it certainly *sells* them less about you.

Why so much emphasis on the nameplate? Does it really matter that much? Yes.

Your nameplate is your statement—in every issue—of who you are, where you came from and what you stand for. If it's poorly designed, it can actually put a damper on sales, especially in coin boxes.

Some tips:

SIMPLICITY: Your nameplate can go from bad to worse if you try to do too much with it. Remember that it's telling your readers—and your advertisers—about your newspaper, what it stands for and its place in the community. A nameplate that's over-designed appears frivolous. Keep it clean and contemporary.

COLOR: Using color in the nameplate is certainly an acceptable approach. But let's make sure it's there for a purpose. Gratuitous color makes a nameplate less than it can be, not more. You can use the color to make the town name stand out...or perhaps you want the name of your newspaper to be more prominent. It's your call.

ANCILLARY TYPE: Volume and number. Date. Price. A slogan. Number of pages. Number of sections. UPC code. Recycle logo. Location. Web address. Place all of that in and around your nameplate and it just becomes too much. Your nameplate should be a thoroughbred—don't turn it into a pack mule.

SIZE: Be careful about making the nameplate too large. If you do, it can tend to dominate the entire top of the front page. When I design a nameplate, I like to leave at least an inch of space on the sides. That space helps the nameplate to stand out a bit from the items surrounding it. Which leads us to...

SPACE: Give the nameplate some breathing room. Closing in too tightly with other elements can create a mass in which the nameplate is lost. Even an aircraft carrier can disappear in port if it's moored side-by-side-by-side with cruisers, destroyers and escort vessels. Which leads us to...

TEASERS: If you're placing teasers near your nameplate, it's OK for teaser photos to go in front of/behind the name. But make sure this is done tastefully and with care. Be subtle. Be gentle.

TEASER PHOTO: Placement of the nameplate over a full-width teaser photo has become a more common approach during the past few years. It's a device that can work well...again, if it's done carefully. And it's OK to reverse the nameplate occasionally if that helps. Easy does it.

Want your nameplate to say good things about your newspaper? Treat it with respect, and it will.

WANT A FREE evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com | 803-327-3322.

IF THIS COLUMN has been helpful, you may be interested in Ed's books: **Henninger on Design** and **101 Henninger Helpful Hints**. With the help of Ed's books, you'll immediately have a better idea how to design for your readers. Find out more about **Henninger on Design** and **101 Henninger Helpful Hints** by visiting Ed's web site: www.henningerconsulting.com.

ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting. Offering comprehensive newspaper design services including redesigns, workshops, staff training and evaluations. E-mail: edh@henningerconsulting.com. On the web: henningerconsulting.com. Phone: 803-327-3322.

Learning new tricks in InDesign

Using scripts to speed up your workflow



Kevin Slimp

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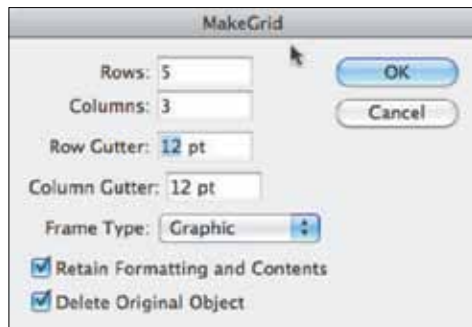
When a newspaper or group contacts me to ask about training, they usually have something specific in mind. The client might be a publication moving to the InCopy/InDesign workflow. Quite often, there's a problem with print quality. No matter what the reason for my visit, it's almost a certainty that I will be asked to give some advanced InDesign training while on site.

When I first started using InDesign, then known as "K2," over 11 years ago, one of the first things I noticed was how easy it was to learn the ins and outs of the application. It became apparent pretty quickly that there's not a lot of "advanced" to InDesign. There are just tools that users haven't had the time to learn.

