



## CALENDAR

### April

- 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** — MPA Porter Fisher Golf Classic, Mosswood Meadows Golf Course, Monroe City, 1:30 tee-off
- 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.

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

# Missouri Press Association Bulletin

No. 1267 — 15 April, 2011

## Your paper can do this!

*People, businesses in your town are using social media*

An astonishing 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 — for your newspaper and your advertisers?

Even if you publish a small newspaper in an isolated, rural community, you can use and offer social media. The people walking up and down Main Street and driving around your town are using 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.



Darren Heckman

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.

(His presentation on social media at the MPA Convention in October was very well received.)

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.

An information/registration sheet is enclosed.

**DO NOT MISS** this opportunity to learn and prosper!

**Missouri Press Association Porter Fisher Golf Classic**  
**1:30 p.m. Thursday, June 9, Mosswood Meadows Golf Course,**  
**Monroe City. Registration form enclosed.**



## Contest note: Dailies can enter religion stories

Regarding the Better Newspaper Contest, for Daily newspapers, the category "Best Story About Religion" was inadvertently omitted from this year's contest categories. (It's in the Weeklies categories.)

If you want to enter "Best Story About Religion," enter it as Category No. 77. Here are the criteria:

### 77. BEST STORY ABOUT RELIGION

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

Judging criteria: Quality of writing and reporting.

Also, be sure you are using this year's Contest Rules and Categories. A number of changes were made from last year.

You can download all of the contest information, Rules, Categories, Entry Labels and Log Sheet from <http://www.mopress.com/BNC.php>.

**The postmark contest entry deadline is April 30, but you are welcome to send in your entries before the deadline.**

## Bar seeks comment on business issues

The Missouri Bar Business Law Committee wants to know what Missourians think about state laws affecting businesses. The Committee also wants to hear about the public's experiences with lawyers and the courts on business-related matters.

A brief survey can be filled out online at [www.mobar.org/business](http://www.mobar.org/business). The bar's Business Law Committee will study the responses and recommend possible changes in the law to the bar's Board of Governors.

## Analysts forecast 2.5% bump in ad spending

U.S. advertising spending is expected to increase 2.5% to \$155.2 billion in 2011 as marketers in the financial, retail and automotive sectors open up their wallets following the recession. But it will take several years before spending reaches pre-recession levels, according to new forecasts from Publicis Groupe SA's ZenithOptimedia. (The Wall Street Journal)

# Show-Me Press to meet in June

June 8-10 meeting in Hannibal; golf June 9 in Monroe City

Show-Me Press Association will offer a variety of sessions at its annual meeting Thursday-Saturday, June 8-10, in Hannibal. Sessions will be held in the Quality Inn and Suites Hotel. Show-Me President Linda Geist, publisher of the *Lake Gazette* in Monroe City, will be the host.

Thursday's activities include an MPA/MPS Board meeting in the morning and the annual MPA Porter Fisher Golf Classic in the afternoon. Golf will be at Mosswood Meadows Golf Course in Monroe City.

Adobe trainer Russell Viers is on the agenda for Friday morning and afternoon. He'll share tips and tricks with InDesign and Photoshop that will make your job faster and easier. Viers will present again Saturday morning.

Also on Saturday will be presentations by Mike Jenner of the Missouri School of Journalism, Greg Baker, ad director of Missouri Press Service, and Nancy Stone, president of the Monroe County Historical Society.

Here's the agenda for the entire meeting:

### Thursday, June 8

**8 a.m.** - MPA Board Meeting (with breakfast)

**Noon** - Lunch for golfers provided by the Monroe City Chamber of Commerce at Mosswood Meadows Golf Course, Monroe City. Mosswood is directly off of Highway 36 at the western edge of Monroe City.

**1:30** - Tee-off at Mosswood Meadows

**3-7 p.m.** - Hospitably Suite at the Quality Inn, dinner on your own.

### Friday, June 9

**8 a.m.** - Breakfast, Calypso Room (Hotel guests FREE, \$8 for non-quests.)

**9 - 11:30** - Russell Viers on InDesign

**Noon** - Lunch: Speaker Ryan Murray, marketing director at Mark Twain Home and Museum

**1:15 p.m.** - Russell Viers

**6:30** - Wine and cheese on deck at Mark Twain Lake Visitor Center followed by barbecue dinner and entertainment by '50s and '60s band BC & the Gang, sponsored by *The Lake Gazette*.

