



## CALENDAR

### May

- 14** — Southeast Missouri Press Association meeting, Southeast Missouri State University
- 20** — Newspaper In Education Committee meeting, 10:30 a.m., MPA office, Columbia
- 21** — Russell Viers InDesign and Photoshop Workshop, West Plains

### June

- 10** — MPA/MPS Board meeting, Resort at Port Arrowhead, Lake Ozark, 9:30 a.m.
- 10** — MPA Porter Fisher Golf Classic, The Ridge, Lodge of Four Seasons
- 10-11** — Show-Me Press meeting, Resort at Port Arrowhead, Lake Ozark

### July

- 15-16** — Missouri Press Living Textbook course, UMC

### September

- 30-Oct. 3** — 124th NNA Convention and Trade Show, Hilton, Omaha

### October

- 14-16** — 144th MPA Convention, The Lodge of Four Seasons, Lake Ozark

### November

- 12** — Missouri Press judges Iowa Newspaper Association Newspaper and Ad Contests, Columbia

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# Missouri Press Association Bulletin

No. 1257 — 12 May, 2010

## Sign up for June 10 golf!

### Porter Fisher tournament at The Ridge

Golf Digest magazine gives The Ridge Golf Course at Lake Ozark four stars and names it one of its rare "Places to Play." You're invited to join Missouri Press on The Ridge for its annual Porter Fisher Golf Classic.

Your scramble foursome will tee off at 1:30 p.m. on Thursday, June 10.

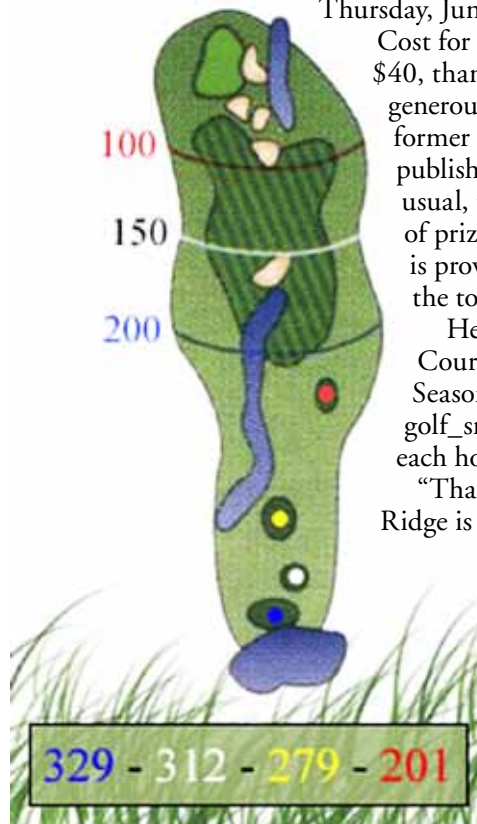
Cost for this event is only \$40, thanks to a very generous pledge from former Louisiana, Mo., publisher Jim Gierke. As usual, there will be lots of prizes. CenturyLink is providing trophies for the top team in each of three flights.

Here is the description of The Ridge Golf Course from the website of The Lodge of Four Seasons. Go to [http://www.4seasonsresort.com/golf\\_sr.php](http://www.4seasonsresort.com/golf_sr.php) for a photo tour and layout map for each hole.

"Thanks to Ken Kavanaugh's design, The Ridge is one of the finest championship courses in the Ozarks and has been ranked by Golf Digest as a 4-star course for "Places to Play." Many golfers refer to the 18-hole course's altitude drops and generous landing areas as "player-friendly." Golfers on this par-72 course enjoy rolling hills, native wildflowers, and beautiful views of the Lake...

"Our resort course offers zoysia fairways, moderate elevation changes, and fantastic greens. Playing to a par of 72 with a total yardage of 6447, this course promises a great experience for all ability levels."

A golf registration form is enclosed. Get signed up today. If you don't have a foursome, Missouri Press will place you on a team.



### 14th hole at The Ridge

A short but tricky hole. Just past the first fairway bunker lays one of the widest fairways on the course. Hit your tee shot too far and this short par 4 quickly becomes one of the hardest holes on the course. Take enough club to carry the bunkers short of the green on your second shot.



## Retirement party June 7 For R.B. "Bob" Smith III

R. B. "Bob" Smith III, 1991 president of the Missouri Press Association, will be honored in June for his many years of service to Missouri tourism. Smith is retiring in June from the Division of Tourism.

The event to honor Smith will be from 6:30 to 9:30 p.m. Monday, June 7, at Howl At The Moon, 1334 Grand Blvd., in Kansas City's Power & Light District. Cost is \$30 per person.

If you would like to attend, RSVP and pay by May 15 at [www.macvb.org](http://www.macvb.org), call 1-800-785-0360 or email [bcarmi-chael@stjomo.com](mailto:bcarmi-chael@stjomo.com).

Smith is a former newspaper publisher at Branson and Lebanon. He has served the Division of Tourism as its interim director and associate director.

The June 7 event is being sponsored by the Missouri Association of Convention & Visitors Bureaus and the Kansas City Convention & Visitors Association.

