



CALENDAR

September

- 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

Video producer on Convention agenda

Rebecca S. Rivas has produced two film documentaries: *Knock Knock, America: A Story of Refugee*



Rebecca Rivas

Teens in St. Louis (2008) and *At Highest Risk: Maternal Health Care in the Peruvian Andes* (2006).

Rivas is a staff reporter and video producer for the *St. Louis*

American newspaper. She will talk about that work during a Saturday morning, Oct. 16, session at the MPA Convention at The Lodge of Four Seasons.

One of her films, *Knock Knock, America*, aired on the Higher Education Channel in St. Louis. *At Highest Risk* was produced as part of a year-long Fulbright Scholar program.

Rivas has been producing 3- to 10-minute news podcasts for the *St. Louis American* website since August 2009.

Missouri Press Association Bulletin

No. 1261 — 15 September, 2010

Items needed for auctions at Convention

Missouri Press Association needs 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.

Don't miss Senate candidate forum

Blunt, Carnahan, Beck, Dine will participate

LAKE OZARK—Four candidates seeking Christopher Bond's place in the U.S. Senate will participate in a forum on Oct. 15 sponsored by the Missouri Press Association. The forum will bring the top candidates together just three weeks before the election.

Sen. Bond, a former Missouri governor who has served four terms in the Senate, didn't seek another term.

Candidates for his office who will participate in the MPA forum are U.S. Rep. Roy Blunt (Republican), Secretary of State Robin Carnahan (Democrat), Jerry Beck (Constitution), and Jonathan Dine (Libertarian).

David Lieb, the Associated Press lead correspondent in Jefferson City, will moderate the forum. After brief opening remarks from each candidate, Lieb will ask the first question. Then audience members of MPA will question the candidates.

The forum for the Senate candidates will begin at 10:30 a.m. Friday, Oct. 15, at The Lodge of Four Seasons, Lake Ozark.

A forum for state auditor candidates, beginning at 9:15 a.m., will be held just before the Senate candidate forum.

The forums will be part of MPA's 144th annual Convention and Trade Show, which will begin Oct. 14 and end with an awards luncheon on Oct. 16.

Football game starts at 6 p.m., MPA 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.



St. Louis comedian opens for music stars

You've likely seen Rahn Ramey before. His television appearances include HBO Comedy Relief, An Evening At the Improv, and the Comedy Club Network.

You'll see him again at the MPA Convention in October. Ramey will entertain on Thursday evening, Oct. 14, at the '70s Dinner and party.

Ramey, a St. Louis native, has appeared in the movies *Planes, Trains, & Automobiles* and *Escape From New York*. He has opened for many musical acts, including Al Jarreau, Luther Vandross, Aretha Franklin, B.B. King, Randy Travis, Hall & Oates and Smoky Robinson.

He plays clubs around the world. He'll soon play for you and the Missouri Press Association at The Lodge of Four Seasons, Lake Ozark.

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."

Print ads beat online

A recent posting on Walgreens' Facebook page asks readers whether they still get the printed Sunday weekly ad or whether they would rather find it online. The majority of people who commented expressed overwhelming preference for ads in the Sunday paper.

This program is a winner!

Laugh and learn with MPA in beautiful Ozarks

About all newspaper people hear these days is "website this and Facebook that." If you read or hear anything about newspapering, it's more than likely about some aspect of "going digital."



Jeff Greene

But you've still got a newspaper to produce and bills to pay. What about those things?

Missouri Press understands that. That's why the program for the annual Convention in October includes Jeff Greene, a retail advertising expert and former vice president of the Newspaper Association of America. He'll speak at two sessions.

Greene's topic at 3:15 p.m. on Friday will be "Successful Ad Selling in Hard Times." His program at 9:30 a.m. Saturday will be "90 Ads in 90 Minutes."

Attend those two sessions and get some ideas you can use to recoup your Convention costs in a matter of weeks. After that your new-found revenue will go straight to profit.

MPA will hold its 144th Annual Convention Oct. 14-16 at The Lodge of Four Seasons, Lake Ozark. A registration form is enclosed.

Have you assembled a disco outfit yet? Round up some statement-making bell-bottoms, a big, loud shirt and a pair of tall shoes, because we're going to have a '70s party! That will be Thursday evening, Oct. 14, at The Lodge. Comedian Rahn Ramey and DJ Phill B. will keep the crowd rocking.

Arrive earlier on Thursday and have lunch and play golf at Sycamore Creek Golf Course.

More-serious business starts with breakfast Friday. Editorial cartoonist Lee Judge from *The Kansas City Star* will start the day. May Scheve Reardon, head of The Missouri Lottery, also will speak at Friday's breakfast.

After breakfast Friday will be Candidate Forums for those running for U.S. Senate and Missouri state auditor. MPA invited all of the candidates to participate.

A Trade Show will be open from 11 a.m. to 5 p.m. on Friday in the Lodge Annex.

