



## CALENDAR

### April

- 19-20 — Missouri Advertising Managers' annual meeting, Courtyard by Marriott, Columbia
- 26 — Missouri Press Foundation board meeting, Columbia
- 26 — MPA Past Presidents and Spouses Dinner, Columbia
- 30 — Postmark deadline for entering Better Newspaper Contest
- 30 — Postmark deadline for nominations for Young Journalist of Year, Newspaper Hall of Fame, Photojournalism Hall of Fame

### May

- 3 — Sneak preview of MPA film "Deadline In Disaster," Missouri Theatre, 9th and Locust, Columbia
- 24 — Showing of "Deadline In Disaster," Fox Theater in Joplin

### June

- 1 — Southeast Missouri Press Association meeting, Cape Girardeau
- 14 — Missouri Press Association and Missouri Press Service Board meeting, Columbia
- 15 — Porter Fisher Golf Classic, A.L. Gustin Golf Course, Columbia
- 15-16 — Show-Me Press Association meeting, Columbia
- 22 — Northwest Missouri Press Association meeting, St. Joseph

### September

- 20-22 — Missouri Press Association 146th Annual Convention, Holiday Inn Executive Center, Columbia

### October

- 4-7 — 126th annual National Newspaper Association Convention, Charleston, S.C.

**Entries in the Better Newspaper Contest must be postmarked by April 30.**  
**Rules, forms at [mopress.com/BNC.php](http://mopress.com/BNC.php)**

# Missouri Press Association Bulletin

No. 1279 — 18 April, 2012

## Sneak preview of 'Disaster' May 3

Fund-raiser to be held in Missouri Theatre, Columbia

**Tickets \$10 in advance; call theatre box office**

The story of how *The Joplin Globe* helped its city mourn and cope with the tragedy of last May's tornado is told in the new documentary film "Deadline in Disaster." A fund-raiser sneak preview of the film will be shown May 3 in Columbia.

Soon after Joplin High School graduates received their diplomas on May 22, an EF-5 tornado, the most violent kind, plowed through the community of 50,000 in the southwest corner of Missouri. Among the buildings squarely in the storm's path were the high school and the city's main hospital. Both were damaged beyond repair. The death toll: 161, including a page designer for *The Globe*.

The story of how *The Globe* responded to the disaster is told in the 59-minute film "Deadline in Disaster," produced by the Missouri Press Association. It will be shown at 7 p.m. Thursday, May 3, in the Missouri Theatre, 9th and Locust streets in downtown Columbia.

Preceding the showing of the film will be a reception and silent auction in the theatre lobby beginning at 6 p.m. (see page 2). Proceeds will go toward a memorial in Joplin to the victims and survivors.

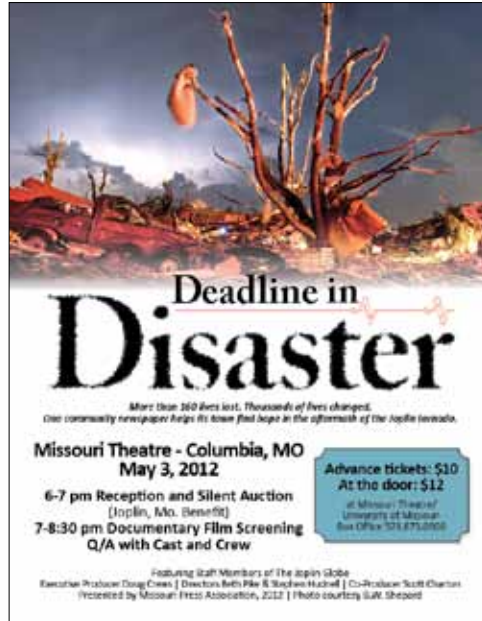
After the film, members of *The Globe* staff will answer questions from the audience. That will be followed by a reception for all attending on the theatre's rooftop patio.

"Deadline in Disaster" was directed by Beth Pike and Stephen Hudnell,

Emmy Award-winning journalists from Columbia. They were assisted by retired AP correspondent Scott Charton, also of Columbia.

A trailer for the film can be seen at [youtube.com/watch?v=4D37UI3N0Ek](http://youtube.com/watch?v=4D37UI3N0Ek). The film has a Facebook page with details about the May 3 event and other information ([facebook.com/events/216093335161920/](http://facebook.com/events/216093335161920/)).

Tickets for the May 3 sneak preview of "Deadline in Disaster" cost \$10 in advance, \$12 at the door. You can purchase tickets online at [concertseries.org/deadline-in-disaster](http://concertseries.org/deadline-in-disaster) (\$2 service fee for tickets purchased online). Or you can call the theatre ticket office at 573-882-3781 or 800-292-9136 and pick up your tickets when you arrive.





## Application for MPA membership

This is notice of the application for Active Newspaper Membership in Missouri Press Association from the Saint James Press, published weekly by Rob Viehman, Three Rivers Publishing, Inc., at 120 S. Jefferson, Ste. 107, P.O. Box 428, St. James, MO 65559, news@saint-jamespress.com, (573) 899-2345.