## Use of mobile gadgets to scan ads growing

(Microsoft Advertising) — More and more people are using their mobile devices to scan product bar codes, use location-based services to find nearby store sales, and employ their mobile browsers to tap into user recommendations or price comparisons while in-store.

The link below is to a mobile advertising white paper designed to help retailers get started in mobile advertising. It's a guide about how to create, deploy and measure mobile advertising campaigns. (Editor's note: Newspapers can learn how to incorporate codes in their advertisers' promotions.)

<http://files.e2ma.net/9677/assets/docs/microsoft-mobile-advertising-retail-white-paper.pdf>

## Handmark making apps for Post-Dispatch

(BUSINESS WIRE) — Lee Enterprises, owner of the *St. Louis Post-Dispatch*, *Suburban Journals* and other newspapers in the region, and Handmark have announced that Handmark will develop and support mobile applications for Lee's publications.

The *Post-Dispatch* was the first Lee property to launch a new mobile application, *Cardinals Baseball 2010*. Handmark and Lee will work together to launch similar professional sports apps with other local newspapers, as well as mobile apps for university sports team coverage.

# Make big money selling networks

## Missouri Press has many programs for your advertisers

By selling network ads instead of just running them, you can increase your revenue from statewide ads as much as 300 percent!

You can make money by calling on statewide advertisers in your community. MPS would be pleased to write a check for \$34,320 to the newspaper that sells one 25-word classified ad and one 2x2 display ad per week.

Statewide advertisers exist in every community. Auctions, commercial and land real estate, universities, colleges, training schools, fairs/festivals, tourism, employee recruitment, even odd or unusual products are successful statewide advertisers you may target in your town.

Why is it important to sell statewide ads through Missouri Press?

Besides the high commissions for you, these programs help fund the services you rely on from the Association. Legal advice, postal help, lobbying efforts, Newspaper in Education programs, meetings and seminars, newspaper ad sales exhibits at trade shows, news and information in the *Bulletin* and *Missouri Press News* magazine, and all the help the Missouri Press staff can provide are funded with statewide ad sales.

If these network ad programs are not sold, Missouri Press efforts to help are hindered.

If you would like more information on these network programs, or if you have potential advertisers to sell, call us for help. Contact Greg Baker to come to your community for a training session on selling statewide ads for your sales team or to help sell, [gbaker@socket.net](mailto:gbaker@socket.net), (573) 449-4167.

## Sign up for FREE webinar about selling MPS ad networks

Greg Baker, Missouri Press Service Advertising Director, is offering FREE training webinars on selling statewide networks. Some advertisers in your community want to reach a statewide audience and beyond. This presentation will inform advertising sales representatives on who those businesses are, what to sell them and how to go about the process.

Four meeting times are available. Webinars will be conducted through [gotomeeting.com](http://gotomeeting.com), so you will need an Internet connection and an open phone line.

Please RSVP to any one of the following dates by emailing [gbaker@socket.net](mailto:gbaker@socket.net).

Wednesday, May 19, 8:00 AM

Thursday, May 27, 3:00 PM

Friday, June 4, 11:00 AM

Tuesday, June 8, 9:00 AM

Space is limited, so RSVP for the date you want now.

## Send in nominations for Mo. Press honors



MPA has extended the deadline until May 25 for nominations to the Newspaper Hall of Fame, Photojournalism Hall of Fame and Outstanding Young Journalist recognition.

If you know of someone who should be in the Newspaper Hall of Fame or the Photojournalist Hall of Fame or a young journalist who should be recognized for outstanding work, send in a nomination.

People cannot receive these honors unless they are nominated.

Forms for all three of these honors are enclosed and they can be downloaded at: [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php).



## Missouri Press Association

### Missouri Press Service

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# Knock, knock! Who's there? Opportunity!

## Don't miss June 11 chance to learn from one of the best

Show-Me Press Association invites you to Lake Ozark in June for presentations by one of the best community newspaper people in the country. Peter Wagner's publications repeatedly win top awards in the Iowa Newspaper Association and National Newspaper Association contests.

Wagner will speak in the morning and afternoon of Friday, June 11. Another session will be a panel presentation of event sponsorships and promotions that have made money for community newspapers. Find out about revenue streams other than advertising sales.

Show-Me Press has changed its meeting schedule slightly. If necessary you can partake of all that Wagner has to offer without spending a night away from home. If you've never been to a Peter Wagner presentation, don't miss this opportunity. If you



Peter Wagner

have, you know you'll hear about plenty of projects you can do at your paper.

Show-Me Press will meet Thursday and Friday, June 10-11, at The Resort at Port Arrow-



head, Lake Ozark. Wagner will speak Friday morning and afternoon.

The Missouri Press Association board of directors will meet at 9:30 a.m. Thursday, June 10. The Porter Fisher Golf Classic will tee off that afternoon at 1:30 at The Ridge Golf Course, The Lodge of Four Seasons.

