Missouri Press Association Bulletin

No. 1274 — 16 November, 2011

PUBLIC NOTICES

Ads promoting the printing of Public Notices in newspapers and a Guide to Public Notices are on the MPA website.

The material can be downloaded at: http://www.mopress.com/publicnotice.php.

Missouri Press encourages you to run the ads often to help in the on-going struggle against moving Public Notices to government websites.

El Dorado Springs on ad workshop schedule

Another date has been added to the schedule of Political Advertising Workshops being presented by Greg Baker, Missouri Press ad director.

A workshop will be held 10:30 a.m.-12:30 p.m. Friday, Dec. 9, at the Wayside Inn Museum, 119 W. Spring St., El Dorado Springs.

Here is the workshop schedule:
• Dec. 2—Plattsburg, 10 a.m.-noon, US Bank, 104 S. Main St.
• Dec. 9—El Dorado Springs, 10:30 a.m.-12:30 p.m., Wayside Inn Museum.
• Jan. 11—*Lincoln County Journal*, Troy, 10 a.m.-noon.

Contact Baker at (573) 874-5894 or gbaker@socket.net if you plan to attend one of these meetings. Provide names of those attending and which workshop they will attend.

If your newspaper would like to be a sponsor of a workshop in your community, contact Baker. The only expense is for a meeting room (free rooms work great) and any refreshments you'd like to provide.

Advertisers like big numbers

Missouri Press has a new opportunity for you. Sign up now for the new and improved statewide online ad network. The more participating members — like you — the stronger the pitch to advertisers! They like big numbers!

Among the features of the new network is an option for you to sell ads on other newspaper websites.

Go to http://ads.mopress.com/ to register and retrieve the codes to receive online ads sold by and served up by Missouri Press and fellow members. Under the headline "Getting Started," click "Become a Publisher," then follow the steps.

Important notes

Ad sizes are the most requested by advertisers. Sign up for each ad size and place the codes in your website. The more ad sizes you run, the more revenue possible.

You can sign up to have an online portal through Missouri Press to sell ads on your website, from your website! We hope everyone will sign up for this option. The more places there are to buy ads on Missouri newspapers' websites, the more ads we will sell!

Missouri Press truly appreciates your participation in the Missouri Press Online Ad Network and its other statewide programs. Your participation helps fund Association activities and projects, including newspaper workshops, lobbying efforts, legal hotline and postal advice. Without members participating in the networks, the Association would not be able to fund these services.

Do your part as a member of the Association. Contact Greg Baker at 573-449-4167 or gbaker@socket.net with any questions or concerns. You can sign up for any of the statewide ad programs online at http://ads.mopress.com.

Registration forms for coming MPA activities can be found at mopress.com/current_forms.php.

Applications for MPA membership

This is notice of the application for **Friend of Missouri Press Membership** in Missouri Press Association from *The Perryville Buzz* (Martin Media Group), published online at perryvillebuzz.com by Kate and Joe Martin, 700 S. Shelby St., Perryville, MO 63775, phone (573) 768-4720, email pvillebuzz@mail.com.

This is notice of the application for **Active Membership** in Missouri Press Association from *The Lake Today*, published by Samantha Edmonds, P.O. Box 1378, 2221 Bagnell Dam Blvd., Ste. 112, Lake Ozark, MO; 573.365.2827; editor@thelaketoday.com.

Membership is subject to approval by the MPA Board of Directors. The Board of Directors considers applications for membership at its next meeting after an application has been printed in three issues of the Bulletin or eBulletin. The next Board meeting will be held early in 2012 (date has not been set).

Any MPA member with comments about applications should direct them to the MPA office in Columbia, dcrews@socket.net.

Association needs you to help shape activities, services

MPA President-elect Phil Conger will make committee appointments soon. Committees are formed from among MPA membership to review issues that affect the newspaper industry and to help chart the course of association activities and services.

A form is enclosed for you and other members of your newspaper staff to sign up for one or more committees.

Each committee will meet at least once during the year, if possible. Committee members are expected to attend committee meetings and related functions so they may express opinions, make suggestions and share in making the program or the project a valuable contribution to Missouri's newspapers.

You are the industry; your contributions are needed. Committee recommendations are submitted to the MPA Board of Directors, which takes final action on them.

United effort needed to win

Help save public notices for all newspapers

Your dog is in this fight.

City, county and state governments want to take public notices out of your newspaper and put them on their own websites. Together, newspapers can head them off.

Getting all of the notices published in Missouri newspapers onto the Missouri Press Public Notice website will help do that. You need to help.