### Saturday, June 10

**8 a.m.** - Breakfast and Show-Me business meeting and election of 2012 officers

#### Breakout sessions:

**9:15 a.m.** - For news people: Mike Jenner, Missouri Journalism School.

**9:15** - Greg Baker, MPA advertising director, winning ways to work with advertising agencies.

**9:15-11:30** - Russell Viers.

**10:30 a.m.** - Nancy Stone, What you can find in your courthouse.

**10:30 a.m.** - Greg Baker (repeat)

Quality Inn and Suites is on U.S. 36 at the western edge of Hannibal.

Call the hotel at (573) 221-4001 to reserve a room; \$91.63, including breakfast.



**Registration forms for the Show-Me Press meeting and the MPA Porter Fisher Golf Classic are enclosed.**





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Kids will love this project!

Help scientists find Lost Ladybugs

Get local kids involved in a fun outdoor science project through your newspaper. Missouri Press Foundation received a grant from Cornell University and the National Science Foundation to help spread the word about The Lost Ladybug Project.

MPF had two wonderful features about disappearing ladybugs created. Children can learn about ladybugs and help scientists by catching bugs and sending pictures of them to the scientists.

From The Lost Ladybug Project website: "... Over the past twenty years several native ladybugs that were once very common have become extremely rare. During this same time ladybugs from other places have greatly increased both their numbers and range. ... This is happening very quickly and we don't know how, or why, or what impact it will have on ladybug diversity or the role that ladybugs play in keeping plant-feeding insect populations low. We're asking you to join us in finding out where all the ladybugs have gone so we can try to prevent more native species from becoming so rare."

Children will love this project! The two Missouri Press Foundation features are free and will be posted at www.mo-nie.com under code: lostlady. More information on the project can be found at www.lostladybug.org.

Grownups will love this series!

More than 200 papers already have downloaded features Tuesday, April 12, marked the beginning of a four-year national commemoration of the 150th anniversary of the Civil War. On that date in 1861, the nation's bloodiest war began in Fort Sumter, S.C.

Missouri Press Foundation has a 10-part educational series on the Civil War available to newspapers at no cost.

These features were originally created by The Joplin Globe's Newspaper In Education program. The Globe donated them to the Missouri Press Foundation, and we reformatted them from full-page features into 10 newspaper features in a 5x10 format and 10 companion activity pages.

The activity pages can be posted on your website and you can insert links to them in the features, or you can put them in your paper along with the features.

To get the features and the activity pages, visit www.mo-nie.com and use download code "civilwar."

More than 200 newspapers from around the country have downloaded the features already — and the sesquicentennial of the war has four years to go!



## Foundation Board, Past Presidents Dinner

The Board of Directors of the Missouri Press Foundation will hold its annual meeting at 2 p.m. Thursday, April 28, at the MPA office in Columbia.

The annual Missouri Press Association Past Presidents and Spouses Dinner will be held at 6 p.m. Thursday, April 28, at Grand Cru Restaurant.

A Room Block for the event is being held at Stoney Creek Inn at a rate of \$90. Call the hotel at 573-442-6400 for reservations.

## Don't be a parrot for politicians, bureaucrats

Reporting should go beyond rhetoric. Reporters need to ask elected officials, politicians and bureaucrats at all levels "what do you mean by that?," "where did those figures come from?," "what specifically are you proposing?"

If all we do is repeat the platitudes and pabulum, the claims and assertions, without checking them out, we're not doing our jobs. The politicians, the bureaucrats and the high and mighty put that stuff on their websites and in their news releases.

If they want to spin their messages in newspapers, they can buy space to do it. Newspapers should not just be pipelines for those in charge to pitch generalities and claims. This is becoming a more serious problem all the time. Too many people in the spotlight are getting away with making claims that aren't being challenged.

(Radio and television are the worst at this; many stations don't want journalism to get in the way of entertainment.)

What people in power say is news, but they've got to be asked why they said what they said and what is the source of the information they based their comments on. Then that information and source have to be checked out. That's what reporting — professional journalism — is about.

## 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.

# Sample with 'simple' addresses

## NNA worked for change in USPS ruling

The Postal Service has extended simplified addressing on city mail routes to Periodicals. You now can mail Saturation copies without specific addresses, thanks to the National Newspaper Association's Postal Committee work.

The rule change allows the simplified address format to be used on city routes for Periodicals as well as Standard mail (advertising mail, shoppers).

Domestic Mail Manual rule 602.3.2 for many years limited simplified addressing to rural routes and post office boxes associated with rural routes. While this rule was not class-specific, the Postal Service's marketing department that ordered the change had asked for it to apply to Standard mail only.