Before lunch on Friday, a number of Missouri newspaper people will share with the group programs and events their newspapers have sponsored that have generated lots of revenue. Selling ad space isn't the only way you can make money. Go to the Show-Me Press meeting and learn how other papers are creating new streams of revenue.

Take your entries for the Screw-Up of the Year award with you to the meeting. You could win custody of that coveted plaque for a year.

A registration form is enclosed. Plan now to have several people from your newspaper attend the Friday, June 11 sessions, which will feature one of the premiere community newspaper experts in the country.

## McClatchy reports profit after slashing expenses

(McClatchy Newspapers) SACRAMENTO, Calif. — The McClatchy Co., which owns *The Kansas City Star*, *Belton Star Herald* and *Cass County Democrat Missourian*, reported a first-quarter profit at the end of April and said its advertising slump is easing.

The newspaper conglomerate recorded a net loss from continuing operations, but that included one-time charges related to a major refinance of its loans. Without those charges, McClatchy earned \$4.8 million from continuing operations compared to a loss of \$22.9 million a year earlier.

McClatchy said advertising revenue fell 11.2 percent from a year earlier, and total revenue was down 8.2 percent to \$335.6 million. Executives with the Sacramento newspaper chain called that a marked improvement from last year, when ad revenue was plunging as much as 30 percent. As recently as last fall, ad sales were off 20 percent.

McClatchy made major cuts in staffing and other expenses, cutting cash expenses \$69 million — 21% — in the first quarter, not counting severance costs.

Other newspaper chains are reporting similar results: higher profits and an easing of the revenue decline.





## Cost among factors in pay-TV viewer loss

(CNN Money.com) — One in eight consumers will eliminate or scale back their cable, satellite or other pay-TV service this year, according to a new study released this week by Yankee Group.

The study, which was the result of a survey of pay-TV operators and more than 6,000 U.S. consumers, found that many will choose to drop premium channels or cut their service down to a basic package, while others will choose to cut off their service completely.

There is a combination of factors, including a growing number of battles between cable companies and networks, soaring Internet video viewings and an increase in connected TVs and devices, but the biggest reason why customers will cut the cord, according to the study, is the growing cost of pay-TV service.

Cable and satellite viewers pay an average of \$71 per month, and they receive an average annual price hike of 5%, according to research firm Centris.

## MPA's NIE Committee will meet May 20

The MPA Newspaper In Education Committee will meet at 10:30 a.m. Thursday, May 20, at the Missouri Press office in Columbia to evaluate programs offered during the 2009-2010 school year and make plans for the 2010-2011 school year.

The meeting will include a working lunch and will be finished no later than 2:30 p.m.

RSVP to Dawn Kitchell, MPA educational services director, for an accurate lunch count, (636) 932-4301 or kitchell@yhti.net.

## MPA will offer Big XII football feature in fall

Missouri Press plans to offer the Missouri/Big XII football feature again this fall. No starting date has been set, but the cost will remain the same as previous years — \$65 for all 13 weekly columns plus two bonus columns if the Tigers go to a bowl game.

The columns are created in a format to allow you to sell local advertising around the feature.

Details will be provided later. Contact Michael Daugherty at the MPA office if you have questions or if you already know you want this feature, mdaugherty@socket.net.

# Foundation still needs support

## Consider a donation for training programs, internships

The Missouri Press Foundation's Give It Another 25! Campaign continues, with the goal of supporting the 25-year-old Foundation's work well into the future.

The organizational meeting of the Missouri Press Foundation was held in Columbia on April 18, 1984. Since then the Foundation has grown to sponsor a nationally recognized, award-winning Newspaper In Education program. It provides funding for summer internships at Missouri newspapers for college journalism students.



Twelve more internship grants for this summer were awarded in April.

The Foundation sponsors the Missouri Press annual Better Newspaper Contest and it awards scholarships in the names of Jacob Gierke, William A. and Jo Anne Bray and Edward L. Steele.

It also supports regional workshops, regional press association meetings and the annual MPA Convention. The Foundation helps fund the Missouri Press Association Newspaper Print Shop Museum in Arrow Rock and the Missouri Photojournalism Hall of Fame in Washington.

Any amount is appreciated, and all donors — whether to the Give It Another 25! campaign or for another Foundation program — will be acknowledged in *Missouri Press News* magazine.

Making a donation is as simple as writing a check to the Foundation and sending it to the Missouri Press office at 802 Locust St., Columbia, MO 65201.

If you would like more information about donating to the Missouri Press Foundation, contact Doug Crews at 573-449-4167 or dcrews@socket.net.

## USPS going after 'sample' business

The Postal Service will conduct a two-city market test in May of a "Sample Showcase" parcel box containing an assortment of product samples from multiple consumer packaged-goods companies. The co-op boxes will be distributed to 200,000 "target consumers" in Pittsburgh and Charlotte, N.C. The Postal Service is partnering with a direct-mail firm, and postal delivery during the test is free. The Postal Service says the service is being offered because competition for samples distribution exists from newspapers and in-store displays.

NAA sees this as another example of the Postal Service attempting to influence advertising markets rather than being neutral in market competition between private-sector firms. The association has filed comments with the Postal Regulatory Commission asking the regulatory body to cancel the test.

