



## CALENDAR

### June

- 14 — Missouri Press Association and Missouri Press Service Board meeting, RJI, Columbia
- 15 — Porter Fisher Golf Classic, A.L. Gustin Golf Course, Columbia
- 22 — Northwest Missouri Press Association meeting, St. Joseph

### July

- 20 — Missouri Press Foundation Community Engagement Seminar, Reynolds Journalism Institute, MU, Columbia

### 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.

### Show-Me Press members urged to attend seminar

The Show-Me Press Association cancelled its annual meeting, which was to be held Saturday, June 16, in Columbia.

Its members are encouraged to attend the Community Engagement seminar that will be held in Columbia on July 20. People from Show-Me Press Association-area newspapers are invited to stay after that seminar for a brief Show-Me Press business meeting.

Show-Me officers will meet after that business meeting to decide how to proceed.

Show-Me Press Association is loosely defined as the northeast quadrant of Missouri and a swath across the center part of the state from the Mississippi River to the Kansas border.

People from outside the general areas of the regional associations are welcome to attend the meetings and be members in the other regional associations.

# Missouri Press Association Bulletin

No. 1281 — 13 June, 2012

## Primary candidates at NW Press

### June 22 sessions at Missouri Western, St. Joseph

Six of the eight primary candidates for U.S. House of Representatives 6<sup>th</sup> District in Missouri will attend the candidate forum at the annual meeting on June 22 of the Northwest Missouri Press Association in St. Joseph. A seventh may attend as well. Incumbent Sam Graves will not attend because Congress will be in session that day.



Several state legislators are lined up for the legislative panel earlier in the conference.

Northwest Press will meet Friday, June 22, at Missouri Western State University in St. Joseph. A block of rooms has been reserved at the Ramada Inn (\$69); call 816-233-6192.

Sessions in addition to the primary candidates forum and the legislative panel will be showing of the Joplin documentary "Deadline In Disaster," disaster recovery panel, political and database reporting, best ad ideas contest, and InDesign tips and tricks.

An informal off-agenda dinner will be held Friday evening for those who wish to hang around and visit.

A registration form and complete agenda are enclosed.

## Nominations sought for MPA offices

The Missouri Press Association nominating committee will meet in mid-July to decide on candidates for 2013 MPA 1st Vice President, 2nd Vice President, Secretary, Treasurer, Three Directors and NNA Representative.

Current MPA 1st Vice President Mark Maassen, *The Kansas City Star*, will move to MPA President on Jan. 1, 2013. He will succeed Phil Conger, *Bethany Republican-Clipper*, who will become Past President for a one-year term on the Association Board.

The terms of MPA Directors Richard Gard, Missouri Lawyers Media, St. Louis; Joe Spaar, *The Odessan*; and Jeff Schrag, *Springfield Daily Events*, will expire Dec. 31, 2012. MPA Secretary Shelly Arth, *Marshall Democrat-News*, and MPA Treasurer (vacant) serve one-year terms, also expiring Dec. 31, 2012.

Trevor Vernon, *Eldon Advertiser*, is serving his second year as NNA Representative. He is eligible to serve another year in that position, according to MPA By-Laws.

If you wish to be considered for officer or director positions, or to nominate someone, you must complete a nomination form and return it to Missouri Press Association by July 2.

A nomination form is enclosed.

Joe May, *Mexico Ledger*, immediate past president of MPA, is chairman of the nominating committee this year.



## 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.

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 at 1:30 p.m. Thursday, June 14, in Lambert Seminar Room (200A), Reynolds Journalism Institute, MU, Columbia.

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

## Sports writing workshop June 17-18 in St. Louis

Rick Hummel, the *St. Louis Post-Dispatch's* Baseball Hall of Fame sports writer, will speak at MidAmerica Press Institute's (MPI) June 17-18 sports seminar at the Sheraton St. Louis City Center Hotel & Suites, 400 S. 14th St.

Hummel will speak at 8 p.m. Sunday, June 17, to kick off the workshop, which will unofficially begin with a Cards v. Royals game at 1:15 p.m. Sunday. MPI has tickets for the game, \$30.

Register for the conference by emailing Executive Director John Ryan at jmryan@eiu.edu. Registration is \$50 for the first person from a newspaper and \$40 for each additional staffer. Staffers can attend just the sessions on Monday for \$30.

For a hotel room, call the Sheraton St. Louis City Center at 314-231-5007.