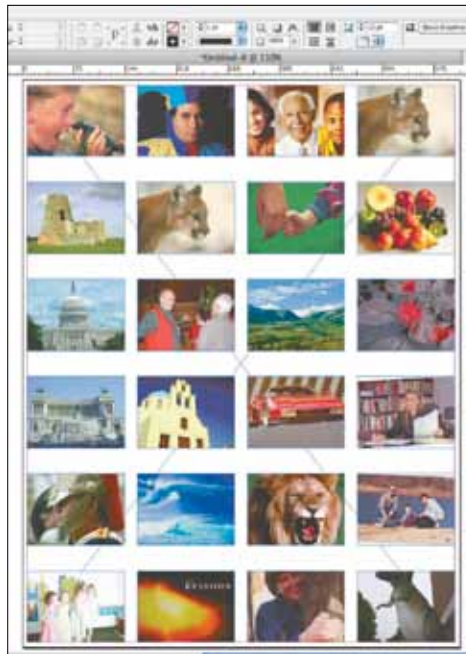
To this day, I get a kick out of seeing long-time InDesign users smile when they learn how to create text in various shapes or to fill a letter of the alphabet with small text instead of a color. With that in mind, let me share an InDesign process that will save ad designers serious minutes when they're laying out realty or auto ads.

This task is accomplished using an InDesign script. Scripts are little programs that allow users to accomplish tasks that would otherwise take much longer. Photoshop veterans are used to using actions to get similar results.

There are scripts to automate the creation of calendars in InDesign. One of my favorite scripts from the early days of InDesign was called "Pie Graph." It allowed the user to create a circle, enter a series of values, then sit



Gutter sizes are in points when you use the Make Grid tool. Remember that one inch equals 72 points.



back and have a snack while InDesign created a beautiful pie chart. The whole process took no more than a few seconds.

During a recent session of the Institute of Newspaper Technology, I asked a class of advanced InDesign students if anyone had a time-saving tip to share with the rest of the group. Emily, from Salem, Indiana, was quick to respond with a lesson on the "Make Grid" script in InDesign. Let me tell you how it works.

The goal of Make Grid is to create an area filled with frames to be filled with items. In our business, the best example might be the realty add that contains 15 to 30 house photos. Without Make Grid, most designers would probably create one frame, then duplicate it throughout the page using guidelines or the "step and repeat" tool in InDesign. Make Grid speeds the process up significantly and guarantees that your spacing is accurate throughout the area. Here's how it works:

1. Create a frame (a rectangle) that fills the area where you want your photos to appear on the page. If you're designing an auto ad with 15 cars, draw a frame (using your rectangle tool) where you want the 15 cars located on the page.

2. Select the frame with your selection tool (black arrow) and go to Object>Fitting>Frame Fitting Options. Set Fitting to "Fill Frame Proportionately" and select the middle dot in the "Align From" option in the Frame Fitting Options window. Click OK to exit that window.

3. Next, go to the Scripts panel. In the

most recent version of InDesign, it is found by selecting Window>Utilities>Scripts. In some earlier versions, you found this script by selecting Windows>Scripting>Scripts. You may have to look through the options under the Windows menu to find "Scripts," but it will be there.

4. Beginning with InDesign CS3, users will find scripts already built into the Scripts menu. To find them, look under Applications>Sample>Javascript in the Scripts panel. Prior to CS3, InDesign didn't supply any scripts to go in the panel. Users can download scripts at no cost from Adobe.com>Downloads>Exchanges. Click on the InDesign option to select from hundreds of scripts and plug-ins.

5. Double-click on the script "Make Grid."

6. A window will appear on the screen, prompting the user to input the desired number of rows and columns, along with the space between them. After entering the number of columns, rows and gutters, click OK.

7. You should see the area filled with frames, ready to be filled with pictures of houses, cars or whatever. Go to File>Place and select the photos that you want to use. Click on each frame individually to fill it with one of the corresponding photos.

That's it. You've now accomplished a task in a matter of seconds that would have taken several minutes without the use of the Make Grid script.

If you're not already using scripts in InDesign, you are about to find out just how valuable they can be. A few other good ones to try in InDesign include "Split Story," which allows the user to break jumps into separate stories, no longer linked together; "Image Catalog," which creates a visual catalog of all the images in a designated folder; and "Sort Paragraph," which alphabetizes a list of items.

