



## CALENDAR

### August

- 20** — Introduction to InDesign, Russell Viers, Reynolds Journalism Institute, Columbia

### September

- 9** — Web Solutions for Community Newspapers, Gary Sosniecki, Drury University, Springfield
- 10** — Web Solutions for Community Newspapers, Gary Sosniecki, Moberly Community College
- 10** — Midwest Newspaper Summit 3, Marriott Country Club Plaza, Kansas City
- 18** — Mizzou Football v. San Diego State; MPA Pregame Party
- 23** — Building Your Newspaper Faster Using InDesign & Photoshop, Russell Viers, Daviess County Library, Gallatin
- 30-Oct. 3** — 124th NNA Convention and Trade Show, Hilton, Omaha

### October

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

### November

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

### Football game starts at 6 p.m., party at 4 p.m.

Mizzou's home football game against San Diego State on Sept. 18 — the Missouri Press advertising trade-out game — will kick off at 6 p.m.

The Missouri Press pregame party in the Hearnes Fieldhouse will begin at 4 p.m.

# Missouri Press Association Bulletin

No. 1260 — 12 August, 2010

## Refer a Convention sponsor, pocket up to \$200!

Any MPA member who refers MPA to a business that becomes a Convention sponsor will receive a finder's fee: \$200 for Platinum or Gold sponsors found and \$100 for any others!

Potential sponsors are businesses, industries, schools or organizations in your area that have a statewide or larger market or who have products or services for the newspaper industry or journalism.

Contact Kristie Williams at MPA for details about this offer and with leads to your potential sponsors, [kwilliams@socket.net](mailto:kwilliams@socket.net).

## We're going to have a Trade Show!

### Social Media, Video for Web sessions added

Missouri Press Association has added a Trade Show to the agenda for the 144th annual MPA Convention in October. The Trade Show will be open 11 a.m. to 5 p.m. on Friday, Oct. 15, in the Annex building at The Lodge of Four Seasons, Lake Ozark.

MPA is asking members and sponsors to provide quality items for a silent auction in the Trade Show and for a live auction during the Hall of Fame Banquet.

Two sessions have been added to the Convention agenda: Creating Video for Your Website and Using Social Networking to Your Newspaper's Advantage. Those sessions will be on Saturday morning, Oct. 16.

The Convention will commence after the regular meeting of the MPA and MPS boards on Thursday morning, Oct. 14, at The Lodge. That will be followed by a lunch and golf outing beginning at noon at Sycamore Creek Golf Course.

A '70s dinner and party will be held that evening in The Lodge.

Friday morning's agenda features Candidate Forums for those running for U.S. Senate and Missouri state auditor. Friday lunch and afternoon speakers will be Gary Forsee, president of the University of Missouri; Charles L. Overby, director of The Newseum and the Freedom Forum; and Jeff Greene, a retail marketing specialist.

Five people will be inducted into the Newspaper Hall of Fame Friday evening.

After the Saturday morning sessions, awards will be presented to winners in the Better Newspaper Contest. The awarding of the Gold Cups will conclude the Convention.

A registration form and agenda are included with this Bulletin. Register by Sept. 9 and save up to \$75 off your fees. (Retired members can save \$20.)

*Save up to \$75 by registering early for the MPA Convention. See the enclosed registration form to find out how.*



## Bylaws proposal would add 2 directors to board

Official Notice:

Proposed Change to Missouri Press Association Bylaws:

At its June 10, 2010, meeting, the Missouri Press Association Board of Directors discussed a proposed change to the MPA Bylaws, increasing the number of MPA Directors from six to eight. After discussion, the Board voted (there was one dissenting vote) to present the following proposal to the MPA membership (vote on the bylaws change to be conducted at the MPA Business Meeting, 11:45 a.m. Friday, Oct. 15, during the annual convention at The Lodge of Four Seasons, Lake Ozark.)

Old language is in brackets; new language is in bold type.

"Article VI, Section 6. Directors.

There shall be [six] **eight** Directors of this Association and each shall serve a term of three years or until his or her successor is chosen. Directors shall take office January 1, following election. Directors' terms shall be staggered so that [two] **no more than three** seats shall be open for election each year."

## Auction items sought for October Convention

Missouri Press Association asks its members to provide quality items to be auctioned at the Convention in October. All proceeds from live and silent auctions will benefit Missouri Press Foundation.

One way to obtain an item for the auctions is to trade advertising in your newspaper for an item from a local business. Give the business advertising equal to the wholesale price of the item.

Many retailers right now are clearing out summer merchandise to make room for fall items. Check out what's in their clearance sales and pick up something nice for the Foundation auctions. Your contributions are tax deductible.

If you will provide something, contact Kristie Williams at MPA so your item can be promoted and acknowledged: (573) 449-4167; kwilliams@socket.net.

## Rural journalism award

The Institute for Rural Journalism and Community Issues presents the Tom and Pat Gish Award for courage, integrity and tenacity in rural journalism. Nominations are being sought for this year's award; the deadline is Sept. 1.

For information go to <http://www.ruraljournalism.org/>.

# Candidates: Don't freeload on us!

## Don't claim rural roots while ignoring community papers

(This appeared in a recent Kansas Press Association newsletter. It is by Linda Denning, editor and publisher of the *Ellsworth County Independent-Reporter* and 2010-11 KPA president.)

Twice a year or so, my newspaper, the *Ellsworth County Independent-Reporter*, partners with John Baetz and his *Lincoln Sentinel-Republican* on special projects.