Here is the rest of the program on Monday, June 18:

- 8 a.m. Registration.
- 9 a.m. Getting the most out of your beat.
- 10:15 a.m. Covering the Big Story.
- 12 p.m. Lunch.
- 1 p.m. Sports writers in the digital age.
- 2 p.m. Basic investigative techniques for sports editors and reporters.
- 3 p.m. Brainstorming.

# Convention is Sept. 20-22

## Candidates for governor, U.S. Senate invited to Columbia

Candidates for Missouri governor and U.S. senator will participate in forums on Sept. 21 at the 146th annual Convention of the Missouri Press Association. Gubernatorial candidates will take the stage at 9:15 a.m., Senate candidates at 10:45 a.m. at the Holiday Inn Select in Columbia.

An agenda/registration form is enclosed.

The Convention will begin with an evening of entertainment and food in downtown Columbia. Guests will tour some of the galleries in the North Village Arts District; have light appetizers at Orr Street Studios and have dessert and beverages at The Bridge, a music venue.

Buses will take guests from the Holiday Inn to downtown and back.

Before the candidate forums on Friday morning, marketing expert Bryna Krauth will speak at breakfast. Krauth was the featured presenter this spring at the annual meeting of the Missouri Advertising Managers' Association. She is president of Organic Marketing and has spent the past 15 years working in media and marketing. She has been the publisher of a number of publications in Colorado, where she lives.

After the candidate forums, members of MPA will hold a business meeting and elect officers for 2013.

The luncheon speaker will be Paul Steinle. His topic, "Who Needs Newspapers?"

Friday afternoon, Krauth will present at one of two breakout sessions. NNA postal expert Max Heath will be the speaker for a concurrent session.

After the breakout sessions, the documentary film "Deadline In Disaster" will be shown.

That will be followed by the Newspaper Hall of Fame reception and banquet.

Saturday's breakfast speaker has not been confirmed.



Bryna Krauth



Max Heath

*Columbia Daily Tribune* reporter Rudi Keller is writing a daily feature story about what was happening each day in Missouri during the Civil War. Keller will talk Saturday morning about covering the Civil War and how and where to get material.

During a concurrent session, a panel of Missouri publishers and editors will talk about the digital innovations they are using at their papers.

Those breakout sessions will be followed by Lightning Round Roundtables. Five experts will lead discussion on five different topics. You'll visit each discussion roundtable for 15 minutes, then move to the next station.

The Better Newspaper Contest Awards Luncheon will conclude the annual Convention.

Details about the agenda and a registration form are enclosed.

If you register by Aug. 5 you can save \$75 on registration (\$20 discount for retired MPA members).

Members can attend the Saturday sessions and Awards Luncheon only for \$45 (does not include breakfast).

Guests may wish to remain in Columbia Saturday afternoon and evening and take in some of the 2012 Roots n Blues n BBQ Festival downtown. Check out this annual music and food event at <http://rootsnbluesnbbq.com/>.



## Missouri Press Association

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*Bethany Republican-Clipper*

**FIRST VICE PRESIDENT:** Mark

Maassen, *The Kansas City Star*

**SECOND VICE PRESIDENT:**

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Richard Gard, *Missouri Lawyers Media*

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# Give credit to your sources

## *Claiming another's work is illegal, unethical*

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

Do not use other people's work in your newspaper unless you give them credit. To avoid plagiarism, you must give credit whenever you use:

- another person's idea, opinion, or theory;
- any facts, statistics, graphs, drawings—any pieces of information—that are not common knowledge;
- quotations of another person's actual spoken or written words; or
- paraphrase of another person's spoken or written words.

The internet has become a popular source of information, and many questions have arisen about how to avoid plagiarizing these sources. In most cases, the same rules apply as to a printed source: when a writer must refer to ideas or quote from a website, she or he must cite that source.

Even when using someone's ideas, but putting them in your own words — paraphrasing — you must still acknowledge the source of the information.

*(The above is from an article by Writing Tutorial Services, Indiana University, Bloomington, IN)*

This is a simple legal concept, and everyone on a newspaper's staff needs to understand it. If you need further explanation, you can find extensive discussions about plagiarism and copyright online.

Even if you give credit to the source of material, you still could be liable for damages if you harmed the value of the material you used.

A better policy than simply giving credit to a source is to get permission to use the material, particularly when it involves creative work. This helps confirm the source of the material. If you got the material from one source, but that source used the material without crediting the creator of the material, you're giving credit to the wrong person.