Please, if you are not doing so, start sending digital copies of your newspaper to the website administrator. 100% participation will provide your Association with a great weapon in the fight to keep public notices in your newspaper.

Contact MPA Executive Director Doug Crews if you have questions or concerns about this program.

The threat to remove public notices from newspapers and place them on government websites is real and relentless. Missouri Press fights hard to prevent this from happening. Support from every MPA member newspaper will help in this contest.

By sending your digital pages to the website, which is administered by Newz Group, you can help fend off threats to public notices at all levels of government.

You can transmit content to Newz Group in one of two ways. The preferred method is through an FTP (file transfer protocol) site. Once the initial set-up is completed, the process can be automatic, and you don't have to do anything else.

Many publishers already use FTP to send their papers to their printing plant. Missouri Press can simply be inserted as an additional recipient of their pages.

Credentials to use the system are:
Hostname: newzgroup.com
Username: MOFTP
Password: m!550ur!
Path: «Path»
FTP URL: «FTP_url»

If you do not produce a digital edition, call for assistance. This effort needs 100% participation.

If you would like more information on using FTP to send content, contact Dan Schupp at Newz Group, 573-474-1000 or dschupp@newzgroup.com.

If your level of technology does not allow you to do this, call for assistance. We'll get you there.

The other way to send your pages to Newz Group is simply to upload your PDFs to http://www.newzgroup.com/upload2/upload/upload_login.php. The username is "Username" and the password is "Password."

Uploading instructions can be seen after logging into the site.

This procedure must be followed for every issue of your paper.

Be assured your newspaper's content will not be compromised. All rights, title and interest in the content remain your property.

Missouri Press and its long-time associate, Newz Group (operator of the Missouri Press Clipping Bureau), will use the content immediately for the purpose of maintaining the public notice website on behalf of Missouri Press Association members.

MPA and Newzgroup will:

1. Maintain the public notice website.
2. Construct and maintain a database and file index of all the content.
3. Copy and sell "clippings," or portions of the content, subject to payment of a royalty for each clipping sold.
4. Construct and maintain a historical archive of the content.
5. Eventually provide electronic tearsheets to advertising clients.

Public data website closed

U.S. senator demands access to doctor database be restored

(Editor's note: This item is from a story that ran in the Nov. 4 issue of *The Kansas City Star*. It's compelling on its face, but also suggests a strong argument for printing public notices in a newspaper rather than solely on a government or any other website. The government apparently believes it can shut down a website containing public information whenever it wants to.)

The Kansas City Star

A ranking U.S. senator on (Nov. 3) demanded that the government reopen a public website with data on malpractice and disciplinary cases involving thousands of the nation's doctors.

Sen. Charles Grassley, an Iowa Republican, said the government's decision to shut down the website — made after *The Kansas City Star* used it in part to investigate local doctors with long histories of alleged malpractice — was designed to protect a doctor named in the story and not the public.

The shutdown "flies in the face of (the) mandate to enhance the quality of health care," Grassley said in a letter to Health and Human Services Secretary Kathleen Sebelius.

An HHS spokesman declined to comment.

The public database — maintained as part of the National Practitioner Data Bank — remains unavailable for general use, as it has been since the department shut off access on Sept. 1.

Medical boards, hospitals and other health care institutions use detailed, confidential information from the data bank to decide whether to grant licenses and staff privileges and for other purposes,

The data bank separately maintains a public database primarily used by researchers. The public database, which is designed to maintain the anonymity of doctors, does not include their names: instead, they're identified by randomly assigned numbers.

This summer, *Star* reporter Alan Bavley prepared a story based on information from the public database. He found that 21 doctors had spotless Kansas and Missouri licenses despite lengthy histories of malpractice payments. He also was able to identify one of the doctors ... by comparing public database information with publicly available court records.

... Grassley said he is determined to force the government to make the database available to the public once again.

"Department officials are misguided if they think they can make this issue go away," Grassley said in a statement.

"Because the People Must Know."

Public Notice advertising plays a unique role both in American history and in the process by which this country's democracy is preserved. Its one premise is that people must be informed if they are to govern themselves competently. Public Notice advertising first came into being with the Congress of 1792. That body, recognizing its responsibility to the people, required the Postmaster General to advertise for bids for the construction of new post offices. From that inauspicious beginning to the publication requirements in federal, state and local laws today, government officials have come more and more to understand their obligations to inform the public through Public Notice advertising. Newspapers over the years have been the vehicle by which these obligations have been fulfilled. They will continue to be as long as the public demands that it be informed frequently and by the best means possible.

