



CALENDAR

July

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

September

- 8** — MPA/MPS Board meeting, Hilton Convention Center, Branson
- 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.

November

- 19** — Mizzou v. Texas Tech Football, Columbia; MPA Tailgate two hours before kickoff, Hearnes Fieldhouse

Tickets-for-ads game Nov. 19 v. Texas Tech

Missouri Press and the Mizzou Athletic Department invite you to attend the annual tickets-for-advertising football game this fall — later than usual, and against a conference opponent.

This year's game will be Nov. 19 against Texas Tech.

A sheet is enclosed with all of the details about this 21st annual event.



The usual tailgate party will be held in the Hearnes Fieldhouse beginning two hours before kickoff, which has not been scheduled. Cost will be \$8 per person for the party.

Your newspaper can receive from six to 20 tickets valued at \$47 each. In exchange, you agree to run advertising for Mizzou athletics with a value of \$47 times the number of tickets you receive.

The deadline for signing up for this program is July 18. See the information sheet for details.

Missouri Press Association Bulletin

No. 1269 — 15 June, 2011

Convention in Branson

145th annual meeting Sept. 8-10

At the MPA Convention in September, a panel consisting of Jane Haslag of the *Jefferson City News Tribune*, Jeff McNeill of the *Houston Herald*, Jon Rust of Rust Communications, Cape Girardeau; and Andy Waters of the *Columbia Daily Tribune* will discuss cutting-edge issues involving social media, paid content, daily deals and other topics to maximize profits and gain more clients and subscribers. Mike Jenner of the Missouri School of Journalism will moderate this session.

These people work for newspapers of various sizes that are riding the curve using digital techniques and internet technology to make money. They will speak during the breakfast session on Friday, Sept. 9, at Missouri Press Association's 145th Annual Convention.

The Convention will be Thursday, Sept. 8, through noon on Saturday, Sept. 10, in the Hilton Branson Convention Hotel in historic downtown Branson.

An agenda for the entire convention is on the back of this page and on the current forms page of the website (http://www.mopress.com/CURRENT_FORMS.php).

A registration form will be provided soon.

Thursday's activities will include a golf outing at Payne Stewart Golf Club. In the evening, Dave "Elvis" Ehlert will entertain during the reception party.

Friday and Saturday's schedule includes a solid lineup of sessions to help you and your staff enhance your skills and elevate your newspaper. Editors, reporters, photographers, ad reps and circulation managers will learn from experts and their peers.

Friday evening's Newspaper Hall of Fame banquet will be followed by a Mizzou football watch party (the Tigers will play at Arizona State that evening).

The Newspaper Contest Awards Luncheon, the final event at the Convention, will be held Saturday.

McClatchy names new *K.C. Star* publisher

(*The Kansas City Star*)—The McClatchy Co. on Tuesday named Mi-Ai (MEE-uh) Parrish publisher and president of *The Kansas City Star*, effective June 20.

Parrish, publisher of the company's *Idaho Statesman* since July 2006, succeeds Mark Ziemann, who recently became a vice president of operations at McClatchy, headquartered in Sacramento, after 25 years at *The Star*.

Parrish, 40, had been deputy managing editor for features and visuals at the *Minneapolis Star Tribune* when promoted to the publisher's post in Boise. Her journalism career has included work at the *San Francisco Chronicle*, *Arizona Republic*, *Chicago Sun-Times* and *Virginian-Pilot*.

145th Annual Missouri Press Association Convention
Schedule
Hilton Branson Convention Hotel

Thursday, September 8

- 7:30-11:30 a.m. Registration open
8:00-11:00 a.m. **MPA and MPS Boards meet**
Noon **Golf** at Payne Stewart Golf Club, a tribute course honoring the life and legacy of golf legend Payne Stewart
6:00-8:00 p.m. Registration open
8:00 p.m. **Viva Las Vegas!** Reception and Live Entertainment with Dave “Elvis” Ehlert

