



## CALENDAR

### June

- 3** — Southeast Missouri Press Association, Southeast Missouri State, Cape Girardeau
- 9** — MPA Porter Fisher Golf Classic, Mosswood Meadows Golf Course, Monroe City, 1:30 tee-off
- 9-11** — Show-Me Press Association, Hannibal Quality Inn

### July

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

### September

- 8-10** — 145th Annual MPA Convention, Hilton Convention Center at Branson Landing, Branson
- 22-25** — National Newspaper Association Annual Convention and Trade Show, Albuquerque, N.M.

### Send nominations for MPA officers

Missouri Press is taking nominations (self-nominations encouraged) for officers and directors for 2012. Nominations must be submitted by June 15.

At the Convention in September in Branson, MPA members will elect a President, First and Second Vice Presidents, Secretary-Treasurer and two Directors.

A two-page candidate form is enclosed.

# Missouri Press Association Bulletin

No. 1268 — 18 May, 2011

## SEMO Press June 3

### *Ad, design experts on program*

Southeast Missouri Press Association will offer sessions on newspaper design, advertising design, Google business tools and copyright law at its meeting in June. The association will hold its 118th Annual Conference on Friday, June 3, at Southeast Missouri State University in Cape Girardeau. A registration form is enclosed. The registration deadline is May 25.

Association President Betty Watkins of Dexter will preside at the meeting.

Newspaper advertising consultant David Fowler will open the meeting at 10 a.m. with a session on getting new customers.

Fowler also will present during one of the concurrent sessions after lunch. He'll teach you the purpose for newspaper advertising and how to create advertisements that will sell for clients and that will attract new advertisers to your newspaper.

Fowler wrote the book "Newspaper Ads That Make Sales Jump!" and he has worked with many advertising agencies and newspapers, including *The New York Times*, *The Seattle Times* and *The San Francisco Chronicle*.

Design consultant Ed Henninger, who is familiar to many Missourians through his workshops and his column and blog, will speak at lunch.

Henninger also will present during an afternoon concurrent session.

Henninger's column on newspaper design appears in many newspaper association newsletters and bulletins, including this Bulletin. He also has a blog he uses to critique submitted pages and discuss newspaper design.

The second pair of concurrent sessions will feature Dana Schwieger, who will talk about using Google tools, and Missouri Press legal hotline counselor Jean Maneke, whose topic will be the Digital Millennium Copyright Act.

Your newspaper or business can register to attend the conference for \$75, plus \$15 per person for lunch.



**Missouri Press Association Porter Fisher Golf Classic**

**1:30 p.m. Thursday, June 9, Mosswood Meadows Golf Course,  
Monroe City. Registration form enclosed.**



## Professor gathering bin Laden coverage

Many rural weekly newspapers abandoned their local-only policies to give notice to the killing of terror mastermind Osama bin Laden. Some did front-page stories with local reaction. Some ran commentary about the end of the hunt for bin Laden.

Did your newspaper do anything to cover the attack on Osama bin Laden's compound and his death?

If you did, Al Cross with the Institute for Rural Journalism and Community Issues at the University of Kentucky requests that you email to him what you did. His address is [al.cross@uky.edu](mailto:al.cross@uky.edu).

## Emails will be used in new MPA database

Missouri Press is working on a new "Member" database that you and Missouri Press soon will be able to use to communicate and transfer material.

Jennifer Plourde, who manages the Missouri Press ad networks — Statewide Classifieds and the 2x2 Network — is gathering e-mail addresses for every paper that participates in the statewide classifieds and/or 2x2s.

Jennifer will use those e-mail addresses not just to send ads but to notify those papers of changes in the programs, early deadlines, contests, etc.

A number of newspapers in the networks already have sent email addresses to Jennifer; some have not. Please send the e-mail address to Jennifer at [jplourde@socket.net](mailto:jplourde@socket.net).

Indicate whether the email is for Statewide Classifieds, the 2x2 Network or both.

## Sports journalism class for high school students

Kansas City Star sports columnist Sam Mellinger will teach a sports journalism class for high school students June 13-17 at Pembroke Hill. The class is open to any student entering grades 9-12, and will cover the basics of sports journalism across different mediums.

The class will include tips on creating stories from beginning to end, using different mediums and social media to establish brands, and schedule permitting, include guest speakers and perhaps a field trip. Call Mellinger at 816.936.1377 for details.

Newspapers are invited to print this note — and/or forward it to communications teachers at local schools — so their readers will know about the opportunity.

# Show-Me Press in Hannibal

## June 9-11 meeting will follow golf in Monroe City

Show-Me Press Association will offer a variety of sessions at its annual meeting Thursday-Saturday, June 9-11, in Hannibal. Sessions will be held in the Quality Inn and Suites Hotel. Show-Me President Linda Geist, publisher of the *Lake Gazette* in Monroe City, will be the host.

Thursday's activities include an MPA/MPS Board meeting in the morning and the annual MPA Porter Fisher Golf Classic in the afternoon. Golf will be at Mosswood Meadows Golf Course in Monroe City.