How can you find things on the MPA website, mopress.com? Click the "Site Map" link at the bottom of the page.

Continue using ads to promote your paper

Missouri Press Association encourages you to continue using the "Know It. All." ads to promote newspaper readership.

The ads are posted on the MPA website along with other material. You can download them free of charge at http://mopress.com/know_it_all.php.

"Read A Newspaper. Know It. All." focuses on the value local newspapers bring to their readers and presents a compelling case for readership in a straightforward and sometimes humorous manner. The ads can be run in any paper with only minor modification. Layouts, artwork and copy are presented in template form so you can localize each ad.

Many of the ads focus on the news and information aspects of newspapers while others focus more on the advertising and value aspects of local newspapers.

All of the ads are presented in two sizes in both color and black and white.

In addition to the ads, the Know-It-All campaign offers T-shirts, book bags, buttons and posters that you can order on mopress.com or from the Missouri Press office.

If you need more information, contact MPA at (573) 449-4167.

Get the "Know It. All." ads at http://mopress .com/know_it_all.php.

Get your great work out there!

Content sharing can improve your paper, expand your exposure

MPA encourages you to begin submitting content to MPAShare.

Use MPAShare to share your good stuff and to get good stuff. It's FREE! You can reach MPAShare at http://www.mdn.org/mpashare.

Newspapers all over Missouri produce great content every day and every week. This breaking news and feature material should be seen by more people than just those in the originating newspapers' communities.

With MPAShare you can share your great content with other Missouri newspapers and get great content from those papers.

It's simple. Just go to MPAShare, sign in and click "Get Items" or "Submit Items."

Phill Brooks, director of Missouri Digital News and the State Government Reporting Program of the School of Journalism, created MPAShare as a way for MPA members to share stories, columns, editorials and notes. Try it and let Brooks know what you think.

Call up the "help" window of MPAShare and read the questions/comment box from Brooks. It's got several questions on the service on which he would appreciate your thoughts.

You can reach Brooks at mdnmail@mdn.org.
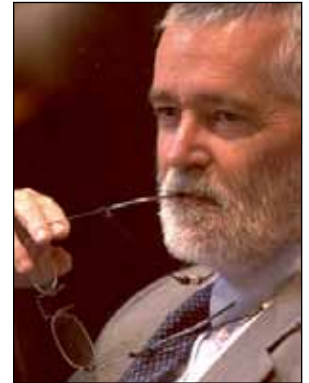
Phill Brooks

Simplify life with modular ads

(From Ken Blum's Black Ink) Should Newspapers Switch to Modular Ads? This memo from Jerry Bellune, owner, the *Lexington Chronicle* in South Carolina, to his advertising staff:

"Would you expect to buy a 23-second radio or TV commercial? No. They are only available as 30- and 60-second spots.

"Would you expect to buy 60 different sizes of magazine ads? No. They come only in modules.

"Would you expect to pay less for the large economy size toothpaste or breakfast cereal? Yes. Because that's what marketers have conditioned us to.

"Contrary to all this, broadsheet newspapers offer more than 100 different sizes and shapes of display ads and even more choices in classified.

"Why do we do this? Because we've always done it.

"Is it best for advertisers and newspapers? No. At least not according to this report.

"Kubas Primedia argues that modular ad sizes are better for both advertisers and newspapers.

"We might add that they are also better for in-house or outsourced ad agencies because they standardize ad sizes and offer advertisers added value in terms of lower rates for larger page dominance.

"In other words, a half page ad could cost 10% more than half the cost of a full page. It makes the 'large economy size' ad more attractive to buy.

"There are many other benefits for us and our advertisers in this report. It will take you 12.5 minutes to read it and a week to marshal your arguments as to why we should not do it.

"For the report, go to http://kubas.com/inform/KubasPrimedia-Earn-More-With-Modular.pdf.

Remind advertisers, readers where they get shopping information

When you think about Thanksgiving, you are not just thinking about turkeys.

You think Thanksgiving, you think shopping. You think shopping, you think newspaper ads.

Remind your advertisers and your readers that newspapers are the place where people turn for coupons, inserts and planning their shopping trips. Go to http://tinyurl.com/7jobtmg to download this ad.

NIE Workshop Dec. 2 at MPA in Columbia

Missouri Press will offer a free Newspaper In Education workshop on Friday, Dec. 2, in Columbia. This training is for newspapers that do not currently provide resources or newspapers to local schools but would like to learn tools to approach educators and administrators about starting a partnership effort in the classroom.