Friday, September 9

- 7:30 a.m. – 4:00 p.m. Registration open
8:00-9:30 a.m. **Breakfast Program “Technology Discussion” Panel** (Jane Haslag, Jeff McNeill, Jon Rust, Andy Waters; moderator Mike Jenner) discussing cutting edge issues involving social media, paid content, Deals of the Day, to maximize profits and gain more clients and subscribers
9:45-10:45 a.m. **Breakout Session 1: “The Ins and Outs of Non-Compete Agreements”**
Attorney Jay Dade
Breakout Session 2: “Avoiding Fraudulent Advertising Scams”
Better Business Bureau of St. Louis
Breakout Session 3: “101 Easy Ways to Boost Your Bottom Line” Ken Blum
10:00 a.m. – 2:00 p.m. **Spouses Event:** Tour Stone Hill Winery, then enjoy lunch at The Gardens Restaurant
10:45-11:00 a.m. Refreshment break
11:00 a.m. – Noon **Breakout Session 4: “Sales by Numbers”** Tim Smith
Breakout Session 5: “Intellectual Property Issues” Attorneys Jean Maneke and Jay Dade
Noon – 12:30 p.m. **MPA Business Meeting and Election of Officers and Directors**
12:30 – 1:45 p.m. Luncheon. **Presentation by Sammy Papert**
2:00 – 3:45 p.m. **Breakout Session 6: “Sales Time and Territory Management”** Tim Smith
Breakout Session 7: “The Elephant in the Room: Is Print a Dead Duck?”
Ken Blum
4:30 – 6:00 p.m. Registration open
6:00 p.m. **MPA Newspaper Hall of Fame Reception**
6:30 p.m. **Hall of Fame Banquet, 21st Annual Induction Ceremony**
9:30 p.m. **Mizzou Football Watch Party,** University of Missouri Tigers vs. Arizona State

Saturday, September 10

- 8:00 a.m. – Noon Registration open
8:30 – 10:15 a.m. **Missouri Associated Dailies Breakfast.** Remarks by Sammy Papert
Weekly Newspapers Breakfast. “Dr. Blum’s Group Therapy for Community Newspapers” Ken Blum
10:30 – 11:45 a.m. **Breakout Session 8: “Designing Effective Print Ads/Campaigns that Drive Results”** and **“Best Advertising Ideas”** Panel.
Breakout Session 9: “Get Close, Shoot Fast and Don’t be Afraid to Bite the Dust” Ken Blum (Reporter/photographer multi-taskers, bring your cameras to this session!)
Noon **Missouri Press Better Newspaper Contest Awards Luncheon**
Outstanding Young Journalists of the Year Awards, College Media Association Awards, Scholarship Presentations, BNC Awards Presentation



Missouri Press Association

Missouri Press Service

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www.mopress.com

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Learn how to use QR Codes

Downloads are free; process is easy

QR (Quick Response) Codes do exactly what their name implies. They allow consumers to respond quickly to ads in your newspaper. Readers can click on the code and go immediately to your website or to an advertiser's special promotion.

Anyone with a phone equipped with free QR Code reader software, you can scan the image of the QR Code and go straight to a website or a file on the internet.

Newspapers and their advertisers, no matter how small, can use QR Codes. They can be a powerful marketing tool.



- Add your website as a QR Code on your business card.

- Offer classified advertisers QR Codes that link to slideshows or videos of their items.

- Put QR Codes in coupons to link to special offers.

- Restaurants can offer daily specials by adding QR Codes to their print ads.

- In your annual special sections, put QR Codes in the ads. Encourage the advertisers to update the QR Code linked content occasionally, giving the special section and the ads in it extended shelf life.

For more information on growing your business with QR Codes visit: bit.ly/jAuGFk.

There are several free QR code generators online. Here's one: <http://delivr.com/qr-code-generator>. Type "QR Code Generator" into your browser for other free options.

All you do to make a QR Code is paste into the generator the content you want it to display, like a URL. The reader will create a code image that you can save to your computer.

The QR Code shown, created in seconds, will take you to the MPA website.

Attribution language may change for political advertisements

(From Jean Maneke, MPA Legal Hotline counselor)—It should be several months before election ads begin coming in again, so perhaps now is a good time to alert all of you about a potential change in political ad attribution language that may impact many of your advertisers.

On May 4, 2011, the Missouri Ethics Commission began a study of whether the language "Paid for by the Candidate" is sufficiently in compliance with state statutes when a candidate pays for his or her own advertising. This is because the statute actually requires the ad to say "Paid for by" followed by the candidate's first and last names.