Other speakers on the agenda will be Gary Forsee, president of the University of Missouri; Charles L. Overby, director of The Newseum and the Freedom Forum; Gary Sosniecki, a representative of TownNews; and Rebecca Rivas, a reporter and videographer for *The St. Louis American*.

Darren Heckman of High 5 Communications will talk about using social networking to benefit your newspaper.

Five people will be inducted into the Newspaper Hall of Fame Friday evening. That's a classy event that you don't want to miss.

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.

An agenda and registration form for the Convention are enclosed.



Charles Overby



Gary Sosniecki



May Scheve Reardon



Rahn Ramey



Darren Heckman



Gary Forsee



Lee Judge



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Get ahead of Groupon

Create your own 'daily deal' for advertisers

(Poynter.org, Aug. 30) — Media and trade analysts generally report that direct marketer Groupon does more than \$1 million of business a day. This year, it has doubled in size roughly every four months.

Groupon spokesperson Julie Mossler said the site has steadily added a million subscribers a week.

Groupon and its clones typically target smaller merchants or service providers who may not be able to afford run-of-the-paper advertising or inserts. Such businesses have been slow to bite at hyperlocal online display opportunities or cheap, self-service ad platforms.

For restaurants, salons, cultural activities and others trying to lure new customers, Groupon simply has invented a better marketing mousetrap. The deeply discounted deals (e.g., an \$80 massage for \$30) expire after a day. The deal only takes effect if a specified number of customers buy in.

Takers pay up-front. The merchant and Groupon have measurable results immediately and split the proceeds. The only downside is that the business has to serve hundreds or often several thousand takers at a slight loss — but the possibility of upsells or repeat customers more than makes up for that.

The deal-of-the-day boom will drain dollars from newspaper advertising (as well as from direct mail and yellow pages), but the hot new category need not be a dead loss for newspapers.

McClatchy announced on July 1 a partnership with Groupon. Beginning in September at the chain's Sacramento and Kansas City papers (and expanding later to all 28), Groupon will offer a second and different daily deal on McClatchy websites. Groupon officials say they'd like more partnerships with newspapers.

Groupon gets past the limitation of offering just one deal-of-the-day in a given city, a next step in sustaining its growth. McClatchy will get some revenues (though the kitty will be split three ways) and add a traffic builder to its sites as well.

Other newspapers — among them the *Star Tribune* in Minneapolis, *The San Diego Union-Tribune*, and Morris Communications papers in Athens, Savannah, and Augusta, Ga., and Jacksonville, Fla. — have just started to offer their own versions of a deal-of-the-day. They're using other vendors, not Groupon.

The papers keep a bigger share of the proceeds, and the deals are sold by their own local sales teams, who develop new customer relationships in the process.

The deal-of-the-day concept can also focus on special interest categories. For instance, a new business, Doodledeals, launched recently with the established, \$300 million-a-year Diapers.com, targeting moms. Hence a new competitor emerges for mom sites, which have been an audience and revenue success for the Gannett chain and many other papers.

Groupon is experimenting with new services. It is offering deals for neighborhoods within big cities. This geo-targeting aims to correct problems some participating businesses have identified: being overwhelmed by more respondents than they are prepared to serve and getting a lot of one-timers who live far away and are unlikely to return.

Deep discounts a monster hit; K.C. Star a partner; retailers overwhelmed by response.

Groupon (continued on next page)



OpenMissouri project promotes transparency in state government

OpenMissouri is a project created by David Herzog, a faculty fellow at the Reynolds Journalism Institute at the Missouri School of Journalism.

The one-year pilot project is designed to promote government transparency by informing journalists, information professionals, citizens and businesses about offline data held by state agencies.

The keystone of the project will be a website, to launch in November, that will feature a card catalog that provides information and how-to tips on accessing offline databases and descriptive details about the information they contain.

Users will be able to post data that they uncover during research projects.

So far OpenMissouri has the support of the Missouri Press and Broadcasters associations and the Missouri Sunshine Coalition and is actively seeking organizations and individuals to lend support by spreading the word about OpenMissouri, following the project on Twitter: @OpenMissouri, helping build data card catalog, using the website, participating in conversations on the site and contributing data.

More information: <http://www.rjionline.org/fellows-program/herzog/index.php>.

Be sure political ads have disclaimer

The Missouri Ethics Commission (MEC) could fine your newspaper as much as \$1,000 if you publish election campaign ads without the proper "paid for by" disclaimer.

Election season is here, and everyone on your ad staff should be familiar with the disclaimer regulations. Print them out, make copies, post them around your office and have them ready when candidates call or come into the office.

Here is a link to the regulations: mopress.com/_lib/files/Campaign_Finance_Rules.pdf.

The MEC produced a training tutorial, *Campaign Materials Identification Requirements*, that everyone involved in producing or disseminating campaign materials is encouraged to view.

View the tutorial at mec.mo.gov/EthicsWeb/Training.aspx.