In recent years, we have produced magazine sections on the Smoky Hills Wind Farm our counties share and a fall hunting guide. The beauty of these projects is that they play to our strengths. John can sell almost anything to anybody. And my heart has never left the newsroom where I started. It's a perfect partnership.

To make these projects even better, we've made money, which as many of you know, is no small thing in today's economic climate.

Which brings us to our most recent effort.

John and I never seem to run short of ideas, and for several years we have talked about putting together a Central Kansas Election Guide. We decided to go beyond talk and produce a guide for the Aug. 3 primary. Granted, we probably should have started earlier, but even then we've been surprised by the lack of response.

Newspapers simply are not on the radar of most political candidates, except, of course, when the candidates visit a community and expect the local editor to suspend their day and sit down for an interview. For some reason, candidates always seem to show up in Ellsworth on Tuesdays, the day we go to press.

This year's poster child for such behavior is state Sen. Tim Huelskamp, a Republican candidate for the U.S. House of Representatives from the First District, which is now represented by Jerry Moran. To his credit, Huelskamp has been an advocate of open government, gone out of his way to attend a candidates' forum the *I-R* co-sponsored while the Kansas Legislature was still in session and never appeared in my office on a Tuesday.

What he did do was conduct a conference call early in the campaign season to announce — are you ready? — he was about to air the race's first television ad. Only hours earlier, his campaign manager had assured me the news Huelskamp planned to deliver was sooo big, I wouldn't want to miss it. The *I-R* wasn't the only newspaper lured into this conference call.

I suspect Huelskamp's campaign really didn't know that newspaper editors would not consider this huge news. In fact, they might even consider it a waste of their time. I certainly did.

Unfortunately, such an attitude is not exclusive to the Huelskamp campaign. John Baetz has run into this time and again as he talks to campaigns across the state about advertising in our Central Kansas Election Guide.

This is not anything new, certainly, but it seems as if it should be every bit as important for candidates to advertise in newspapers as it is for them to make unlimited buys on radio and television. We are where our communities go for news. We have great value.

I believe we must take every opportunity to deliver that message, not just to politicians, but to advertisers and others who are under the mistaken impression that newspapers are no longer relevant.

*We are the most important information medium in our markets.*

**Letter to candidates** (continued on next page)



## Missouri Press Association

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www.mopress.com

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Mark Maassen, *The Kansas City Star*

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## Letter to candidates (continued from previous page)

We are the most important information medium in our markets. We don't say it often enough or loud enough.

Meanwhile, here is the letter John wrote following a day of calling to campaigns, many of which stress their support of rural Kansas in their ads on Wichita television stations. The letter is directed at Tim Huelskamp, but just about any candidate's name will do:

"Dear Mr. Huelskamp,

"I recently contacted your campaign to gauge interest in advertising in a multicounty voters guide we are producing and inserting in several central Kansas newspapers. Predictably your campaign manager noted you have no money for print, but rather are focusing your efforts on television and radio.

"Often I hear this from political candidates and it never ceases to amaze me that one of the most important institutions in each of our rural communities is often left out of the political advertising picture.

"It's especially distressing when a candidate focuses their platform on their rural 'roots.'

"You are a small-town native and claim small-town values, but when it comes to one of the most important institutions in the rural communities you seek to serve in public office you refuse to utilize the most important information source. Studies clearly indicate that weekly newspapers remain the most valuable media in any small community delivering an average of 2.3 readers per copy and creating lines at the post office, convenience store and grocery store every Wednesday morning.

"I urge you to reconsider advertising with us, and other weekly newspapers, even if your commitment is small. Advertising is the life-blood of the weekly newspaper and your advertising commitment will contribute directly to the quality of coverage local newspapers are able to provide in the rural communities in the First District this year, and for years to come.

"From your website and television ads it appears your commitment to rural America is something you take pride in. I hope you take enough pride in that commitment to support rural weekly newspapers."

*Your support  
contributes  
directly to  
the quality  
of local news  
coverage.*

## Get paid for finding new advertisers

The Missouri Press revenue-generating committee has outlined a "finders fee" system to reward those who bring business to Missouri Press Service.

Any Active Member's sales staff is eligible to receive commissions from new client ad revenue brought to Missouri Press.

A new client is an advertiser that has not placed a media buy with Missouri Press for two years or more.

Compensation can work two ways.

**Finder's fee** – for new advertisers introduced to MPS that work directly with MPS or through an advertising agency, the sales person making the introduction receives a 3% commission on the first ad buy.

**Revenue share** – for new advertisers brought to MPS and that work through the member's ad rep for placement in all publications on the ad schedule, the sales person making the sale receives a 5% commission on each ad buy as long as the salesperson continues to be the client's main contact (for all publications) and no ad placement agency is used.

**Exceptions:** Placement that includes *The Kansas City Star*, *St. Louis Post-Dispatch*, *Springfield News-Leader* or *Joplin Globe* will not receive a finder's fee on those newspapers' ads. The revenue share on those newspaper ads will be 2%.

There is no compensation on non-member publications' ads.

How do you "bring" a client to Missouri Press? How do you know if this client would be "new"? Contact Greg Baker, Missouri Press Ad Director at 573-449-4167 or gbaker@socket.net.





## Ads encourage parents to read with children

The Advertising Council and the Library of Congress have launched a series of public service advertisements to encourage parents to read with their children and inspire them to become lifelong learners.

Research conducted by Florida State University found that when parents become involved in their children's literacy practices, children improve in reading achievement, language comprehension and expressive language skills.