If the commission decides that "Paid for by the Candidate" does not meet the statutory requirement, all of your candidates who use this language will be in violation of state law, as will all of you who run those ads.

It might be a good idea now to change your requirements so that all advertising that is paid for by a candidate contains the candidate's full name on the "Paid for" line.

I'll write more about this in coming weeks, but I wanted to give you this heads-up in case you decide to begin educating your advertising department about this possible change in candidate advertising requirements.



Virginia Press judging contest this week

Members of the Virginia Press Association are judging the entries in the MPA Better Newspaper Contest this week. On-site judging will be Friday in Richmond. Some of the entries were mailed directly to judges at their newspapers.

Newspapers that win awards will be notified of their awards in mid-to-late July. Awards will be presented in September at the MPA Convention in Branson.

Professor gathering 'corrections' policies

Les Anderson, professor in the Elliott School of Communication at Wichita State University, has devised a short online survey to gauge the policies newspapers follow on printing corrections.

He will present a paper at the National Newspaper Association annual convention in September in Albuquerque.

Anderson asks that newspaper editors participate in the survey at SurveyMonkey. To assist Anderson with his research, click the link or paste it into your web browser: <http://www.surveymonkey.com/s/SHG58WJ>.

Learn about video at this website

Reelseo.com, a website about online video, has articles and tutorials on how to produce video for your website, what to do, what not to do, reviews of videos, research on video advertising online and other topics related to video.

If you have a website, video can be a great attraction and a great service for advertisers. You can learn much about video at reelseo.com.

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 and advertising issues.

Visit the Newspaper Toolbox for articles and links about publishing a newspaper.

mopress.com/Media_Toolbox.php

NNA to gather in Albuquerque

Plenty to see and do in beautiful, historic city

The 125th National Newspaper Association Convention, Sept. 22-25, in Albuquerque, N.M., promises NNA members a unique look into the beauty, culture, cuisine, architecture and people of New Mexico.

You can learn more about the business side of the convention, seminars, speakers and workshops at nnaweb.org. But here are a few other impressions of what you'll find in Albuquerque.

NNA conventions typically take members to cities where they would not normally travel: Omaha, St. Paul, Mobile and Norfolk, to mention a few recent convention cities. Each of these cities and conventions offered members not only great newspaper learning experiences, but also an opportunity to see and experience the life, sights and history of America.

Even by these standards, though, those attending NNA's foray into the American Southwest will find the city of Albuquerque and state of New Mexico unique.

At 5,000 feet, Albuquerque is bounded by the Sandia Mountains to the east and a limitless blue-sky horizon to the west. For late September, expect warm days and cool nights. Founded about 300 years ago, the city shows off its modern side blended into a healthy mix of New Mexico's history and culture you can't help but notice.

The beautiful interior of the Hotel Albuquerque, our convention headquarters, is rich in Spanish-Native American design that lends a natural warmth and style you just won't find in franchise facilities.

Just across the street is Old Town, with a selection of shops, galleries and studios and, of course, restaurants where you may experience a taste of New Mexico's flavorful and legendary fare.

Friday evening's outing to the Indian Pueblo Cultural Center will feature Native American history, art, culture, food and entertainment that even longtime NNA members will count as superior.

Saturday evening's plans call for a breathtaking lift on the 2.7-mile Sandia Peak Aerial Tram with its stunning view of the Rio Grande Valley.

Those looking for exercise, a walk or bike ride, will enjoy the paths of Rio Grande Valley State Park just a few blocks from the hotel. The river, wetlands and ancient cottonwood trees give a sense of an oasis in New Mexico's high desert with an aquarium, botanic garden and picnic areas in which to learn and relax.

As long as you're traveling to the convention, this would be a great time to add a day or two for sightseeing. Within the city are numerous museums, including the Albuquerque Balloon Museum, the Museum of Art and History, the National Atomic Museum, the Museum of Turquoise and a museum dedicated to rattlesnakes. Remember, this is the Southwest.