NAA points out that under the postal reform law, advertising delivery — including delivery of product samples — is a market-dominant (monopoly) postal product, not a "competitive service." This competition does not exist in delivery of the product, but upstream where direct mailers, in-store displays and newspapers sell campaigns to packaged-goods companies. As a government enterprise, the Postal Service should not inject itself into this competitive landscape by partnering with a direct-mail firm to distribute the "Sample Showcase" free of charge.

*NAA objects to free test of 'Sample Showcase' designed to compete with newspapers from its monopoly delivery position.*



## Radio websites falter; some features lagging

(MediaBuyerPlanner) — The percentage of radio websites making a profit or breaking even fell modestly in 2009 compared to 2008, according to an annual survey by Hofstra University and the Radio Television Digital News Association.

TV station websites have continued to climb in profitability, up 4.3% in 2009 compared with 2008. Websites with bigger staffs are more likely to make a profit.

TV websites are continuing to mature, with text, still pictures and news videos now essentially universal on all TV websites and the use of audio, live cameras and recorded newscasts and blogs increasingly being utilized.

Streaming audio and podcasts have mostly leveled off or declined.

“These numbers suggest that, more and more, stations are deciding that certain web elements aren’t working that well for them — or aren’t worth the effort—and they’re either scaling them back or not bothering with them at all,” said survey director Bob Papper, professor and chair of the Department of Journalism, Media Studies, and Public Relations at Hofstra University.

## Freedom emerges; rolling out software

(Newspapers & Technology) — Freedom Communications Inc., owner of *The Sedalia Democrat*, said it will roll out editorial and advertising management software from Atex to all of its papers.

Atex will administer the apps at its data center, allowing reporters, editors and ad salespeople to access data through their web browsers.

Freedom will use the software to integrate its editorial and advertising management into a single platform, able to distribute content across a wide variety of distribution channels, from print to mobile devices.

Freedom prints more than 100 daily and weekly newspapers, including *The Orange County (Calif.) Register*, *The Gazette* in Colorado Springs, Colo., and *The Monitor* in McAllen, Texas.

Freedom said May 3 it has emerged from Chapter 11 bankruptcy. Three investment companies and a group of lenders led by JPMorgan Chase now own the publisher.

Reorganization allowed Freedom to shave more than \$450 million in debt off its books.

# Moms = prime target for social media

## They seek, give shopping advice, share experiences

(BIGresearch) Washington – According to a 2009 Retail Advertising and Marketing Association (RAMA) survey conducted by BIGresearch, women with children at home are more likely to use Facebook (60.3%), MySpace (42.4%) and Twitter (16.5%) than average adults (50.2%, 34.4%, 15%, respectively). 15.3% of women with children at home maintain their own blogs.

“Retailers who aren’t engaging customers through social media could be missing the boat,” said Mike Gatti, executive director for RAMA. “Twitter, Facebook and blogs are becoming increasingly popular with moms as they search for coupons or deals and keep in touch with loved ones. The web provides efficient, convenient ways for brands to stay in front of their most loyal shoppers and attract new ones.”

Moms frequently share experiences and information, and say other people’s opinions influence their purchases. 93.6% of mothers regularly or occasionally seek the advice of others before buying a service or product, according to the survey. 97.2 percent said they give advice to others about those products or services they purchased.

## L.A. Times to put links in articles

(MediaDailyNews) — Seeking new revenue streams to buttress its flagging bottom line, the *Los Angeles Times* has unveiled plans to place links to companies like Amazon and TicketNetwork in the text of certain articles and blog posts.

Editors said the e-commerce links will be limited to content such as Health, Image, Food, Travel, Books, Entertainment, Sports articles and online photo galleries.

A similar system of e-commerce links in the text of articles and columns has been employed by the *Chicago Tribune* — flagship publication of the Tribune Co., which also owns the *Times* — for about half a year.

The links will appear double-underlined in green, versus the blue single underline for an editorial link. The *Times* editorial staff has no role in choosing which words become e-commerce links; a disclaimer separates the newspaper from the e-commerce destinations.

# Website lists ‘paywall’ newspapers

PaidContent.org has assembled a list of the local and metro papers in the U.S. that have paywalls.

The list has papers that charge online readers up to \$35 a month. They range from major metros like *Newsday* to under-20,000-circulation papers in northeastern cities that have charged online readers for years.

Other papers have announced they will put up some sort of online paywall in the coming months. How these papers do financially with their new paywalls will determine, in part, whether hundreds of other papers decide to take the same step.

If you know of newspapers that charge online readers, paidContent.org would like to add them to the list.

You can see a chart of paid-content newspapers and send additions to the list here: <http://tinyurl.com/y8xu8rd>.

The chart shows the newspapers’ print circulation, their monthly fee for online subscriptions and the number online subscriptions, where that number was provided.



## Anonymous racists kill 'Talkback' forum

(Editor & Publisher, April 29) — Lancaster (Pa.) Newspapers pulled the plug on its online TalkBack, blaming the “blatant misuse” of the public forum by anonymous posters of racist material. President and CEO Harold E. Miller Jr. said strict user guidelines and the installation of software to screen objectionable language was unable to stop misuse that “can no longer be tolerated,” according to an account on its website.