The workshop will be held from 10:30 a.m. to 2:30 p.m. at the MPA office, 802 Locust, in downtown Columbia. Lunch will be provided. To register to attend this workshop, contact Dawn Kitchell at dawn.kitchell@gmail.com or (636) 932-4301.

Ask senators to support bill
Postal reform legislation must pass soon

A bipartisan group of Senators broke a stalemate on postal reform legislation to develop a package of financial relief, workforce revisions and service protections for mailers in November. Led by Sen. Joseph Lieberman, I-CT, and postal expert Sen. Susan Collins, R-ME, and Sens. Thomas Carper, D-DE, and Scott Brown, R-MA, the **21st Century Postal Service Act of 2011** makes significant progress toward setting the Postal Service on course to avoid financial collapse in 2012.

ACTION NEEDED: This Legislation must be passed by the Senate very soon. The session is expected to adjourn in less than 30 days.

The National Newspaper Association has asked its members and other newspaper people to **CALL their U.S. senators**—please do not email—and ask if they will support the bill on the Senate floor.

This bill is the only legislation in the Senate that assures 6-day mail delivery for two years, and may protect it in the years to come. **It also directs USPS to create an unprecedented option for newspapers to use the mailbox on Saturdays for delivery if the Postal Service abandons residential service.**

Details of the bill: It preserves universal service with 6-day mail delivery for two years. After two years, USPS could again seek to eliminate a delivery day (probably Saturday) after completing a series of steps, including addressing the negative impact of delivery loss on groups like community newspapers. **It must provide, where appropriate, access to the mailbox for newspapers affected by the loss of a delivery day.** Change may not occur unless the Postal Regulatory Commission determines it is necessary in order for USPS to be profitable by 2015.

Before closing or consolidating mail processing plants, USPS must provide more notice to the public, receive public input, hold a community meeting, consider options to reduce the operation instead of closing, and advise the public of the results. Congress must be notified. A plant may not close until 15 days after a published decision.

It requires new standards for providing retail postal facilities.

For newspapers, it lessens the threat of steep postage increases and requires the PRC to examine whether excess capacity in processing, transportation or delivery plays a role in the "under-water" status of the Periodicals class.

It provides USPS significant cash relief by returning approximately $7 billion in retirement trust fund overpayments.

By 2015, USPS may convert door delivery points to curbside delivery, serviceable by motor carriers. The conversion is estimated to save billions of dollars.

If USPS engages in non-postal services—as it considers creating a digital postal address—the PRC must examine whether the new service creates unfair competition.

It provides long-range financial relief by directing USPS to negotiate with labor unions on developing new health and retirement benefits plans that would be run independently of the federal government at less cost by changing the nature of the benefits and using USPS's independent purchasing power.

It requires any arbitrator of labor agreements to consider the Postal Service's financial situation in settling contracts.

Of great importance to newspapers, USPS must consider alternative operations for mail entry in reasonable proximity to a closed plant.

It lowers death benefits and benefits provided under workers compensation, and pushes employees reaching retirement age out of workers comp. It also requires postal employees to apply for Medicare and Medi-Gap coverage, rather than relying solely on USPS health benefits.

You're on the city council, how do you feel about accountability to citizens?

If accountability is important to you as an elected official, keep in mind that public notices in this newspaper provide accountability for you.

State law requires city councils to place notices of many activities in a legal newspaper. This is a legal newspaper.

A printed notice in this newspaper can't be hacked into like a website. It's permanent. The date in the corner proves it was printed when required. How much is that perfect accountability worth in times when trust in government at all levels is so low?

Would a similar notice posted somewhere on the internet provide the same measure of accountability?

The answer to that is apparent.
No, it would not.

PUBLIC NOTICES

"Because the People Must Know."

USPS plans to raise rates Jan. 22

NATIONAL NEWSPAPER ASSOCIATION

The USPS recently announced plans to increase Periodicals postage by 2.133 percent and Standard mail postage by 2.124 percent. The new prices will be in effect January 22, 2012. The new rates match the Consumer Price Index.

According to Max Heath, in the most recent issue of *Publishers' Auxiliary*, Periodicals in-county rates will increase about two percent (6-124 copies per route), about 2.5 percent or less for High-Density price (125 pieces and up in walk-sequence order) and 2.5 percent to 3.8 percent for Saturation prices, all with delivery-office entry.