Here's an example that has happened to me—as the victim. A trifling thing, but it illustrates what can happen.

I've written columns for Missouri Press publications that have been picked up and published in the publications of other newspaper associations without giving me or Missouri Press Association credit. No big deal. It's flattering and costs us nothing.

But, the items then get published in another association's newsletter, and that newsletter gives credit for the piece to the second publication rather than to me or Missouri Press.

You can see how something like that would irritate a writer who is paid for articles.

Attribution—telling readers where the information came from—is a Journalism 101 lesson. And plagiarism can get you in trouble.

Unless the information is common knowledge, cite sources, give credit, get permission.

*Even if you give credit to the source of material you still could be liable for damages if you harmed the value of the material you used.*



## Work to mitigate delivery delays from postal consolidation

Max Heath, postal consultant and postal chair of National Newspaper Association, gives a few tips to newspapers that may be concerned about the coming USPS consolidations of processing centers.

By MAX HEATH

Newspapers should use "Exceptional Dispatch" privileges in DMM 707.28.3 to drop as much carrier-route sorted mail into the offices where it is delivered inside the primary market area (PMA), usually a county.

There is a discount for such drops. And the papers can be in unsacked bundles to "DDUs" (post offices).

Newspapers should discuss with the manager of the plant to be closed whether any direct (5-digit/carrier-route) containers to post offices within the 3-digit service territory outside the PMA can be handed off to the existing post-office network without moving that mail all the way to the more distant receiving plant.

**We have firm promises, strengthened by NNA's intervention in the service standards case accompanying these changes, that this will be the case. VP Network Operations David Williams repeated in a meeting with NNA CEO Tonda Rush and me on May 16 that USPS didn't want to incur excess transportation costs to run certain containers up and down the road without any processing need.**

Direct containers don't get opened and worked until they get to their destination ZIP.

Newspapers need to clean up any non-codable (not showing 9-digit ZIP) addresses remaining in the 3-digit-sorted "working" mail container to get as many of them as possible into direct containers. While it won't be possible to eliminate all of them, at least you maximize delivery of all you can.

Odds are, any working container for 3-digit XXX will go "upstream" and of course be delayed.

Newspapers should use the newly won right by NNA to count paid electronic subscribers and website access on their postal Statement of Ownership, PS Form 3526.

Work to get your distant subscribers whose delivery suffers converted to paid digital subscriptions. Those subscribers count as paid subscriptions for your postal reports and Periodicals qualifications.

# Sen. Blunt opposes Valassis deal

## Letter sent to members of Postal Regulatory Commission

U.S. Sen. Roy Blunt of Missouri wrote a letter dated June 11 to Ruth Goldway, chair of the Postal Regulatory Commission. Copies of the letter went to the other members of the Commission, including Tony Hammond, like Sen. Blunt a native of southwest Missouri.

Sen. Blunt's Missouri state director in Columbia, Derek Coats, sent a copy of the letter to the Missouri Press Association and the *Columbia Daily Tribune*. Here's the text:

"I write to express my concern about a recent proposal by the United States Postal Service that could cause serious harm to newspapers in communities throughout Missouri and the nation.

"As you know, the Postal Service has signed a negotiated services agreement with the nation's largest direct mailer, Valassis. The agreement, which is currently pending before the Commission, would give Valassis significant postage rebates for purportedly 'new' mail containing advertising by national retailers of durable and semi-durable goods. Valassis competes with local newspapers to distribute retail advertising to homes across the nation. I believe the proposed agreement could provide a pricing incentive that will move pre-printed advertising inserts out of newspapers' Sunday editions into a new shared mail piece.

"Under current law, negotiated service agreements 'must not cause unreasonable harm to the marketplace' (39 U.S.C. §3622 (c) (10) (8)). In filing the proposal, the Postal Service stated that it would have a 'minimal financial impact on the marketplace.' I have heard from several constituents that these deep discounts to one mailer will have unanticipated adverse results on the marketplace. This is not how Congress intended the Postal Service to offer negotiated service agreements for market-dominant products.

"While I applaud the Postal Service for trying to find ways to generate new business, this is the first time that the Postal Service has sought to use a negotiated services agreement to adjust prices in a way that significantly favors one national company out of many local competitors in a downstream market.

"I urge the Commission to reject this proposal and direct the Postal Service to provide the Commission with more data on the impact of this proposal on the marketplace."

