



CALENDAR

October

20 — Missouri Photojournalism Hall of Fame Induction Program, Washington, Mo.

20-21 — Community Newspapers program at RJI, Columbia

21 — Missouri Press Ad Workshop, Independence

November

3 — Missouri Press Ad Workshop, Columbia, MPA office

17 — MPA Legislative Committee, 3 p.m., MPA office, Columbia

19 — Mizzou v. Texas Tech Football, Columbia; MPA Tailgate two hours before kickoff, Hearnes Fieldhouse

January

11 — Missouri Press Ad Workshop, Troy

April

19-20 — Missouri Advertising Managers' annual meeting, Courtyard by Marriott, Columbia

Association needs you to help shape activities, services

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

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

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

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

Missouri Press Association Bulletin

No. 1273 — 19 October, 2011



New online ad network

Contact Greg Baker for this revenue opportunity

Check out the NEW Missouri Press Online Ad Network.

Are you maximizing your website's revenue potential? A new opportunity exists through your Missouri Press. Sign up now for the new and improved statewide online ad network. The more participating members, the sweeter the pitch to advertisers!

The new network allows for the most popular ad sizes, great tracking capabilities and an option for member papers to cross sell ads on other websites.

Call or email Greg Baker at 573-449-4167, gbaker@socket.net with any questions or concerns. You can sign up online today at <http://ads.mopress.com>. Check it out!

Candidates should use your paper

Learn how to sell your value to campaigners

Three of six political advertising sales workshops remain on the schedule. These workshops are FREE for Missouri Press Association member newspaper staffers.

Attendees will be given information on money-making opportunities, ad schedules, copy and political advertising disclaimer law. Results of the latest Missouri Post-Election Voter Survey will be presented (see http://www.mopress.com/election_survey.php).

Newspapers provide a powerful platform for local candidates to connect with voters. A large percentage of the people who vote in local elections read their local newspaper.

These workshops will prepare you to approach local candidates before they begin advertising to show them why they should advertise in your newspaper.

Here is the remaining workshop schedule:

Oct. 21 — Independence *Examiner* 10 a.m.-noon.

Nov. 3 — MPA Office, Columbia 10 a.m.-noon.

Jan. 11 — *Lincoln County Journal*, Troy 10 a.m.-noon.

More winter dates will be added if interest demands it.

If you would like to attend a workshop or host one in your town, contact Greg Baker, Missouri Press ad director, (573) 874-5894, GBaker@socket.net.

Greg is always open to suggestions for topics for discussion at these workshops. If you've got a suggestion or request, contact him.



**IF YOU REALLY WANT TO
OCCUPY
WALL STREET
DO YOUR HOLIDAY SHOPPING
AT A SMALL
INDEPENDENT MERCHANT**

Use this theme for local merchants

The above sign appeared on Facebook recently and from there has been making the rounds with a suggestion that it would make a good ad.

This is a contemporary slant on a common theme for sig pages and special sections. If you haven't used it recently, try it for your hometown merchants.

Clinton Workshop photos will be posted

Take a few minutes when you can to visit the website of the Missouri Photo Workshop. The 63rd annual workshop was held in Clinton in September. Photojournalists from all over the world gathered there to hone their skills.

The photo stories made by the participants will be posted at <http://vimeo.com/mophotoworkshop>.

Legislative Committee will meet Nov. 17

Missouri Press Association's Legislative Committee will meet at 3 p.m. Thursday, Nov. 17, at the MPA office in Columbia.

Members of the Legislative Committee help monitor activities of the General Assembly in Jefferson City and recommend legislative action. Richard Gard, publisher of *Missouri Lawyers Weekly* in St. Louis, chairs the committee.

Any MPA members who are interested in serving on the committee or attending the meeting in person or via conference call, please contact MPA Executive Director Doug Crews, dcrews@socket.net, or 573-449-4167.

Reporters use 'official' data

'We don't know what it is that they're not putting online.'

By DAVID HERZOG / 2010-2011 Donald W. Reynolds Fellow

COLUMBIA—Reporters at U.S. daily newspapers routinely turn to local, state and federal government websites to hunt for data that they can use in their stories, according to a recent survey by the Reynolds Journalism Institute.