Adobe trainer Russell Viers is on the agenda for Friday morning and afternoon. He'll share tips and tricks with InDesign and Photoshop that will make your job faster and easier. Viers will present again Saturday morning.

Also on Saturday will be presentations by Mike Jenner of the Missouri School of Journalism, Greg Baker, ad director of Missouri Press Service, and Nancy Stone, president of the Monroe County Historical Society.

Here's the agenda for the entire meeting:

### Thursday, June 9

**8 a.m.** - MPA Board Meeting (with breakfast)

**Noon** - Lunch for golfers provided by the Monroe City Chamber of Commerce at Mosswood Meadows Golf Course, Monroe City. Mosswood is just off Highway 36 at the western edge of Monroe City.

**1:30** - Tee-off at Mosswood Meadows

**3-7 p.m.** - Hospitably Suite at the Quality Inn, dinner on your own.

### Friday, June 10

**8 a.m.** - Breakfast, Calypso Room (Hotel guests FREE, \$8 for non-quests.)

**9 - 11:30** - Russell Viers on InDesign

**Noon** - Lunch: Speaker Ryan Murray, marketing director at Mark Twain Home and Museum

**1:15 p.m.** - Russell Viers

**6:30** - Wine and cheese on deck at

Mark Twain Lake Visitor Center followed by barbecue dinner, sponsored by Mark Twain Landing Water Park and Resort, and entertainment by '50s and '60s band BC & the Gang, sponsored by *The Lake Gazette*.

### Saturday, June 11

**8 a.m.** - Breakfast and Show-Me business meeting and election of officers.

#### Breakout sessions:

**9:15 a.m.** - For news people: Mike Jenner, Missouri School of Journalism.

**9:15** - Greg Baker, MPA advertising director, winning ways to work with advertising agencies.

**9:15-11:30** - Russell Viers.

**10:30 a.m.** - Nancy Stone, What you can find in your courthouse.

**10:30 a.m.** - Greg Baker (repeat).

Quality Inn and Suites is on U.S. 36 at the western edge of Hannibal.

Call the hotel at (573) 221-4001 to reserve a room; \$91.63, including breakfast.





Missouri Press Association

Missouri Press Service

802 Locust St.

Columbia, MO 65201-4888

(573) 449-4167; FAX (573) 874-5894

www.mopress.com

**MPA PRESIDENT:** Joe May,  
*Mexico Ledger*

**FIRST VICE PRESIDENT:** Phil  
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Southeast Missourian*

Dennis Warden, *Gasconade County  
Republican, Owensville*

Kate Martin, *Perry County  
Republic-Monitor, Perryville*

Joe Spaar, *The Odessan, Odessa*

Brad Gentry, *Houston Herald*

Jim Robertson, *Columbia Daily Tribune*

Linda Geist, *Monroe City Lake Gazette*

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*Eldon Advertiser*

**MPS PRESIDENT:** Vicki Russell,  
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**VICE PRESIDENT:** Jack Whitaker,  
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**SEC-TREAS.:** Dave Bradley, *St. Joseph  
News-Press*

**MPS DIRECTORS:** Steve Oldfield,  
*Adrian Journal*

John Spaar, *The Odessan*

#### STAFF

**Doug Crews:** Executive Director, dcrews@  
socket.net

**Greg Baker:** Advertising Director, gbaker@  
socket.net

**Kent Ford:** Editor, kford@socket.net

**Connie Whitney:**

cwhitney@socket.net

and **Jennifer Plourde:**

jplourde@socket.net

Advertising Sales and Placement

**Karen Philp:** kphilp@socket.net

Receptionist, Bookkeeping

**Kristie Williams:** Member Services,

Meeting Coordinator,

kwilliams@socket.net

**Rachael Heffner:** Advertising,

Graphic Design, rheffner@socket.net

**Jean Maneke:**

Legal Hotline Counselor

(816) 753-9000

jmaneke@manekelaw.com

**Dawn Kitchell:**

NIE & Education Director

(636) 932-4301; kitchell@yhti.net

**Ron Cunningham:**

Postal Consultant

(417) 849-9331; postalhelp@aol.com

# Editing training exercises

## Can you catch all of these errors?

By **RANDY HINES** / Professor

(For the Southern Newspaper Publishers Association.)

A key ingredient for excellence is to avoid mistakes in your copy. A monthly refresher is a method to keep your staff on its toes when it comes to spelling, grammar, punctuation and Associated Press style.

Below are five sentences that have a variety of simple errors. Take the editing test before you consult your AP Stylebook or check below for the correct responses.

1. The reporter was suppose to cover the Greenville city council session at 7 p.m. tonight.
2. The thirty year old suspect was arrested for being a police imposter.
3. Reverend Steve Kuhn drank his coke while the congregation greeted each other.
4. The Colleges Berlin, Germany, study program started in the 1990's.
5. The freshmen changed her major to Journalism after Fall Semester.

Check out the answers below to see the proper corrections for the above sentences.

1. The reporter was *supposed* to cover the Greenville *City Council* session at 7 *tonight*.  
The often-misused supposed/suppose needs a careful look in copy. Suppose in verb form refers to a suggestion or a consideration. Supposed, often with to, refers to a requirement (as in this example). City council is capitalized when it refers to a specific body, even if the city is not named in the same sentence.