Groupon (continued from previous page)

Groupon has had an exclusive focus on local advertising, but on Aug. 19 it partnered with The Gap (\$25 for \$50 of clothing). The deal got 441,000 takers, strained Groupon's computer capacity and generated \$11 million in revenues for the two to split.

Traditional media can use Groupon as a circulation builder. The *Chicago Tribune* sold 7,500 discounted Sunday subscriptions in a single day in July on Groupon.

Early on, Groupon had a strong social media twist. Participants were e-mailing, tweeting and Facebooking friends, essentially doing Groupon's promotion work for free.

These days the deals are so heavily subscribed-to that the threshold is moot — 98 percent of deals are a go, often by early in the day. Customers can still earn a \$10 credit for their account if they recruit a friend who buys a deal.

The social media flavor lingers on in other ways — for instance, in a current promotion in which a volunteer is traveling the country trying to live for a year on Groupon offers alone and writing about the adventure for the company's site. Josh Stevens, a 28-year-old Chicagoan with some time on his hands, has passed Day 100 and gets a \$100,000 payout if he makes it through the whole year.

Each Groupon offer comes with a whimsical, five-or six-paragraph story, rich with made-up facts. So subscribing provides a fun read — and advertising exposure to a much larger audience than those who choose to take the deal. A platoon of 70 writers at headquarters churns out the equivalent of 190 pages of this copy a day.

Maybe that is a silver lining for a few displaced reporters. Instead of covering boring city hall meetings, you could move to Chicago and write mini-essays in praise of gourmet cupcakes or flying lessons.

The deal-of-the-day category is part threat, part opportunity for newspapers (see 'Deal' on the next page).

Customers are No. 1!

Advertisers, readers, employees are your market

(Center for Media Research, July 20) — According to the American Express Global Customer Service Barometer, 61% of Americans report that quality customer service is more important to them in today's economic environment, and will spend an average of 9% more when they believe a company provides excellent service.

However, only 37% of Americans believe that companies have increased their focus on providing quality service.

91% of Americans consider the level of customer service important when deciding to do business with a company, but only 24% believe companies value their business and will go the extra mile to keep it.

Also, consumers put more weight on negative reports of customer service than on positive reports.

Importantly, consumers are far more forgiving if a company has earned their trust over time. 86% of consumers report they're willing to give a company a second chance after a bad experience if they've historically experienced great customer service with that company.

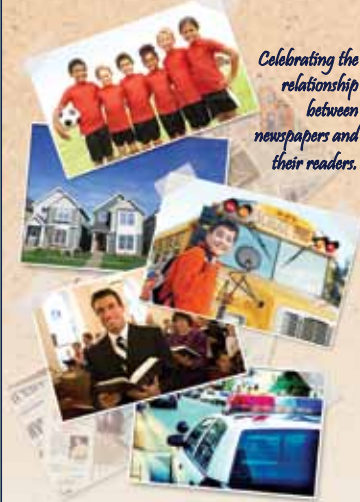
Companies that get it wrong should realize it's at a cost: Half of consumers (52%) expect something in return after a poor customer service experience, beyond resolving the problem.

Most consumers want an apology or some form of reimbursement.



NEWSPAPERS

The print and online connector
for today's communities.



*Celebrating the
relationship
between
newspapers and
their readers.*

National Newspaper Week
October 3-9, 2010

Newspaper Week material available now

Material now is available for download to promote National Newspaper Week Oct. 3-9. Newspaper Association Managers (NAM) sponsors the annual observance.

You can download free material from the Newspaper Week website to promote newspapers. When all of it has been posted, material will include editorials, columns, logos and cartoons.

Missouri Press Association is sponsoring access for all of its member newspapers, so you can download all of the material you want.

Plan now for your newspaper's promotion of National Newspaper Week. (<http://www.nationalnewspaperweek.com/nnw/>)

Use the Tools

Visit the Newspaper Toolbox on the MPA website for articles and links about every facet of publishing a newspaper, from ad sales to legal issues to photography.

Add the Toolbox to your browser bookmarks and refer to it any time you need some information or have a question.

'Deal' gives instant ad feedback 'this has trumped all other initiatives'

(From Editor & Publisher Magazine, July 2010) — One of the biggest challenges for newspapers in the age of interactive media is proving that their advertising works.

The *San Diego Union Tribune* has solved that problem and added \$100,000 per week to its gross advertising revenues.

The *U-T* jumped on the social-shopping bandwagon, featuring daily deals in print and on its website for everything from restaurants to summer camps.

The deals don't just offer discounts of 50% or more on gift certificates for products and services. They also encourage readers to enhance their savings by recruiting friends to buy certificates, giving a participant a \$10 credit toward her next certificate for every friend she recruits to the network.

Thus, the paper has created a virtuous circle: Readers who love the deals tell friends, who tell friends... and so it goes. Advertisers love not only the immediate, measurable response but also the welcome jolt of cash that flows into their coffers almost overnight. And the newspaper fattens its top line while unequivocally demonstrating its marketing clout to merchants.