Overall, the reporters contacted said that they looked for data on the government sites three to four days a week and were generally successful in finding what they needed. However, many of the 600 reporters surveyed by the Center for Advanced Social Research (CASR) at the Missouri School of Journalism said they found information that was outdated, poorly documented or incomplete.

We asked the reporters their perceptions about the accuracy of the data they've used, and how governments stack up in terms of transparency and accountability.

"We don't know what it is that they're not putting online," one reporter said.

Major findings include:

- The reporters ranked state data as the most accurate, and local as the least. The reporters said that their local governments were the most transparent and accountable, while the federal government ranked the lowest on those counts.
- Campaign finance data and lobbying data were reported as the most available online. Workplace safety inspection records were ranked as the least available.
- Overall, the reporters said they felt neutral about the ease of search on the sites. They also felt neutral about the ease of using and understanding the data.

The findings from the survey, conducted as part of my fellowship at RJI, show that government data is a key ingredient of U.S. daily newspaper reporting.

In addition, the results affirm the need for resources like OpenMissouri.org, launched March 17 as part of my fellowship project. OpenMissouri is a catalog that lists nearly 230 databases held offline by state government. Journalists and citizens can search for information about data sets, or browse by agency and category.

In the weeks to come, we will allow journalists and citizens to generate Missouri Sunshine Law request letters from the site. We'll also allow everyone to share data that they've gotten from agencies with others.

We're hoping that, given journalists' interest in data from government agencies at all levels, groups in other states set up catalogs similar to OpenMissouri. In fact, we will make a generic version of the catalog software available as an open-source project, which any developer can contribute to or deploy.

The reporters mostly worked with spreadsheets to analyze the data. After that, they used geographic information systems (GIS) and database programs.

This is important!

**Missouri Press is working on the 2012 Newspaper Directory.
We need your Directory updates so the information provided
to advertisers is accurate!**

**ALSO: Buy an ad in the Directory. This is a great opportunity
for you to tell the story about how your newspaper serves its
market better than any other medium.**

**Contact Ad Director Greg Baker today with your Directory
updates and your ad order: (573) 449-4167; mopressads.com.**



Missouri Press Association
Missouri Press Service
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www.mopress.com

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Changes could kill USPS

Closing of offices, centers will delay delivery of mail, papers

By MAX HEATH / NNA Postal Chairman

The Postal Service, reacting to worsening finances, and perhaps to get the attention of Congress on its need for legitimate relief, announced plans Sept. 15 to study closing more than half of its mail-processing facilities around the country.

As explained by Vice President Network Operations Dave Williams, the existing network was expanded over time primarily to serve growing First-Class volume. With that class in sharp decline, the network must be reconfigured. Therefore, the sad reality is that because First-Class Mail is declining, USPS thinks that it must make plant changes that will, in effect, ensure that other volumes face the same fate.

Although proposals on service standards would end overnight First-Class delivery, and on paper, only change Periodicals standards nationwide from one to nine days to two to nine days, make no mistake: Service *will* decline for Periodicals and other classes of mail not entered at the office of delivery. USPS is effectively becoming a last-mile delivery agent only. Otherwise, it will not be a reliable “delivery partner.”

The proposed plant reduction can only be termed Draconian, and it holds special significance for community newspapers, which enter their mail mostly in or near small Sectional Center Facilities. Then it flows from those SCFs to many other ZIPs within the news coverage territory, or trade area where advertising is most effective. In Salida, CO, for instance, Publisher Merle Baranczyk gets next-day delivery to post offices in all directions via highway contract routes from his Salida SCF, which is on the closure-study list for merger into Denver.

The plan, expected to save \$3 billion a year, would expand on existing Area Mail Processing consolidation studies

that have been increasing in frequency the past few years. Judging by the sharp deterioration in service based on the AMPs put into place so far, the proposed changes, if implemented, would in most cases take newspapers much farther away for processing and handling.

In Kentucky, for example, a Bowling Green AMP sending mail to Nashville for processing caused delivery to degrade from two days to five days for a Periodical owned by Landmark Community Newspapers. When the customer paid an upgrade fee for First-Class, which has a three-day nationwide service standard, the delivery *still* took five days, infuriating the customer.