USPS needed the change for an experimental market test of a program called Marketing Mail Made Easy (MMME), which would allow local businesses to send up to 5,000 copies per day of Standard mail "flats" weighing 3.3 oz. or less via Saturation carrier route price using simplified addressing. The goal of the program was to gain new mail business by allowing small businesses to promote their services to nearby postal routes.

NNA supported the rule change for city routes, but opposed the market test, saying that USPS could increase business simply by allowing newspapers and others to use the mail without having to purchase costly mailing lists.

The extension of simplified addressing to Periodicals means newspapers now can use simplified addressing to sample copy city routes to promote subscription sales.

- You can sample — with simplified addresses — up to 10% of your in-county subscriber copies in a 12-month period and mail them at the Periodicals rate.
- You can mail your shopper or free papers in small towns with simplified address copies to city routes. (This can mean additional revenue as advertiser preprint counts are increased to match the higher numbers, and ROP rates increased to match the additional coverage.)
- Newspapers could also provide solo direct-mail services for small businesses that want it, using the MMME program when it is available and charging a preparation fee for Simplified Address Saturation mail.

Periodicals can saturate city routes by bundling copies for each Active Residential customer, using the words "Residential Customer" printed where a label might normally go. The Postal Service is providing Delivery Statistics for simplified address mail at <https://smp.usps.gov/>.

Likewise, shoppers or free newspapers may add city routes to their mailing if needed, or end the use of specific address labels, saving the costs of label printing and mail preparation.

## New postage statements online

New postage statements associated with the April 17 price change are available on <http://www.usps.com/forms/allforms.htm>. The 'Postage Statements' link can be found under the 'Related Links' section at the bottom of the page.

As of April 17, all postage statement facsimiles dated prior to January 2011 are obsolete.

Postage statement facsimiles dated January 2011 and April 2011 may be used to pay the postage prices effective on April 17. If the January 2011 statement is used, it *must* reflect the April 17 prices.



## Online Media Campus webinars coming soon

Go to <http://www.onlinemediacampus.com> to check out Online Media Campus low-cost webinars planned for the year. Webinars coming soon:

- Social Media Ethics, Thursday, April 21
  - Precision Journalism, Grammar, Structure and Usage, Thursday, April 28
  - Digital News Content: Copyrights, Trademarks and Right of Publicity, Friday, May 6
  - Return to Sales Basics, May 12
- Missouri Press Association is among the sponsors of Online Media Campus.

## Follow Mo. Press on Facebook, Twitter

Follow the Missouri Press on Twitter and "Like" the Missouri Press Association on Facebook, for information about coming 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](http://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](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](http://mopress.com/Podcasts.php).

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

# 1st Amendment is Bar topic

## Annual Media and Law Seminar May 6 in K.C.

MPA's legal hotline counselor, Jean Maneke, recommends attending this meeting. It will be jammed with great speakers on important, timely topics.

The 24th Annual Media and the Law Seminar will be held Friday, May 6, at the Intercontinental Hotel at the Country Club Plaza in Kansas City. Sponsors are the Kansas City Metropolitan Bar Association Media Law Committee and the University of Kansas School of Law.

The theme is "Ever-Shrinking First Amendment: Is free speech being held hostage?" Featuring:

- What's in a Name? *The First Amendment and the right to speak anonymously.*
- Ethics in Anonymity: *The ethical traps of anonymizing technologies.*
- Confidential Public Information: *When FERPA and the First Amendment clash on campus.*
- One for All or All for a Few? *Net Neutrality, the First Amendment and the FCC.*
- When the Sword Is Mightier Than the Pen: *The irreverent speaker, free speech and true threats.*

Journalists can attend this seminar, which includes continental breakfast, lunch and refreshments, for \$60.

All media attorneys are familiar with the First Amendment theory that the best cure for objectionable speech is more speech. First Amendment jurisprudence, generally, takes a

middle approach to extremist speech. Furthermore, the United States has a rich history of protecting anonymous speech under the First Amendment.

Have we entered an age where the rules are changing because of our increasing inter-connectedness with each other and the rest of the world? Have our own social norms changed to the point that the First Amendment could become a victim of intolerance?

This conference will explore the various ways the First Amendment may be losing ground. Some questions that will be considered include the extent to which anonymous speech should be protected by the First Amendment. Also, is there a clash on campus between the First Amendment and privacy rights? Is Net Neutrality a First Amendment question? Finally, how should the irreverent speaker be treated under the First Amendment?