*"This is not how Congress intended the Postal Service to offer negotiated service agreements..."*

## Freedom sells last of its newspapers

(News&Tech)—Freedom Communications Holdings Inc. sold its flagship *Orange County (Calif.) Register* and its six remaining dailies to a private investment group led by Aaron Kushner.

Kushner's Massachusetts-based 2100 Trust LLC will take over the *Register*, the *Gazette* in Colorado Springs, Colo.; the *Sun* in Yuma, Ariz.; the *Desert Dispatch* in Barstow, Calif.; the *Porterville (Calif.) Recorder*; the *Victorville (Calif.) Daily Press*; and the *Marysville (Calif.) Appeal-Democrat*.

Said Kushner, in a statement, "We believe that newspapers are essential to the fabric of our lives and are excited to own and grow these unique institutions."

The sale of the papers ends Freedom's bid to divest its holdings following its emergence from bankruptcy two years ago.

In the past few weeks, FCI sold its papers in Texas, the Midwest (including *The Sedalia Democrat*), Florida and North Carolina to a group of owners. Last November, the company sold its eight television stations to Sinclair Broadcast Group.



## Citizens, businesses joining in opposition to newspaper cuts

(*News Orleans Times-Picayune*)—Several major *Times-Picayune* advertisers, including auto dealers, grocers, restaurants, funeral homes and a furniture retailer, have added their names to the list of business and civic leaders opposing a plan to reduce publication of the daily newspaper to three days a week. They have joined the Times-Picayune Citizens' Group, according to a statement issued Monday by the regional economic development group GNO Inc.

**(NetNewsCheck)—The Times-Picayune, according to documents given to employees Tuesday, is shrinking its overall staff — including news, advertising, circulation and other departments — by 32%, or 202 employees. Their last day with the company will be Sept. 30.**

The Citizens' Group said its purpose is to "ensure the continuation of the delivery of a high quality, seven-day-a-week newspaper, with access to the entire community."

The group, when it was first announced last week, already included Women of the Storm founder Anne Milling, Tulane University President Scott Cowen, actor Wendell Pierce, GNO Inc. President and CEO Michael Hecht and twelve people who have previously received The Times-Picayune Loving Cup, which is awarded annually by the newspaper for civic service offered without expectation of material reward.

The Citizens Group has encapsulated the community outcry surrounding a plan announced last month to cease operating *The Times-Picayune* as a daily newspaper this fall. The newspaper will instead be printed on Wednesday, Friday and Sunday of each week. When that change is made, the news operation will shift its focus online to nola.com.

(See the accompanying piece on the right by newspaper consultant Kevin Slimp.)

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

[mopress.com/Media\\_Toolbox.php](http://mopress.com/Media_Toolbox.php)

# My Memorial Day weekend

## Changes in New Orleans monopolized my vacation

By KEVIN SLIMP / Newspaper Consultant

The news in New Orleans, Birmingham, Mobile and Huntsville that Newhouse was converting its daily papers in those cities to three-day-a-week publications made front page news across America last month.

Rumors began to spread as incoming publisher Ricky Mathews came to New Orleans in mid May and held off-site meetings with some, but not all of the *Times-Picayune* executives.

It wasn't long before the staffs of the Newhouse papers in Birmingham, Mobile and Huntsville were hearing bad news of their own.

I'll be honest. When I read the news, I was more mad than sad. I realized there was no reason to convert those newspapers from dailies. The more I thought about it, the more worked up I became.

Rob Nelson worked at *The Times-Picayune* for seven years before taking his place at ABC World News Now. On May 30, he talked about the upcoming cutbacks at the paper, slamming the Newhouse "corporate bean counters" as he got more and more wound up about the fate of the paper.

Within 24 hours of the Newhouse announcements, I started receiving phone calls from all over the country. Some of our nation's top business leaders were concerned about how the closing of successful daily newspapers would effect the business climates in their communities.

Before I knew it, I was staying up overnight, creating plans and strategies for groups who were willing to put their muscle, and money, into "fixing" what Newhouse had done in some of these cities.

I was quite amazed at what was happening behind the scenes, far away from the press and media. I was even more stunned that I was a participant in what was happening.

You know what makes me maddest of all? Because one company made a decision to do something so irrational, there will be "industry experts" who start clamoring that this is the beginning of the end. The dominoes will start to fall. You can bet they'll be saying that before you know it, the dailies across the county will fall.

Hogwash.

One company made a decision to do this. And many will decry it as the "death of newspapers."