Similar stories have been heard from the National Newspaper Association members across the country. USPS management assurances that existing service standards will be maintained or only degraded one day under AMPs have been false. There is no reason to believe that the massive proposed changes would do anything but severely disrupt delivery of Periodicals and all other classes of mail.

POSTALGEDDON?

Make no mistake about it: This proposal, while said to be necessary with USPS

USPS changes (continued on next page)



USPS changes (continued from previous page)

financial losses, will surely do nothing but hasten the Postal Service's demise as a meaningful conduit of hard-copy commerce. NNA firmly believes the five-day delivery proposal will also back up mail, reduce delivery service nationwide, and notes with regret that the Obama administration proposal on USPS Sept. 19, includes shifting to five-day. Add the two changes together, and it's no exaggeration to term it "**Postalgeddon.**" (With 10-12 Monday holidays, there will be three days without mail delivery.)

Although the administration does ask for return of a \$7 billion over-payment by USPS into the Federal Employee Retirement System (but over two years), it does not relieve the unfair pre-payment of \$5.5 billion a year for retiree health benefits, something imposed on USPS as another "budget trick" to help the federal deficit in 2006.

It's a shame that an agency supported only by mailer postage would be made a perpetual deficit punching bag because it's part of the unified federal budget.

Obama also proposes to allow price increases above the rate of inflation, reversing the 2006 postal reform bill. Raising prices drastically, especially during a continuing nationwide recession with severe cuts in service, is a "perfect storm," to continue the clichés (though true), for an ever-weaker USPS.

DDU ENTRY A NECESSITY FOR NEWSPAPERS

Clearly, newspapers can maintain local delivery by using Exceptional Dispatch privileges in DMM 707.28.3 to drop copies at the office of delivery using the paper's transportation for "trade-area" offices that are critical to the success of readers and advertisers in the newspaper's county and surrounding counties. That is one avenue for time-sensitive Periodicals not available to other classes of mail.

NNA is fighting hard to keep local-entry access and timely delivery alive in testimony filed Sept. 16 with the Postal Regulatory Commission in the post office closing review case. All newspapers in the country that are non-members of NNA should be begging to join to help preserve local access.

Unfortunately, distant subscribers could soon be a thing of the past, if all this comes to pass. While older subscribers who have moved away are loyal, they don't always embrace the Web. But most newspapers are beginning to sell Web-based subscriptions. NNA's effort since 2007 to get paid PDF facsimile subscriptions count on the postal Statement of Ownership, PS Form 3526, should be finalized in 2012.

WHAT NEWSPAPERS CAN DO ABOUT PLANT CUTS

First, go to nnaweb.org, then click on the article "*U.S. Postal Service must make changes with community papers in mind,*" and find the link to plant closings at the bottom of the article. If you are not a member, join us in this fight by finding the box to join NNA. We desperately need all the support we can get to engage Congress and get the best possible results for community newspapers (<http://www.nnaweb.org/?/nnaweb/membership02/130>).

Secondly, call your U.S. senators and representatives. Quickly! Let them know how severely you think these changes will affect delivery, and ask them to vote to approve returning both the \$5.5 billion per year wrongly assessed USPS as well as the \$7 billion proposed by Obama. Ask that USPS not be made a victim of the 2011 federal deficit fight, and risk destroying an important institution of commerce.

Thirdly, start moving more mail to Exceptional Dispatch DDU drops, or at least have plans to do so if the plant cuts proposed actually move forward (and the likelihood is high).

—MAX HEATH, NNA postal chair, is a consultant for Publishing Group of America (American Profile, Relish, Spry) and Landmark Community Newspapers, LLC. E-mail maxheath@lcni.com.

The Mother of All KNOW-IT-ALLS

"With all the questions I get each day, I have to be a know-it-all just to survive."

Sarah Jackson
Mother of 6 girls ages 12 to 20

I'm the mother of 6 teenage girls. By default, that makes me an expert in many areas including food and nutrition, car maintenance, fashion, romance, drama, education, travel and current music. You might say I am a know-it-all.