## More optimism in smaller markets

(Editor & Publisher, April 21) CHICAGO — A survey of mid-sized and small-market newspaper executives finds increasing optimism about the business, with seven in 10 expecting advertising revenue and profits to be up next year.

The Publisher Confidence Survey April 2010 by the Bozeman, Mont.-based brokerage firm Cribb, Greene & Associates also found that — in contrast to the prevailing thinking among metro papers — these smaller publishers expect their traditionally high profit margins to return with a recovering economy.

Of the 160 respondents, 71% said they believe their advertising revenue will be up in 2011, with another 25% expecting revenue to be about the same as this year. Only 4% think next year's ad revenues will be down, the survey found.

## \$1 million ads for Apple's gadgets?

(MediaBuyerPlanner) — Apple says it will charge close to \$1 million for ads on its mobile devices, and will charge lots more to be among the first advertisers, the *Wall Street Journal* reported.

As Apple pitches iAd, its new mobile advertising capabilities, to potential advertisers, ad executives familiar with the matter are saying the company may charge as much as \$10 million to be one of the launch sponsors.

Advertisers currently pay between \$100,000 and \$200,000 for similar mobile deals, according to the article.

Zinio, a company that offers digital versions of print magazines, says that its Magazine Newsstand and Reader was the No. 1 free news app downloaded by iPad owners.

# Websites obsolete already?

## Readers, shoppers, advertisers 'going mobile' in a hurry

By Kent Ford, Editor  
Missouri Press Association

Within three years, most people will use a gadget other than a computer to access the internet. That's the prediction of a presenter at a “Going Mobile” conference in April at the Reynolds Journalism Institute at the School of Journalism.

The prediction is wrong. It probably will be much sooner than three years. So what?

For starters, newspapers will want the information on their websites to be accessible to people using mobile devices — cell phones, iPads and similar gadgets. Beyond that, mobile capability will give newspapers another news delivery method and a whole new arena for advertising and marketing services.

**“Going Mobile. How Newspapers Can Meet the Cell Phone Challenge.”**

Clyde Bentley, a Reynolds Fellow and Journalism School faculty member with a newspaper news background put together the conference with that title.

This blazing evolution of communication — personal, business and mass — that sweeps us along shows no sign of abating. If your newspaper is riding this rocket, don't lose your focus or loosen your grip.

Where does local news fit into mobile media? Do community newspapers need their own “apps?” How can newspapers make enough money to justify participating? Lots of people around the country seek answers to these questions and ask plenty more.

Sometime back in the '90s, I suggested in the *MPA Bulletin* that newspapers needed to have someone on staff who could produce video. People slipped mentions of the World Wide Web and “going digital” into almost every discussion. Overnight — at least in the grand scheme — newspapers could provide live and

recorded video news reports from the scene, just like TV!

Video advertisements on newspaper websites seemed logical. Few papers had websites, and hardly anyone at newspapers knew anything about producing video.

A generation of people around the world has matured since then. They live connected. A mobile gadget is part of their wardrobe.

The World Wide Web and websites are “old” news. Everything is racing toward mobile.

“Going mobile” may be the key to the youth market that newspapers have been searching for. It won't be long before every young person out there will have a smart phone. Soon after that, it will be everyone, not just the young.

Repeat: Within three years, most people will use a gadget other than a computer to access the internet. (It will be sooner than that.)

Think of mobile — a phone or device like an iPad — as having your telephone, computer and monitor in your pocket. Companies create “apps” and people buy them so online content can be displayed cleanly on a tiny screen. Laptops are passé.

Technology, and smart, creative people using it continue to work around the obstacles — bandwidth issues, storage capacity of devices, battery life, cost, access. Some of those people have lots and lots of money: Google, Apple, AT&T.

Monthly cost of service keeps the rush toward mobile from becoming a tsu-

*Monthly cost of service keeps the rush toward mobile from becoming a tsunami.*

**‘Going mobile’** (continued on next page)





## 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 mdaugherty@socket.net.

To check ads between issues of the Bulletin, go to [mopress.com/jobs.php](http://mopress.com/jobs.php).

## HELP WANTED

**CIRCULATION MANAGER:** The Harrison Daily Times, located in the beautiful Heart of The Ozarks in Harrison AR., is accepting applications for a full-time Circulation Manager. This position calls for strong management, administrative and promotional skills. The goal is to maintain and build paid circulation of an award-winning daily newspaper currently showing circulation growth. The ideal candidate must have good communication, computer, human relations skills, and excellent customer service skills. The applicant must be able to plan and execute successful promotional campaigns and monitor results, and do annual budgeting. To apply please send your resume to Ronnie Bell, P.O. Box 40, Harrison, AR 72602, or e-mail to [ronnieb@harrisdaily.com](mailto:ronnieb@harrisdaily.com). This position reports to the publisher and offers a salary plus bonus plan, paid time off, group health and dental insurance. EOE.