Launched in April, the program called Daily Deal got off to "an extremely fast start" at the San Diego paper, said Mike Hodges, the vice president of its interactive division. "In the 2½ years I have been involved in online newspaper sales, this has trumped all other initiatives."

After shopping around for a technology vendor, the *U-T* partnered with Shoutback.Com, an Ohio-based company that provides credit-card clearing and other back-end services that the newspaper didn't want to reinvent.

Here's how the program works:

The paper offers deals on Tuesday, Wednesday and Thursday, plus a weekend deal that runs from Friday through Sunday. It probably will add a second deal in coming months, said Hodges.

An advertiser pays nothing for the prominent promotion of his offer on the front page of the newspaper, the front page of the website and throughout the website. When the clock strikes midnight at the end of each deal period, the deal expires and the newspaper processes the credit cards of all the customers who have purchased gift certificates. The merchant gets half of the revenue and the newspaper keeps the other half.

Beyond building a nifty revenue stream for itself, the newspaper is building buzz. "Thirty percent of our sales come from referrals from existing customers," said Hodges, adding that he amassed a database of 15,000 email addresses within two months of launch. Emails tout each new offer.

The project is building excitement among advertisers, too. "We have brought in new ad clients who we previously were not able to attract in print or online," said Hodges. "The power of our media to generate significant sales in one day shows what we can do."

Some long-term advertisers even boosted their schedules after trying Daily Deal. "This finally solves the problem of measurability," said Hodges. "It's all right there in the open for them to see."

Other newspapers around the country are getting into Daily Deals, often partnering with other newspapers in their region.

*Advertisers
love immediate,
measurable
results
and jolt
of cash.*



Postal statement due by Oct. 1

All publishers of Periodicals publications — that includes newspapers — must **deliver** to their Postmasters a completed PS Form 3526 by Oct. 1 each year.

Get a copy of the form from your postmaster or download it from <http://www.usps.com/forms/periodicals.htm>.

All general publications and requester publishers must **publish** all information required on PS Form 3526 no later than Oct. 10 for publications issued more frequently than weekly.

Publications issued weekly or less frequently but more frequently than monthly must publish PS Form 3526 by Oct. 31.

All other publications must publish PS Form 3526 in the first issue after Oct. 1.

Publishers may print a reproduction of PS Form 3526 or they can publish the information in editorial format.

Each numbered item of PS Form 3526 must have an entry, even if it is "zero" or "n/a."

If you have any questions, contact Missouri Press Postal Consultant Ron Cunningham at 417-849-9331 or Post-alhelp@aol.com.

InDesign, Photoshop training in Gallatin

Next week, Adobe expert Russell Viers will present **Building Your Newspaper Faster Using InDesign & Photoshop**.

The workshop will be at the Daviess County Library in Gallatin. Cost is just \$20, which includes lunch. A flier is enclosed.

Register by calling or emailing Missouri Press with your name, newspaper, address and credit card information: (573) 449-4167; kwilliams@socket.net.

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

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, 573-449-4167.

Phone book nets 40% profit

Advertisers love keeping their money in town

By Sean Ireland

Southern Newspaper Publishers Association eBulletin

Tired of seeing outside companies invade its central Alabama community and leave with local advertising dollars, last year the *Selma Times-Journal* struck back and began to publish its own book of local telephone listings and advertisements. For the 10,000-circulation daily newspaper, the project was an immediate success with roughly \$40,000 in new revenue and a 40% margin.

The *Times-Journal's* first phone book has more than 12,500 business and residential listings, one for every phone line in Dallas County, as well as listings for cell phone numbers, pager numbers and e-mail addresses submitted for the book voluntarily. Each of its 172 pages is in color on high-gloss paper with large, easy-to-read type and offers plenty of opportunities for local businesses to make a statement through their advertising.

The book's first edition shows that with the right effort and training, the newspaper is as good or better at producing this local resource guide than anyone else, the phone company included. Better yet, it gives local businesses an opportunity to spend their advertising dollars in the community.

"When telephone companies do their 'Yellow Pages,' they utilize sales representatives that live outside the community, and when they leave, the money businesses spend with them and the commissions they earn go with them," said Erica Slone, advertising director of the *Times-Journal*. "This is a good way to keep that money in our community."

It's also a good way to capture local money that hasn't traditionally flowed to newspapers. "There are a lot of nontraditional advertisers that we don't normally get into the newspaper that we can reach with this product," Slone said. "For instance, we don't get a lot of attorneys (in the newspaper), but just about every attorney in Dallas County wanted to be in (the phone book) because they knew it was going to every household."

The project is almost entirely the responsibility of the advertising department, and the key to its success is training, Slone said. Slone trains her reps on selling the book for several weeks with a manual put together from her own experience.

The comprehensive training program is necessary because selling advertising for the phone book is far different than selling for the newspaper. The book and its categories offer businesses a chance for multiple listings and ads.