This is notice of the application for Active Online Newspaper Membership in Missouri Press Association from the SouthCountyMail.com, published by Dave Berry, Missouri Neighbor News, P.O. Box 330, Bolivar, MO 65613, (417) 777.9776, daveb@Mo.NeighborNews.com.

Membership is subject to approval by the MPA Board of Directors. The Board of Directors considers applications for membership at its next meeting after an application has been printed in three issues of the Bulletin or eBulletin. The next Board meeting will be this spring.

Any MPA member with comments about applications should direct them to the MPA office in Columbia (Doug Crews, dcrews@socket.net).

## Southeast Press will meet June 1

The Southeast Missouri Press Association will hold its annual meeting on Friday, June 1, at the University Center at Southeast Missouri State University.

Registration will begin at 9:30 a.m.

The headline presenter will be newspaper design consultant Ed Henninger on "License to Print Money."

## Show-Me Press will meet June 15-16

The Show-Me Press Association has tentative plans to hold its annual meeting Friday and Saturday, June 15-16, at the Reynolds Journalism Institute in Columbia.

Meeting details and registration information will be provided soon.

## Northwest Press will meet June 22

The Northwest Missouri Press Association plans to hold its annual meeting on Friday, June 22, in St. Joseph.

That association in the past has met in January, but declining attendance resulted in a decision to shorten the meeting and move it to a later date.

Details will be provided as they become available.

## Porter Fisher Classic June 15



The Missouri Press Porter Fisher Golf Classic will be on Friday, June 15, at the A.L. Gustin Golf Course in Columbia. Shotgun tee-off for the 4-person scramble will be at 9 a.m.

Cost is \$50, which includes lunch. Send checks to Missouri Press Association or call and pay with a credit card.

You can register for golf now by contacting Kent Ford at MPA, 573.449.4167 or kford@socket.net. A form is enclosed.

The MPA/MPS Board of Directors meeting will be on Thursday, June 14. Show-Me Press Association will start its annual meeting Friday afternoon and hold sessions into Saturday, June 16.

## Goodies in Joplin fundraiser

### *Many contribute to May 3 auctions at Missouri Theatre*

Among a few items that will be sold in a live auction after the screening of the film "Deadline in Disaster" on May 3 in Columbia will be two Belsnickle collectible ornaments that survived the tornado in Joplin.

These items will be sold separately after the film screening. They are a handmade ornament and a figurine by Linda Lindquist Baldwin, who donated them to the fundraiser. They are the last two of Lindquist's Belsnickle ornaments that made it through the disaster intact.

You can see samples of Baldwin's creations at [lindalindquistbaldwin.com](http://lindalindquistbaldwin.com).

Among the items that will be in the silent auction before the showing of "Deadline in Disaster" will be:

- Studio sessions with Silverbox Photography
- *Joplin Globe* photos from the tornado coverage
- Jewelry
- Film Festival Passes
- Restaurant meals
- Theater tickets
- Ragtag Theater memberships
- Autographed Joplin tornado book
- Art Prints
- Mizzou Tigers memorabilia, including a Limited Edition Missouri Tiger Basketball signed by the 2011-2012 Players and a 2011 Independence Bowl football autographed by head coach Gary Pinkel
- Photography Studio Session
- Tickets to Arrow Rock Lyceum Theatre
- Nails and Pedicure, Spa Products Package
- Massages
- Rounds of Golf
- Handmade Jewelry
- Music Concert Tickets
- Roots 'n Blues 'n BBQ Passes
- Hotel stays
- TOPPS Bob Gibson Baseball Card
- Original Art Work
- Hanging Basket of Flowers
- Tornado Picture Books produced by *The Joplin Globe*
- Much more!

To complete the evening, a casual gathering with live music will be held on the rooftop patio of the Missouri Theatre. All who attend the screening are invited to attend the party. Members of the staff of *The Joplin Globe* will be there to talk about their experiences and the film.

MPA members are encouraged to attend the May 3 event in Columbia to help recognize *The Globe* for its efforts and to raise a few dollars for a memorial in Joplin to the victims and survivors of the tornado.



## 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:** Phil Conger,

*Bethany Republican-Clipper*

**FIRST VICE PRESIDENT:** Mark

*Maassen, The Kansas City Star*

**SECOND VICE PRESIDENT:**

**SECRETARY:** Shelly Arth, *Marshall*

*Democrat-News*

**TREASURER:**

**MPA DIRECTORS:** Joe May,

*Mexico Ledger*

Brad Gentry, *Houston Herald*

Joe Spaar, *The Odessan*

Richard Gard, *Missouri Lawyers Media*

Jon Rust, *Cape Girardeau*

*Southeast Missourian*

Dennis Warden, *Gasconade County*

*Republican, Owensville*

Jim Robertson, *Columbia Daily Tribune*

Bill Miller Jr., *Washington Missourian*

Jeff Schrag, *Springfield Daily Events*

**NNA REPRESENTATIVE:** Trevor Vernon,

*Eldon Advertiser*

**MPS PRESIDENT:** Kevin Jones,

*St. Louis American*

**VICE PRESIDENT:** Vicki Russell,

*Columbia Daily Tribune*

**SEC-TREAS.:** Jack Whitaker, *Hannibal*

**MPS DIRECTORS:** Dave Bradley,

*St. Joseph News-Press*

Steve Oldfield, *Adrian Journal*

#### 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; dawn.kitchell@gmail.com

## RJI invites you to FREE study of innovation

Missouri Press Association members are invited and encouraged to attend some of the Reynolds Journalism Institute's third annual RJIInnovation Week next week, April 23-27. All sessions are free.