**PRESS - LEAD OPERATOR:** Tribune Publishing, a dynamic daily newspaper and commercial printing operation, is accepting applications from experienced lead operators for second and third shift. Experience with the operation and maintenance of Goss Universal or Community web offset equipment is preferred - other equipment experience considered. Applicants must have strong leadership skills and experience, and ability to direct a crew. Experience with multi-web 4-color commercial work required. We are a family-owned business in Mid-Missouri. We offer a desirable lifestyle and benefits, which include competitive pay, medical and dental, vacation pay, sick pay, and 401(k) retirement plan. Apply to Columbia Daily Tribune, Human Resources, 101 N. 4th Street, Columbia, MO 65201. An application can be printed at [www.columbiatribune.com](http://www.columbiatribune.com) (click on Tribune Jobs). EOE / Drugfree work place.

**PAGE DESIGNER/PHOTOGRAPHER:** Springfield Business Journal, an award-winning weekly niche publication in southwest Missouri, is seeking an editorial photographer and page designer. Proficiency in Adobe InDesign and expertise in typography preferred. Quality of subject photography is emphasized. The position offers competitive pay and benefits, including health, life and 401(k). Send resumé and photo/design samples by May 14 to Eric Olson, editor, [eolson@sbj.net](mailto:eolson@sbj.net) or PO Box 1365, Springfield, MO 65801.

**SPORTS EDITOR/REPORTER:** The Christian County Headliner-News is seeking an Editor/Reporter to cover Sports and General assignments. Duties include photography and page layout. Quark, NewsEdit Pro and Photoshop experience preferred. EOE. Send resumé and samples to: Sports, P.O. Box 330, Bolivar, MO 65613, email: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com) or fax: 417-326-8701.

**ACCOUNT EXECUTIVE / ADVERTISING SALES:** A central Missouri community newspaper is searching for Outside Sales - Account Executives. We're looking for goal-oriented self-starters who enjoy working with

## 'Going mobile' (continued from previous page)

business people to help them market and grow their business. Successful sales experience is helpful and newspaper or media sales experience is a plus. Job summary: Responsible for growing business in the assigned territory. Call on retail and service businesses and present the companies print and web based advertising products. Represent the company and its products in a professional manner. Must demonstrate team-oriented work skills and be very customer service driven. Must be a self-starter and goal oriented. Ability to negotiate contracts and analyze competitive situations. Excellent verbal and written skills and presentation skills. Well groomed and professional appearance. Ownership of a dependable vehicle with proof of insurance and a good driving

record. Competitive salary and commission package. Email your resume, including salary history to: [hotop.cvnewspress@gmail.com](mailto:hotop.cvnewspress@gmail.com).

record. Competitive salary and commission package. Email your resume, including salary history to: [hotop.cvnewspress@gmail.com](mailto:hotop.cvnewspress@gmail.com).

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## FOR SALE

**MORGUE:** The morgue files (back issues) of the O'Fallon Times (Missouri), O'Fallon-St. Peters Times/O'Fallon-St. Peters-St. Charles Times, which became the St. Peters Courier-Post noted for its constitutional law case involving RsMO. 493.050 regarding eligibility of legal papers. These date from 1952 to 1992 and are bound and in excellent condition. Call 636-724-0511 or e-mail [sambrock1@aol.com](mailto:sambrock1@aol.com).

# 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 Sponsors:  
Jim Gierke, former Missouri Publisher;  
CenturyLink**



Be at the golf course by 1 p.m. to check in and prepare for the shotgun tee-off. 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 = \$40 per golfer \_\_\_\_\_

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

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

TOTAL \_\_\_\_\_

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

\_\_\_\_\_

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

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

Email: \_\_\_\_\_

# 2010 Missouri Press Foundation Porter Fisher Golf Classic

**Thursday, June 10;  
1:30 p.m. Shotgun;  
4-Person Scramble.**

**The Ridge at The Lodge of Four Seasons, Lake Ozark**

# \$40

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

## 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: The Ridge (formerly Seasons Ridge) is along Route MM, which is the road that goes to The Lodge of Four Seasons. Turn onto Route MM from Business 54 (the Dam Strip road). The turn onto MM is at the stoplight intersection to access the Community Bridge. The Ridge Golf Course is a mile or so down Route MM.





# Annual Convention

**June 10-11, 2010**

**The Resort at Port Arrowhead, Lake Ozark**

**REGISTRATION:** Write names of everyone who will attend from your newspaper or organization and the meals they will attend. Pay \$50 for conference registration and choose the meals you want to attend and pay individually for each meal. **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 (\$50) \$ 50

**Thursday, June 10**

9:30 a.m.-1 p.m. — MPA/MPS Board Meeting

1:30 p.m. — Porter Fisher Golf Classic at The Ridge

6-7 p.m. — Hospitality Suite (Dinner on your own)

**Friday, June 11**

8 a.m. — Breakfast, Business Meeting & Roundtable

Discussion: # \_\_\_\_\_ x \$11 \$ \_\_\_\_\_

9:15 a.m. — Peter Wagner: Newspapers Aren't Dead, but Some Sales People Might Be

11:15 a.m. — Special Events Sponsorship: What else can your newspaper do to generate revenue?