The new PSAs feature the iconic children's literary character Curious George. The television, print and outdoor advertisements feature George and his best friend and mentor, "The Man with the Yellow Hat," reading books together.

The new PSAs can be downloaded from: <http://multivu.prnewswire.com/mnr/adCouncil/45237/>.

The campaign, created in partnership with Universal Partnerships & Licensing and Houghton Mifflin Harcourt Publishing Company, encourages parents and kids to visit [www.Read.gov](http://www.Read.gov) as a source for discovery, learning, family fun, and to experience the joy of reading.

## AP offering free Top 25 college football feature

AP will launch a new Top 25 College Football service Aug. 21 that will be available to non-members for free. Non-members will be able to sell local ads against the Top 25 widgets they embed on their websites and retain all revenue generated by those local ads.

Go to this website to sign up to be notified as soon as the site is ready to go live: <http://sports.ap.org/college-football/>.

# No secret posters on Call website

By Mike Anthony, Call Newspapers, St. Louis

Regular readers of this column are well aware of our disdain for websites and blogs that allow the posting of anonymous comments.

As we've written before, such anonymity only fosters a lack of civility in public discourse.

Some websites and most blogs typically allow anonymous comments to be posted. While sometimes these comments can be highly entertaining — particularly when the anonymous author reveals his appalling lack of literacy — more often than not such remarks are personally damaging, demeaning, disgusting, false or perhaps even libelous.

In a recent column, we noted that an indication of the increasing lack of civility in public discourse was evidenced by newspapers suspending for a period of time or even completely shutting down the ability to post comments to stories published on their websites.

This trend seems to be on the upswing. For example, the Daytona Beach, Fla., *News-Journal* recently eliminated the ability to post anonymous comments to stories published online...

In a notice to readers, Executive Editor Pat Rice wrote, "The *News-Journal* reached this decision after significant feedback from readers who expressed concern that online comments too often are mean-spirited, or state facts inaccurately or degenerate into arguments between those leaving comments that have nothing to do with the stories under which they are posted."

He also cited the fact that the posting of anonymous comments conflicts with good journalistic practices, including not publishing unsigned letters to the editor.

In addition, the *American Journalism Review* now is calling for news sites to stop allowing anonymous online comments.

Rem Rieder, *American Journalism Review* editor and senior vice president, writes in the current issue: "One good reason to end the practice of allowing unnamed comments is that it's flat-out wrong."

*The Call* also urges legitimate news publications to stop the practice of allowing anonymous comments to be posted on their websites.

Leave anonymous comments to the disreputable bloggers who seldom get much right anyway and whose sole purpose in blogging is to stroke their overinflated egos.

*More often than not such remarks are personally damaging, demeaning, disgusting, false or perhaps even libelous.*

## 5 will be inducted into Newspaper Hall of Fame

The Missouri Press Association will induct the 20th group into its Newspaper Hall of Fame during the 144th annual MPA Convention this fall at Lake of the Ozarks. Five people will enter the Hall of Fame on Friday, Oct. 15, at The Lodge of Four Seasons.

This year's inductees are the late R.I. "Si" Colborn, Paris, Mo.; Harold Ellinghouse, Piedmont; Jo Hoffman, Lee's Summit; the late Donald W. Reynolds, Las Vegas; and Robert M. Wilson, Milan.

They were selected from among nominees submitted to the Missouri Press Hall of Fame Committee. Inductees or their families receive Pinnacle Awards, and plaques with their likenesses will be displayed in the MPA building in Columbia and in the student lounge of Lee Hills Hall on the campus of the Missouri School of Journalism.



## 4 'shooters' to join Photo Hall of Fame

The sixth annual induction ceremony of the Missouri Photojournalism Hall of Fame in Washington will be on Thursday, Oct. 21. It will begin at 4 p.m. in the Hall of Fame building, with a reception to follow.

This year's inductees are Scott Dine, retired director of photography for the *St. Louis Post-Dispatch*; Bob Foos, editor and publisher of the *Webb City Sentinel*; Roy Inman, a long-time photographer for *The Kansas City Star*; and the late Tim Jaynes, photographer for the *Sikeston Standard Democrat*.

Examples of each inductee's work will be displayed in the Hall of Fame during the induction program. Inductees or their families or representatives will receive plaques.

More information about the Photojournalism Hall of Fame can be seen at [http://www.mopress.com/Photojournalism\\_HOF.php](http://www.mopress.com/Photojournalism_HOF.php).

A news release with brief biographies of the inductees was emailed to MPA member newspapers on Aug. 9.

## NNA joins alliance opposing postal hikes

The National Newspaper Association has joined a nationwide alliance of nearly 700 companies and associations that use the U.S. mail in calling for the Postal Regulatory Commission to dismiss a request for a major postage rate increase.

The Affordable Mail Alliance told the PRC that the Postal Service must not be permitted to hike rates beyond inflation, which would nullify the most important safeguard for mailers in the Postal Accountability and Enhancement Act of 2006.

The Postal Service has requested rate increases to go into effect in January that can be as high as 10% for some newspaper mail and that average around 5.6%.

NNA urges concerned publishers to visit [www.nnaweb.org](http://www.nnaweb.org) for information on how to fight the rate increase.

## Maneke's online lessons cover legal issues

Podcasts by MPA Hotline Attorney Jean Maneke are available at [mopress.com/Podcasts.php](http://mopress.com/Podcasts.php).