Increases for Standard Mail Carrier Route prices used by shoppers and free newspapers will be less than inflation, with DDU Saturation up 2.1 percent, DDU High-Density up 2.4 percent and DDU Basic up 2.8 percent.

However, the Obama administration, in a proposal to the Congressional Joint Select Committee on Deficit Reduction, proposed a one-time rate adjustment as high as 15 percent.

In related news, the USPS and the Postal Rate Commission (PRC) released a joint study on Periodicals mail. The report was mandated by Congress in 2006 to examine why Periodicals fail to produce enough postage revenue to cover costs of sorting, transporting and delivering ("under water").

The report suggests radical steps to create cost coverage, including changing the basis of service so that time-sensitive publications pay more. The report also proposes ending in-county mail as a separate category in favor of discounts for local entry.

In addition, USPS has asked Congress to let it apply its cost-of-living cap as a ceiling over all mail, rather than applying it to each class of mail, as it does now. This would give USPS the authority to pass along substantial increases to some small mailing classes, while keeping prices lower for others.

Neither USPS nor PRC have announced any specific plans to move the recommendations into action.

Heath said his investigation of the language indicates it was thrown in as a hypothetical without endorsement, or clear authorship. "Although unfortunate, there is no pending proposal, and whoever dreamed up the idea that this could be done is detached from reality. NNA will, of course, oppose any such idea vigorously."

The Postal Service submitted new guidelines for closing offices in a filing with the Postal Regulatory Commission in July. Targeted for closing are:

• "Low workload post offices" of less than two hours per day with annual revenue under $27,500.

• "Stations and branches with insufficient demand and available alternate access." This consists of more than 380 facilities with revenue of less than $600,000.

• 180 "Retail annexes" selling postage but with no delivery, and less than $1 million in revenue but located within one-half mile of at least five alternate access sites (not post offices).

• 260 post offices pending discontinuance review but without community meetings yet held under the old process driven by districts rather than USPS headquarters. This category includes offices to be closed because of a postmaster vacancy or office suspension, perhaps because of building structure or lease problems.

The closing process is to include sending questionnaires to delivery customers and making them available to walk-in retail customers.

If, after review, USPS decides to close an office, the public is to receive formal notice of the intention to close. The proposal is to be posted in the office considered for closure and a notice soliciting comments is to be posted at the same time.

Customers have 30 days from the date of posting to appeal the final decision to the PRC. If no appeal is filed, an additional 30-day waiting period will occur before the posting of the final decision.

Provide 'hyperlocal' reach to politicians

(StreetFight)—Hyperlocal can be "a true tipping point in an election," said a manager of online political campaigns at the Street Fight Summit in New York on Oct. 26.

With campaigns increasing their targeting efforts, hyperlocal may provide the ultimate context for political messages, especially in swing municipalities and highly contested territory.

"It's really, really important, because 31 congressional races [in 2010] were won by four points or less. While campaigns can continue to ignore online, they do so at their own peril. There is growing evidence that online can move votes," said Rich Masterson, chairman of CampaignGrid, an online advertising platform for campaigns, pointing to a recent study his firm conducted with Google that demonstrated online hyperlocal could move polls significantly. (http://tinyurl.com/7kctwuu)

Photo features online

Photo features produced by the participants at the 63rd annual Missouri Photo Workshop held in late September in Clinton have been posted at http://vimeo.com/mophotoworkshop.

Use more than one browser

Find out which has the most useful features for you

By DOUG FISHER / *Common Sense Journalism*

How many browsers do you have on your desktop? How many do you use?

I regularly use three – Firefox, SeaMonkey and Safari – as well as Chrome and Opera as needed on a PC or Mac. I use Internet Explorer only when an online form or web page won't function correctly otherwise.

The engine doesn't matter so much as long as it's fast and maintenance free. You need to try them out and discover features most useful for you. Unless noted, these are cross-platform, but they may not perform the same on Windows and Mac.

Internet Explorer: Many IT departments default to Internet Explorer as the digital equivalent of comfort food. IE has taken its knocks, especially because of viruses and its integration into the Windows operating system. Unfortunately, some websites, especially those using certain forms, need IE.

If you have a PC, IE came with it. If you have a Mac and come across one of those sites that won't display correctly without IE, you're out of luck unless your machine can also boot into Windows.

Firefox: Free from Mozilla, Firefox has almost 40 percent of the world's browser usage, according to W3schools.com. That compares with almost 30.1 percent for Google's Chrome, 23 percent for Internet Explorer, 4 percent for Safari.