Noon — Lunch, Screw-Up of the Year Award & Porter Fisher Golf Award Presentations;

Speaker to be announced: # \_\_\_\_\_ x \$14.50 \$ \_\_\_\_\_

1 p.m. — Peter Wagner: Special Sections That Will Win Awards, Build Circulation and Increase Revenue

3:15 p.m. — Peter Wagner: Other Advertising Promotions to Increase Sales

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

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

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

Affiliation \_\_\_\_\_

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

Mail your registration form and check to Sandy Nelson, Show-Me Press, P.O. Box 389, Paola, KS 66071. Make hotel reservations with The Resort at Port Arrowhead, (573) 365-2334 or (800) 532-3575. Mention the Show-Me Press meeting to get the meeting rate of \$101. Check-in time is 4 p.m. Register now because the hotel will be full of lake visitors. If you have questions call Sandy at (913) 294-2311; cell (816) 616-4301.

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# Get Inside Help Reaching Young Readers



*"When I agreed to go to the Living Textbook class I had no idea how much it would change the way I taught. It has been an awesome change for the kids and has made me a better teacher."*  
- Chris Mancillas

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## Missouri Press Foundation's Teacher Ambassador Scholarship Program

The best ambassadors for helping you reach young readers in your community are your teachers – so give them the tools! This summer, send a local teacher to newspaper school. The Living Textbook: Integrating the Newspaper into the K-12 Curriculum will be held July 15-16 at University of Missouri, Columbia.

Scholarships are \$260 for each teacher, which will cover University seminar expenses, housing in a hotel for one night, materials, parking and most meals. Participants may elect to take the course for graduate or undergraduate credit for an additional fee.

The Living Textbook curriculum will include presentations on ways to use the newspaper as an integrated tool to meet the Missouri Show-Me Standards and Grade Level Expectations.

This course is a partnership with MU Direct Continuing and Distance Education. Newspaper scholarships will be paid directly to Missouri Press Foundation.

Newspaper staff members are encouraged to participate – after all, we're training everyone on the most effective ways to use the newspaper as an educational resource.

# Sign Up

TO SIGN UP TO PROVIDE A  
TEACHER IN YOUR COMMUNITY  
WITH A MISSOURI TEACHER  
AMBASSADOR SCHOLARSHIP,  
PLEASE RETURN THE FORM ON  
THE REVERSE SIDE NO LATER  
THAN MAY 28, 2010.

# Missouri Press Foundation's Newspaper In Education Living Textbook Workshops

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**Integrating the Newspaper Into the K-12 Curriculum • July 15 & 16, 2010**  
**MU Direct Continuing Education Course • University of Missouri, Columbia**

Newspaper \_\_\_\_\_

Number of Teachers \_\_\_\_\_

Newspaper Contact \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Teacher \_\_\_\_\_

Grade/Subject \_\_\_\_\_

School \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_

Email [After June 1] \_\_\_\_\_

## Program Details

An ad to promote the workshop is available on-line at [www.mopress.com](http://www.mopress.com). The ad has an area for you to request teachers contact your newspaper.

The seminar will meet July 15 from 10am to 5pm, and July 16 from 8:30am to 3:30pm. Housing will be provided for one night.

**This form must be returned by May 28 even if you do not have a teacher designated to attend. Beyond that date we will not be able to guarantee overnight housing for your teacher.**

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**PLEASE RETURN THIS SIGN-UP FORM BY MAY 28**

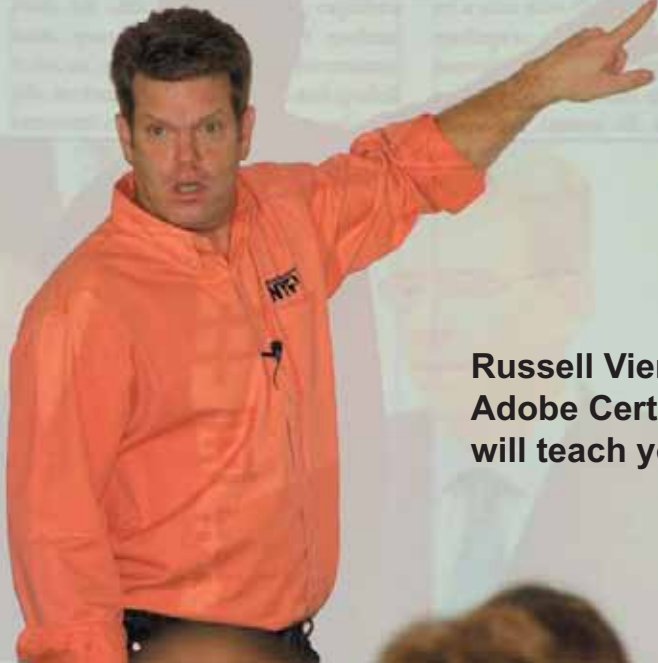
Fax: 636-932-4301 • Email: [kitchell@ylnet.net](mailto:kitchell@ylnet.net) • 19753 Valley View Dr., Marthasville, MO 63357



# **Build Your Newspaper Faster Using InDesign and Photoshop**

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

There is.