Within a couple of hours drive are Santa Fe, established 400 years ago, and its famous Indian Market downtown, along with dozens of world-class galleries and museums; Taos, its art and the Taos Pueblo; the ruins of the Anasazi, the ancient ones, at Bandelier National Monument; Los Alamos, where the first atom bombs were designed and built; and Abiquiu, where Georgia O'Keefe lived from 1949 until her death in 1986.

In Albuquerque, NNA members will experience the enchantment that is New Mexico and the Southwest. Make plans now to attend.





Help your neighbors in Joplin
and see a great show!

Jim Stafford
The
Haygoods
The Hughes
Brothers
The Lennon
Sisters



The Duffons
Shoji Tabuchi
Jim Barber
Liverpool
Legends
...and many
more!

Sunday, June 26 • 7 - 10 p.m.
The Mansion Theatre
\$50 minimum donation per seat

All proceeds go to help rebuild non-profit
St. John's Mercy Hospital and replenish the music
department of Joplin Public Schools.

Also at the Show...

• Silent Auction
• VIP Meet & Greet with the Stars

Can't make it to the show?

• Watch it LIVE on RFD-TV (check local TV listings)
• Donate by phone, by text or online

866.707.4100

WWW.JOPLINBENEFIT.COM

Huge Branson concert for Joplin relief

On Sunday, June 26, at the Mansion Theatre in Branson, more than 40 acts from various Branson shows will take to the stage as part of "Branson Cares: A Joplin Benefit concert and telethon" to help residents of Joplin recover from the May 22 tornado.

Missouri Press Service sent an All Media news release about the concert at no charge, and it posted the public service ad above on its advertising website.

Get the ad at mo-ads.com by entering code JoplinBenefit and clicking the link.

All proceeds from the concert will go toward rebuilding St. John's Mercy Hospital and replacing Joplin schools' band instruments.

Visit www.joplinbenefit.com or call 1-866-707-4100 or 417-239-1333 for more information or to purchase tickets.

Disaster deadline

If people in your readership area suffered disaster damage during storms between April 19 and June 6, remind them that they must register for FEMA disaster assistance by July 8.

The Federal Emergency Management Agency urges anyone who had damage to register by calling 800-621-3362. Call between 7 a.m. and 10 p.m.

Or register online at www.fema.gov, from a cell phone at m.fema.gov.

Inserts stolen for coupons

Idaho paper reports thefts from racks, porches

BOISE, Idaho (AP)—The *Idaho Statesman* in Boise and the *Idaho Press-Tribune* in Nampa report that coupon inserts are being nabbed from their newspapers.

On a Sunday recently, the *Idaho Statesman* reported all of the ads were taken from a newspaper rack without being purchased. The value of the coupon inserts on that day ranged from \$300 to \$1,000, said *Statesman* circulation director Frank Peak.

The newspaper filed a police report after sales manager Don Waters staged a stakeout at a Boise restaurant and watched a woman remove all the advertisements from a nearby newspaper box after she had purchased only a single copy.

Peak blames the trend on the economic downturn and an increased interest in coupon cutting.

At the *Idaho Press Tribune* in nearby Nampa, publisher Matt Davison said signs have been placed on newspaper boxes to remind buyers that taking copies without paying is theft.

The newspaper has heard complaints that ads are being removed from grocery store stands and front porches.

"At this point, we haven't pressed charges against anybody," Davison said. "Our goal is just to educate people that they are stealing. The people who are doing it, I guess they wouldn't consider themselves a criminal. They are just trying to save money."

Cathy Yoder, who co-owns Fabulessly Frugal and blogs about using coupons, said she has heard stories from extreme coupon cutters who drive through neighborhoods taking newspapers from driveways. She's also heard from frustrated coupon users who can't get ads from a newspaper rack.

Inland webinar on 'social media'

An Inland Press webinar titled "How to Help Local Businesses Develop a Social Media Strategy" will be held at 2 p.m. (central) Thursday, June 23.

The economy has forced your advertisers to be more thoughtful about where they spend their advertising and marketing dollars. This Inland webinar will show you how you can effectively compete with the low-cost digital options.

You'll hear about the success of 435 Digital, the new consulting division of

Tribune Co. 435 Digital works in conjunction with Tribune-owned newspapers in markets across the country to help businesses of all sizes develop a social media strategy, improve their web design and understand search engine optimization.