This program focuses like a laser on how technology is being used by the journalism industry. This URL will show you each day's sessions and tell you all about the program: [rjionline.org/events/innovation-week](http://rjionline.org/events/innovation-week).



RJI invites you to learn of the newest opportunities in social media (for news and advertising); app development; and digital design to improve engagement, understanding and retention.

You'll hear the latest insights into segmenting advertisers, media products and readers to better serve both readers and advertisers; using research to more effectively model bundling pricing for news delivery on various platforms; and the latest research on news usage on tablets.

You'll get updates on paid content initiatives, research on broadband reach into rural areas, and business and marketing plans for several media operations.

## Editors group moving HQ to RJI

The American Society of News Editors will move its headquarters from Reston, Va., to the Donald W. Reynolds Journalism Institute at the Missouri School of Journalism in Columbia.

"We're very pleased that ASNE and Missouri are joining together in this groundbreaking collaboration," said Ken Paulson, president of ASNE and chief executive of the First Amendment Center. "The future of the news industry will be fueled by innovation and engagement, and this pivotal partnership will help drive both."

ASNE began the process of searching for a new home last year as part of a plan to ensure the organization remains at the forefront of leadership and innovation in the news industry.

ASNE Treasurer David Boardman, executive editor of *The Seattle Times*, who led the search process, cited three elements in particular in the decision: Missouri's demonstrated commitment to serving the profession, its history of other successful partnerships, and its leadership in innovation, particularly through its Reynolds Journalism Institute.

"Imagine the power and promise of bringing the day-to-day experience of ASNE's members together with the innovation and insight of the innovative journalists, researchers and bright students working at the Reynolds Institute," Boardman said. "I have no doubt this collaboration will be a force for meaningful innovation in the news industry."

The university will provide a variety of support services to ASNE in Columbia, as well as additional space in its National Press Building offices in Washington, D.C.

ASNE and the university are already working together on the 2012 edition of ASNE's Newsroom Employment Census, a tool ASNE uses to measure the success of its goal of having the percentage of minorities working in newsrooms nationwide equal to the percentage of minorities in the nation's population by 2025.

ASNE and the Reynolds Institute are also planning joint research, experimentation and training programs aimed at creating new and better methods of creating and delivering journalism.



## St. Louis illustrator offers his services

As the editorial cartoonist for the St. Louis Suburban Journals, David Zamudio has created numerous cartoons and illustrations for newspapers, magazine groups, etc. His work has appeared in the Journals, *St. Louis Post-Dispatch*, *Community News* and other publications.

Zamudio creates artwork to illustrate editorials, features and news stories.

You can check out Zamudio's work at his website, [ZamudiosStudio.com](http://ZamudiosStudio.com), and contact him if you are interested in original illustrations for your newspaper.

## Lee consolidating Nebraska printing

(News&Tech Dateline)—Lee Enterprises is closing the plant that produces the *Fremont* (Neb.) *Tribune* and moving packaging and printing to the *Lincoln Journal Star*, effective April 23.

The *Journal Star* will also produce the *Columbus* (Neb.) *Telegram* and several other publications Lee owns.

The *Tribune* said Lee would have had to spend more than \$400,000 to upgrade or replace its aging production infrastructure, an outlay the publisher wasn't able to justify.

Lincoln is about 55 miles south of Fremont and approximately 75 miles southeast of Columbus.

Lee, based in Davenport, Iowa, owns the *St. Louis Post-Dispatch*, the *Suburban Journals* and other publications in the St. Louis area.

# Contributors' consent needed

*Make sure they click 'I agree' box when submitting content*

By **BRIAN DENGLER** / eMedia

(Streetfight)—A New York Federal Court decision on March 30, favoring The Huffington Post, may help cut hyperlocal publishers' risk in relying on crowdsourcing, user content and citizen journalists to supplement content on their hyperlocal sites. But hyperlocal publishers cannot rest easy unless they make sure they button down their rights to use contributor content.

In a highly publicized case, freelance writer Jonathan Tasini and other writers filed a class action lawsuit against AOL and Huffington Post claiming that they were entitled to a share of the \$315 million that AOL paid to acquire Huffington Post. They claimed that their contributions and articles — which they provided without compensation — contributed to the value of Huffington Post. AOL and Huffington Post moved to dismiss the lawsuit.