"A grocery store can be listed under market or grocery, and will need to go in several different locations," Slone said. "My suggestion for all of the reps is that they look at their 15 to 20 targets for each day ahead of time and sit and think what categories they need to be listed under."

The *Times-Journal* made sure its prices beat all competitors. It was an immediate hit with advertisers.

The newspaper begins selling in July, and ad copy is turned in as it is sold. The newspaper contracts out the collection of the listings in a database format, and printing, also contracted out, is done in November. The newspaper's carrier force then delivers the phone book to every address in Dallas County.

This year, the *Times-Journal* is adding an online component to the book, putting it on its website at www.selmatimesjournal.com.

*Listings book
a good way to
capture
local money
that hasn't
traditionally
flowed to
newspapers.*



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.

HELP WANTED

JOURNALIST: If you're looking to put yourself in a position to advance your career, come join our team. We have a proven reputation of award-winning journalism and placing our reporters at larger newspapers. We're seeking a talented and motivated journalist who can produce well-crafted, clean copy and lots of it. Fast-paced daily newspaper environment for a general assignment reporter who likes variety. Photo skills useful. Knowledge of Internet reporting, page layout helpful. We're located in south central Missouri within easy driving distance to St. Louis and Springfield. Apply to Publisher Floyd Jernigan at fjernigan@therolladailynews.com.

REGIONAL SALES REPRESENTATIVE: Multi-facility regional commercial printer is currently seeking a commission-only regional sales representative. For 30-plus years we have provided offset web printing solutions using the latest technologies. Flexible, based out of your home, with travel primarily in Oklahoma and Texas. Sales experience required. Excellent customer service, strong written and verbal communication skills a must. Prefer 3-5 years related experience. EOE. Send resume to: Janie Terrell, Nowata Printing Co., 3901 E. Mustard Way, Springfield, MO 65803, or email to janiet@MO.NeighborNews.com.

CIRCULATION MANAGER: Mid-Missouri Media, consisting of the Rolla Daily News, the Waynesville Daily Guide and the weekly St. James Leader-Journal, is seeking an energetic, hands-on circulation sales manager who can grow circulation while demanding and getting excellent customer service. We are located in south central Missouri, within easy driving distance of St. Louis and Springfield. The ideal candidate will bring enthusiasm and newspaper circulation management experience building and motivating a team while being personally productive in growing circulation through retention, single copy and home delivery sales. Experience with and knowledge of Vision Data are musts. Resumes should be sent to Floyd Jernigan, publisher, at fjernigan@therolladailynews.com.

SPORTS EDITOR/REPORTER: The Christian County Headliner News and Nixa Xpress are 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 or fax: 417-326-8701.

MEDIA SALES: The Columbia Daily Tribune is seeking an experienced Account Executive to sell advertising to businesses in Columbia and the surrounding area. Sales include print, online, mobile, and niche products. Bachelor's degree or equivalent experience preferred. Reliable transportation and valid driver's license required. Compensation pack-

NAA Foundation offers free serial story to celebrate Hispanic Heritage Month

Arlington, Va. – The NAA Foundation announced Tuesday that it is celebrating Hispanic Heritage Month, Sept. 15-Oct. 15, by offering a new, original serial story, "The Brass Bell."

This six-chapter story, available at <http://www.naafoundation.org/Curriculum/NIE/The-Brass-Bell.aspx>, focuses on three young friends

who take a cue from Coronado's legendary quest for the Seven Cities of Gold to embark on their own adventure.

Use of the serial is free for Newspaper In Education (NIE) programs between now and Nov. 30, 2011. Chapters are provided in both English and Spanish.

"The Brass Bell" is written by Cathy Sewell of The Curriculum Closet, and the serial comes with matching illustrations and a teacher's guide. Sewell also serves as NIE manager for the St. Louis Post-Dispatch.

The NAA Foundation strives to develop engaged and literate citizens

in our diverse society through investment in and support of programs designed to enhance student achievement through newspaper readership and appreciation of the First Amendment.

The Foundation also endeavors to help news media companies increase their readership and audience by offering programs that encourage the cultivation of a more diverse work force in the press. Information about the Foundation and its programs may be found at www.naafoundation.org.

The Brass Bell



age includes guaranteed base plus commission, health insurance, access to company gym. Send application to the Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205 or complete one at 101 N. Fourth Street. An application can be printed at <http://www.columbiatribune.com/jobs/>. EOE / Drug free Workplace.