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

**Friday, May 21  
9 a.m. to 3 p.m.**

**West Plains Civic Center  
110 St. Louis Street, West Plains**

**Registration is just \$20**

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

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

To register, contact the Missouri Press Foundation at 573-449-4167 or fax a registration form, available at [www.mopress.com](http://www.mopress.com). Brought to you by:



## **Some of what you'll learn:**

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

# Seeking Nominations for Missouri Photojournalism Hall of Fame Washington, Missouri



The Missouri Photojournalism Hall of Fame endeavors to recognize those people who have made outstanding contributions to Missouri photojournalism, and to provide an exhibit venue to showcase these visual reporting pioneers, and the work of current photojournalists. The nomination process is open and nominees may be living or deceased. The



Photo: Arthur Witman, 2005 Hall of Fame Inductee

nomination packet should include a statement explaining the nominee's contributions to Missouri photojournalism. Additional letters are encouraged as are other supporting materials (portfolio or examples of work).

**Inductees will be recognized for one or more of the following: outstanding photojournalism achievement; long-term photography for a Missouri newspaper or other publication or journalism outlet; leadership in education; ethical values and integrity; contributions to community.**

Send nominations by **May 25** to:  
**Missouri Photojournalism Hall of Fame**  
**c/o Missouri Press Association**  
**802 Locust Street • Columbia, MO 65201**

**Judging will be conducted by a committee headed by David Rees, MU School of Journalism, and Cliff Schiappa, Midwest Photo Editor, Associated Press. Inductees not selected will remain under active consideration for two more years.**

**Inductees will be recognized at a ceremony in Washington, Mo., and examples of their work and a summary of their contributions will become part of the permanent display there at the Missouri Photojournalism Hall of Fame exhibit gallery.**

**NOMINATION FORM**

**2010 Induction**

**Missouri Press Association  
Hall of Fame**



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

I am pleased to nominate the following person: (Nominees from 2008 and 2009 are automatically eligible for consideration in 2010. They need not be renominated.)

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Name	Newspaper or organization
------	---------------------------

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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
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**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 25, 2010.** Inductees will be honored at the MPA Convention in October at the Lodge of Four Seasons, Lake Ozark. **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.



Missouri Press Association and Missouri Press Foundation

# Outstanding Young Journalist Award

Two young Missouri journalists — one from a weekly newspaper and one from a daily — each will receive a \$250 cash prize at the Missouri Press Association's Annual Convention in October in Lake Ozark.

Winners of this award will have demonstrated excellence in the field of journalism and maintained the quality, ethics and standards of the Journalist's Creed. The aim of the award is to reinforce the importance of a journalist's role by recognizing and nurturing talent to further promote quality journalism.

## Rules & Regulations

Nominations for Outstanding Young Journalist must be submitted by Tuesday, May 25, 2010. An editor or publisher must submit the nominee's resume and letter of nomination along with 10 samples of work from 2009.

Entries will be judged on the quality and variety of the work samples, and the impact of the work in the community. The nomination letter should note the contributions the nominee has made to the newsroom. Nominations must be signed by the nominee's editor. Winners are not eligible to win this award in subsequent years.

Members of another state newspaper association will judge the entries.

### Nominees Must Be:

- Under 30 years old on Jan. 1, 2010.
- An employee of a Missouri Press Association member newspaper.
- A regular contributor to the newspaper.

### Submit Nominations by May 25 to:

Missouri Press Association  
802 Locust St.  
Columbia, MO 65201-4888.

*"I believe*

*that the*

*public*

*journal*

*is a*

*public*

*trust ..."*



**Missouri Press Association**  
802 Locust St.  
Columbia, MO 65201

A black and white advertisement for 'Know It All.' featuring a man in a suit with his arms crossed. The background is a light gray with faint, overlapping text. The main text is in a large, bold, sans-serif font. Below the main text is a quote and the name of the publisher.

**Be a  
Know It All.**

"The whole reason we  
print a paper is to make  
you a know it all."

**Kon Sicamore**  
Publisher, St. Patrick Free Press

Every time we publish a paper, we tell stories about local people and events. And after a few years of doing this, we get a pretty good feel for the town around us.

But, we don't do this just to hear ourselves talk. We do it to keep you informed. Everything from births and deaths to local sports, local issues and information about everyday living.

Basically, we want you to be a know it all. And we want to help.



news politics opinion sports classifieds cooking comics auto coupons  
**MISSOURI PRESS ASSOCIATION**  
**KNOW IT. ALL.**

The MPA website page [mopress.com/nt\\_ad\\_sales.php](http://mopress.com/nt_ad_sales.php) offers all types of advertising tips and information. You can download "Know-It-All" ads like this one at [mopress.com/know\\_it\\_all.php](http://mopress.com/know_it_all.php) and other promotional ads at [mopress.com/nt\\_promotion.php](http://mopress.com/nt_promotion.php).