Here's what I want to know. In the near future, when new daily papers rise up in these cities, will we hear that the industry is resurrected? Probably not. Everybody likes the bad news.

The day the news first broke about New Orleans, I wrote on my blog that "if this happened in my town, I guarantee you that I'd have a group together tomorrow to start a new daily."

I figured there had to be people in those cities who felt the same way. And I was right.

Keep your eyes on New Orleans, Birmingham, Huntsville and Mobile. And no, I haven't forgotten the Newhouse papers in Michigan which suffered the same fate earlier.

My guess is that you'll see daily papers in at least two of the southern cities before too long. And I'll be very surprised if dailies don't rise up in all four before the smoke clears.

*"If this happened in my town ... I'd have a group together tomorrow to start a new daily."*



## Online training for your web press crew

Online Media Campus and the Iowa Newspaper Foundation are sponsoring an online Web Press Certificate Program that will help printing crews solve print quality problems, lessen downtime, reduce waste, improve efficiency and produce a higher quality newspaper.

Missouri Press is an associate sponsor of Online Media Campus programs.

This self-directed course will cover: dot gain, dull print, misregister, half-tone clarity, toning or washout, ghosting, mottle (solids), letter quality and much more. You can take the courses at any time in any location with internet access. A press trainer will be available throughout the online training (July 9-July 31).

The cost is \$79 per person. Register by Monday, July 2.

For more information or to register, visit [www.onlinemediacampus.com](http://www.onlinemediacampus.com) and click the Certificate Programs menu.

## Watch for details on football tickets

Details have not been set, but Missouri Press is planning to have a football tickets/advertising swap program again this fall with the MU Athletic Department.

The trade-out program will be for either the Southeast Louisiana game on Sept. 1 or the Syracuse game on Nov. 17 (or possibly for both games).

Missouri Press will notify everyone immediately when details firm up.

## Joplin Globe film has Facebook page

Beth Pike, a principal director of the documentary film "Deadline In Disaster," has created a Facebook page for the film with links to stories, updates, screenings and other information.

The film is about *The Joplin Globe's* response to the May 2011 tornado.

If you have any photos or comments you would like to post on the site, you can "like" the page and let your social network know about it.

The page is at: [facebook.com/DeadlineInDisaster](http://facebook.com/DeadlineInDisaster).

# Open up to your community

## Missouri Press Foundation workshop on July 20

Joy Mayer was one of the speakers at a recent Missouri Press Foundation seminar at the Reynolds Journalism Institute. She received tremendous comments on the evaluations, so the Foundation is offering a full day of her insight into how community newspapers can engage with readers using new social media strategies.

This workshop will be targeted specifically at **small community newspapers**.

Please note the early bird registration deadline is July 1.



Joy Mayer

Mayer, on the faculty of the Missouri School of Journalism, will teach you not only about the digital tools that make community conversation easier, but she'll offer her expert insight into how to open your newsroom to interaction with your community.

Plan now to attend this Community Engagement for Community News seminar from 10 a.m. to 4 p.m. Friday, July 20, at the Reynolds Journalism Institute on the University of Missouri campus in Columbia. The cost is \$40, *if you register before July 1*, and includes lunch.

Mayer is the faculty editor at the *Columbia Missourian*, where she is the director of community outreach. She teaches classes in participatory journalism, multimedia design and print design. Her work focuses on community engagement in journalism, and how news and information can be more of a conversation and less of a lecture.

A registration form for the July 20 workshop is enclosed.

If you need more information, contact Dawn Kitchell, Missouri Press Foundation's education director, at [kitchell@dmissourian.com](mailto:kitchell@dmissourian.com).

## K.C. Star printing Topeka Capital-Journal

(News&Tech dateline)—*The Kansas City Star* May 7 began printing *The Topeka Capital-Journal* as parent Morris Publishing Group shuttered its Topeka production facility.

Morris contracted with *The Star* in March to hand over printing and production of the 34,000-subscriber newspaper.

*The Star's* production plant is 65 miles east of Topeka.

*The Capital-Journal* is the third MPG paper to outsource production to other newspapers in the past few months. In March, the *Athens (Ga.) Banner-Herald* shifted printing and packaging of the paper to *The Atlanta Journal-Constitution*. In April, the *Log Cabin Democrat* in Conway, Ark., transferred production to *The Courier* in Russellville, Ark.

The *Livingston County (Mich.) Daily Press & Argus* will transfer printing and packaging to a plant in Ann Arbor, Mich., July 1.