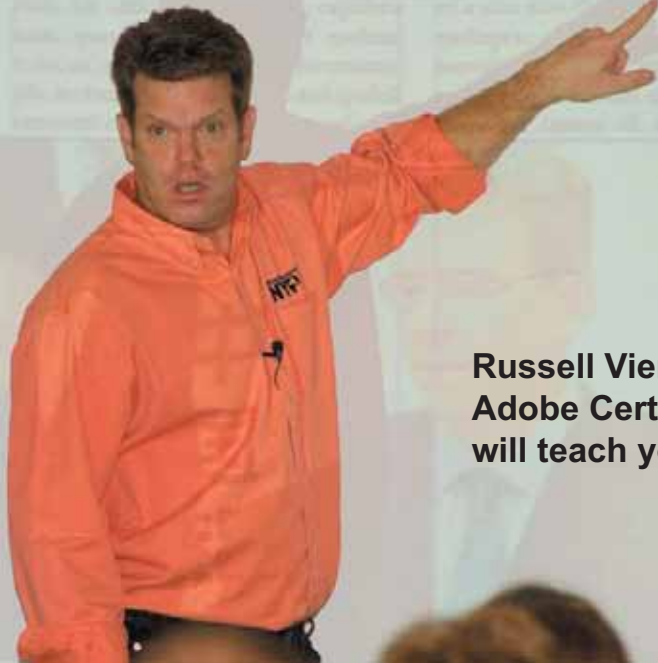
SPORTS EDITOR: Chariton Valley News Press in Salisbury, Mo., has an immediate opening for a full time sports editor. The successful applicant will be responsible for the coverage of local sports in the readership (5 towns) area, some outdoor/wildlife sports stories. The ideal candidate will be familiar 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. InDesign proficiency strongly desired but will train qualified candidates. This position is based in Salisbury, 50 miles northwest of Columbia. To apply, send resume, cover letter and clips to Laura Widmer at cvnppublisher@gmail.com.

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.

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- *Much, much more*



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". Speakers: 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

OCTOBER 14 - 16, 2010
 LODGE OF FOUR SEASONS
 315 LODGE OF FOUR SEASONS DRIVE
 FOUR SEASONS, MO 65049
 888-265-5500

Newspaper or Company _____

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Registration Fee

Select One Category for your Group
 (pay registration fee once per group)

Active Member
 Newspaper
 \$175

MPA Associate or
 Friend Member \$185

Non-
 Member
 \$200

Retired
 Member
 \$50

Registration
 Fee

\$ _____

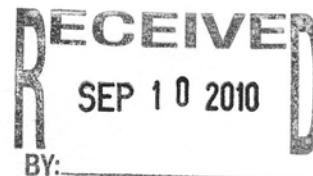
Name/Newspaper (as it will appear on name badge) Please list names of all attending, even for free sessions	Thursday Golf w/ lunch @ Sycamore Creek \$50	'70s Thursday Dinner & Comic \$35	Friday Breakfast \$20	Friday Luncheon \$30	Friday Hall of Fame Banquet \$55	Saturday Breakfast \$30	Saturday Awards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

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

Grand Total Due: _____



ATTORNEY GENERAL OF MISSOURI

CHRIS KOSTER
ATTORNEY GENERAL

JEFFERSON CITY

65102

P.O. Box 899
(573) 751-3321

September 9, 2010

Doug Crews
Executive Director
Missouri Press Association
802 Locust Street
Columbia, MO 65201

RE: Notice of Litigation Regarding LCD (Flat Screen) Panels

Dear Mr. Crews:

I am contacting your organization to invite your members to register themselves as purchasers of products likely to be covered by litigation recently filed by the Attorney General.

The Attorney General's Office has filed a lawsuit against several manufacturers of LCD flat screen panels* installed in computer monitors, notebook computers, and flat-screen televisions made by the manufacturers, as well as by many other companies such as Sony, Apple, and Hewlett Packard.

We are contacting you because your members may have purchased these products for their own use (not for re-sale) and may wish to pursue a claim for possible overpayments.

In our lawsuit we have claimed that between 1999 and 2006 these manufacturers conspired to fix prices and reduce output of LCD panels. This conspiracy reduced competition in the market for these panels, causing prices to be higher for the products containing them.

If we prevail in this litigation, we will be requesting an award of damages or restitution for all purchasers of products containing LCD panels in Missouri. This would include businesses and other organizations that purchased the products manufactured during the conspiracy for their own use.

Why We Are Contacting You

We are contacting you to invite your members to determine whether they may have purchased these products and want to pursue a refund of any overcharge. We are asking purchasers to register any possible claims with our office. Because this case arises over purchases made several years ago, it may be

* *State of Missouri, et al. v. AU Optronics, Corp., et al.*, Case No. C:10-3619 EMC, N.D. Cal.; The Attorney General has sued AU Optronics Corporation, Chi Mei Innolux Corp., HannStar Display Corporation, Hitachi, Ltd., LG Display Co., Ltd., Samsung Electronics, Co., Ltd., and Sharp Electronics Corporation, and several affiliated companies for violating federal and state antitrust laws and Missouri's Merchandising Practices Act.

important for potential claimants to act quickly to locate and retain their underlying purchase documentation.