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



Save the Date...

## Midwest Newspaper Summit 3

Take part in a hands-on Innovation Project that will bring measurable and profitable results to your newspaper!

Friday, September 10

Marriott Country Club Plaza  
Kansas City, Missouri

# Plan your paper's future!

## Choose a direction; learn how to proceed

The Midwest Newspaper Summit 3, Newspaper Evolution: Make Change Happen, will be held Friday, Sept. 10, at the Marriott Country Club Plaza in Kansas City. Using Midwest Newspaper Summits held in September and February as its springboard, Summit 3 will feature a hands-on, learn-by-doing platform.

Missouri Press Association is a sponsor of the Summit.

The program will offer three Innovation Projects in which to participate, based on a newspaper's current stage of innovation and/or willingness to implement a new project. Under the guidance of a facilitator, teams will work together to hone their ideas and discuss implementation. The day will wrap up with brief presentations on the implementation plans for each Innovation Project, providing for feedback from the full group.

Register now to attend Midwest Newspaper Summit 3 and get ready to take part in an exciting journey that will bring measurable and profitable results to your newspaper!

Rates for the summit are \$85 per registrant through Sept. 1, \$95 per registrant after Sept. 1, and \$35 for students. Discounted hotel rates of \$109 are available until Aug. 24. Registration and accommodation information is available at [www.newspaperevolution.com](http://www.newspaperevolution.com).

In addition to MPA, Summit sponsors are *The Kansas City Star*, Iowa Newspaper Foundation, Illinois Press Association, Kansas Press Association, Minnesota Newspaper Association, Nebraska Press Association, South Dakota Newspaper Association and Wisconsin Newspaper Association.

For questions about the Summit, contact Jennifer Asa at (515) 422-9070 or [jasa@inanews.com](mailto:jasa@inanews.com).

*Teams will work together to hone their ideas and discuss implementation.*



## Viers, Sosniecki training coming soon to 4 cities — 20 bucks w/lunch!

Missouri Press Foundation has scheduled four regional workshops, two featuring Russell Viers and two featuring Gary Sosniecki.

Next week, Adobe expert Russell Viers will present **InDesign For Absolute Beginners**. The goal is to teach you the basic concepts so you can begin building ads and editorial pages with success.

The workshop will be 9 a.m.-4 p.m. Friday, Aug. 20, at the Reynolds Journalism Institute on the University of Missouri campus in Columbia. Cost is just \$20, which includes lunch.

Register by calling or emailing Missouri Press with your name, newspaper, address and credit card information: (573) 449-4167; kwilliams@socket.net. If you prefer, a fax/mail-in form can be downloaded at [http://www.mopress.com/current\\_forms.php](http://www.mopress.com/current_forms.php).

This program is brought to you by the Missouri Press Foundation and Atomic News Tools.

Sosniecki will present workshops in Springfield and Moberly on **Web Solutions for Community Newspapers**. His sessions will run from 10 a.m. to 2:30 p.m. with a half hour for lunch.

A registration form for the Sosniecki workshops is enclosed.

For more information contact Dawn Kitchell at (636) 932-4301 or [kitchell@yhti.net](mailto:kitchell@yhti.net).

Here's the schedule for all four workshops.

- **Aug. 20:** InDesign for Absolute Beginners, Viers, Reynolds Journalism Institute, MU, Columbia.

- **Sept. 9:** Web Solutions for Community Newspapers, Sosniecki, Drury University, Springfield.

- **Sept. 10:** Web Solutions for Community Newspapers, Sosniecki, Moberly Area Community College.

- **Sept. 23:** Building Your Newspaper Faster Using InDesign & Photoshop, Viers, Daviess County Library, Gallatin.

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

Besides the high commissions for you, these programs help fund the services you rely on from the Association.

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.

# The short and the short of it

## Long stories are most difficult items to design

By Ed Henninger, Design Consultant

Overly long stories are not only difficult to design, they're also a turn-off to readers who feel they just don't have the time to spend on a long article. When confronted with a sea of gray text, readers often will bypass the story.

So it's critical for us to keep our stories short. Here are some suggestions:

**DIRECTION:** Talk over the story for two minutes with your reporter before she goes out to cover it. When she returns, confirm with her that she can write to the agreed-upon length.

**EDITING:** I don't know of any experienced editor who can't trim a story to the bone, but cutting a story after it has been written takes time and you're tossing out the time it took the writer to create the parts you've excised.

**SEGMENT:** If a piece must be longer, talk with your writer about ways to break it apart. Rather than one long piece on five mayoral candidates, for example, write five separate interviews, each with a photo, infoboxes and maps. A more commonplace example is taking a routine city council meeting story and breaking it into pieces rather than lengthening the story with "In other business..."

**INFOBOXES:** An easy way to shorten a story is to pull information that's not critical and place it in an infobox. Example: an infobox on a fire story could include the square footage of the building that burned; time of the 911 call reporting the fire; response time of the firefighters and number of firefighters involved; how long it took for the fire to be brought under control; etc. Infoboxes deliver information quickly; they are "hooks" that will often get your readers into the main story.

**LENGTH LIMITS:** A less-than-desirable method, but it can work well if your writers are aware that no story is to run more than 500 words. The length limit need not be applied in all cases, but it can remind you to write tightly, segment and use infoboxes to break up long stories.

Having a handle on the length of your major stories helps plan your design.

**FREE DESIGN EVALUATION:** Ed Henninger offers design evaluations — at no charge and with no obligation to readers of his column. For more information, check the FREEBIE page on [www.henningerconsulting.com](http://www.henningerconsulting.com).