## Full-page tornado feature for young readers

Missouri Press has released a full-page feature about the May 22, 2011, tornado in Joplin that is designed to remind, inspire and teach.

The feature is written to help young readers understand what happened one year ago, appreciate the efforts to rescue and help rebuild the community, and to teach important safety information from lessons practiced and learned in Joplin.

This feature is available at no cost to any newspaper. To download it visit [www.mo-nie.com](http://www.mo-nie.com) and use download code: joplin.

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



## 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.

### SPJ sponsoring public records access workshop in Joplin

JOPLIN (SNS) — Those wanting to learn about accessing public records (or needing a refresher course) are invited to attend the Access Across America II Project, presented by the Society of Professional Journalists (SPJ).

The training session will take place from 2-4 p.m. Tuesday, June 26, in the fourth-floor conference room (Room 413) of Spiva Library at Missouri Southern State University, 3950 E. Newman Road, Joplin.

Topics will include accessing public records, creating ideas for record-based stories, making effective requests and developing tactical strategies to overcome denials and exorbitant copy fees.

Dr. Joey Senat, associate professor of mass communications at Oklahoma State University, will conduct the training session. Dr. Senat writes an open-government blog on Freedom of Information and media law issues. The blog provides a model letter for requesting public records that is widely used in Oklahoma.

The training session is co-sponsored by the Missouri Southern Department of Communication and the SPJ's Southwest Missouri Pro Chapter.

The session is free and open to the public but reservations are advised, as seating is limited. Light refreshments will be served.

To receive more information or to make a reservation, contact Rhonda Clark, assistant professor of communication at Missouri Southern, at [clark-rhonda@mssu.edu](mailto:clark-rhonda@mssu.edu) or 417.625.9596.

# Remember these things when readers tick you off

By **ROBERT NILES**

(OJR: The Online Journalism Review, May 1, 2012)—Great reader comments, tips and blogs can help elevate a news website into a true community, one where people come together to learn from each other, enjoy each others' company and maybe even help address some of the "real-world" problems that any community faces.

Of course, on the flip side, trolls and know-it-alls can make reading the comments on a website a visit to virtual hell. So when some of your readers begin to tick you off—either for what they do, or what they don't—here are 10 things to remember... after you've taken a deep breath.

#### You can't force readers to care

No matter how much work you put into a piece, no matter how much news you thought you broke in it, no matter how well you think you told the story, you simply cannot force readers to care. The best you can do is to think about your readers' needs and interests and then craft an engaging narrative or presentation that rewards whomever pays attention. But even then, some readers are just going to say "meh" and click over to the dancing cat videos. Even if you produce a dancing cat video, somebody's still going to say "meh" and click to someone else's dancing cat video. Don't let it upset you.

#### See what's keeping people from participating

While you shouldn't get upset by a lack of engagement, don't dismiss it, either. Always be curious about your site, and how people are—or are not—interacting with it. Create a new dummy account every few weeks, just to make sure your registration process is working the way you want. Ask friends to create accounts and jump in now and then, to get fresh perspectives on how newcomers react to your online community. Is there a tech problem that's keeping people from registering, commenting, blogging, or submitting or embedding photos or video? Are new users getting private message spam from lurkers on the site? Are new users having a hard time tracking the conversations they want to follow? Find the barriers that your site's putting up, and work to take them down.

#### Engage on social media - don't promote

Twitter and Facebook are great media for pushing new stories to your followers. But if that's all you are using those services for, you're likely leaving your readers cold. So don't get upset when your story links fail to elicit a slew of RTs and Shares. Try some new ways to engage your followers, instead. Post "wild art" photos. Ask questions about favorite places to eat, visit, etc. RT and Share the competition, too. Show your readers that you're not some uptight, Fortune 500 media conglomerate, but an accessible neighbor they can talk with.

**Remember that readers - together - know more than you do, even if you know a lot**

So even if one or two readers really make you mad, remember that you need the rest of them. Therefore...

#### Don't blow up at your readers

Stand up and move away from your desk, go offline for a few moments — always have a plan for what you will do when someone really enrages you, a distract-

*Here are 10 things to remember ... after you've taken a deep breath.*

**Remember** (continued on next page)



## 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 monthly issues of the Bulletin, go to [mopress.com/jobs.php](http://mopress.com/jobs.php).