Of course, no one would allow the redundancy of p.m. and tonight. Then why do we see it in print and hear it on the broadcast news?

2. The *30-year-old* suspect was arrested *and charged with* being a police *impostor*.  
This one was easy, of course. Ages are always numerals and when used with year old, need the hyphens as part of a compound modifier. Police reporters are careful about assigning guilt in their copy. The person was not arrested for this crime, merely charged for this crime. The dictionary allows both impostor and imposter. The Associated Press allows only the former.

3. *The Rev.* Steve Kuhn drank his *Coke* while the congregation greeted *one another*.

Members of the clergy need the proper title. In this case, it's The Rev. Steve Kuhn. The soft drink Coke needs to be capitalized. If it's generic, call it a cola or a soft drink. You cannot write each other unless the congregation consists of only two people. More than that and you need one another.

4. *The college's Berlin* study program started in the *1990s*.  
College is lowercase but needs the apostrophe before the "s" to show possessive. Berlin is listed in AP as one of the cities that needs no further identification in copy or datelines. Maybe we should call them citylines, since no dates appear any longer.

Finally, the full decade needs no apostrophe. A decade such as the '90s uses the apostrophe to replace the missing 19.

5. *The freshman* changed her major to *journalism* after *fall semester*.  
Despite the obvious plural error in freshmen, many writing students fail to catch it on AP tests. Academic majors are lowercase except with proper nouns, such as English or Spanish. Seasons are also lowercase unless part of a more formal title, such as Spring Writing Festival.

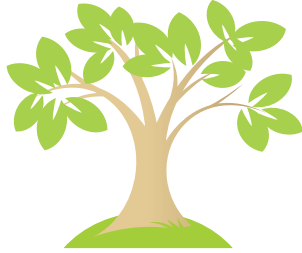
*Former journalist and Southerner Randy Hines is a professor at Susquehanna University in Pennsylvania. His latest book is "Print Matters: How to Write Great Advertising" with Bob Lauterborn, former James L. Knight Chair of Advertising at UNC-Chapel Hill. Hines can be reached at randyhinesapr@yahoo.com.*



## One World, Many Stories

### A Community's Roots and Branches

Write members of your immediate family on your tree. Include any brothers, sisters, parents or grandparents.



Create a family tree for your community. Write the name of your community on the trunk. From your newspaper, choose important people and places to write on your tree. What enables your community to grow and thrive? What serves as the base or root for your community tree?

### Visit Your Library!

Discover more about the history of your community! Add to your tree.



## Lots of free features to get young readers into your newspaper

The Collaborative Summer Library Program (CSLP) provides summer reading program materials for public libraries. This year's themes are "One World, Many Stories" for younger readers and "You are Here" for teens.

The North Carolina Press Foundation's Newspapers In Education (NIE) program has created great features around these themes — at no cost!

To download the features, visit: [www.ncpress.com/ncpf/ncnie/summerreading2011/summer2011.html](http://www.ncpress.com/ncpf/ncnie/summerreading2011/summer2011.html).

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

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

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

# Postal expands 'Requester' rule

## *Fax, email now acceptable documentation*

Requester newspapers may now document proof of their readers' requests by e-mail or by fax, thanks to a revised Customer Support Ruling (PS-054) from the U.S. Postal Service. NNA Postal Committee Chairman Max Heath heralded the change as a welcome step forward in supporting newspapers in the mail.

NNA's Postal Committee made the proposal over a three-year period with NNA member Jeanne Straus, president of Straus Newspapers, owner of nine Requester titles in New York, New Jersey and Pennsylvania, appearing twice before the Periodicals Advisory Group of industry/postal people, which approved the request March 31 in New York City.

USPS Mailing Standards has released its revised standards for Requester verification, specifically permitting e-mail requests, so long as the requests include:

- a request date,
- the title of the publication,
- an expressed desire to receive copies of future issues of the publication, and
- the complete name and address of the requester.

Newspaper circulation departments may solicit the requests so long as they don't provide a premium or monetary incentive. The documentation of the reader's willingness to receive the requester paper should be printed and kept on file.

Secondly, the revised standard for the first time specifically approved faxed signed and dated requests.

Requester newspapers are Periodicals that must document that 50 percent or more of their recipients have made a positive, documented request to receive the paper. Requests are valid for three years. Requester publications must adhere to stricter standards for advertising percentage and page count, but are otherwise treated the same as paid circulation newspapers. In 2006, the law required USPS to extend within-county postal privileges and prices to them.



"The Postal Service is extraordinarily conservative in protecting the traditions of the Periodicals privilege, and rightly so," Heath said. "Because of our role in democracy and the news value we bring to the mailbox, USPS has long been determined to make sure the highest standards of compliance are in place for the privilege. There are some areas where the evolution of publishing has required us to update the standards, and this is one where a positive step has been made by USPS after due consideration."

Heath expressed his thanks to Jerome Lease, USPS senior Periodicals specialist, and Joyce McGarvy, distribution director of Crain Communications, for their work in helping make the new standard possible.