Learn how you can leverage the unparalleled trust of your brand among your business community by helping them succeed in the digital space (with Facebook, Twitter, LinkedIn).

The presenter will be Tracy Samantha Schmidt, lead trainer, 435 Digital, Chicago. She oversees all courses and private seminars offered by 435 Digital. She also blogs about strategies and helpful tips. Schmidt has designed and taught several graduate-level classes on social media at DePaul University.

The cost for this webinar is \$75 for Missouri Press member newspapers. (MPA is a co-sponsor of Inland Press webinars.)

Go to this website to learn about all of Inland's coming webinars: inlandpress.org/training/webinars.

Inland

Works for you



Enter 'legal' material in Mo. Bar competition

The Missouri Bar is accepting nominations for its annual Excellence in Legal Journalism Awards in recognition of stories, series or editorials that meet one or more of the following criteria:

- Contributed significantly to public understanding of the law and legal system and/or the role of lawyers and/or judges within the system.

- Revealed a problem in the organization, structure or administration of the law, resulting in the correction of that problem for the benefit of all Missourians; and/or

- Enhanced the equitable administration of justice in the state.

The nominations should be for items printed before June 1, 2011. The deadline for receipt of nominations is July 15, with the awards presented during The Missouri Bar annual meeting in Columbia.

Send nominations to Gary Toohey, Director of Communications, The Missouri Bar, P.O. Box 119, Jefferson City, MO 65102.



Upcoming Webinars

**Take Your Newspaper Online....
The Easy and Affordable Way
Thursday, July 7**

Charlie Weaver, Iowa State Daily

**Creating Better
Black & White Photos
Friday, July 8**

*Russell Viers,
Atomic News Tools*

**Reporting and Writing:
Just the Facts, Please!
Thursday, July 14**

*Barbara Mack,
Iowa State University*

**Register at
onlinemediacampus.com**

*High quality, low cost web conferences
that help media professionals develop
new job skills without leaving their offices.*

Great news from left field

Print ads most popular with small business

Here is some great news for newspapers that doesn't come from a newspaper organization.

Capital One Small Business has released its Small Business Barometer survey results for the first quarter of 2011. The quarterly survey polls small businesses across the nation, gauging their current financial condition and business projections for the next six months.

Survey results for the first quarter of 2011 suggest that many U.S. small businesses are experiencing continued improvement in financial performance, which appears to be contributing to a measured, but increasingly optimistic view of the overall economy.

Take note of these survey results.

Capital One also asked local businesses about their marketing strategy. Key findings include:

- Newspaper and other print ads are the most popular marketing tools among the small business sample, with 62% investing in this type of marketing.
- 34% of small businesses use online ads to market their businesses.
- 14% of U.S. small businesses say they market through Facebook and/or Twitter and five percent use social couponing like Groupon or Living Social.
- Only 3% of respondents write a company blog and 2% use location-based mobile applications like FourSquare.
- 20% of small businesses market through radio and 19% use TV.

These results suggest that all of the constant gloom and doom we hear about falling advertising revenue at newspapers does not take into account the thousands of small businesses advertising in their local newspapers. (We've suspected that all along. Big media focuses on the tribulations of big media, the big newspapers in the national chains.)

Finally, someone besides the Newspaper Association of America and the National Newspaper Association has pointed out the strong relationship between small businesses and their local newspapers.

Thank you, Capital One Small Business.

Summer newspaper reading for kids

Missouri Press Foundation received a grant from The Lost Ladybug Project to help in its mission to enlist citizen scientists, especially children, to look for three domestic ladybug species thought to be nearly extinct.

Two features, "In Search of Ladybugs," invite readers to participate in the research project by locating, photographing and submitting pictures of ladybugs to Cornell University.

To download the two "In Search of Ladybugs" features, visit www.mo-nie.com and use download code: *lostlady*. For more information on The Lost Ladybug Project, visit www.lostladybug.org.

The Collaborative Summer Library Program (CSLP) provides summer reading material for public libraries. This year's theme is "One World, Many Stories" for younger readers and "You are Here" for teen readers.

The North Carolina Press Foundation's Newspapers In Education (NIE) program created great features around these themes that you can use at no cost.