Firefox's hundreds of extensions and add-ons bring additional functionality, from file management, to capturing screen shots, to allowing you to copy from a website as plain text, a big help if you are blogging.

Lately, however, Firefox has been pushing out major upgrades more frequently, breaking some of those add-ons, causing some websites to block the browser and leading to some discord in the Firefox development community.

SeaMonkey: Also from Mozilla, this souped-up descendant of the old Netscape is my primary browser because it has integrated email and an easy web page authoring tool.

Sadly, SeaMonkey recently eliminated a useful tool for journalists — the ability to set continuing checks and alerts on whether anything new had appeared on a website.

If you want a Mozilla browser engineered for the Mac, try Camino.

Safari: Apple's built-in browser has a unique "activity" window that lists every file downloaded to display a page. I've used it many times in reporting to keep a record of what was on a website by grabbing things like video or Flash files that are not otherwise easy to download.

Mozilla browsers won't always print some things correctly on my Mac, especially some blogs and similar sites, but Safari never fails to handle them. As with other major browsers, it has a growing stable of add-ons to extend utility. And there's a Windows version.

Chrome: Google's entry is fast and created to be more secure. However, its different architecture means some sites still don't want to play nicely with it. But it's built to give you easy access to all of Google's tools, which is enough to recommend that you have it. It also has a growing list of useful plug-ins.

Opera: You should try Opera at least once. It has a core of die-hard fans because it's very fast, relatively small and considered highly secure. It has pioneered many of the features now seen in other browsers.

Once you see its "speed dial" window, which can lay out all your favorite sites in tiles when you open a new tab so they are a click away, you might use it more.

—Doug Fisher, a former AP news editor, teaches journalism at the University of South Carolina and can be reached at dfisher@sc.edu or 803-777-3315. Past issues of Common Sense Journalism can be found at http://www.jour.sc.edu/news/csj/index.html.

HELP WANTED

ADVERTISING DIRECTOR: The Sedalia Democrat is seeking an advertising director with a successful track record of driving revenue in a diverse, multi-platform environment. The Advertising Director must foster an attitude of exceptional customer service and provide motivation, leadership, fresh ideas to the selling process. To see how we're transforming our business click on the URL below and view http://freedom.com/freedomvideo/. A college degree in advertising or marketing is preferred but not required. Sales experience and previous media management experience required. The director will coach, train and manage a sales team of 10 associates. With a circulation of over 11,000, the Sedalia Democrat is known for superb reproduction and full-color section fronts that complement our excellent design. Our portfolio includes the daily paper, four weekly publications and our website, which is a high-growth revenue stream. The city is home to the Missouri State Fair, the Scott Joplin Ragtime Festival and is known as a regional shopping and medical destination. We are within an easy drive to Kansas City and recreational areas around Lake of the Ozarks. We offer an excellent compensation and benefit package. To apply with your resume and cover letter, send to: tgray@freedom.com. 10-28

MARKETING REP: The National Newspaper Association is looking for someone who believes in newspapers to join the NNA Marketing Council as a representative for Missouri. 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, 573-777-4982. 10-26

JOB WANTED

PROVEN RESULTS are what you get from this Editor/Publisher with more than a quarter-century in news management. Whether it's a small property that requires daily hands-on guidance or a larger newspaper with multiple management layers, your first and best choice is R. Michael Johnson. Visit www.RMJohnsonNet.com for all the details. 10-24

Secrets of great ad departments

By JOHN FOUST / Raleigh, NC

In addition to the basics of operating an advertising department (staffing, administration, account assignments, sales goals, technology procedures, etc.), there are other things that successful publications do to boost effectiveness. Let's take a look at five:

1. They encourage in-house leads. At a lot of papers, there is a fence between the news and ad staffs. In today's media environment, where there is increased competition for stories and advertising, both departments should act like they are on the same team. After all, they're both out in the community, talking with sources and drumming up ideas.

Successful papers encourage departments to share leads with each other. When a news reporter learns about a breaking business development, he or she should share that information with the ad department. And when a sales person hears something newsworthy, that information should be given to the news department.

2. Management is involved. Some years ago, I talked to a publisher who thought his ad staff should be performing better. During our brief conversation, he claimed that he was "too busy" to keep up with what they were doing. In other words, he wanted to fix what he perceived as a problem, but didn't want to spend any time on it. In his mind, the problem was theirs, not his.

It's no surprise that the most productive ad departments are backed by publishers and managers who are intensely interested and supportive. They don't meddle. But they know what's going on.