Heath said his committee hopes to announce soon the result of work since January 2007 on a change in rules to permit electronic subscriptions of facsimiles of newspapers paid for by readers to count as paid circulation.

**Registration forms for the SEMO Press meeting,  
the Show-Me Press meeting and the  
MPA Porter Fisher Golf Classic are enclosed.**



## Upcoming Webinars

### Do You Know the Rules? Online Marketing and Privacy

Thursday, June 2

John Bussian and Charles Marshall

### Take Your Newspaper Online.... The Easy and Affordable Way

Thursday, June 23

Charlie Weaver, Iowa State Daily

### Circulation Tune-Up

Friday, June 24

Steve Wagenlander,  
Charleston (SC) Post and Courier

Register at  
[onlinemediacampus.com](http://onlinemediacampus.com)

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

Go to <http://www.onlinemediacampus.com> to check out Online Media Campus low-cost webinars coming soon to a computer near you.

Missouri Press Association is among the sponsors of Online Media Campus.

## Listen and learn

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 and advertising issues.

## Follow Mo. Press on Facebook, Twitter

Follow the Missouri Press on Twitter and "Like" the Missouri Press Association on Facebook, for information about coming events, contests and news!

Click the button to get MPA Tweets: <http://twitter.com/MissouriPress>.

Go to Facebook and check the "like" button: <http://www.facebook.com/pages/Missouri-Press-Association/154375874617599?sk=wall&filter=2>.

# Become a better sales person

## You can learn successful techniques

By JOHN FOUST / Raleigh, NC

There's a lot of truth in the old saying, "The biggest room in the house is room for improvement." Let's take a look at six things to be learned from the top sales people in the advertising industry:

1. **Learn about selling.** These days, there is no excuse for an uninformed sales person. Visit your local book store or library, and you will find plenty of how-to information about selling. Go online, and in a matter of seconds you can have access to a mountain of helpful ideas. (While writing this paragraph, I did a quick Internet search of "sales tips" and found 229 million results.)

2. **Know your product.** There is more to product knowledge than knowing your paper's deadlines, the difference between spot color and process color, and how many column inches are in a 2 x 6 ad.

Consider your rate card. If you are putting together a proposal for a monthly ad budget of \$1,000, what are three possible options? Which option do you recommend? Why?

3. **Make time management a priority.** Time is a precious commodity. That's why time management is one of the biggest challenges in this profession.

Debra is an award-winning sales person. "I keep a daily log of my activities," she told me. "That helps me analyze what is productive and what is not. The ad manager at my paper wants us to maximize the amount of time we spend developing new business."

4. **Know how to create effective advertising.** Once you make a sale, you become a marketing partner. Even if your paper has a first-rate creative department, you are the main point of contact with that advertiser.

Who is the target audience? What are the relevant features and benefits? What type of headline is most appropriate – benefit, news or curiosity? Should the advertising have photographs or illustrations? Testimonial quotes or third-person copy?

5. **Know your competition.** One of the basic principles of debate is to know as much about your opposition's point of view as you know about your own. That goes for media sales, too. When a prospective advertiser tells you that one of your competitors is being considered, you can help your case by providing a point-by-point comparison.

How does your paper deliver more potential customers for less cost than radio, television, or other publications? What does your website offer that other websites don't?

6. **Present a professional image.** A banking executive once told me about a sales person who showed up for a meeting wearing blue jeans and tennis shoes. "He said he was dressed like that because Fridays were casual days in his paper's office," he said. "I don't have anything against blue jeans. But it's not smart to wear jeans if you are trying to sell something to people who are wearing business suits."

This does not mean that you have to run out and buy new clothes. Simply use common sense in selecting what to wear each day. A sales presentation always trumps Casual Friday.

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E-mail John Foust for information about his training videos for ad departments: [jfoust@mindspring.com](mailto:jfoust@mindspring.com).

*Time management is one of the biggest challenges in this profession.*



## Notify Mo. Press about any ad changes

Any time you change anything relating to advertising in your newspaper, please let Missouri Press know about the changes.

Changes could involve rates, column width, publication day, niche publications, regular special sections, insert rates, zone distribution or anything else.

Missouri Press uses this information to sell and place advertising into your newspaper. If our information is outdated or incomplete, you will not receive the correct payment for advertising, or you may not be included in the ad buy at all.

Outdated information becomes a big problem when an ad buy involves dozens of newspapers, like many political advertising buys do.

Please remember to notify Missouri Press whenever you make any adjustments to your advertising services, prices or procedures.

## Charles Davis can help get government records

Charles Davis, the former director of the Freedom of Information Center, has a blog on the topic called The Art of Access at [www.theartofaccess.com](http://www.theartofaccess.com).

Charles is an associate professor at the Missouri School of Journalism and he remains active in open government activities.

## You can offer what others can't!

Newspapers can offer to advertise something that other media can't as part of a multimedia advertising package — PRINT advertising! This is a unique advantage offering advertising effectiveness, audience loyalty and an attractive environment for advertisers.

## Make big money selling network ads

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.