Henninger offers comprehensive newspaper design services including redesigns, workshops, staff training and evaluations: email [edh@henningerconsulting.com](mailto:edh@henningerconsulting.com); phone: 803-327-3322.

## Association Managers elect officers

Felicia Mason, executive director of the Alabama Press Association, was elected president of Newspaper Association Managers, Inc. (NAM) at its annual meeting last week in New Orleans.

Mason succeeds Micheal Hodges of the Texas Press Association. She is NAM's 88th president, the second from Alabama. Doyle L. Huckels was the first, serving in 1943.

Mason has been with APA for 22 years, 12 as executive director.

Dean Ridings, Florida Press, was elected vice president. Ridings is a former Missouri newspaper publisher in Richmond. Doug Anstaett, from Kansas Press, was elected secretary.

Lisa Hills, Minnesota Newspaper Association, was elected as a new member to the Board of Directors for a three-year term. Other directors are Michael MacLaren, Michigan Press, and Greg Sherrill, Tennessee Press.

Mark Thomas, Oklahoma Press Association, remains NAM representative to the National Newspaper Association. Morley L. Piper continues as the clerk.





## 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

**JOURNALIST/PAGE DESIGNER:** *City: Carthage MO Newspaper:* The Carthage Press *Job Description:* Journalist/Designer needed for a daily Southwest Missouri Newspaper. Are you someone who understands the importance of community journalism? If so, we have a career for you! The Carthage Press is seeking a journalist with page layout and design skills. We are looking for a team player who is creative and professional, with organizational skills. This person will be responsible for page layout and design both for print and website with some reporting and photography. This candidate must have editorial experience and excellent written communication skills. Page layout and design with Quark and Photoshop a must. Journalism or Mass Communication degree preferred. This is a full-time position with vacation, 401K and health benefits including vision and dental. Please e-mail resume to: [jhacker@carthagepress.com](mailto:jhacker@carthagepress.com).

**EDITOR:** The Washington Missourian, an award-winning, twice-weekly newspaper, has an opening for an editor for our St. Clair edition. Experience required. We are a 16,000 paid-circulation paper located 50 miles west of St. Louis in historic Washington, Mo. on the Missouri River. Good pay and great benefits including health insurance, 401K plan and profit sharing. Send resume, qualifications and clips to Ed Pruneau, managing editor, P.O. Box 336, Washington, Mo., 63090, or [pruneau@emissourian.com](mailto:pruneau@emissourian.com), phone number: 636-390-3048.

**EXPERIENCED BOOKKEEPER:** Position is now available with a progressive company located in the Southwest Missouri area. The candidate should have experience in accounts receivable, accounts payable, payroll, and general ledger. Communication skills are a must, and must be able to handle a variety of tasks in a busy environment. Knowledge of Excel is a must. Health insurance, 401K, life insurance, disability insurance and vacation are some of the fringe benefits available for this full-time position. If you are ready for a challenge and a future with a successful company, send your resume to Gina Felix, The Carthage Press, P.O. Box 678, Carthage, MO 64836. All applications will be kept confidential.

**ACCOUNT EXECUTIVE:** Do You Love to Ask for the Order?! We are seeking a motivated sales person to join our great sales team calling on businesses in the greater Columbia area. Are you enthusiastic with a positive work attitude and possess good written/verbal communication skills? Do you have a proven sales history? Are you organized and able to meet constant deadlines? Do you have a Bachelor's degree or equivalent work experience? Ad design/layout skills are a

## Free software used to produce newspapers

*(Editor & Publisher)* CHICAGO — All 18 Journal Register Co. dailies published a print newspaper and website content on July 4 using only free tools available on the internet. The editions were the next step in Journal Register's "Ben Franklin Project," which began in April when a small daily and a weekly produced newspapers using free social media tools to crowd-source stories or get story ideas; Google Docs and Scribus for writing and composing stories and ads; and other tools for office functions.

CEO John Paton told E&P the project is about achieving "independence" from legacy publishing systems and developing a new way of thinking about how to bring compelling journalism to the papers' communities.

The project allowed audience members to help shape editorial story budgets through crowd sourcing.

Among the stories featured in July 4 editions were an in-depth exploration of property taxes and community revitalization projects and reports on childhood obesity.

plus. Reliable transportation, valid driver's license, good driving history, and proof of insurability are needed. Compensation package includes guaranteed base plus commission, 401(k), health insurance, vacation pay, sick pay, holiday pay, access to company gym. Please provide references. Send application to the Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205 or complete one at 101 N. Fourth Street. An application can be printed at <http://www.columbiatribune.com/jobs/>. EOE / Drug free Workplace.

**GENERAL REPORTER:** The Platte County Landmark is adding staff and has an opening for a part-time reporter. Government, crime, general news beat. Send resume to [ivan@plattcountylanmark.com](mailto:ivan@plattcountylanmark.com).

**SALES:** We're seeking a full-time advertising salesperson with a positive, energetic attitude and a strong work ethic. The successful candidate will be proficient at making sales presentations to new and existing advertisers; be able to effectively communicate, read and write in a business professional manner; have good people skills; be detail oriented; be able to work professionally under pressure of deadlines; and be willing to assume other various duties when required. Valid Iowa driver's license required. Previous media sales and knowledge of community journalism a plus. Base pay plus incentive package. Submit resume and references to P.O. Box 26, Corning, IA 50841.