On March 30, 2012, Federal Judge John Koeltl dismissed the class action lawsuit, finding that “there is no question that the plaintiffs submitted their materials to the Huffington Post with no expectation of monetary compensation and that they got what they paid for — exposure in The Huffington Post.” The key in the ruling was Huffington Post's terms of service, which provided that the contributors were not entitled to compensation. “No one forced the plaintiffs to give their work to The Huffington Post for publication and plaintiffs candidly admit that they did not expect compensation,” Judge Koeltl added.

Likewise, hyperlocal publishers must ensure that they secure rights from their contributors to use the content — and to make clear whether a contributor is entitled to compensation.

The key is to get permission to use the content, which can be accomplished by having the contributor consent to terms that allow hyperlocal publishers to use and even syndicate the content. Hyperlocals can get consent electronically, through “click through” agreements. Federal laws such as E-Sign and states that have adopted the Uniform Electronic Transactions Act give the same force and effect to electronic agreements as if they were in writing.

However, to make it work, contributors must assent to terms after having an opportunity to review terms. This could be accomplished by telling a contributor that clicking “I agree” means they agree to the terms, which typically are presented as a link to the terms, which can be reviewed by a contributor.

Make sure contributors know that they are giving consent to use their content.

—*Brian Dengler is an attorney with Vorys Legal Counsel and journalist who covers legal issues in eMedia.*

*Make it clear whether contributor is entitled to compensation.*

## Buffet gets deeper into newspapers

(*The Wall Street Journal*)—By buying up loans in recently bankrupt Lee Enterprises Inc., Warren Buffett's Berkshire Hathaway also purchased an over 4% stake in the company, according to bankruptcy documents and a person familiar with the matter. That's because the \$85 million of loans he bought on the cheap from Goldman Sachs in November were slated to be exchanged into junior debt and an at-least 4.1% stake in the company as part of its bankruptcy in January.

Buffett has continued buying Lee's loans since it emerged from bankruptcy.

In November he purchased the Omaha World-Herald Co., publisher of his hometown paper. Berkshire already owned the *Buffalo News* and has been a major shareholder in the Washington Post Co.



## PUBLIC NOTICES

Ads promoting the printing of Public Notices in newspapers and a Guide to Public Notices are on the MPA website.

The material can be downloaded at: <http://www.mopress.com/publicnotice.php>.

Missouri Press encourages you to run the ads often to help in the on-going struggle against moving Public Notices to government websites.

### Current Wave sending PDFs to MPA's FTP site

The *Shannon County Current Wave* in Eminence has joined the dozens of papers sending PDFs of its pages to MPA.

If your newspaper creates PDFs of each issue, please join your fellow MPA member newspapers that are uploading PDFs to MPA's FTP site.

For simple instructions on sending your content to Newz Group, which administers the FTP site, contact Dan Schupp, Newz Group's information technology director, at 573-474-1000 or [dschupp@newzgroup.com](mailto:dschupp@newzgroup.com).

The PDFs you send to Newz Group are used to build our statewide public notice website: [molegals.com](http://molegals.com).

If you have concerns or questions, contact Doug Crews, [dcrews@socket.net](mailto:dcrews@socket.net), (573) 449-4167.

If you create PDFs of your newspaper, please work toward getting all of those PDFs sent to Newz Group.

### Young Journalist, Fame nominations due April 30

Nominations for the 2012 Young Journalist of the Year and for induction into the Missouri Newspaper Hall of Fame and the Missouri Photojournalism Hall of Fame must be in by April 30.

Nomination forms for all three are at [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php). Or contact the MPA office and ask that a form be emailed or faxed to you: (573) 449-4167, [kford@socket.net](mailto:kford@socket.net).

These honors depend upon your nominations. Don't let our best young journalists and our industry leaders go unrecognized.

## Auditor reports sunshine violations

JEFFERSON CITY—A report issued in March by State Auditor Tom Schweich found that state and local governing bodies routinely violate Missouri's Sunshine Law. Schweich released the report to kick off Sunshine Week.

The report summarizes findings and recommendations contained in the nearly 300 reports released by the state auditor's office between January 2010 and December 2011. Nearly 20% of these reports contained one or more Sunshine Law violations.

"It is imperative the public entities take the Sunshine Law seriously and abide by its requirements," Schweich said.

The most common violations in Schweich's report relate to closed meetings. 34 reports found governing bodies failed to document the vote to go into closed meetings and/or the reasons and specific sections of law that allowed for the closed meeting.

Many governing bodies failed to maintain minutes for closed meetings or failed to include sufficient details in those minutes. 29 reports found governing bodies discussed topics in closed meetings that did not appear to be allowable under state law, and six reports found they discussed issues other than those cited as the basis for closing a meeting.

Some governing bodies failed to post adequate notices and/or agendas for upcoming meetings, and several notices or agendas contained a statement to indicate the potential for a closed meeting even when no closed meeting was planned. Some conducted business outside of regular open meetings, while some did not comply with state law regarding telephone/e-mail voting.

Several entities lack adequate formal policies and procedures regarding public access to records or have policies which do not comply with state law.

To view the complete report and Citizens Summary, visit: <http://auditor.mo.gov/view.aspx?id=201219>.