Each 2x9.5 feature has an activity for kids. There is room to add your logo at the bottom. To download the features, visit: www.ncpress.com/ncpf/ncnie/summer-reading2011/summer2011.html.



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

SPORTS EDITOR/REPORTER: The Marshfield Mail and South County Mail (Rogersville) are seeking a Sports Champion to cover sports and general assignments. Duties include photography and page layout. Quark, News-Edit Pro and Photoshop experience preferred. EOE. Send resume and samples to: Sports, P.O. Box 330, Bolivar, MO 65613%u2028email: careers@MO.NeighborNews.com or fax: 417-326-8701. 6-13

NEWS EDITOR: Immediate opening for news editor at suburban Kansas City daily paper. Position will be in charge of design and layout of news pages each day and help lead five-person news staff to create dynamic, community-focused print and online products. Must have proven design talent, excellent news judgment, consistent copy-editing skills, headline creativity, and the ability to effectively communicate with staff and community. Good benefits and opportunity at progressive community paper with growing multimedia presence. Regional candidates preferred. EOP. Send letter, resume and design clips to General Manager Dale Brendel at dale.brendel@leavenworthtimes.com, or 422 Seneca St., Leavenworth, KS 66048. 6-6

REPORTER: The Advance Monticellonian, a weekly newspaper located in the fast growing community in southeast Arkansas, is looking for an energetic, organized, proven reporter to join its newsroom. The ideal candidate must be a creative, solid writer; attentive to detail; and flexible enough to help with Web and design duties. Experience with photography, video and social networking are a plus. Knowing the people and having connections in Southeast Arkansas is a bonus. There will also be opportunities to write for annual magazines and special sections. If you want to be part of an energetic, growing news enterprise, and live in a beautiful part of Arkansas, send your resume and writing clips to Publisher Tom White at publisher@monticellonews.net, and to consultant Tay Smith, at taymsmith@gmail.com. 5-24

Only newspaper ads cause a stink

By **BILL ROGERS** / Executive Director, South Carolina Press Association

The “pooh” hit the fan because of a QuarterPage Network ad the South Carolina Press Association sent out in early April for the South Carolina State Museum.

The bright side of this problem is that it showed clearly the power and impact of newspaper advertising.

The ad was for an exhibit called “Animal Grossology” and offered cartoon images that kids could color. In one corner of the ad, a tail-wagging pooch is sniffing dog droppings. A bird flying overhead is also bombarding the dog with bird droppings.

The 101 newspapers in the network ran the ad, with only a few questions to us about the content. A good number of readers were not happy.

The State Museum got calls about the ad, prompting them to send out a substitute ad without the dog pooh. Unfortunately, most papers had already run the ad.

The positive side of this problem is that of all the media used to promote this exhibit, only newspapers brought responses to the nature of the ads.

The agency buyer said this same ad has been running “everywhere ... on the web-site and on billboards ... with no complaints like this.”

We were quick to point out to the agency that they had not previously placed this ad in the hands of engaged and loyal newspaper readers who are paying attention to the ads that run in their newspapers. We think he got the message.

This just might be a real “teaching moment” that we should bring to the attention of our current advertisers and prospects.

The agency was impressed that newspaper readers were the only ones who had a real connection that brought about such a widespread and genuine response.

... Newspapers remain a medium that our readers hold to a high standard.

Quit Fighting Technology!

Institute

of Newspaper Technology

September 29 - October 1, 2011

Since 1997, newspaper designers, publishers, editors and technical staff have gathered at the **Institute of Newspaper Technology**. The Institute is internationally-recognized as the leading program of its type in the world.

Held each fall on the campus of The University of Tennessee (Knoxville), the Institute offers basic and advanced classes in InDesign, Photoshop, Flash, Dreamweaver, iPad use, Illustrator, Bridge, Color, Online Journalism, Photography and much more.

Classes are hands-on and held in state of the art labs in the UT College of Communication. The past five sessions have filled to capacity, so take advantage of this opportunity before it's too late.

Register Online:

newspaperinstitute.com

\$100 discount for those who register before July 1.