# 'TaxWatch' defends notices 'online-only notices ... would cost more'

By **DOMINIC M. CALABRO** / President and CEO, Florida TaxWatch

(Cape-Coral-Daily-Breeze.com, April 2) — ... We at Florida TaxWatch hold dear the independent and unfiltered manner of governmental entities placing public notices in local newspapers of record.

If the current proposal in the (Florida) legislature, House Bill 89, which proposes moving public notices to government-run websites saved a great deal of taxpayer money, Florida TaxWatch would have been among the most vocal proponents of the idea.

No one is more committed to meaningful government cost savings, innovation, and productivity than Florida TaxWatch. Through more than three decades of research that gets results for taxpayers and more than twenty years of running the Prudential Davis Productivity Awards program, Florida TaxWatch has demonstrated our commitment to improving taxpayer value, citizen understanding, and government accountability.

The fact of the matter is that online-only public notices would likely cost taxpayers more money. Taxpayers could be significantly harmed financially by online-only notifications of upcoming votes, tax increases and other expensive policies that could potentially fly under the radar.

Checks and balances are the bulwark of our American freedoms. The legislative proposal to take public notification out of newspapers of record, no matter how well intended, would strip us of an important taxpayer protection.

Taxpayers deserve to be notified in advance of critical government votes. The public must have their voices heard during government debates about raising taxes or spending more money. ...

Government notices on government-run websites also take away the neutrality and independence of a newspaper or other third party. The temptation would be too high for governments to miss notification deadlines, leave out critical information, or make changes electronically to items on their websites without public knowledge. When something runs in the newspaper, it is printed and distributed, then in print and permanent for all to reference and reexamine any time.

Florida, the Sunshine State, is widely known for its open government policies and transparency. We ask the Florida Legislature to keep public notices in the sunshine so they are visible for all to see on websites and in newspapers in advance of government meetings and actions.

... Just this year, Florida TaxWatch has outlined more than \$4 billion worth of cost savings for state policy makers and millions to be saved at the local level. There are plenty of potential solutions for cost savings at all levels of government outlined on our website [www.FloridaTaxWatch.org](http://www.FloridaTaxWatch.org) but reducing the amount of local government communications with taxpayers in advance of critical policy decisions is not one of them.

We encourage policymakers and taxpayers to review our reports.

The minimal cost of local governments funding public notices in unfiltered, neutral, third-party communications vehicles is a small price to pay to protect freedoms that our men and women in uniform fight to support and defend.

—Dominic M. Calabro is president and CEO of Florida TaxWatch, a nonpartisan, nonprofit, research institute, where he has served for more than three decades.

*The legislative proposal to take public notification out of newspapers of record, no matter how well intended, would strip us of an important taxpayer protection.*



## Marketplace

Ads on this page are free to members of Missouri Press Association unless the ad is for an out-of-state newspaper. Cost to non-members and for member ads for newspapers out of the state is 25¢ per word.

Please email your ads to [kford@socket.net](mailto:kford@socket.net).

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

## HELP WANTED

**EDITOR AND PUBLISHER** wanted! Dodge City is looking for a leader for their multimedia team in southwestern Kansas. Dodge is the home of stable industry, a blossoming tourist trade and a booming state-owned casino. The ideal candidate will demonstrate solid, deadline-oriented community news judgment and will be a proven leader. Bilingual fluency is a plus for this culturally diverse GateHouse Media, Inc market. The position includes a competitive compensation and benefit package. Send resume to Stephen Wade, Kansas Group Publisher, [stephen.wade@morningsun.net](mailto:stephen.wade@morningsun.net). 5-10

**BINDERY OPERATOR:** Locally owned daily newspaper and commercial cold web offset printer in Columbia, MO. Seeking experienced bindery operators for 2nd and 3rd shift. Experience required with stitchers, inserters, or inkjets. Duties include setting up, operating, troubleshooting and maintaining saddle stitchers, cutters and drills; functional supervision of crew of 1 to 4 in production; and quality control. Vacation pay, sick pay, health insurance, 401(k), employee gym. Email resume or inquires to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com) or send application to the Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205. An application can be printed at <http://www.columbiatribune.com/jobs/>. EOE / Drug free Workplace.

**OFFICE ASSISTANT:** The Platte County Landmark, an award-winning and well-established weekly newspaper in Kansas City's Northland, is looking for a part-time office assistant. The position will also require some advertising sales. Excellent communication and general office skills, ability to work as a team required. Email Cindy Rinehart at [cindy@plattecountylandmark.com](mailto:cindy@plattecountylandmark.com) or call her at 816.858.2313.

**PUBLISHER:** GateHouse Media is looking for a publisher who has the entrepreneurial spirit, digital credentials and an innovative track record to lead our daily print and 24/7 online products in Hannibal, MO. The Hannibal Courier-Post is a central print facility for GateHouse Missouri. GateHouse Media is an equal opportunity employer. To be considered please send cover letter and resume to: [gletcher@gatehousemedia.com](mailto:gletcher@gatehousemedia.com). 4-20

**ADVERTISING ACCOUNT EXECUTIVE:** We are looking for energetic individuals to join our advertising team. Must excel at prospecting new accounts, earning rapport and providing ongoing customer service. Base salary plus commission, health & dental insurance, 401K and profit sharing. The Liberty Tribune is part of a group of four weekly community newspapers in the Northland of Kansas City, Mo. It is a division of NPG Newspapers and the

# Limitations of targeted ads

## Most of us aren't in the market at this instant

By **KENT FORD** / Editor, Missouri Press Association

Here is one inherent, crippling weakness of targeted advertising, which social and mobile advertising promoters are touting these days as the ultimate in return-on-investment marketing:

Focusing advertising on the narrow slice of the population that already is in the market for a product ignores all of those people who will be coming into the market for the product next week and next month and next year.