So what are you waiting for?

Catch Kevin at an upcoming event:

Minnesota Tour (Mar 23-24)

Brookings, SD (Apr 8)

Des Moines, IA (Apr 15-16)

Jasper, IN (Apr 20-21)

Marksville, LA (Apr 29-30)



Invite Kevin to your
newspaper or training event!



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

CIRCULATION DIRECTOR: Circulation Director needed for Central Missouri Newspapers Inc. Excellent marketing, communications, leadership, organizational, team building, creative and analytical skills a must. Newspaper circulation background required. Qualified applicants please email resume to mvivion@newstribune.com.

SPORTS EDITOR: The Kirksville Daily Express, a six-day newspaper in northeast Missouri, has an immediate opening for a sports editor. This person will be responsible for daily pagination of the sports pages, leading coverage of 11 area high schools and a Division II university, writing features, editing, some photography, and more. The ideal candidate will have a bachelor's degree in journalism or a related field, as well as experience with QuarkXPress. This position also involves making consistent Internet updates and usage of social media tools. Send your resume and samples of writing and pagination work to Jason Hunsicker, Managing Editor, Kirksville Daily Express, P.O. Box 809, Kirksville, MO 63501, or e-mail at dailyexpresseditor@gmail.com. No phone calls, please. 3-2

MARKETING REP: The National Newspaper Association is looking for someone who believes in newspapers to join the NNA Marketing Council as a representative for this region. We need someone who is connected and who wishes to stay connected to the industry in Missouri, who believes that community newspapers are the heart and soul of their towns, cities and counties, someone who wishes to build the newspaper industry. A representative's role will be to contact newspaper editors and publishers and tell them about NNA and why we can help their newspapers, their communities and their industry. If you're that person, give us a call and tell us what you're thinking. Marketing Council reps will have flexibility to design their own plans. We offer an expense stipend payable when the plan is accepted, and a good commission based on results. For more information contact Lynn Edinger at NNA, lynn@nna.org, 573-777-4980.

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

Newspapers have significantly increased their perception as being the Most Helpful political ads; going from 12% in 2002 to 21% in 2010.

Radio Ads — 3.8%
TV — 13.5%
Brochures — 9.3%

All remained consistently stable

2010 Post-Election Pulse
Research Survey



Successful Campaigns Leave a Paper Trail

The Missouri Press Service can help you make newspaper advertising a central part of your campaign. MPS offers access to hundreds of newspapers across the state. We do the work of ad placement for you. Contact us to find out how MPS can help you target your newspaper campaign.

The Missouri Press Service will get your message directly to the voters.

Media	Most Helpful	Most Believable	Most Offensive
Newspapers	21%	19%	3%
Television	14%	7%	54%
Radio	4%	4%	2%



For more information contact Greg Baker
Advertising Director
573.449.4167
gbaker@socket.net

Download this ad and others to promote findings that political ads in newspapers are most helpful, most believable and least offensive: http://www.mopress.com/Election_Survey.php.

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.

71% of companies used Facebook in 2010

59% of companies use Twitter

50% of companies are blogging

86% view social media to be important to their business and marketing strategy



If you are on the outside looking in, you need this training.

Friday, April 29 in Warrensburg

Friday, May 6 in Lebanon

9:30 a.m. to 3 p.m.

*\$40 registration fee, \$60 after deadline
Registration includes lunch*

Social media is an important tool in business today. At the very least, you need to be aware of the revolution. Ideally, you could be using it to your advantage.

This training offers you:

- **Social Media 101**- the basics, the options and the reason for the social media explosion.
 - The impact social media is having on the **advertising** world.
- Opportunities for your newspaper to use social media and the internet to **increase readership**.
 - Ways to **generate revenue** through social media and the internet.

Missouri Press Foundation is bringing the these workshops to you. One great training in two locations.

Friday, April 29 in Warrensburg

Holiday Inn Express, 626 E. Russell Ave.

Regular Registration Deadline: April 15

Friday, May 6 in Lebanon

Kenneth Cowan Civic Center, 500 E. Elm.