How do I keep up with it all? I use my newspaper. I don't just read it. I cut it up. I use coupons. I save movie and TV schedules. I look for sales. I follow the news about our schools, our neighbors and the world. It's my single most indispensable tool for keeping up with 6 other people's agendas.

Want to be a know-it-all, too?

Subscribe to your local paper. Know It. All.

MISSOURI PRESS ASSOCIATION
KNOW IT. ALL.

Keep using ads to promote readership

Three years ago Missouri Press Association unveiled a series of ads to promote newspaper readership. That campaign — "Read A Newspaper. Know It. All." — continues.

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

"Read A Newspaper. Know It. All." focuses on the value local newspapers bring to their readers and presents a compelling case for readership in a straightforward and sometimes humorous manner.

The ads can be run in any paper with only minor modification. Layouts, artwork and copy are presented in template form so you can localize each ad.

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

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

In addition to the ads, the Know-It-All campaign offers T-shirts you can order from MPA's online store at http://www.mopress.com/online_store.php.

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



N.Y. Times online readership growing

The number of unique users recorded last month by the *New York Times* website in the US increased by 2.3% year-on-year, despite the introduction of digital subscriptions in March this year.

Speaking on a paywalls panel at the World Editors Forum in Vienna, Jim Roberts, assistant managing editor for digital, said the year-on-year increase to an average 34 million unique users in September per month was "incredibly surprising," admitting that at first he thought the paywall was "at least potentially a bad idea."

"I really worried that we'd lose a lot of our younger readers who we had really aggressively courted with a bunch of innovative ideas, social media use, etc. I worried deeply they would flee, worried there would be an impact on our advertisers, if our readership shrank.

"Well I'm here to tell you I was wrong. The good news for the *New York Times* is that while it is still very early in our experiment, it has been largely good, I even think I can say it has been successful."

"We have experienced a drop in page view numbers overseas but very little decline domestically. And what was incredibly surprising to me was that our uniques have actually grown."

Missouri Bar has Sunshine Law guide

Nathan Nickolaus is the author of a guidebook published by the Missouri Bar titled, *The Sunshine Law*.

The guidebook is the first of a series designed to provide readers with in-depth and analytical views on various Missouri statutes.

Nickolaus is interim city administrator for Jefferson City and is city attorney. He received a bachelor's degree in political science in 1985 from Westminster College and his law degree from the University of Missouri in 1988.

For more information about the book, contact Missouri Bar at 635-4128.

Visit the Newspaper Toolbox for articles and links about publishing a newspaper.

mopress.com/Media_Toolbox.php

What engages online readers?

Study finds what works best with Facebook journalism

(NetNewsCheck)—To enable journalists to better utilize Facebook in their distribution, reporting and storytelling, we conducted a study looking at how people were engaging with Journalist Pages on Facebook. We hope that the findings, which focus on post dynamics, engagement and activity, will provide journalists with some best practices and insights on optimizing their engagement and distribution on Facebook to better reach their audiences.

We've also conducted research on how users are engaging with news organizations on Facebook and will be releasing the findings in the coming weeks. We hope that this serves as a guide, but also a spark, for conversations about best practices in using Facebook as a journalist.

Highlights:

- Starting the conversation: Posts that include a question or call to action from the journalist received the highest amount of feedback.

- Personal analysis is effective: Posts that included the journalist's analysis and personal reflections had 20% more referral clicks than that of an average post.

- Images work: Photos received 50% more likes than non-photo posts, and journalists who shared links that included a thumbnail image in the link preview received 65% more likes and 50% more comments than posts that did not include images.

Post Dynamics & Engagement

Inclusion of Questions and Calls to Action: While posts that included a question only accounted for 10% of the posts sampled on Journalist Pages, posts with questions received 2X more comments and 64% more feedback overall than an average post. The top posting styles:

- Posts that asked questions or sought user input: +64%.

- Call to read or take a closer look: +37%.

- Personal reflections or behind-the-scenes posts: +25%.

- Posts with catchy/clever language or tone: +18%.