*Most violations involve improper closed meetings.*

## Interactive newscast doesn't click

(NewscastStudio)—KOMU-TV, the NBC affiliate in Columbia/Jefferson City, is canceling its interactive newscast, U\_News. The show's last day is April 20.

The show will become a new noon newscast with a focus on more breaking news and traditional storytelling methods, with some interactivity.

The show, which was promoted heavily as an interactive newscast, was originally aired for an hour at 4 p.m. It moved to 11 a.m. and lost 30 minutes earlier this year after it failed to gather much viewership. One of the main challenges U\_News faced was the ability to get local viewers to interact.

Its use of Google+ to add "cyber anchors" to the show often gathered foreign viewers or users who were affiliated with the station or its parent organization, the Missouri School of Journalism at the University of Missouri, which owns the station. While overseas participants did add an interesting perspective, the relevancy wasn't always clear.

Facebook and Twitter also were never really able to generate a critical mass of interaction, forcing the newscast to use content from the station's own reporters and others affiliated with the station or school.

While the newscast will still have an interactive component, it seems the station is backing away from calling it a truly interactive newscast.

The station invested significant resources in the new show, including adding a standup pod and large touchscreen in the main studio and removing a wall in the newsroom to create a "social media desk."



## Upcoming Webinars

**Don't Sell, Ask Questions!**

**Friday, May 11**

Zach Ahrens, advertising director,  
Grand Forks Herald

**Newspaper Version 2.0**

**Thursday, May 24**

Jeffrey Hartley, vice president of  
circulation, Morris Communications

**Register at**

**onlinemediacampus.com**

Presented in partnership with:

**Missouri Press  
Association**

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

## Germany considers copyright protection for online publishers

(*New York Times*) PARIS—The German governing coalition said it planned to introduce legislation to create a new kind of copyright for on-line publishers.

Under the proposal, Internet aggregators and search engines would have to pay the publishers if they wanted to display all or parts of their articles — even small snippets like those that are shown in search links.

The proposal was cheered by German publishers, who complain that Internet companies like Google have profited hugely from their content.

But the announcement set off howls of protest from Internet companies and bloggers, who said the proposal could threaten free speech and stunt the development of the digital economy in Germany.

In the United States, a number of publishers, including The New York Times Co., recently joined together to introduce a system called NewsRight, which tracks the unpaid online use of their articles and seeks to turn aggregators into licensed, paying customers.

# Papers won't play with NCAA

## Photographers cover tournament games from stands

Stephens Media, LLC and the Arkansas News Bureau, owned and operated by Stephens Media, took the same approach. They had initially applied for credentials but withdrew their application and covered the NCAA women's basketball regional in Little Rock from the stands of the Stephens Center on the UALR campus. Yes, named for the same Stephens.

They both did an excellent job of coverage considering, but unfortunately had no access to the pizza and fried chicken in the media room at the tournament site.

I'm sure we haven't heard the last of this as the NCAA attempts to enforce their policy.

—Tom Larimer, Executive Director, Arkansas Press Association

**Subject: [managers] Little Rock daily bucks NCAA coverage terms**

The *Arkansas Democrat-Gazette* in Little Rock has decided to forego NCAA licensing terms and decided, instead, to cover games from the stands. Little Rock publisher Walter Hussman says:

This NCAA situation is a serious problem, but as usual there is no consensus in the industry on what to do.

It varies from:

1) "we will agree to the Terms and Conditions to get credentials, but then not honor them, and we will still sell our photos and let the NCAA sue us" (which our attorney says the newspaper is almost certain to lose, plus under the terms and conditions will have to pay the NCAA's legal fees, to

2) "we will agree to the Terms and Conditions to get credentials, and we will agree to give up resale rights of our photos, as well as other onerous terms of the agreement, such as NCAA licensing us and our indemnifying them," to

3) we will agree to the Terms and Conditions but just not send photographers to games, to

4) we will just rely on AP to cover the games for us (which means newspapers will stop covering the games). Apparently AP has decided to agree to the Terms and Conditions and give up any resale rights to their game photos or future archive photo sales of those games, to

5) our position, which is not to agree to the credentials but cover the games from the stands.

Here is the story that ran in the Little Rock newspaper (on March 19):

**NCAA can't, won't dictate terms of coverage**

WALLY HALL

*Arkansas Democrat-Gazette*

March 19, 2012

It was time to stand up for principles. Sunday, reporters and photographers from the *Arkansas Democrat-Gazette* were not on press row or in the press workroom for UALR'S opening game against Delaware in the NCAA Women's Basketball Tournament.

We bought tickets and covered it from seats in the stands rather than agree to NCAA policies that not only trample our free press rights, but our property rights, too.

As a condition for media credentials, the NCAA now requires news organizations to sign away control of their photographs and their video related to events as well as editorial control of video highlights.

So, if we took a picture of Delaware's Elena Delle Donne, arguably the best player in the country, making a game-winning play, we couldn't give or sell a copy

**NCAA** (continued on next page)



## Increasing growth seen in online advertising

(NetNewsCheck)—Local online advertising is expected to grow 21.3% in 2012, according to a new Borrell Associates report. That's on top of 20.6% growth in 2011.