Here is another inherent, crippling weakness of targeted marketing in any medium, from print to mobile. It virtually drains advertising's power to expand markets.

Here's an example. The golf industry and the companies that produce products for golfers focus virtually all of their marketing on golfers — target marketing.

So what? That's logical, isn't it?

It's logical only to a point, because the fact is that the number of golfers in the U.S. is shrinking, or certainly not growing fast enough to support the abundance of golf courses in many regions.

But what are the golf industry and golf equipment businesses doing? Rather than encouraging and welcoming new people to the sport, they all try to outdo each other to get bigger shares of the shrinking number of existing golfers.

Only in golf magazines and golf channels and golf websites will you see any advertising that encourages non-golfers to give the sport a try. That's a marketing strategy of endless frustration and ultimate decline for the golf industry and for many countless other industries that put all of their money and effort into the targeted marketing strategy.

Newspapers can offer targeted marketing to every business in their markets, using most any medium available. They know who's in their market, what they're interested in and what their hobbies are. They can target advertising like a laser.

But newspapers also have a marketing weapon that mobile and social media, niche publications and other target marketers don't have — a newspaper. A newspaper delivers a company's message to those people who will enter the market next week, next month and next year. It also can encourage, invite and entice people who had no thought before about trying a product or service.

Nothing beats the ultimate targeted marketing — face-to-face, one-on-one with a prospect. Substitutes for that — social, mobile, geographic marketing — have their places. (Newspapers can provide all of that, too.)

But nothing delivers like the new mass medium — the local newspaper. It reaches those who are in the market right now. It also reaches those who will enter the market next month, and those who never considered being in the market until they saw that exciting advertisement in their newspaper.

News-Press & Gazette Company, St. Joseph, Mo. EOE. Please send cover letter, resume and salary history to: David Mapel, Advertising Director, Liberty Tribune, 104 N. Main Street, Liberty, MO 64068, or email [davemapel@npgco.com](mailto:davemapel@npgco.com).

**CLASSIFIED ADVERTISING SALES MANAGER:** Join the Columbia Daily Tribune's dynamic advertising team in a leadership role. This position will direct strategy, tactics and execution of all advertising projects associated with our classified advertising department. Position includes budgeting, goal-setting and personnel management. Salary commensurate with experience. Requirements ideal candidate will possess: 3-5 years sales experience

(contact center, internet and print background preferred). Proven track record of hitting revenue targets and executing sales projects. Knowledge of front end systems, ad reporting (SQL) systems, Excel and Word. Must have a valid driver's license, insurance, and reliable vehicle. Benefits include health and dental insurance, vacation pay, sick pay, 401(k) and use of employee 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 [www.columbiatribune.com/jobs/](http://www.columbiatribune.com/jobs/) or email resume to [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com) EOE / Drug free workplace.



# Southeast Missouri Press Association 118th Annual Conference

Friday, June 3, 2011

Southeast Missouri State University

**Deadline to Register is May 25**

Agenda:

10 a.m. David Fowler (see bio below)  
Customer acquisition for businesses/advertisers

11 a.m. Registration

11:30 Lunch with keynote address from Ed Henninger

Henninger has been an independent newspaper consultant since 1989 and is the Director of Henninger Consulting in Rock Hill, SC. His column on newspaper design appears regularly in Publishers' Auxiliary, the publication of the National Newspaper Assn. His column also appears in the bulletin of the Southern Newspaper Publishers Assn. as well as newsletters of press organizations throughout the US and Canada. It is also distributed free to more than 1,600 subscribers worldwide. A new venture, Ed Henninger's Blog, is followed by newspaper design professionals worldwide and updated weekly with design evaluations and other newspaper design reports and opinions.

1:15 -2:45 p.m. Concurrent sessions

Ed Henninger: Negative space and why it is important

David Fowler: Author of the best selling book, "Newspaper Ads That Make Sales Jump!"

David Fowler is considered the "newspaper ads guy." Fowler creates customer templates for newspapers and businesses alike. He has consulted numerous advertising agencies and media clients including the The New York Times, The San Jose Mercury News, The Seattle Times, The San Francisco Chronicle and The San Diego Union Tribune. At this conference, Fowler will:

- Reveal what a print ad really is and the purpose of a print ad in growing the advertiser's business.
- Analyze the strengths and weaknesses of ads brought to the session.
- How to choose ad content and how to "amp" the desirability of everyday products and services.
- How to develop the ad's "irresistible" offer.
- How to write effective headlines.
- How to determine and use "proof elements" to support the offer made in the ad.
- How to create the Call to Action phrase and use "tracking mechanisms" to ensure higher response.
- How to create effective ad layouts that ensure correct "eye-tracking."
- How to promote the newspaper to attract new advertisers.