**GENERAL ASSIGNMENT / SPORTS REPORTER:** Campbell Publications in Pittsfield, Ill., has an immediate opening for a full-time general assignment/sports reporter. The successful applicant will be responsible for the coverage of local sports in the readership area, some outdoor/wild-life sports stories and general news assignments. The ideal candidate will be familiar with a wide variety of sports and will enjoy working with people, in person and on the telephone. Must have reliable transportation. Pleasant office and friendly co-workers. Opportunity to excel in a fast-paced and creative work environment. Typing ability,

good grammar skills, ability to meet deadlines, camera, computer and web skills required. In-Design proficiency strongly desired but will train qualified candidates. We produce six award-winning community newspapers in five counties with a combined readership of 75,000. This position is based in Pittsfield, Ill., within two hours of metro St. Louis. Assignments will relate primarily to three of the Campbell Publications newspapers. To apply, send resume, cover letter and clips to Julie Boren, Publisher; P.O. Box 70, Pittsfield, IL 62363 or email to: [publisher@campbellpublications.net](mailto:publisher@campbellpublications.net).

**ACCOUNT EXECUTIVE (AE) / SALES REPRESENTATIVE:** If you are integrity-oriented, serious about customer service, care about solving problems for your clients, are self-motivated, have a desire to succeed, have a genuine interest in business AND you desire to be compensated for a job well done, you may be a candidate for an outside Advertising Sales Representative position within our company in Southwest Mo. We pride ourselves in being a "Customer-1st" company. We put the needs of our clients before our needs, and we work hard to always do what we say we will do. We are looking for an advertising sales representative who will assist local businesses with their advertising needs. Visit our website at [www.commpub.com](http://www.commpub.com). EOE. If you are all the above and are: Detail-Oriented, Creative, Trustworthy, Responsible, a Consistent Achiever, send resume to: AE position, PO Box 330, Bolivar, MO 65613, email: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com) or fax: 417-326-8701.

## FOR SALE

**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).

# Time is money when it comes to hardware & software updates



Kevin Slimp

Institute of  
Newspaper Technology  
kevin@kevinslimp.com

When I was younger, I owned a graphic design business. It started out small, but grew to several employees and bigger clients as the years went on.

As much as we enjoyed our work, like most businesses, making a profit was a priority. One of the lessons I learned pretty quickly was that the faster our computers, the more money we could make. Our output could double or triple with an investment in new computers and software.

I thought of this a few days ago when a publisher told me his papers were still using QuarkXpress 4.1 to paginate. Normally, I wouldn't have given this a second thought. But for some reason, I haven't been able to shake



the memory.

Don't get me wrong; I realize there are limits to what we can

spend. However, using software that's eleven years old on computers, which I'm assuming are pretty old, just doesn't make a lot of business sense.

Consider this. Since version 4.1, there have been 5 upgrades to QuarkXpress, the latest being version 8. In that same time, there have been seven versions of Adobe InDesign, now the industry standard for pagination. Imagine the extra time it takes to create ads and pages in software that's been around for eleven years.

Let's face it: Computer years are like dog years. In most businesses, computers are replaced every two to three years. Software upgrades are routine. Even though computers will run longer than three years, it doesn't make sense, from a business point of view, to keep them much longer than that.

With this in mind, it seemed a good time to share my thoughts on a few of the most important upgrades you might wish to consider:

**Page Layout & Design:** Most newspapers use Adobe InDesign for ad design and pagination. If you're a Quark user and are determined to stick with it, then upgrade to QuarkXpress 8. No, I don't like it as much as InDesign. But it's far superior to other

versions of QuarkXpress and will pay for itself in terms of speed and fewer problems. If you're an InDesign user, you should be using version CS3 or later. The latest version of Adobe's Creative Suite is CS5.

**Computers:** If you're using older versions of software, you're probably using older computers as well. On the Mac platform, most current applications require Intel based computers. Both the iMac and the new Mac Minis

are great computers for newspaper design. When upgrading Windows-based machines, consider purchasing computers with the Windows 7 operating system.

**Scanners:** Purchasing a new scanner is one of the least expensive ways to make your paper look better. The tubes that do the scanning start to wear down after a couple of years and you pay for this with photos that seem too yellow, red or blue and with noisy pictures. By spending \$89 on a new scanner, you can bring new life to your scanned images.

**Cameras:** Digital SLR cameras continue to improve in speed and quality at lower prices. Both Canon and Nikon, as well as other vendors, offer great cameras at affordable prices. With the ability to shoot high definition video with many current models, purchasing a new camera

seems like a good bet. If you're looking for a camera that does a lot at an affordable price, consider the Canon 550D (\$799) or Nikon D5000 (\$569). Both shoot high definition video (the Canon shoots higher definition than the Nikon) and are solid cameras.

OK. That's my two cents worth. If you want to use older computers and older software, go right ahead. I won't be there to watch you. However, if increasing production quality and speed are important to you, consider a few of these updates at your newspaper.



## Where is Kevin?

July 22-23: Bismarck ND

July 29-30: Buffalo NY

Aug 12: Sioux Falls SD

Aug 19: Columbia SC

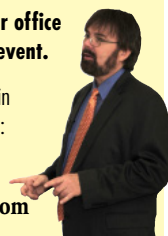
Coming this fall to:

Indianapolis, Portland (OR),  
Nashville, Omaha, Knoxville,  
Louisville (KY), Shreveport (LA)

Bring Kevin to your office  
or next training event.