"If the digital growth spurt continues through 2013, online media will hold the largest share of local advertising, toppling newspapers for the first time in history," Borrell CEO Gordon Borrell wrote in the *Benchmarking Local Online Media: 2011 Revenue Survey*.

Borrell wrote that the average newspaper generates about 55% of its revenue from content that is not likely to be put behind a paywall: including classifieds (41.4% in revenue in 2011), help wanteds (19.8%), automotive ads (15.7%) and real estate (5.9%).

Though some of the large newspaper publishers struggled to bring in local online ad revenue in 2011, many smaller newspaper companies saw 15%-20% growth last year.

The average newspaper site also made nearly \$2.2 million online last year, outpacing the average TV station's take of \$858,000, according to the report. Radio sites lagged far behind, with an average of \$445,000 in Web revenue.

Borrell Associates reviewed digital ad revenue from more than 5,700 media companies to compile its report.

## RJI's Roger Fidler helping Chinese with digital publishing

Roger Fidler, program director for digital publishing at the Donald W. Reynolds Journalism Institute, has been named DeTao Master for New Media Development by the Beijing DeTao Masters Academy. The Academy currently has selected about 60 DeTao Masters from around the world.

Fidler will lead initiatives relating to the development of next-generation new media and digital publishing technologies. He is writing several short eBooks about new media and digital publishing that will be published in Chinese and English.

Fidler spent a week in Beijing and Shanghai to work with the other DeTao masters and Academy leaders. He spoke at Peking University's 2011 Universal Youth Creative Leaders Forum in Beijing and met with three former Missouri School of Journalism students.

## NCAA (continued from previous page)

of the photo to proud parents or grandparents.

- A picture taken by our photographer with his camera on company time; a photo of their daughter or granddaughter.
- Playing for a taxpayer-financed sports program at the taxpayer-owned Jack Stephens Center at UALR, a taxpayer-owned university.
- Because the NCAA wants to create a monopoly for itself, member schools and the for-profit marketing companies with which they sign exclusive contracts. They want all the proud parents and grandparents in the country to either pay them whatever they demand or to do without.

News companies and industry and professional associations nationwide have protested the policy.

When approached more than a month ago about the NCAA policy, an NCAA official basically said it is the NCAA's event and its rules. We could either sign away our property rights to them or be denied admission to press facilities.

It is their way or the highway.

This newspaper chose another route because we felt our readers deserve to have local news in their local newspaper written by local reporters without giving up what belongs to the newspaper.

So we bought tickets and went to the NCAA Tournament as spectators with notepads and cameras.

For the University of Arkansas Razorbacks' game against Dayton in College Station, Texas, we relied principally on Associated Press reports.

I had to watch on television because I'm at the Cleveland Clinic, where my wife is having tests run to find out why she hasn't been able to keep solid food down since Jan. 1.

If I had been there, I would have been in the stands, too. The newspaper's decision was bigger than one person or one event. In fact, the NCAA's policy ends my run of covering consecutive Final Fours at 30.

Maybe this won't make a difference in the NCAA's world, but fewer newspapers cover its event each year, and attendance is in decline (by more than 20 percent at last year's NCAA regionals).

I have no fight with the NCAA. There are four or five people who work there who I know personally and who I like and respect.

I also have no hard feelings toward the officials at UALR. The problem is with the NCAA's policy, not UALR.

Why do we and nationwide professional associations feel so strongly about this issue?

Because no self-respecting news organization would ever allow the NCAA to dictate how news coverage can be presented; or hand over its work product as the price of access to news; or remain silent while helping the NCAA try to convert taxpayer-owned programs, institutions and property into a private financial monopoly.

These NCAA rules may be sports 2012 style, but we are part of the team that has always been known as the watchdog of the people.

So rather than sign away editorial control or what belongs to us, we compromised so we could do our jobs the right way.

Copyright © 2011, Arkansas Democrat-Gazette, Inc. All rights reserved.

*No self-respecting news organization would ever allow the NCAA ... to convert taxpayer-owned programs ... into a private financial monopoly.*



## 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

**ADVERTISING DIRECTOR:** Are you passionate about providing the best media solutions to your customers? The Sedalia Democrat, in mid-Missouri, is seeking a hands-on Advertising Director with a track record of driving revenue in multiplatform environments. You will be responsible for developing new revenue streams, setting sales goals, field coaching and managing sales performance. With a circulation of 10,000, the Sedalia Democrat is known for superb reproduction and full-color section fronts that complement excellent design. Their portfolio includes the daily newspaper, four weekly publications and website, which is a high growth revenue stream. The successful candidate will lead cross-selling efforts in print and digital solutions and must possess a demonstrated familiarity with the Internet. A college degree in advertising or marketing is preferred but not required. The Advertising Director will coach, train and manage a sales team of 8 Associates. Sedalia is home to the Missouri State Fair, the Scott Joplin Ragtime Festival and is known as a regional shopping and medical destination. This is a broad-based manufacturing economy. Unemployment is low and housing costs are modest. Median home price is 98K. For immediate consideration, please submit a cover letter along your resume to: Seth Arsenault 760-318-6639, [seth@yourhiresource.com](mailto:seth@yourhiresource.com). 4-17