We are encouraging purchasers that may wish to make a claim to complete a **Purchaser Information Form** and submit it to our office by **November 15, 2010**. The form is available online at our website and is easy to complete. We do not require the underlying records at this time, but suggest that they be gathered and retained. We will contact the "contact person" identified in the Purchaser Information Forms when it is time for purchasers to submit the purchase documentation.

Purchasers may easily register through our website at ago.mo.gov by selecting the **LCD Price Fixing** button located on the right-hand side of the screen in the Action Center. Alternatively, an organization may complete the attached response form, scan it, and e-mail it to:

LCDLitigation@ago.mo.gov

or mail it to:

Attention: Marsha Presley, Paralegal
Missouri Attorney General's Office
P.O. Box 899,
Jefferson City, MO 65012

For any questions about completing the form, please contact Marsha Presley at 573-751-7445.

If members decide they are not interested in participating, they do not need to respond, and we will not contact them.

We have filed our lawsuit with other states in the United States District Court for the Northern District of California because several other related lawsuits are pending before that Court. A copy of the lawsuit is also available at our website. These cases tend to be complex and take many months to complete. If there are questions regarding this litigation, please feel free to contact us.

Again, we request that you encourage your membership to register at our website and to gather any purchase documentation, so we will be able to contact them later in this litigation.

Very truly yours,

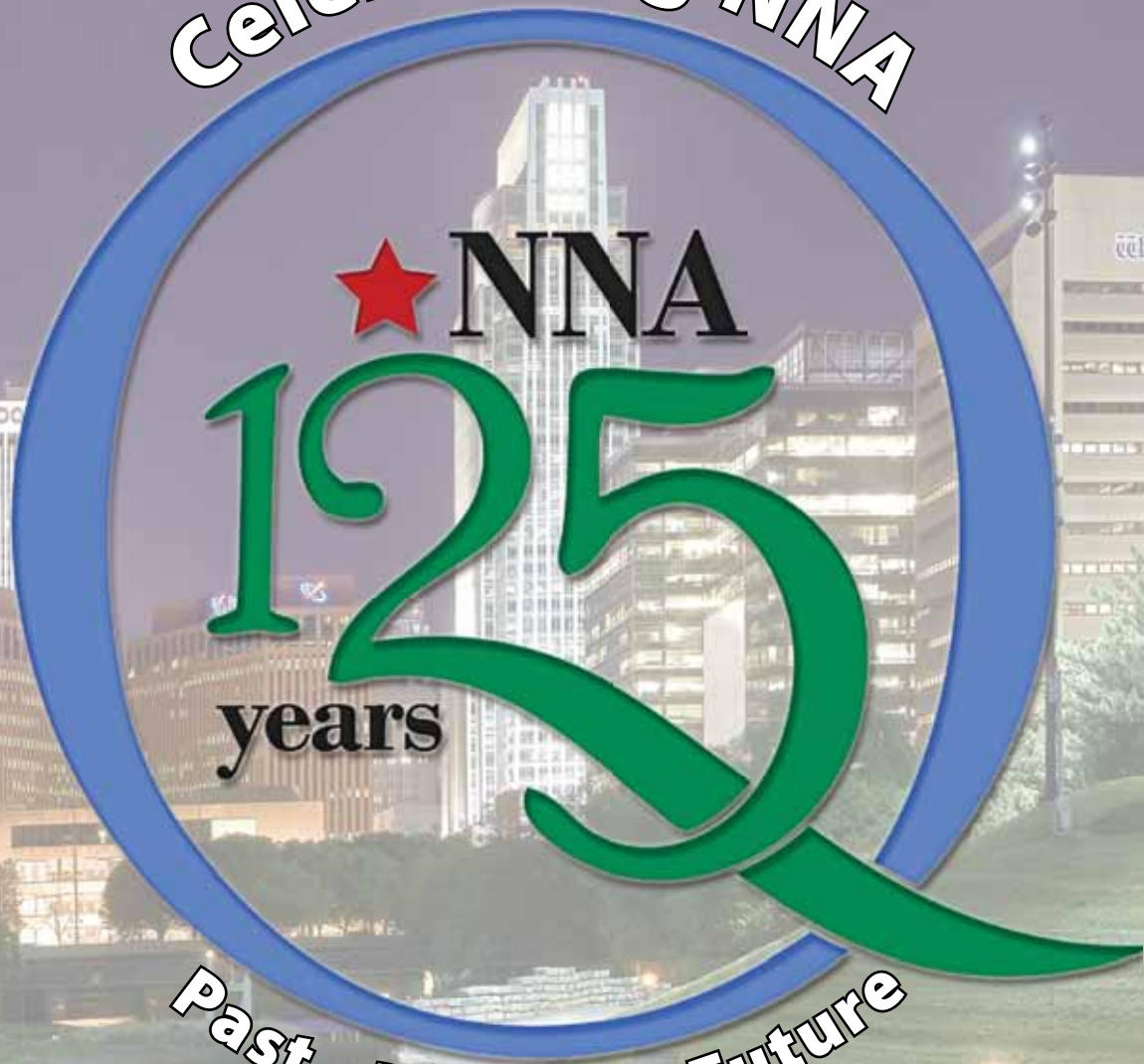
CHRIS KOSTER
Attorney General



Anne E. Schneider
Assistant Attorney General/
Antitrust Counsel
Consumer Protection Division