To contact Kevin  
directly, email:

kevin@  
kevinslimp.com



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# Missouri Press Association

## 144th Annual Convention

Oct. 14-16, 2010

*Lodge of Four Seasons, Lake Ozark*

### Thursday, Oct. 14

**8:00-11:30 a.m.** Registration open

**8:00-11:00 a.m.** Missouri Press Association and Missouri Press Service Boards Meet

**Noon** Golf Outing/Lunch at Sycamore Creek Golf Course

**6:00 p.m.** That '70s Dinner with comedian Rahn Ramey will kick off this fun evening of laughs and dancing! Break out your bellbottoms, feather your hair like Farrah and come prepared to strut your stuff at this '70s theme dance party with DJ Phill B! Win prizes for best costume!

### Friday, Oct. 15

**8 a.m. - 6:15 p.m.** Registration open

**8:00 a.m.** Breakfast Speaker: Lee Judge, editorial cartoonist for The Kansas City Star

Sponsor Missouri Lottery. May Scheve Reardon, Executive Director of the Lottery, will speak briefly.

**9:15-11:30 a.m.** Political Forums

9:15 a.m. State Auditor Candidates

10:30 a.m. US Senate Candidates

**11 a.m. - 5:00 p.m.** Trade Show and Silent Auction

**11:45 a.m.** MPA Business Meeting and Election of Officers and Directors

**12:30 p.m.** Lunch

Speaker: University of Missouri President Gary Forsee

**2:00-3:00 p.m.** General Session:

Charles L. Overby, Chief Executive Officer of The Newseum, Washington DC: "The Future is Now for Newspapers"

**3:15-4:30 p.m.** General Session:

Jeffrey L. Greene, former VP of the Newspaper Association of America and retail advertising specialist:

"Successful Ad Selling in Hard Times."

**6:00 p.m.** Hall of Fame Reception

**6:30 p.m.** Hall of Fame Dinner, 20th Annual Induction Ceremony

### Saturday, Oct. 16

**8:00-9:15 a.m.** Breakfast Program: "Using Social Networking to your Newspaper's Advantage".

Associated Press Managing Editors Awards to follow session

**9:30-11:00 a.m.** Breakout Sessions:

Advertising: Jeffrey L. Greene, "90 Ads in 90 Minutes"

Websites: Gary Sosniecki, TownNews: "Web Solutions for Community Newspapers"

**11:00-11:50 a.m.** "Video Production for Newspaper Websites". Speaker: Rebecca S. Rivas, the St. Louis American

**Noon** Better Newspaper Contest Luncheon, Young Newspaper Journalists of the Year, and College Media Association Awards





# 144th Annual Missouri Press Association Convention

**Early Registration!**  
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STAFF MEMBERS MAY ATTEND LEARNING SESSIONS FOR NO ADDITIONAL COST ONCE NEWSPAPER HAS PAID REGISTRATION FEE

**For Hotel Reservations Call 888-265-5500 by Sept. 9, 2010**

**Ask for Missouri Press Association Rate of \$114 per night**

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 (pay registration fee once per group)

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MPA Associate or  
 Friend Member \$185

Non-  
 Member  
 \$200

Retired  
 Member  
 \$50

**Registration  
 Fee**

\$ \_\_\_\_\_

Name/Newspaper (as it will appear on name badge) Please list names of all attending, even for free sessions	Thursday Golf w/ lunch @ Sycamore Creek \$50	'70s Thursday Dinner & Comic \$35	Friday Breakfast \$20	Friday Luncheon \$30	Friday Hall of Fame Banquet \$55	Saturday Weeklies Breakfast \$30	Saturday Awards Lunch \$30	Saturday Only Sessions & Lunch \$40	Total Per Person

**Saturday Only - Skip Registration Fee** and pay only \$40 per person to attend sessions and lunch

**CONVENTION CANCELLATIONS:** Cancellations received by Friday, September 25, 2010 WILL be entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to kwilliams@socket.net. Cancellations received after September 25, 2010 are NOT entitled to a refund.

*Deduct \$75 from Active/Friend/Associate Grand Total or \$20 for retired member if registration is postmarked or received by September 9th.*

Spouses are welcome with no additional registration fee, just pay for meals and events.

Grand Total Due: \_\_\_\_\_

# WEB SOLUTIONS for Community Newspapers

## The nuts and bolts of hosting a successful newspaper Website.

In this engaging workshop, you will gain inspiration and strategies to build or enhance your Website and be positioned to earn more revenue.

Get the most out of readership and advertising revenue from your newspaper's site.

Not yet on the Web? Learn how to hit the ground running and avoid some of the pitfalls common for weeklies and small dailies.

### *Two Training Opportunities:*

#### **Thursday, Sept. 9**

Drury University, Springfield

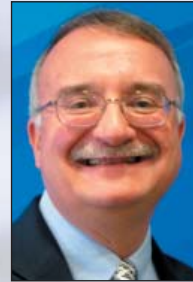
#### **Friday, Sept. 10**

Moberly Community College, Moberly

**10 a.m. to 2:30 p.m.**

*\$20 registration fee includes lunch*

*Register by Sept. 2, 2010*



**Gary  
Sosniecki**

Gary Sosniecki is a regional sales manager for Townnews.com, specializing in weekly newspapers. He joined the company after a 34-year newspaper career that included owning, with his wife, Helen, weekly newspapers and publishing a small daily, all in Missouri.

He is past president of the Missouri Press Association, Missouri Press Service and Ozark Press Association. He lives in Le Claire, Iowa.