**SPORTS EDITOR/REPORTER:** The Buffalo Reflex is seeking a Sports Champion to cover sports and general assignments. Duties include photography and page layout. Quark, NewsEdit Pro and Photoshop experience preferred. EOE. Send resume and samples to: Sports, P.O. Box 330, Bolivar, MO 65613 email: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com) or fax: 417-326-8701. 4-12

**EDITOR:** Joplin Tri-State Business Journal is seeking an editor who knows the community and the region. Strong writing, editing, page design and photography skills are required for our every-other-week publication. JTB also publishes a twice-weekly e-mail news update, requiring electronic media skills. Knowledge of the community and the region, along with business news experience, are also being sought. Salary, benefits, 401(k) and the satisfaction of working with a small group of dedicated people at locally owned SBJ Publishing Inc. make this an ideal position for a professional journalist. Send resumes to [jjackson@sbj.net](mailto:jjackson@sbj.net). 4-11

**GM/SALES REP:** Immediate opening for general manager/sales position for established award winning Northeast Missouri weekly. Management skills, attention to detail, positive attitude, and strong sales experience a must. Candidate must be energetic, willing to take on the challenge and motivated. Excellent benefits package, 401(k), etc. Contact Walt

# Newspapers remain mighty!

(NetNewsCheck)—Some 74% of all Internet users rely on local newspaper media — digital as well as print — as key sources of news and information during the average week, according to a new study from the Newspaper Association of America.

The study also found that among those Internet users, 54% are using more than one platform to access newspaper content during the week and 67% use at least one of three common digital platforms — computers, smartphones or tablets — multiple times over the course of the day for newspaper content.

“Clearly, newspapers’ embrace of multiplatform strategies provides significant opportunities for audience and revenue growth,” Caroline Little, NAA president and CEO, said in a statement.

The survey was conducted by Frank N. Magid Associates for the NAA and was presented at the NAA’s recent mediaXchange conference in Washington, D.C.

Magid and the NAA also asked survey respondents, “Why newspapers?” Answers ranged from convenience to amount of local news:

“I like to follow the local newspaper in whichever format is convenient for me” — 89% for print-only readers, 88% for print plus digital readers and 91% for digital-only readers;

“Newspapers provide a broad range of news and information in one place” — 90% for print-only readers, 85% for print plus digital readers and 83% for digital-only readers;

“Newspapers provide more local news” — 89% for print-only readers, 84% for print plus digital readers and 86% for digital-only readers;

“I want the depth and detail that newspapers provide” — 80% for print-only readers, 82% for print plus digital readers and 73% for digital-only readers.

The survey also showed that advertising in newspapers still carries weight. Some 66% of digital newspaper media users act on digital ads, while 73% have used newspaper printed circulars in the past 30 days and 74% said they make a point of looking at printed Sunday circulars.

On the mobile side, 61% of tablet users act on newspaper tablet ads, while 59% of smartphone users act on ads on that device. Overall, 61% of respondents said newspapers provide more useful advertising.

“The study demonstrates that advertisers can effectively reach a shopping audience across newspapers’ multiple platforms,” Little said.

The study also noted similarities between print readers and tablet users:

66% of print users and 60% of tablet users agree that their respective platform “is a relaxing way for me to read the newspaper;”

61% percent of print and 60% of tablet users say newspapers “provide a satisfying reading experience for me.”