## HELP WANTED

**GENERAL MANAGER:** An innovative, progressive company is looking for an experienced executive to lead its multimedia publishing efforts in beautiful, but competitive NW Missouri. Only candidates with a passion for success need apply for this daily newspaper job in a region served by two NCAA D-II universities just north of Kansas City. The successful candidate will be able to demonstrate a track record of revenue goal attainment, overcoming challenges and enhanced digital advertising growth. Our organization reaches about 10 million people nationwide each week through nearly 500 community publications and more than 250 related websites. To apply for this position or other future openings in the midwest: email [Western HR@gatehousemedia.com](mailto:Western_HR@gatehousemedia.com). 6-5

**ADVERTISING SALES** position available at Northeast Missouri weekly. Print and Digital advertising. Fast-paced environment. Excellent benefits package: health insurance, life insurance, prescription drug coverage, 401k. Email resume to: [Walt Gilbert at lmc.net](mailto:Walt_Gilbert@lmc.net) or mail to: 3408 Georgia Street, Louisiana, MO 63353. 5-31

**REPORTER:** Immediate opening for reporter position for established award-winning weekly newspaper in Vandalia, Mo. Attention to detail, positive attitude, and strong writing and photography skills a must. Candidate must be energetic, motivated, and willing to take on the challenge of all reporting duties at a small weekly. Excellent benefit package, 401(k), etc. Contact Ron Schott, General Manager/Editor, at The Vandalia Leader, P.O. Box 239, Vandalia, MO 63382 or email [tlvgenmgr@lcs.net](mailto:tlvgenmgr@lcs.net). 5-16

## FOR SALE

**SOUTHEAST KANSAS** newspaper for sale. Newspaper of record, solid advertising and subscription base. Send inquiries to [seller546@yahoo.com](mailto:seller546@yahoo.com). 6-11

## 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.

[mopress.com/  
Media\\_Toolbox.php](http://mopress.com/Media_Toolbox.php)

## Remember (continued from previous page)

tion that gives you the time you need to calm down before you reply in a way you'll almost certainly come to regret.

### Always be kind

No matter what tone a reader takes with you personally, if someone emails or messages you directly, try to always respond, and with kindness. Sometimes a person's heat in a message just shows that they have passion for what you're covering, and they can't yet direct it. So it spews out at you. A calm, thoughtful response sometimes can redirect a hostile critic into a passionate advocate for your work, and for your community.

### Keep your readers interested in the topic, not in you

Sorry to make this sound so rough, but, ultimately, nobody cares about you. Or your "brand." They care about what you cover, and maybe even about what you experience in covering it. But any time or words you spend trying to get people to care about you is better spent keeping people interested and even excited about the topic (or community) you're covering. Remember, a professional writes and reports to address the readers' needs, not your own.

And I'm not trying to be snobbish about "professionalism" here. I mean this literally. The people who make money doing this stuff (by definition, the professionals) are the ones who write for their readers' needs, not for their own.

### If they do get interested in you, don't let it go to your head

That said, if you do your job well, it's likely that some readers will conflate you with what you're covering and become fans. Just as you shouldn't get too upset by trolls, don't allow your head to get too big when people compliment you, either. Thank them graciously, then move on.

### Know when to stay out, versus when to jump in

Sometimes you have to act like a parent, which means that there comes a point when you need to let your kids tie their own shoes. In this case, there will come a point when you ought to let the community take up its own causes and extinguish its own flame wars. You don't always have to have the last word.

### Ask yourself if the audience you get is really the audience you want

If your bad feelings about the audience you've cultivated ever become too much, even after taking time outs and trying to lead responsibly, you might need to face the tough question: Is the audience you've attracted really the one you want? If it isn't, it's okay to shut things down and start over.

On the flip side, maybe you anticipated attracting a certain type of reader, but found instead that your work resonated with others. If you're okay with that, embrace the change. Go where your work is needed, and appreciated.

Whichever path you choose, an effective online community leader needs to feel some peace with his or her audience. You can't do this job if you're always angry, frustrated or disconnected with the people you're supposed to serve.