Regular Registration Deadline: April 22

Visit www.mopress.com or call (573)449-4167 to register. Brought to you by the Missouri Press Foundation with support from the Warrensburg Daily Star-Journal and The Lebanon Daily Record.

The Trainer

Darren Heckman



Darren Heckman is president of High 5 Communications in Jefferson City.

High 5 Communications is a marketing, public relations and planning firm serving clients in

the retail, healthcare, education and association industries.

Darren received his Bachelor's Degree in Public Relations from Central Missouri State University (now University of Central Missouri).

Prior to starting High 5 in July of 2006, Darren spent nine years in Marketing/Public Relations at Capital Region Medical Center in Jefferson City.

RECEIPT OF REGISTRATION: We will send a confirmation e-mail to confirm this registration. If you do not receive this, please call Kristie Williams at 573-449-4167.

Cancellation Policy: No refunds will be given if a cancellation is made less than 72 hours prior to the session.



Thanks to the Warrensburg Daily Star-Journal and The Lebanon Daily Record for helping sponsor this training in their communities.

Registration

I WILL ATTEND THE SOCIAL MEDIA TRAINING:

_____ **Friday, April 29 in Warrensburg**
\$40 per person (\$60 after April 15 deadline)

_____ **Friday, May 6 in Lebanon**
\$40 per person (\$60 after April 22 deadline)

Name _____

Newspaper _____

Address _____

City _____ ZIP _____

Phone _____ FAX _____

E-mail _____

Additional Registrants:

___ Payment enclosed ___ Charge my credit card (see below)

Credit card # _____ Exp. ___/___
VISA/Mastercard only

Address _____ ZIP _____
must be address/zip where billing is sent

Amount to be charged \$ _____ Date _____

Authorized signature _____

Mail form and payment to: Missouri Press Foundation,
802 Locust, Columbia, MO 65201 or FAX 573-874-5894



*Register today! Training opportunities
for your Graphics AND Sales staff!*

MISSOURI ADVERTISING MANAGERS' ASSOCIATION

Holiday Inn Kansas City SE Water Park Hotel

9103 East 39th Street, Kansas City, MO 64133

Hotel Phone (816) 737-4725

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
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 K WILLIAMS@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 _____

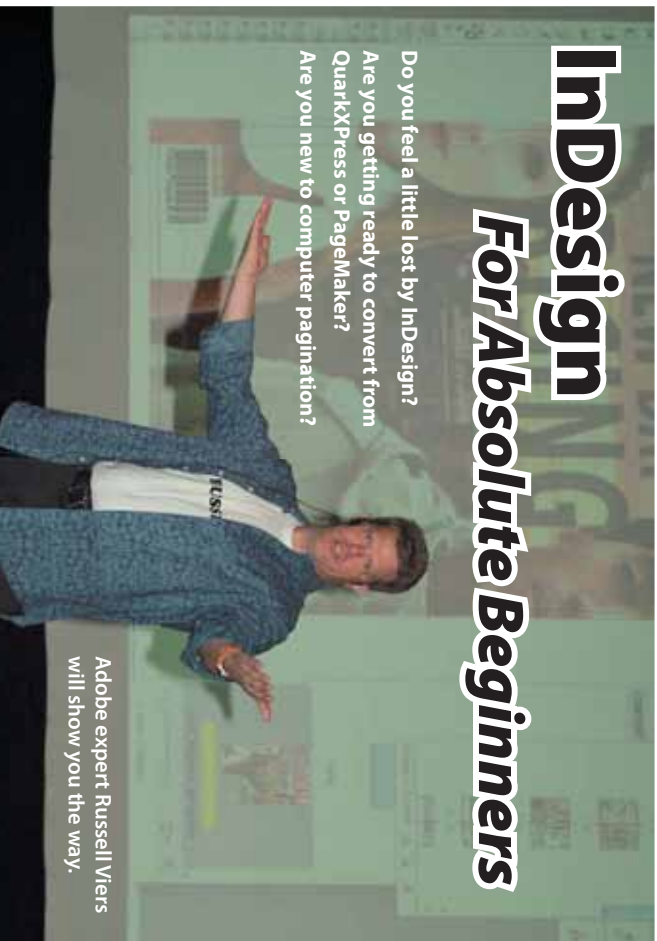
Two InDesign Trainings in ONE LOCATION!