AES:mp
Enclosure

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Sessions

Two Pre-Convention Workshops
Great Idea Exchange
Five Roundtable Topics; repeated
Opening Breakfast/Keynote Speaker
Eight Informative Sessions with Experts
Twelve Community Building Symposium research papers

Networking and Social Events

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

**For more information or program updates
visit www.nnaweb.org or call 800-829-4662**



Missouri Press Association
 802 Locust St.
 Columbia, MO 65201

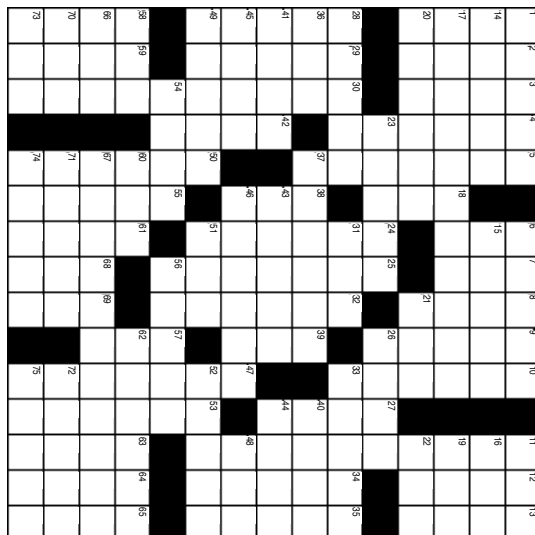
After solving the crossword, write the indicated answers into the blanks at the bottom of the page to discover the theme for 2010's National Newspaper Week.

ACROSS

- 1. Rhyme writers
- 6. Any of Aesop's stories
- 11. Bed in boot camp
- 14. "___ Like It!" (Shakespeare play): 2 wds.
- 15. Laborers' group
- 16. "___ to Billy Joe"
- 17. Part of the theme: 3 wds.
- 19. Vero, slangily
- 20. Discussed, with "out"
- 21. Get a glimpse of
- 22. Badminton barrier
- 23. Cancel, as a space flight
- 26. The Kentucky Derby, e.g.
- 28. "The Inferno" author
- 31. Spherical object
- 33. Stones
- 36. Lamb's mother
- 37. Part of the theme
- 40. Six-sided state
- 41. Hours' "hands"
- 43. Singers Sedaka and Young
- 44. Sweat gland's outlet
- 45. Estimator's phrase: 2 wds.

Part of the theme

- 46. Very cool, to a teen
- 49. Lukewarm
- 51. Bart Simpson's age
- 52. Rosters
- 54. Drinks in English pubs
- 56. Frankoense or myrth, for instance
- 58. Kind of code found on envelopes
- 60. Call ___ day (quit working): 2 wds.
- 62. Puts on a pedestal
- 66. Extreme anger
- 67. Part of the theme
- 70. Substance in cigarettes
- 71. Sewing machine inventor Howe
- 72. Metal bolt at a construction site
- 73. Smartness statistics: Abbr.
- 74. Color differently, as fabric
- 75. Gardener's packetful



Puzzle by Patrick Jordan

DOWN

- 1. Trail
- 2. Orig. that tracks industrial accidents: Abbr.
- 3. Holes in sewing needles
- 4. Item on Mr. Peanut's head: 2 wds.
- 5. Wager that can't lose: 2 wds.
- 6. Amusement
- 7. Picnic pest
- 8. Prelude
- 9. One who doesn't socialize much
- 10. Make believed
- 11. Part of the theme
- 12. Garfield's canine companion
- 13. Send a Tweet, perhaps
- 18. Wedding vow: 2 wds.
- 24. Chinchilla or chipmunk, e.g.
- 25. Mobile home
- 27. Governmental overthrow
- 28. Train or bus station
- 29. Cognizant
- 30. Part of the theme
- 32. Reporter's name on a story
- 34. Unit of gold fineness
- 35. Backyard buildings
- 38. Performance artist' Yoko
- 39. Nine-digit ID: Abbr.
- 42. Dirt
- 47. Liquid medicines
- 50. Wintertime gadget at an airport
- 53. Requiring an extra inning: 3 wds.
- 55. Took illegally
- 57. D.C. title: Abbr.
- 58. Tube-shaped pasta
- 59. Bagnat's country
- 61. In the center of
- 63. Being broadcast as it happens
- 64. Prepared to drive, in golf
- 65. The Concord and others: Abbr.
- 68. April follower
- 69. Find a purpose for

30-Down _____
 17-Across _____
 46-Across _____
 11-Down _____
 for 37-Across _____
 67-Across _____