3. Management doesn't compete with sales teams. "I used to work for a sales manager who wanted to outperform everyone in the department," an account executive once told me. "When she set up sales contests, she participated too, because she handled some key accounts. There were weekly meetings to rank the staff, and if she wasn't in first place, she stayed in a foul mood for a couple of days. Of course, there's nothing wrong with friendly competition, but she took it too far. It was a real morale killer."

4. They see training as a process, not an event. An old friend of mine has a favorite saying: "The biggest room in the house is room for improvement." He says that, no matter how good you are, you can always get better.

Basketball Hall-of-Famer Ed Macauley said, "When you are not practicing, remember, someone somewhere is practicing, and when you meet him, he will win."

In my training business, I've seen a number of successful publications that provide their ad departments with ongoing educational programs. They're not sitting on the sidelines. They're constantly working to improve – through the use of on-site programs, videos, books, and conferences.

5. They work at networking. When top sales people attend networking events, their motto is, "Fly, don't flock." Instead of congregating in the corner with co-workers, they take advantage of opportunities to meet new people and strengthen existing business relationships.

Many a sale has started with a conversation at a networking event. High-performance ad departments take those meetings seriously.

John Foust has trained thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: jfoust@mindspring.com.

Double Vision

See your computer screen on your phone

Kevin Slimp

Institute of
Newspaper Technology
kevin@kevinslimp.com

Each September and October, I spend several weeks preparing for and directing the Institute of Newspaper Technology. For the past 14 years, newspaper designers, I.T. professionals, photographers and publishers have converged on the campus of the University of Tennessee for this event.

The Institute offers a good time for me to "stretch" a little, as I prepare for the barrage of questions that will come my way from some of the smartest "geeks" in the business. It's also a good time to become acquainted with new tools that are available to improve the work of the newspaper professional.

According to evaluations from the attendees, one application, Splashtop Pro, offered more "wow" moments than any other this year.

Splashtop Pro

It seems like just about everybody I run into these days has an iPad, iPhone or both. If not, they usually have an Android device.

What if it were possible to control your desktop computer back at the office from anywhere, using your phone or iPad. That's just what Splashtop Pro offers.

Without knowing it in advance, both Lisa Griffin and I both selected Splashtop as our favorite new product when addressing the group about technology important to newspapers.

Sure, there are other ways to connect to your desktop, be it PC or Mac, but none of them work as smoothly as Splashtop. The biggest difference,

I've found, is in the screen. While other methods I've used require the user to scroll around the screen, Splashtop actually changes the resolution of the computer monitor (that's right, the monitor) immediately upon connection. The result is that the user sees exactly what is on the computer monitor while looking at the phone or iPad.

The Installation

The installation is very simple. For the past few weeks, Splashtop Remote Touchpad (for phones) and Splashtop Remote Browser (for the iPad) have been offered at a discounted price of $1.99 and $4.99, respectively. Previously, the cost for each was $19.99.

Splashtop Streamer, the software necessary for the computer, is a free download for both Macs and PCs. Installation takes just a few seconds. Immediately following a successful installation, the user's IP address is shown on the screen. One way to connect to the computer is using the IP address.

The user is also given the option to enter a Gmail address. This allows the remote devices to connect to the computer using the google address, rather than an IP address. After experimenting with both iPads and iPhones, this seems to be the most dependable method.

Finally, the installation requires the creation of a security code, eight digits or more. This keeps strangers from connecting to your desktop.

Syncing to Your Computer

Once the software is installed and running on the Mac or PC, connecting from the remote device couldn't be much simpler. If you're having a good day, the phone or iPad will see the computer, using bluetooth, and ask you to enter the security code. At this point your computer screen will appear on your iPad or phone and you're in business.

If the device doesn't detect the computer automatically, the user can manually enter an ip or Gmail address and the computer will appear on the screen.