Join Russell Viers in Lamar, Missouri!

InDesign For Absolute Beginners

Do you feel a little lost by InDesign?
Are you getting ready to convert from
QuarkXPress or PageMaker?
Are you new to computer pagination?

Adobe expert Russell Viers
will show you the way.



Thursday, March 31

9 a.m. to 4 p.m.

Barton Co. Ambulance District Bldg.
Conference Room, 1100 Cherry St., Lamar
Registration is just \$35

To register, contact the Missouri Press
Foundation at 573-449-4167
or fax a registration form,
available at www.mopress.com.



This class assumes you know nothing about InDesign and starts at the very beginning. The goal is to teach you the most basic concepts to you can begin building ads and editorial pages with success. With the techniques taught in this class you'll be on your way to becoming an expert. This class will move as slowly as the attendees need to master these techniques:

- What is InDesign
- The Interface
- Creating a New Document
- Working with Text
- Placing and Sizing graphics
- Margins and Columns
- What is a template?
- Working with color
- Text Wrap
- Introduction to Styles
- Outputting your pages

... and much more as time allows.

Build Your Newspaper Faster Using InDesign and Photoshop

You've had the software for years and you do the same thing over and over, week after week, thinking, "There must be a better way."

There is.

Russell Viers, International
Adobe Certified Instructor,
will teach you how.



Friday, April 1

9 a.m. to 4 p.m.

Barton Co. Ambulance District Bldg.
Conference Room, 1100 Cherry St., Lamar
Registration is just \$35

You'll learn tools and techniques in this workshop that could save you hours each week building pages and ads. Over the whole year that's significant, especially if you're paying overtime.

This is not just for users of CS4. Many of the features covered are available in many versions.

To register, contact Missouri Press Foundation at 573-449-4167 or fax a registration form, available at www.mopress.com.



Some of what you'll learn:

- Building ads faster in InDesign
 - Processing photos faster for best reproduction
 - Building a template that cuts production time
 - Building editorial pages faster in InDesign
 - Automating mundane, repetitive work
 - Using Word to format copy for InDesign
 - Improved workflow ideas
 - Mastering Styles for speed, consistency and quick editing
 - Tapping into the power of Libraries and Snippets
 - How InDesign's Data Merge could change your life
 - GREP styles and how they cut editing time
 - Editing copy faster through automation
 - Using Bridge for faster photo handling
- Much, much more

WORKSHOP REGISTRATIONS

Russell Viers in Lamar, Missouri!

- InDesign for Absolute Beginners, Thursday March 31, Cost: \$35**
- Build Your Newspaper Faster Using InDesign & Photoshop, Friday, April 1, Cost: \$35**
- ATTEND BOTH! Discounted Registration for Both Trainings: \$50**

Name _____

Newspaper _____

Address _____

City _____ ZIP _____

Phone _____ FAX _____

E-mail _____

Additional Registrants _____

TOTAL: _____ Payment enclosed ____ Charge my credit card ____

Credit card # _____ Exp. ____/____
VISA/Mastercard only

Address _____ ZIP _____
must be address/zip where billing is sent

Amount to be charged \$ _____ Date _____

Authorized signature _____

REGISTRATION RECEIPT:

To assure receipt of this registration, we will send a confirmation e-mail. If you do not receive this, please call Kristie Williams at 573-449-4167.

Cancellation Policy: No refunds if cancellation is less than 72 hours prior to the session.

Mail form and payment to: Missouri Press Foundation,
802 Locust, Columbia, MO 65201 or FAX 573-874-5894

Who is this Russell Viers?

Russell Viers is an Adobe Certified Instructor who travels the world teaching production techniques to save time and improve quality. And even though he works with some of the largest newspapers in the world, his first love is small community newspapers.