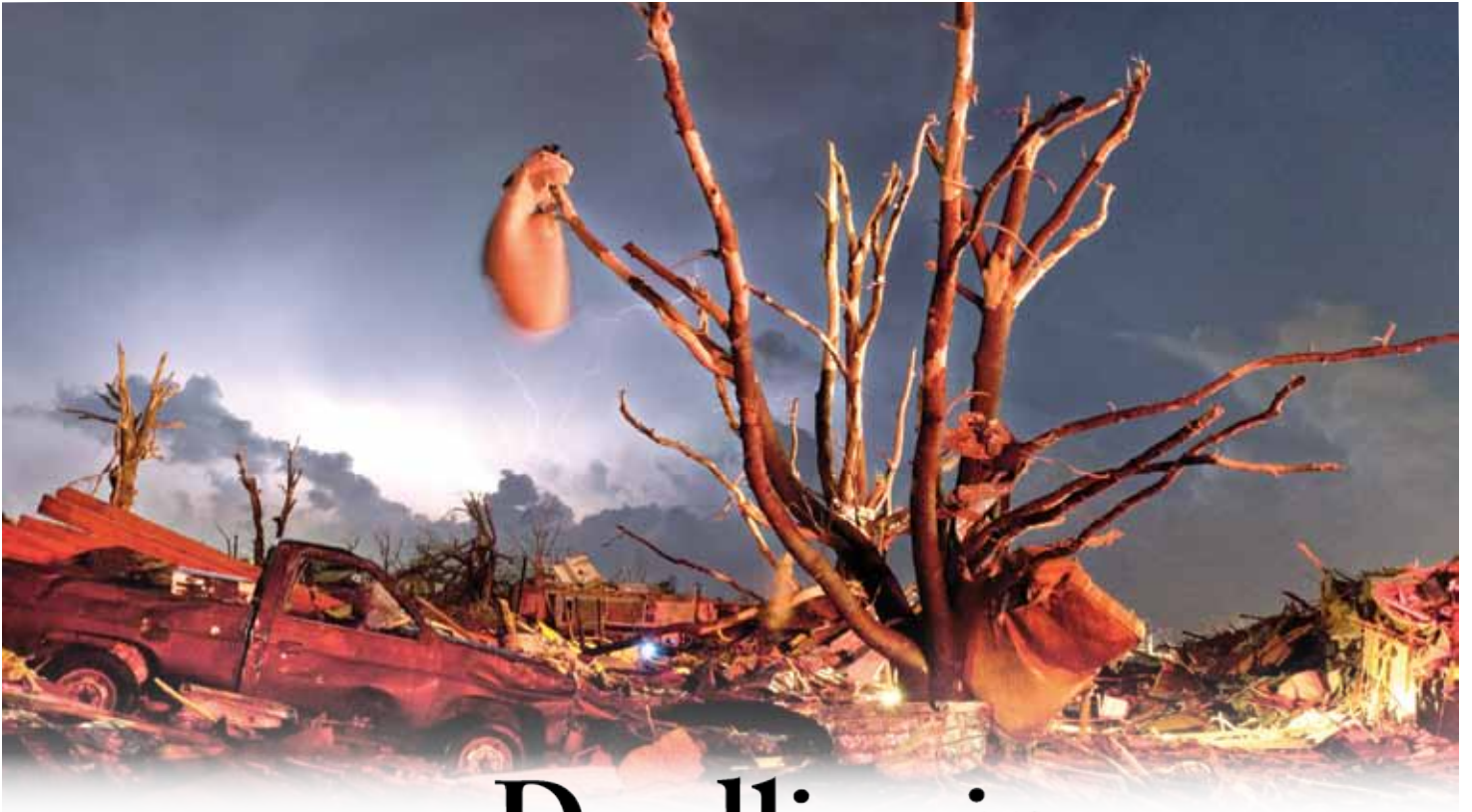
Full results of the 2012 Newspaper Multiplatform Usage Study can be found at <http://tinyurl.com/6qph7re>.

Gilbert, vice president, Lakeway Publishers of Mo. at [lmovp@lcs.net](mailto:lmovp@lcs.net). 4-9

**PHOTO EDITOR:** The Columbia Daily Tribune is seeking a proven leader and talented photographer to manage its staff of photographers. The photo editor must have the ability to work with section editors, page designers, and reporters to provide a strong daily photo report. Duties also include editing and coaching photographers and image technicians, making assignments and overseeing the purchase and repair of equipment. A good understanding of color management and ability to work collaboratively

with our production team is essential. Knowledge of video production and editing preferred. Good driving record, valid driver license, and proof of insurance required. Benefits include vacation pay, sick pay, 401(k), health and dental insurance, use of employee gym. Those interested in the position should provide an application and/or resume, portfolio and samples showing editing skills. Submit to Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205 or email [srinehart@columbiatribune.com](mailto:srinehart@columbiatribune.com) An application can be printed at [www.columbiatribune.com/jobs](http://www.columbiatribune.com/jobs) EOE / Drug free Workplace. 3-26





# Deadline in Disaster

*More than 160 lives lost. Thousands of lives changed.  
One community newspaper helps its town find hope in the aftermath of the Joplin tornado.*

**Missouri Theatre - Columbia, MO  
May 3, 2012**

**6-7 pm Reception and Silent Auction  
(Joplin, Mo. Benefit)**

**7-8:30 pm Documentary Film Screening  
Q/A with Cast and Crew**

**Advance tickets: \$10  
At the door: \$12**

at Missouri Theatre/  
University of Missouri  
Box Office 573.875.0600

*Newspaper Partners:*

**TRIBUNE MISSOURIAN**

Presented by Missouri Press Association, 2012 | Photo courtesy B.W. Shepard  
Featuring Staff Members of The Joplin Globe  
Executive Producer Doug Crews | Directors Beth Pike & Stephen Hudnell | Co-Producer Scott Charton

## 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.**



# 2012 Missouri Press Foundation Porter Fisher Golf Classic

**Friday, June 15;  
9 a.m. Shotgun;  
4-Person Scramble.  
A.L. Gustin Golf Course,  
Columbia**

# \$50

**Greens Fee, Cart,  
Prizes, Lunch**

Be at the golf course by 8:30. 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 = \$50 per golfer \_\_\_\_\_

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

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

TOTAL \_\_\_\_\_

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

\_\_\_\_\_

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

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

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

### 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: A.L. Gustin Golf Course is on Stadium Boulevard, just west of the Providence Road intersection (MU football stadium). The course is part of the University athletic complex.