A registration form is enclosed. You can download the entire meeting brochure at [http://www.continuinged.ku.edu/programs/media\\_law/ml\\_brochure.pdf](http://www.continuinged.ku.edu/programs/media_law/ml_brochure.pdf).



## '5 Myths' article makes interesting points

Journalist/author Tom Rosenstiel wrote an item for *The Washington Post* titled "Five myths about the future of journalism."

1. The traditional news media are losing their audience.
2. Online news will be fine as soon as the advertising revenue catches up.
3. Content will always be king.
4. Newspapers around the world are on the decline.
5. The solution is to focus on local news.

You can find the story here: <http://tinyurl.com/6z7mw67>. It isn't too long and makes some interesting points.





## New presses boost circulation in Canada

(News & Tech dateline) — The (Toronto) Globe and Mail has increased its circulation by more than 4 percent and is attracting new advertisers and advertising revenue after it went on-edition with new presses.

Globe and Mail CEO Phillip Crawley told an audience at WAN-Ifra's Printing Summit in Mainz, Germany, that "The day those presses started up in October in Toronto was one of the most exciting days of my career."

Transcontinental Inc. spent more than \$200 million constructing The Globe and Mail's new press infrastructure, which is based on heatset-equipped triplewide Commander CT presses from Koenig & Bauer, a UV-equipped triplewide machine from manroland as well as UV-equipped singlewide presses from Goss International.

Since going on-edition with the presses Oct. 4, Crawley said circ had grown 4.4 percent while ad sales in its glossy Globe Style magazine more than doubled.

## Post-Dispatch owner refinances debt

Lee Enterprises Inc., owner of the *St. Louis Post-Dispatch*, the *Suburban Journals* and other papers in that region and around the country, announced plans Monday to refinance more than \$1 billion in debt.

In two separate proposed deals, Lee said it plans to push the due date on the debt to 2017 and 2018 from its existing April 2012 maturity date.

The Davenport, Iowa-based chain owns 49 daily newspapers, a joint interest in four others, and nearly 300 specialty publications in 23 states.

As of March 27, remaining principal under Lee's credit agreement totaled \$878.8 million, and the remaining balance on a separate group of notes totaled \$147.0 million, which constitutes substantially all of its debt.

Lee also revised its financial guidance Monday. It said that it expects to report a revenue decline of roughly \$6.5 million to \$7.5 million for its second fiscal quarter ended March 27, when compared with the same period last year. Operating expenses for Lee's full fiscal year, which ends in September, are now expected to decline more than 1 percent compared with the previous year.

Lee's stock traded Monday at \$3.12 a share, up 15 cents from Friday's close.

# Defend those public notices!

## *Service rendered makes them a bargain*

By KENT FORD / Editor, Missouri Press Association

When defending the law requiring that public notices be published in newspapers, don't avoid the obvious — your newspaper gets money for running those public notices.

But public notices printed in newspapers are a bargain.

State the usual reasons for requiring published public notices:

- Not everyone can get online.
- They promote citizen participation in government.
- They provide a permanent, unalterable, unhackable record of government action.
- Maintaining public notices on websites is not without cost, so the claim of reducing expenses by posting them online doesn't fly.

• Public notices give elected officials rock-solid evidence that they are doing the public's business in public. (How much is that worth? Plenty, especially in times when trust in government at all levels hovers around zero.)

But also point out that all the other businesses in your town get paid for the goods and services they provide to local government agencies. The grocery store on the corner doesn't give free food for those in the local lockup. The service station on the edge of town doesn't change the oil in the sheriff's car for nothing or fill the tanks of school buses with free fuel.

Paying to have public

notices printed in newspapers is not a bribe or a kickback or a subsidy. It's payment for goods and services rendered.

Revenue from publishing public notices helps your newspaper pay its bills, meet its payroll and stay in business. Most people with any sense understand that, particularly those down at the chamber of commerce.

Legislatures all over the country are considering moving public notices from newspapers to government websites. Newspapers have got to tell their readers and their legislators often — not just on the editorial page, but in the coffee shop as well — why it's important that agencies be required to publish their notices in local newspapers.

The arguments for newspaper notices and against online notices are many. The best argument for putting notices online is false. Posting public notices online would not be without cost, and public notices in newspapers are a bargain!