3 p.m. Concurrent sessions

Dana Schwieger: Using Google Business Tools to Enhance Your Business

Jean Maneke: Digital Millennium Copyright Act

## Register Today!

- SEMO Press Registration for your newspaper — \$75
- Registration per person, includes lunch — \$15 x \_\_\_\_\_ = \$ \_\_\_\_\_
- Total enclosed — \$ \_\_\_\_\_

• Names of those attending: \_\_\_\_\_

• Newspaper: \_\_\_\_\_

• Address: \_\_\_\_\_

• Phone/Email \_\_\_\_\_

**Please send registration and payment by May 25 to**

Michelle Friedrich, Daily American Republic, PO Box 7, Poplar Bluff, MO 63902

Phone: 573-785-1414 Fax: 573-785-0476



**NOMINATION FORM**

**2011 Induction**

**Missouri Press Association  
Hall of Fame**



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

I am pleased to nominate the following person: (Nominees from 2009 and 2010 are automatically eligible for consideration in 2011. They need not be renominated.)

---

Name

Newspaper or organization

---

Address

**Eligibility Criteria**

1. Nominee has shown exemplary contributions to the newspaper industry during a period of at least 20 years prior to being nominated, or, if nominee died while still active in promoting the newspaper industry, the nominee displayed exemplary contributions during a period of at least 10 years.
2. Nominee has lived honorably.
3. Nominee has influenced unselfishly.
4. Nominee has thought soundly.
5. Nominee has displayed community involvement.

Nominated by:

---

Your signature

Print Name

---

Newspaper or organization

---

Address

---

Phone

Email

**Attach biographical information of your nominee to assist the Hall of Fame Committee with its evaluation.**

Include a photo of the nominee, if available. Provide any information you think will help the Committee choose inductees. Letters of support from associates and acquaintances of the nominee assist the committee. You may renominate a person you nominated in a previous year. Confidentiality is extremely important for all nominees. The selection committee thanks you for your participation and assistance.

**Deadline for nominations is May 24, 2011.** Inductees will be honored at the MPA Convention in September in Branson. **Return this form to Missouri Press Association, Hall of Fame, 802 Locust Street, Columbia, MO 65201.** Nominations received after the deadline will not be considered. You may nominate more than one person. Copy this form if necessary.



# Annual Convention

June 9-11, 2011

Quality Inn, Hannibal, Mo.

**REGISTRATION:** Write names of EVERYONE who will attend from your newspaper or business and the meals they will attend. Pay \$100 for conference registration for TWO attendees. That covers all meals and sessions for those two people. Each additional attendee is \$25 for registration plus the cost of meals. **EVERYONE: Please indicate the number of people to attend each meal. This is critical for meal planning.** Sponsorships help pay for guest speakers and the hospitality suite. Thank you.

	Number Attending	Cost
Conference Fee		
1 Fee per Newspaper or Company (\$100 for 2 people)		\$100
Additional attendees	# ____ x \$25	\$ ____

**Thursday, June 9**

- 8 a.m.-1 p.m. — MPA/MPS Board Meeting, Coral Room
- Noon — Lunch at Mosswood Meadows Golf Course (included)
- 1:30 p.m. Porter Fisher Golf Classic at Mosswood Meadows
- 3-7 p.m. — Hospitality Suite, Coral Room, Quality Inn

**Friday, June 10**

- 8 a.m. — Breakfast, (FREE to hotel guests, \$8 non-guests): No. of non-guests \_\_\_\_ x \$8 \$ \_\_\_\_
- 9 a.m. — Russell Viers on InDesign
- Noon — Lunch: Ryan Murray, Mark Twain Home and Museum # \_\_\_\_ x \$15 \$ \_\_\_\_
- 1:15 p.m. — Russell Viers on InDesign
- 6:30 p.m. — Wine and cheese at Mark Twain Visitor Center and barbeque dinner # \_\_\_\_ x \$15 \$ \_\_\_\_

**Saturday, June 11**

- 8 a.m. — Breakfast, Show-Me Business Meeting (FREE to hotel guests, \$8 non-guests) No. of non-guests \_\_\_\_ x \$8 \$ \_\_\_\_
- 9:15 a.m. — Breakout Sessions: Russell Viers; Mike Jenner, Missouri School of Journalism; Greg Baker, Missouri Press Ad Director
- 10:30 a.m. — Breakout Sessions: Russell Viers, Nancy Stone, Researching Public Data; Greg Baker, MPS Ad Director

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

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

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

Affiliation \_\_\_\_\_

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



Mail your registration form and check to Sandy Nelson, Sun Publications, 4370 West 109th St., Ste. 210, Overland Park, KS. Make hotel reservations with the Hannibal Quality Inn, (573) 221-4001. Mention the Show-Me Press meeting to get the meeting rate of \$91.63. If you have questions call Sandy, the Show-Press Secretary / Treasurer, at (913) 952-2049 or (913) 385-6046.