Post length: On average, meaty posts from journalists get more feedback via comments and likes. The analysis showed that 4-line postings received a 30% increase in feedback over average posts and 5-line postings showed a 60% increase in feedback over average posts. However, 1-line posts show the greatest fluctuation, receiving the highest maximum feedback observed, at 15X higher than the average post. 5-line posts were a close second, showing a maximum of around 10X the average post. For journalists posting teasers for links or status updates on their Pages, this means both short and long posts can yield results but meatier posts on average generate more feedback overall.

Photos: Readers respond well to photos on Journalist Pages. Though uploaded photos accounted for only 10% of the posts to Journalist Pages, they received 50% more likes than non-photo posts.

Links with Thumbnail Images: Links that include an image thumbnail in the link preview get more engagement on average. Journalists who shared links that included a thumbnail image in the link preview on their Page Wall saw a 65% increase in likes and 50% increase in comments on those posts.

Story Type & Daily Activity

Engagement by Story Type: Posts about education, politics and behind-the-scenes insights and analysis from journalists received a higher amount of feedback on average. Education posts got 2X more likes, politics received both 1.7X more likes and 1.6X more comments, and a journalist sharing his or her thoughts had 1.4X more likes.

Facebook journalism (continued on next page)



Help improve MPA Convention

Even if you did not attend the 2011 Convention in Branson, Missouri Press Association asks you to fill out this brief survey to help shape future conventions and make improvements to meet your needs: <http://www.surveymonkey.com/s/9RYM9Q2>.

Everyone who completes the survey will be eligible to win \$100 OFF registration for next year's Convention, which will be in Columbia.

**My mom
and dad
read the
paper.**

They know what's
up around here.

Promote reading newspapers — it's cool!

Here's a link to a handful of fun filler ads like this you can use to promote your newspaper: http://www.mopress.com/nt_promotion.php.

Promote your business!

Online training

Online Media Campus invites you to go to <http://www.onlinemediacampus.com> to check out low-cost webinars planned for the year.

Missouri Press Association is among the more than 40 press associations in the U.S. participating in the Online Media Campus program.

Facebook journalism (continued from previous page)

Referral Clicks & Story Type: International news stories had 70% more referral clicks than that of an average post. Stories about politics received 60% more referral clicks. Posts that included the journalist's analysis or personal reflections received 20% more referral clicks than an average post.

Daily Feedback and Referral Clicks: Journalists received the highest amount of feedback later in the week. Thursday, Friday, Saturday and Sunday had the highest amount of feedback, with Sunday receiving the highest amount of feedback at 25% more likes and 8% more comments above average. Referral clicks were above average Wednesday, Thursday and Saturday, with links getting 85% more clicks on Saturday and 37% more on Wednesday than an average post.

Hourly Feedback: Readers are active throughout the day. Feedback spikes occurred on Journalist Pages at the start of the day (7 a.m. and 8 a.m. showing a 30-40% increase); late in the morning (10 a.m. ET received 40% increase in feedback); later in the workday (4 and 5 p.m. ET showing 40% and 100% increases); and on into the evening hours (midnight ET getting 30% increase and 2 a.m. ET getting 20% increase).

Send digital content to Mo. Press

Missouri Press urges you to send PDFs of each issue of your newspaper to Newz Group, the system operator of Missouri Press' website, www.mopublicnotices.com. Many MPA member newspapers already are doing this. Participation of every member newspaper is the goal.

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

Many publishers already use FTP to send their papers to their printing plant. With many FTP programs, Missouri Press can simply be inserted as an additional recipient and it will be sent automatically when PDFs are sent to the printer.

Credentials to use the system are:

Hostname: newzgroup.com.

Username: MOFTP.

Password: m!550ur!

Path: «Path».

FTP URL: «FTP_url».

As previously instructed a web-based portal for sending digital editions is also available, and may be found at: http://www.newzgroup.com/upload2/upload/upload_login.php. Easy to follow instructions are available upon logging into the site.

The disadvantage of this method is that someone in your office has to do each transmission. If you wish to use the portal, your username and password are:

The «PubName» username is «Username».

The password is «Password».