**SURPRISE!**

**NEW ZONING LAWS TOOK EFFECT IN YOUR COMMUNITY**

**LAST WEEK.**

**HOW DO YOU KNOW ABOUT ZONING CHANGES BEFOREHAND? YOU TURN TO THE PUBLIC NOTICES IN YOUR LOCAL NEWSPAPER.**

Sometimes zoning changes are good and sometimes they're not. Advance notice is always good. It's your right to know AND your responsibility to find out about zoning changes in your city or state—before they happen. Here's how: Read the public notices in your local newspaper—

**NP LOGO** **IT'S HOW YOU KNOW.**

**NP**  
**Logo**

**Newspaper Association of America**



## Call Jean Maneke for collection letter

If you're having trouble getting paid, remember that Missouri Press Association legal consultant Jean Maneke will write collection letters for MPA member newspapers.

You can contact Maneke at [jmaneke@manekelaw.com](mailto:jmaneke@manekelaw.com) or (816) 753-9000.

## Charles Davis blog on gaining access

Charles Davis, the former director of the Freedom of Information Center, has a blog on the topic called The Art of Access at [www.theartofaccess.com](http://www.theartofaccess.com).

Charles is an associate professor at the Missouri School of Journalism and he remains active in open government activities.

## Keep it clean

If you ever read "on a weekly basis" or "on an annual basis" or "on a daily basis" or "in the process of" in this Bulletin, please call the editor and cuss him out.



## Southeast Press will meet June 3

The Southeast Missouri Press Association will hold its annual meeting on Friday, June 3, at Southeast Missouri State University in Cape Girardeau.

Meeting information and registration material will be provided soon.

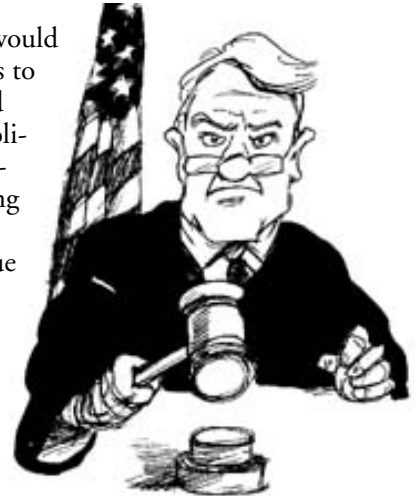
# Courts could allow cameras

## *Federal legislation passes committee*

Legislation written by Senator Chuck Grassley to allow cameras in federal courtrooms has passed the Senate Judiciary Committee by a 12-6 margin. Grassley is the Ranking Member of the Judiciary Committee. The legislation is co-sponsored by Senators Chuck Schumer of New York and Patrick Leahy of Vermont, the Chairman of the committee, as well as John Cornyn of Texas, Lindsey Graham of South Carolina, Dick Durbin of Illinois, Amy Klobuchar of Minnesota and Richard Blumenthal of Connecticut.

"Cameras in federal courtrooms are at the very heart of an open and transparent government, and would contribute to the public's understanding of America's judicial system," Grassley said. "Greater transparency leads to greater accountability, which is something our federal government can always use more of."

The bipartisan Sunshine in the Courtroom bill would allow the chief judge of federal trial appellate courts to permit cameras in their courtrooms. The bill would also direct the Judicial Conference, the principal policymaking entity for the federal courts, to draft non-binding guidelines that judges can refer to in making a decision pertaining to the coverage of a particular case. It also instructs the Judicial Conference to issue mandatory guidelines for obscuring vulnerable witnesses such as undercover officers, victims of crime, and their families. The bill also has safeguards in place to protect vulnerable witnesses, to exclude jurors from broadcast, and to allow a judge to use discretion in determining whether to allow cameras in the courtroom.



Through their efforts, Grassley and Schumer have also helped open the Supreme Court to better transparency. Since first introducing the legislation, the Chief Justice has immediately released audio of oral arguments of compelling cases. The first release came when then Chief Justice William Rehnquist allowed for the release of audio immediately following oral arguments in the Florida election matter in 2000. Since then, Chief Justice John Roberts has released audio recordings the same day of the oral arguments for more than 20 cases, including *Gutter v. Bollinger*, *D.C. v. Heller*, the Guantanamo Cases and the Citizens United Case.

Studies and surveys conducted in many states that permit some form of audio-video coverage in their courtrooms have confirmed that electronic media coverage of trials boosts public understanding of the court system without interfering with court proceedings. "Iowa and many other states have a long history of effectively using cameras in courtrooms. Their use of electronic media in state courtrooms is a perfect example of how cameras can be used to bring greater accountability and public scrutiny to the judiciary," Grassley said.