## Do Overs!

**Mulligans: \$10 per player (1 mulligan per side).**

**All proceeds above costs will go to Missouri Press Foundation.**

**Mulligans will be sold at the course before teeing off. Prizes awarded after golf.**



**2011 Missouri Press Foundation**

# Porter Fisher Golf Classic

**Thursday, June 9;  
1:30 p.m. Shotgun;  
4-Person Scramble.  
Mosswood Meadows  
Golf Course, Monroe City**

# \$35

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

Be at the golf course by NOON for free lunch provided by the Monroe City Chamber of Commerce. If you do not have a foursome, you will be assigned to one. If you wish to buy mulligans and/or make a contribution to the prize fund, you may add that to your registration check. Send your registration and check to: Missouri Press Foundation, 802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167.

Golf = \$35 per golfer \_\_\_\_\_

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

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

TOTAL \_\_\_\_\_

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

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

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

### Please Consider a Contribution to the Prize Fund

Would you personally or your company consider a contribution to the tournament prize/expense fund? If so, you may add it to your registration check or send a separate check to Missouri Press Foundation. Your gift will be acknowledged at the golf course and in MPA publications.

Thank you.

Directions: Mosswood Meadows Golf Course is on Highway 36 at the west edge of Monroe City.

Missouri Press Association and Missouri Press Foundation

# Outstanding Young Journalist Award

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

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

## Rules & Regulations

Nominations for Outstanding Young Journalist must be submitted by Tuesday, May 24, 2011. An editor or publisher must submit the nominee's resume and letter of nomination along with 10 samples of work from 2010.

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

Members of another state newspaper association will judge the entries.

### Nominees Must Be:

- Under 30 years old on Jan. 1, 2011.
- An employee of a Missouri Press Association member newspaper.
- A regular contributor to the newspaper.

### Submit Nominations by May 24 to:

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

*"I believe  
that the  
public  
journal  
is a  
public  
trust ..."*

# CANDIDATE PROFILE

## MISSOURI PRESS ASSOCIATION BOARD OF DIRECTORS



Submit completed profile to MPA President, c/o Missouri Press Association  
 802 Locust Street, Columbia, MO 65201 Fax: 573-874-5894  
 or via e-mail to [dcrems@socket.net](mailto:dcrems@socket.net).

**Submission Deadline: June 15, 2011**

Thank you for your interest in serving on the Missouri Press Association Board of Directors. To assist the selection committee, please complete the following profile.

Name \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_ Web site \_\_\_\_\_

Yrs. in current position \_\_\_\_\_ Yrs. with company \_\_\_\_\_ Yrs. in industry (as an adult) \_\_\_\_\_

### COMPANY INFORMATION

➤ Newspaper Title(s) for which you're responsible.	Daily (X)	Weekly (X)	Other (X)	Paid Circ.	Total Circ.

➤ Please indicate the nature of your newspaper's ownership:

Private/family ownership    Newspaper chain    Corporate ownership

➤ If your company is part of a chain or a subsidiary or affiliate of a larger group or corporation, please provide the name of that parent entity.

\_\_\_\_\_

➤ Is your company supportive of your candidacy for board membership and the commitment required of you if selected?    Yes    No    Don't know

**Biographical Information**

- Please attach a resume or biographical statement that will provide us with the following information:
  - Employment history with start and end dates.
  - Education.
  - Outside activities, especially areas of community or civic involvement.
  - Any particular expertise you would bring to the board (e.g. accounting, finance, banking, law, lobbying, public office, teaching or scholarship).
  - Anything else you believe will help our consideration of your candidacy.
  
- **CONFLICTS:** Are you engaged in any activities, or do you hold any positions, that could pose a conflict of interest, or the appearance of one, or otherwise potentially embarrass Missouri Press were you to serve on the board?
  - No
  - Possible concerns (explanation attached)

**Missouri Press Association Participation**

- Please list the MPA or MPA-related events you've attended in the past few years.

EVENT	THIS YEAR	LAST YEAR	YEAR BEFORE
MPA Annual Convention			
MPA Day at Capitol (Jeff. City)			
Northwest Mo. Press Assoc. Meeting			
Ozark Press Assoc. Meeting			
Show-Me Press Assoc. Meeting			
Southeast Mo. Press Assoc. Meeting			
Mo. Ad. Managers Assoc. Meeting			
NNA Gvt. Affairs Confce. (Wash. D.C.)			
NNA Annual Convention & Trade Show			
Other (please specify)			
Other (please specify)			

- Please list any MPA projects or committees in which you've actively participated in recent years:
  
- We encourage board members and anyone interested in board service to get involved with a MPA committee. Please indicate the committees you'd have an interest in serving:
  - Ad Sales & Marketing
  - Better Newspaper Contest
  - Convention
  - Legislative
  - MPA Programs & Objectives
  - Political Ad Sales
  
- Please attach a short paragraph explaining why you wish to serve on the Missouri Press Association Board of Directors and how you believe you can make a difference.
  
- Board members are expected to attend three Board meetings per year (winter, spring, fall), participate when possible in MPA activities, and help guide and direct MPA programs and goals.

Candidate's signature: \_\_\_\_\_ Date: \_\_\_\_\_