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

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

For more information on using FTP to send content, please email our partner Newz Group's IT Director, Dan Schupp. He can be reached by phone at 573-474-1000, or email him any time at dschupp@newzgroup.com.

Goal is 100% participation in digital delivery to MPA's public notice website.

MPA Committee Sign-Up Sheet

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

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

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

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

- Better Newspaper Contest Committee:** Reviews rules, plans contest, arranges for judging.
- Newspaper In Education:** Plans and promotes NIE activities.
- Legislative:** Monitors activities of the Missouri General Assembly; recommends legislative action.
- Political Advertising Sales:** Assists with strategy and sales efforts to attract more political advertising.
- MPA Annual Convention:** Makes arrangements for the annual Convention and Trade Show.
- Advertising Sales and Marketing:** Promotes the use and sale of newspaper advertising.
- Programs and Objectives:** Looks for ways MPA can better serve its membership; reviews MPA strategic plan.

- Northwest Missouri Press Association**
- Southeast Missouri Press Association**
- Missouri Ad Managers' Association**
- Missouri Associated Dailies**
- Missouri Press Association**
- Ozark Press Association**
- Show-Me Press Association**
- Missouri Circulation Management Association**
- Missouri Press Foundation**
- Missouri Sunshine Coalition**

Name(s) _____

Newspaper _____

Email address(es) _____

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



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.

To check ads between issues of the Bulletin, go to mopress.com/jobs.php.

HELP WANTED

REPORTER: The Neosho Daily News is accepting applications for a full-time reporter with a strong emphasis in the Internet and new media. Duties include uploading news content and our e-edition, co-administration of our Facebook page, as well as reporting on city and county government, education, and finding feature stories. Photography and QuarkXPress skills a plus. Submit resumes and links to clips to John Ford, Managing Editor, at jford@neoshodailynews.com (Subject line: reporter position) or mail resumes and clips to P.O. Box 848, Neosho, MO 64850. 10-12

SPORTS EDITOR / REPORTER: The Cedar County Republican in Stockton is seeking an Editor/Reporter to cover Sports and General assignments. Duties include photography and page layout. Quark, NewsEdit Pro and Photoshop experience preferred. EOE. Send resumé and samples to: Sports, P.O. Box 330, Bolivar, MO 65613; email: careers@MO.NeighborNews.com or fax: 417-326-8701. 9-19

ADVERTISING DIRECTOR: Neighbor Newspapers is searching for an Advertising Director for a group of 12 community newspapers, shopping guides and web sites in the suburban Tulsa market. Successful candidate must be a strong team leader with previous sales management experience and excellent communication skills. Strength in training, incentive program development, new product creation and marketing and five years newspaper experience are desired. Proven track record of team building, consistent revenue growth and goal attainment is required. Neighbor Newspapers and Community Publishers, Inc., offer competitive salary and incentive pay with excellent benefits including paid time off, profit sharing, 401K, group health and dental, life and long-term disability insurance. Send resume to: HR Coordinator, 524 S. Main St., Broken Arrow, OK 74012, email to: careers@OK.NeighborNews.com or fax to 918-259-7584. EOE. 9-12

Use Newspaper Toolbox

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.

USED



Advertisers buy audience exposure, but what they really want is results. They want consumers to take action.

Advertising Use: 8 of 10 U.S. adults took action as a result of newspaper advertising in the past 30 days.

- 54% clipped a coupon
- 46% bought something advertised
- 45% visited a store
- 39% picked up shopping ideas
- 37% checked a website to learn more

Circular Performance: 79% of newspaper readers used a circular from the paper in the past 30 days.

- 58% compared prices from one insert to another
- 45% shared the insert items with friends or family
- 41% took the insert to the store
- 40% made an unplanned purchase based on an ad

In an opt-out world, people opt-in to newspapers.

You buy a newspaper ad to reach more than 70% of adults who read a newspaper in print or online in the average week. The action from these 164 million adults is a bonus.

Sources: Frank N. Magid Associates 2011
Scarborough Research (release 2) 2010

**Newspaper media.
A destination, not a distraction.**

www.newspapermedia.com



Newspaper Association of America 4401 Wilson Blvd., Suite 900, Arlington, VA 22203 571.366.1000