One example of the positive effect of having cameras in the courtroom can be seen in the trial of the murderers of an Iowa toddler. After that case, the news director for KCCITV in Des Moines testified before the Senate Judiciary Subcommittee on the Administrative Oversight and the Courts on the impact of having cameras in the courtroom during that case.

He testified, "I'm convinced that better public policy will be made about how to prevent future cases of severe child abuse because Iowans were allowed to see for themselves, and not through the filters of a few eyewitnesses in the crowded courtroom, how difficult were the issues involved and how justice was dispensed."



## 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](http://mopress.com/jobs.php).

## HELP WANTED

**ADVERTISING ACCOUNT EXECUTIVE:** We are looking for energetic individuals to join our advertising team and help take our company to the next level. Successful candidates will possess the ability to manage multiple accounts and projects simultaneously in a fast-paced, deadline-critical environment. They must excel at prospecting new accounts, earning rapport and providing ongoing customer service. Good communication skills are essential. Print and Internet sales experience will be helpful, but is not mandatory. In addition to a base salary plus commission compensation plan, we offer an attractive benefits package that includes health & dental insurance, 401K and profit sharing. The Liberty Tribune is part of a group of four weekly community newspapers located in the Northland area of Kansas City, Mo. It is a division of NPG Newspapers and the News-Press & Gazette Company, a family-owned company based in St. Joseph, Mo. EOE. Please send cover letter, resume and salary history to: David Mapel, Advertising Director, Liberty Tribune, 104 N. Main Street, Liberty, MO 64068, or email [davemapel@npgco.com](mailto:davemapel@npgco.com).

**CLASSIFIED ADVERTISING SALES MANAGER:** Join the Columbia Daily Tribune's dynamic advertising team in a leadership role. This position will direct strategy, tactics and execution of all advertising projects associated with our classified advertising department. Position includes budgeting, goal-setting and personnel management. Salary commensurate with experience. Requirements ideal candidate will possess: 3-5 years sales experience (contact center, internet and print background preferred). Proven track record of hitting revenue targets and executing sales projects. Knowledge of front end systems, ad reporting (SQL) systems, Excel and Word. Must have a valid driver's license, insurance, and reliable vehicle. Benefits include health and dental insurance, vacation pay, sick pay, 401(k) and use of employee gym. Send application to the Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205 or complete one at 101 N. Fourth Street. An application can be printed at [www.columbiatribune.com/jobs/](http://www.columbiatribune.com/jobs/) or email resume to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com) EOE / Drug free workplace.

**CIRCULATION MANAGER:** GateHouse Media is seeking an energetic, hands-on circulation manager who can grow circulation while demanding and getting excellent customer service. We are located in south central Missouri, within easy driving distance of St. Louis and Kansas City. The ideal candidate will bring enthusiasm and a proven track record of building and motivating a team while being personally productive in growing circulation through retention, single copy and home delivery. Resumes should be sent to [fjernigan@therolladailynews.com](mailto:fjernigan@therolladailynews.com). 4-4

**POSITION AVAILABLE:** Editorial position available

# Deliver message: Newspaper ads preferred

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.

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](http://www.mopress.com/Election_Survey.php).

If you want copies of the ads sent to you, contact the MPA office and they will be mailed or emailed to you: (573) 449-4167; [mopressads@socket.net](mailto:mopressads@socket.net).

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

at The Lake Gazette at Mark Twain Lake, Monroe City. Journalism degree and five years of experience preferred, but will consider all applicants. Knowledge of Adobe Indesign, Photoshop, Illustrator and Bridge required, in addition to reporting and photography experience. Editor will be responsible for reporting, photography, page design, supervision of advertising and bookkeeping staff. Additional responsibilities include maintenance of paper's web page. Send resumes to The Lake Gazette, 304 S. Main St., Monroe City, Mo. 63456. 4-1

**EDITOR/GENERAL MANAGER:** A weekly newspaper in south-central Missouri is searching for an editor/general manager, someone who loves community news and is eager to manage business operations for a growing publication that serves the communities surrounding one of the nation's largest U.S. military bases, Fort Leonard Wood. This is a position with an immediate opening, offering a salary commensurate with experience, company health insurance, a 401(K) plan, paid vacation and many more benefit options. The successful candidate should have a relevant college degree and at least three years of reporting and editing experience. Must have experience with Adobe PageMaker and/or Adobe InDesign. Must know AP style. Mail a resume, several work samples and references to Editor, Missouri Press Association, 802 Locust St., Columbia, MO 65201. 3-23

**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 [mvivi-on@newstribune.com](mailto:mvivi-on@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,

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 Offense
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](mailto:gbaker@socket.net)

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 [daily-expresseditor@gmail.com](mailto:daily-expresseditor@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](mailto:lynn@nna.org), 573-777-4980.