2011 MIZZOU Football Tickets / Newspaper Ad Trade-Out Proposal for MPA Members

TO: MPA Publishers

From: Doug Crews

Deadline July 18, 2011

For the 21th consecutive year, the University of Missouri Athletic Department is working through Missouri Press to arrange a “football-tickets-for-advertising trade-out.” We look forward to hosting this event.

This year’s game will be November 19, when the Missouri Tigers take on the Texas Tech Red Raiders in Memorial Stadium. (Game time is T.B.A.)

The program, which is strictly voluntary, involves the publishing of Mizzou athletic display advertising in your newspaper(s) in return for a similar value of tickets (minimum of 6 tickets and a maximum of 20 tickets per publication) to the Texas Tech game.

MPA TAILGATE PARTY

An extra-added attraction for publishers, staff and their guests attending the Tigers vs. Red Raiders game will be the opportunity to get together at a rousing Mizzou Tailgate Party. MPA will sponsor a “Tailgate Tent” inside the Hearnese Fieldhouse, two hours before kickoff. The party costs only \$8 per person. Fill out the coupon below if you plan to participate. We must have your reservation for the caterer.

Ticket Details: The Mizzou Athletic Department, through Missouri Press, provides each participating newspaper a minimum of 6, maximum of 20 reserved seats tickets to the Mizzou-Texas Tech Red Raiders game at a maximum total value of \$47 per ticket (total maximum value of \$940). These tickets will be outside the 20 yard line in the best available special Missouri Press section. In return, participating newspapers provide Mizzou athletics up to a total of \$940 in advertising. You may order between 6 and 20 tickets for the Texas Tech game. The number of tickets you request, multiplied by \$47, will determine your level of commitment. Ad placement will come through Missouri Press. It is expected the ad schedule will run at different intervals between August and December.

If you want to participate, please return the completed coupon by mail or fax or email to the Missouri Press office by Monday, July 18, 2011. MPA will send you the tickets, insertion order and ads as soon as they are available. If you have any questions, just contact Missouri Press. Phone 573-449-4167, email mopressads@socket.net, and fax 573-874-5894.

If you want to participate please fill out and return to: Missouri Press, 802 Locust St., Columbia MO) 65201 **no later than July 18, 2011**

Newspaper Name: _____

City _____

Number of tickets you request sent your newspaper for the Mizzou-Texas Tech game, November 19th _____ (6 min to 20 max).

Please consider donating additional tickets to MPA staff and advertisers.

Missouri Press may have _____ tickets. (No more than 20 total for your trade).

Provide an accurate count on how many tailgate party attendees _____ (\$8 each)

Signature _____



Benefits of uploading PDFs to Newz Group

MPA trying to get 100% of newspapers into digital database

Missouri Press continues to add member newspapers to those uploading PDFs of their newspapers to the Newz Group database. The purpose of digital uploading is to improve the services Missouri Press Association offers to its members.

Acting in concert with Newz Group, the company that purchased the Missouri Press Clipping Service about 14 years ago, the Association hopes to achieve a number of things:

- More efficient posting of legal notices on the statewide website (mopublicnotices.com).
- Faster remittance of statewide advertising payments to newspapers through electronic tearsheeting.
- Creation of a royalty stream to all participating publishers.
- Reduce cost of sending hard copy publications to Missouri Press.
- Demonstrate the value of public notices printed in newspapers and aggregated on a single public notice website maintained by a non-governmental agency. (This would be a powerful weapon in the battle to keep legislators from removing public notices from newspapers.)

Newz Group has been allied with the Missouri Press Association since 1997, when it purchased the Missouri Press Clipping Bureau. Since that time, Newz Group has paid royalties under license for the privilege of reproducing content, bought newspapers through MPA, and been an associate member and sponsor of MPA events.

Newz Group, a family-owned company based in Columbia, has similar operations in 13 other states. It sells copies of clippings from Missouri newspapers to its clients.

With this new system of receiving newspapers by PDF when they are published, Newz Group can provide its clients with clippings much faster and at less cost than waiting for the newspapers to be mailed and scanned.

Publishers who have hesitated to join the program — some of whom already send their legal no-

tices to Newz Group — hesitate to give up control of their newspaper content.