Need more information?  
Contact Dawn Kitchell  
636-932-4301  
kitchell@yhti.net



Missouri Press  
Foundation

Register by phone or email or return the registration form electronically or by fax.



# WEB SOLUTIONS for Community Newspapers

**Registration Fee: \$20 per person**

*Please check training location you plan to attend:*

**Thursday, Sept. 9**, Drury University Campus,  
Room 6, Olin Library, Springfield

**Friday, Sept. 10**, Moberly Area Community College,  
Activity Center, Moberly

Name \_\_\_\_\_

Newspaper \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

E-mail \_\_\_\_\_

Additional Registrants \_\_\_\_\_

TOTAL: \_\_\_\_ @ \$20 = \_\_\_\_\_ Payment enclosed \_\_\_\_ Charge my credit card \_\_\_\_

Credit card # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_

*VISA/Mastercard only*

Address \_\_\_\_\_ ZIP \_\_\_\_\_

*must be address/zip where billing is sent*

Amount to be charged \$ \_\_\_\_\_ Date \_\_\_\_\_

Authorized signature \_\_\_\_\_

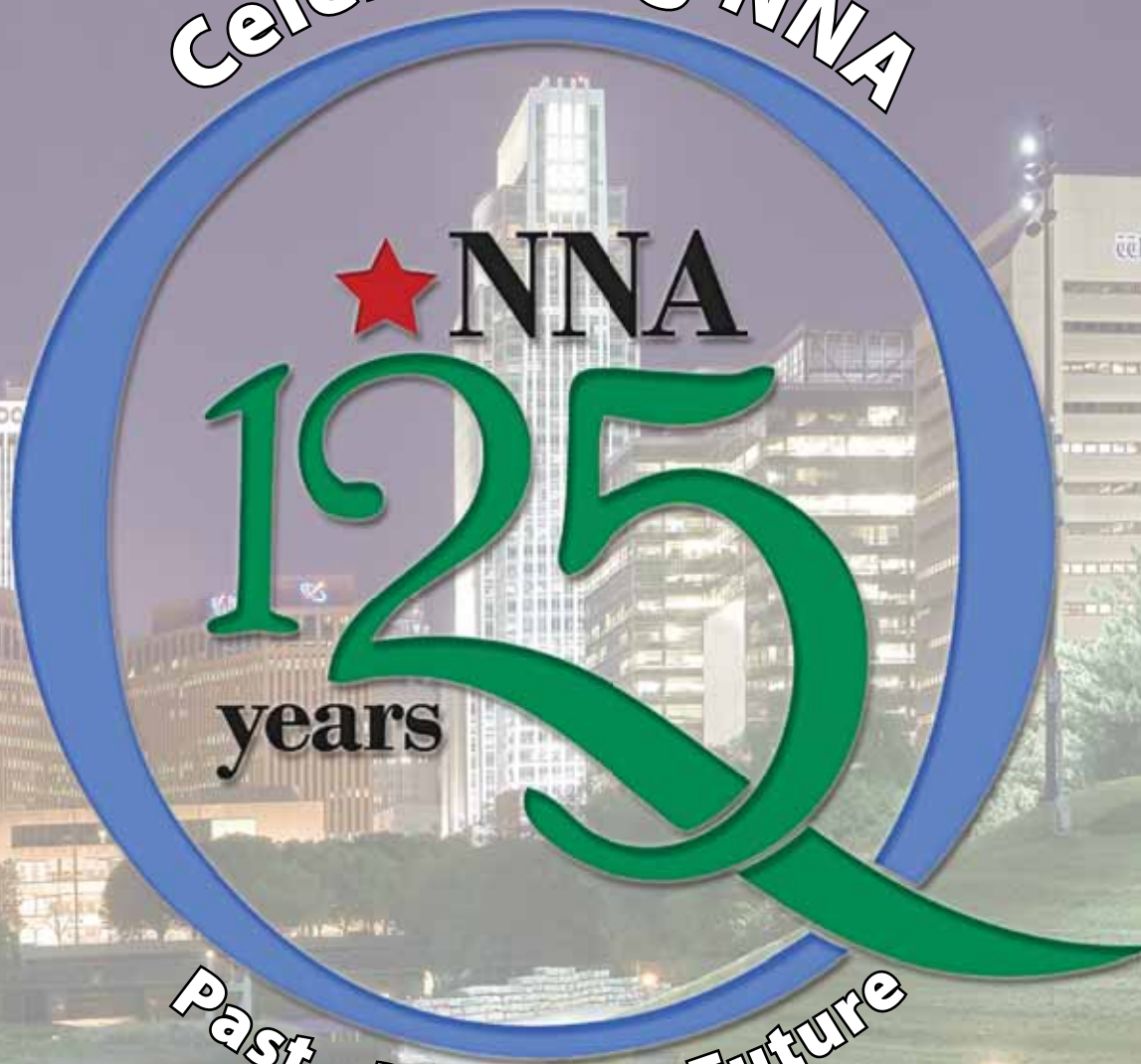
**REGISTRATION RECEIPT:**

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

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

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

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Twelve Community Building Symposium research papers

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Opening Reception in Exhibit Hall  
Extravaganza, Henry Doorly Zoo  
Trade Show with the latest and greatest  
Amos, McKinney and Phillips Awards Luncheon  
Toast to the Winners

**For more information or program updates  
visit [www.nnaweb.org](http://www.nnaweb.org) or call 800-829-4662**



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