## 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](http://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

**NOMINATION FORM**

**2011 Induction**

**Missouri Press Association  
Hall of Fame**



**To the MPA Hall of Fame Committee:**

I am pleased to nominate the following person: (Nominees from 2009 and 2010 are automatically eligible for consideration in 2011. They need not be renominated.)

---

Name

Newspaper or organization

---

Address

**Eligibility Criteria**

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

Nominated by:

---

Your signature

Print Name

---

Newspaper or organization

---

Address

---

Phone

Email

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

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

**Deadline for nominations is May 24, 2011.** Inductees will be honored at the MPA Convention in September in Branson. **Return this form to Missouri Press Association, Hall of Fame, 802 Locust Street, Columbia, MO 65201.** Nominations received after the deadline will not be considered. You may nominate more than one person. Copy this form if necessary.



# MEDIA *and the* LAW 2011

May 6, 2011 • InterContinental Kansas City at the Plaza, Kansas City, Missouri

## REGISTER NOW!

“Great speakers, timely and interesting topics and a gathering of the most experienced and knowledgeable media law minds makes for an outstanding conference.”

—Lincoln Bandlow, Los Angeles, Calif.

“Timely, substantive, and hands-on. Information from real experts in the field.”

—Robb Harvey, Nashville, Tenn.



The University of Kansas  
Continuing Education  
1515 Saint Andrews Drive  
Lawrence, KS 66047-1619

For conference updates, visit  
[www.ContinuingEd.ku.edu/programs/media\\_law/](http://www.ContinuingEd.ku.edu/programs/media_law/)  
or find us on Facebook, Twitter or LinkedIn.



[www.ContinuingEd.ku.edu](http://www.ContinuingEd.ku.edu)  
(keyword: Media & Law)

## MEDIA *and the* LAW 2011

May 6, 2011

**1 Please Print**  
Full name (First, MI, Last, Suffix) \_\_\_\_\_  
Send my confirmation and receipt to this e-mail address: \_\_\_\_\_  
Priority code (Please copy this code located above your name on the mailing label.) \_\_\_\_\_  
Company name \_\_\_\_\_  
Address (  Home or  Work ) \_\_\_\_\_  
City, State, ZIP \_\_\_\_\_  
Daytime phone ( ) \_\_\_\_\_ Alternate/evening phone ( ) \_\_\_\_\_  
 Please include my information on the participant roster.  Please do not include my information on the participant roster.

**2 Fees**  
**May 5—Pre-Conference CLE**  
 “I Lost My Data and I Can’t Get Up!” ..... \$0  
**May 6**  
 KC MBA lawyer..... \$325  
 Non-KC MBA lawyer registered by April 8, 2011..... \$350  
 Non-KC MBA lawyer registered after April 8, 2011..... \$400  
 Journalist/media ..... \$60  
 Educator..... \$60  
 Member of the public..... \$110  
 Full-time student..... \$55  
 Luncheon only (available after April 8; preference will be given to seminar registrants)..... \$50  
 Vegetarian lunch option  
**Total due \$** \_\_\_\_\_

**3 Payment**  
 Check enclosed, payable to the University of Kansas.  
Credit card company \_\_\_\_\_  
Card # \_\_\_\_\_ Exp. \_\_\_\_\_  
Name on card (print) \_\_\_\_\_  
Cardholder’s phone # \_\_\_\_\_

**4 Preferred Means of Communication**  
Please continue to send KUCE information by (check all that apply):  
 Mail  E-mail  Fax  
 Please remove my name from the mailing list.

**5 Easy Ways to Register**  
**Mail** Complete the registration form and mail with payment to:  
The University of Kansas  
Continuing Education  
Registrations  
1515 Saint Andrews Drive  
Lawrence, Kansas 66047-1619  
**Phone** Toll-free 877-404-5823  
or 785-864-5823  
**Fax** 785-864-4871  
**TDD** 800-766-3777  
**Web** [www.ContinuingEd.ku.edu](http://www.ContinuingEd.ku.edu)  
(keyword: Media & Law)

**Special Accommodation**  
If you will need special accommodation, please mark the box above, and a member of the Continuing Education staff will contact you.  
AA116007/JCN110795



# Annual Convention

June 9-12, 2011  
Quality Inn, Hannibal, Mo.