Newz Group answers this apprehension by pointing out that it already receives all of the content, but it arrives in hard copy format rather than digitally.

Also, Newz Group has been working with Missouri newspapers for 14 years without complaint. A newspaper can withdraw from this program if Newz Group ever did anything that violated the agreement.

Another hurdle to participation is the fear of another chore for an already time-starved staff. This need not be an issue at all.

There are two ways to transmit content to Newz Group. The preferred way is through an FTP (file transfer protocol) site. The advantage of FTP transmission is that once the set-up is completed, you don't have to do anything, the process can be automated.

Many publishers already use FTP to send their PDFs to their printer.

Newz Group can simply be inserted as an additional recipient. When you send your pages to the printer, they also go to Newz Group. **For more information on using FTP to send content, and to receive uploading credentials, email Newz Group's IT Director, Dan Schupp, at dschupp@newzgroup.com.**

An alternative but less efficient method of sending digital editions is to use the web-based portal at: http://www.newzgroup.com/upload2/upload/upload_login.php.

This method also is simple, but it does require you to take the time to send your paper to Newz Group after every edition.

(In one instance, a publisher first uploaded content to Newz Group, but in the process of sending pages to the printer the files became corrupted. With just a phone call, Newz Group sent clean files back to the publisher, who forwarded

You can see what the Missouri Press Legal Notice website looks like at mopublicnotices.com.

Newz Group (continued from previous page)

them to the printer, and the paper met its publication deadline. This was an unanticipated benefit of the system, but a real time and money saver for that publisher.)

When it receives the newspapers' digital files, Newz Group uses the content only in the manner specifically granted by the newspapers or their state association. Content may be archived for the use of publishers, and it may also be used by press associations to produce services such as legal notice websites and e-tearsheets for advertising they place in newspapers.

With the newspapers' permission, content could be used to construct a statewide digital newspaper archive that could then be used by other newspapers or for historical and commercial purposes. Your newspaper could be part of a permanent, searchable, digital archive of Missouri newspapers. Content from that archive could be sold, with royalties going to the newspaper of origin.

Newz Group sells content to the public only if specifically allowed by a written license. It pays royalties to the newspaper on each resold piece of content.

The reselling of content does not compete with local markets. Only previously published content is resold by Newz Group, and newspaper information is not posted on any website unless there are specific instructions to do so (as is the case with legal notices).

The traditional press clipping industry is where Newz Group got its start, and content will be used in the same way it always has. The only substantive difference is in the delivery mechanism — moving from hard copies to electronic content to create a more timely and more valuable service.

Newz Group's press clipping service sells articles aggregated by topic to groups and organizations that want to gather information or see what is being written about them in newspapers. For example, the Highway Patrol seeking stories about traffic accidents, or the National Weather Service gathering newspaper reports about severe weather. Most Newz Group clients are governmental entities or politicians, industry trade associations, educational institutions and public relations firms.

Newspapers uploaded to Newz Group are stored securely on Newz Group servers in Columbia. Those servers are fully backed up. Newspaper publishers have a standing invitation to visit the Newz Group facility.

Newz Group has a secure server infrastructure that protects content from viral attacks, hackers, and third party theft. Protection of your content is a primary concern throughout the industry, and security of content is a top priority for Newz Group.

Missouri and almost every state routinely and persistently introduce legislation to create government-operated public notice websites. If passed, state and local governments may no longer run legal notices in your newspaper.

To counteract this threat, many press associations, including Missouri Press, use Newz Group to maintain statewide legal notice websites. Any legislation to replace public notices in newspapers with government-controlled websites can potentially be neutralized by pointing out that such websites already exist, and there is no need to "reinvent the wheel."

To be most effective in shielding newspapers from legislative interference, the statewide legal notice website should have 100% of all legal notices, and be presented in an indisputable, authentic manner by displaying each page as it actually appeared when published. Newz Group is the only company that provides this complete service, and is known within the industry as the "100% solution."

If you have questions, contact Missouri Press Association to express any ideas, comments or concerns about the uploading of digital content. You are welcome to call Newz Group at 800-474-1111 and ask for Ian, Brad or Craig to discuss the program.

Details about this program can be found at mopress.com/uploadfaq and mopress.com/upload_to_mpa.