Controlling the Computer

Once the computer desktop appears on the screen, users can use the computer from the remote device as they would if they were sitting in front of the computer. Using finger
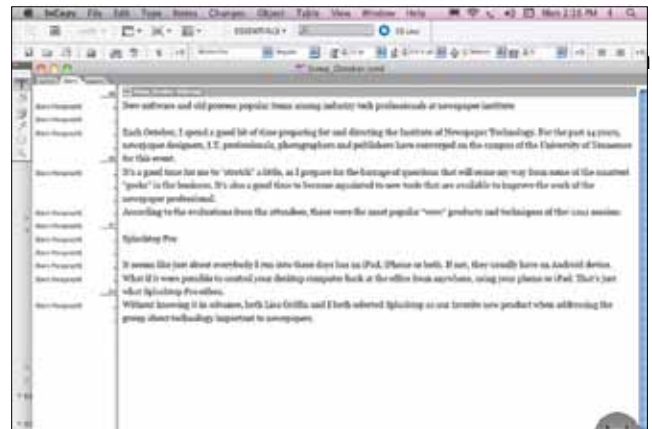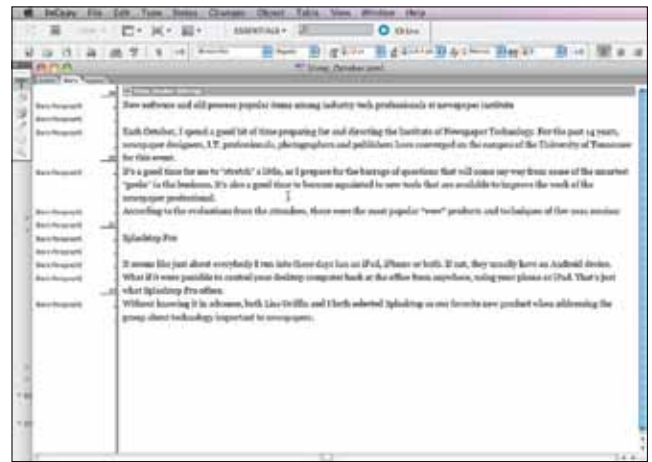
Users can control the computer (top) from an iPad, iPhone (bottom) or Android using Splashtop Pro.

movements on the phone or iPad, the user can move around the desktop, right-click, left click, open applications and more.

Think you can't watch a Flash file on an iPhone or iPad? Think again. Users can open and play movies on their computers and watch and hear them on their remote devices.

Could you design pages in InDesign? Sure you could. But you'd have to have great eyesight. Your only limitation is the size of the screen on your phone or iPad.

Responses to Splashtop

Following the Institute of Newspaper Technology, I received several emails from attendees wanting to tell me what a great experience they had. And almost all of them added, "I downloaded Splashtop Pro and love it!"

This is an application worth the fanfare. If you don't have a phone that works with Splashtop, you'll be tempted to get one if you ever see the application in action.

Splashtop Pro for Windows works with Windows XP, Vista or Windows 7. The Mac version requires OS 10.6 (Snow Leopard) or 10.7.

Other products by the same company include Splashtop Remote Desktop, which allows Windows-based PCs to control other PCs or Macs from their desktops (sorry, no version is available to control other computers from a Mac). iPad Remote Touchpad is also available for the iPod Touch.

For more information, visit splashtop.com.

MPA Committee Sign-Up Sheet

MPA President-elect Phil Conger will make committee appointments soon. Committees are formed from among MPA membership to review issues that affect the newspaper industry and to help chart the course of association activities and services.

Each committee will meet at least once during the year, if possible. Committee members are expected to attend committee meetings and related functions so they may express opinions, make suggestions and share in making the program or the project a valuable contribution to Missouri's newspapers.

You are the industry; your contributions are needed. Committee recommendations are submitted to the MPA Board of Directors, which takes final action on them. All committees will file written reports to be shared with MPA's general membership.

Please check the following committees on which you would like to serve. Also, check organizations you would consider serving as a board member. Thank you.

__ **Better Newspaper Contest Committee:** Reviews rules, plans contest, arranges for judging.

__ **Newspaper In Education:** Plans and promotes NIE activities.

__ **Legislative:** Monitors activities of the Missouri General Assembly; recommends legislative action.

__ **Political Advertising Sales:** Assists with strategy and sales efforts to attract more political advertising.

__ **MPA Annual Convention:** Makes arrangements for the annual Convention and Trade Show.

__ **Advertising Sales and Marketing:** Promotes the use and sale of newspaper advertising.

__ **Programs and Objectives:** Looks for ways MPA can better serve its membership; reviews MPA strategic plan.

__ **Northwest Missouri Press Association**   __ **Ozark Press Association**

__ **Southeast Missouri Press Association**   __ **Show-Me Press Association**

__ **Missouri Ad Managers' Association**   __ **Missouri Circulation Management Association**

__ **Missouri Associated Dailies**   __ **Missouri Press Foundation**

__ **Missouri Press Association**   __ **Missouri Sunshine Coalition**

Name(s) _____

Newspaper _____

Email address(es) _____

Return form to: MPA, 802 Locust, Columbia, MO 65201 • Fax: 573-874-5894