**REGISTRATION:** Write names of EVERYONE who will attend from your newspaper or business and the meals they will attend. Pay \$100 for conference registration for TWO attendees. That covers all meals and sessions for those two people. Each additional attendee is \$25 for registration plus the cost of meals. **EVERYONE: Please indicate the number of people to attend each meal. This is critical for meal planning.** Sponsorships help pay for guest speakers and the hospitality suite. Thank you.

	Number Attending	Cost
Conference Fee,		
1 Fee per Newspaper or Company (\$100 for 2 people)		\$100
Additional attendees	# ____ x \$25	\$ ____

**Thursday, June 9**

8 a.m.-1 p.m. — MPA/MPS Board Meeting, Coral Room  
 Noon — Lunch at Mosswood Meadows Golf Course (included)  
 1:30 p.m. Porter Fisher Golf Classic at Mosswood Meadows  
 3-7 p.m. — Hospitality Suite, Coral Room, Quality Inn

**Friday, June 10**

8 a.m. — Breakfast, (FREE to hotel guests,  
 \$8 non-guests): No. of non-guests \_\_\_\_ x \$8 \$ \_\_\_\_

9 a.m. — Russell Viers on InDesign

Noon — Lunch: Ryan Murray, Mark Twain Home and Museum  
 # \_\_\_\_ x \$15 \$ \_\_\_\_

1:15 p.m. — Russell Viers on InDesign

6:30 p.m. — Wine and cheese at Mark Twain Visitor Center  
 and barbeque dinner # \_\_\_\_ x \$15 \$ \_\_\_\_

**Saturday, June 11**

8 a.m. — Breakfast, Show-Me Business Meeting  
 (FREE to hotel guests, \$8 non-guests)  
 No. of non-guests \_\_\_\_ x \$8 \$ \_\_\_\_

9:15 a.m. — Breakout Sessions: Russell Viers; Mike Jenner, Missouri  
 School of Journalism; Greg Baker, Missouri Press Ad Director

10:30 a.m. — Breakout Sessions: Russell Viers, Nancy Stone,  
 Researching Public Data; Greg Baker, MPS Ad Director

**Meeting Sponsorship Donation** \$ \_\_\_\_

**TOTAL \$** \_\_\_\_\_

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

\_\_\_\_\_

Affiliation \_\_\_\_\_

Address / Phone / email \_\_\_\_\_

\_\_\_\_\_



Mail your registration form and check to Sandy Nelson, Sun Publications, 4370 West 109th St., Ste. 210, Overland Park, KS. Make hotel reservations with the Hannibal Quality Inn, (573) 221-4001. Mention the Show-Me Press meeting to get the meeting rate of \$91.63. If you have questions call Sandy, the Show-Press Secretary / Treasurer, at (913) 952-2049 or (913) 385-6046.

# Do Overs!

**Mulligans: \$10 per player (1 mulligan per side).**

**All proceeds above costs will go to Missouri Press Foundation.**

**Mulligans will be sold at the course before teeing off. Prizes awarded after golf.**

**Tournament Sponsor: CenturyLink**



**2011 Missouri Press Foundation**

# Porter Fisher Golf Classic

**Thursday, June 9;  
1:30 p.m. Shotgun;  
4-Person Scramble.  
Mosswood Meadows  
Golf Course, Monroe City**

# \$35

**Greens Fee, Cart,  
Prizes for Longest Putt,  
Longest Drive, Top Teams**

Be at the golf course by NOON for free lunch provided by the Monroe City Chamber of Commerce. If you do not have a foursome, you will be assigned to one. If you wish to buy mulligans and/or make a contribution to the prize fund, you may add that to your registration check. Send your registration and check to: Missouri Press Foundation, 802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167.

Golf = \$35 per golfer \_\_\_\_\_

Mulligans \$10 per player \_\_\_\_\_

Prize Fund \_\_\_\_\_

TOTAL \_\_\_\_\_

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

\_\_\_\_\_

Co. / Newspaper: \_\_\_\_\_

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

### Please Consider a Contribution to the Prize Fund

Would you personally or your company consider a contribution to the tournament prize/expense fund? If so, you may add it to your registration check or send a separate check to Missouri Press Foundation. Your gift will be acknowledged at the golf course and in MPA publications.

Thank you.

Directions: Mosswood Meadows Golf Course is on Highway 36 at the west edge of Monroe City.