## Upcoming Webinars

### Tricks for Faster Photo Processing Thursday, June 21

*Russell Viers,  
Adobe Certified Trainer*

### Covering the Presidential Election: Why and How Friday, June 22

*Al Cross, Institute for Rural Journalism and Community Issues*

**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.*



# ENGAGING COMMUNITY NEWSPAPER READERS

How to use digital tools to keep them connected

## REGISTRATION FORM

\_\_\_\_\_  
*(Name of Newspaper)*

\_\_\_\_\_  
*(Mailing Address)*

\_\_\_\_\_  
*(City, State, ZIP)*

\_\_\_\_\_  
*(Telephone Number)*

\_\_\_\_\_  
*(Registrant Name)*

\_\_\_\_\_  
*(Email)*

\_\_\_\_\_  
*(Registrant Name)*

\_\_\_\_\_  
*(Email)*

\_\_\_\_\_  
*(Registrant Name)*

\_\_\_\_\_  
*(Email)*

### Early Registration:

Registrations received by July 1 are **\$40** per person.

### Late Registration:

Registrations received July 2-16 are **\$50** per person.

**TOTAL DUE: \$** \_\_\_\_\_

*Cancellations after July 16 will not be eligible for a refund.*

METHOD OF PAYMENT:  Check Enclosed     Visa     M/C     Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

**MAIL** registration to Missouri Press Foundation, 802 Locust, Columbia, MO 65201

**FAX** registration to (573)874-5894



**Missouri Press Foundation**  
*Dedicated to Freedom for Tomorrow's World*



**MEETING REGISTRATION**  
**122nd Annual Convention**  
**Northwest Missouri Press Association**  
**June 22, 2012**

Missouri Western State University's Spratt Hall, St. Joseph, Mo.

Name: \_\_\_\_\_

Newspaper Name: \_\_\_\_\_

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

Address: \_\_\_\_\_

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

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

Names & titles of additional attendees:

Email addresses of attendees:

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Registration/membership fee is \$50 per newspaper or organization. The cost for attending all sessions of the Friday convention including lunch is \$30 per person. This does not include optional dinners on Thursday evening or on Friday.

|  | Cost Per Person | # Attending | Amount       |
|--|-----------------|-------------|--------------|
| Registration/Membership  | n/a             | n/a         | \$50         |
| Convention attendees   | \$30            | _____       | _____        |
| Optional tax-deductible Scholarship Fund Donation (Suggested \$5/person) |                 | _____       | _____        |
|  |                 |             | Total: _____ |

MEETING REGISTRATION: Scan and email this form to [NWMoPress@gmail.com](mailto:NWMoPress@gmail.com), fax to 816-781-0909 or mail it with payment form with your check payable to Northwest Missouri Press Association to: Matt Daugherty, NW Press President, 104 N. Main St., Liberty, MO 64068. To pay by credit card, please call Matt at 816-389-6608. Hotel: A block of rooms is reserved under Northwest Missouri Press Association at the Ramada Inn-St. Joseph at a special rate of \$69 per room. Call 816-233-6192 to make your reservation. Questions? Call Matt at 816-389-6608, 816-695-8906 (cell) or email [NWMoPress@gmail.com](mailto:NWMoPress@gmail.com).

**REGISTRATIONS MUST BE RECEIVED BY NOON ON MONDAY, JUNE 18**

# 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 [dcrews@socket.net](mailto:dcrews@socket.net).

**Submission deadline: July 2, 2012**

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<br>(X) | Weekly<br>(X) | Other<br>(X) | Paid<br>Circ. | Total<br>Circ. |
|--|--------------|---------------|--------------|---------------|----------------|
|  |              |               |              |               |                |
|  |              |               |              |               |                |
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➤ 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: \_\_\_\_\_



# Missouri Press Association 146th Annual Convention Schedule

Holiday Inn Executive Center  
2200 I-70 Drive S.W., Columbia, Missouri

## Thursday, Sept. 20

- 12:30 p.m.** MPA and MPS Board Luncheon  
**1:30 p.m.** MPA and MPS Board Meeting  
**6:30 p.m.** Reception and Gallery Hop in the North Village Arts District. Bus to Orr Street Studios (food and beverages), visit Perlow-Stevens Art Gallery (wine), and enjoy music (dessert and beverages) at The Bridge, all in The District (downtown Columbia).  
**9 p.m.** Bus returns to the hotel.

## Friday, Sept. 21

- 8 a.m.** Breakfast with speaker: **Bryna Krauth**. "Inspirational Leadership Starts with You!"  
**9:15 a.m.** Forum, Missouri Gubernatorial Candidates  
**10:45 a.m.** Forum, U.S. Senate Candidates  
**12:15 p.m.** Annual MPA Business Meeting and Election of Officers  
**12:30 p.m.** Luncheon with speaker **Paul Steidle**. "Who Needs Newspapers?"  
**2:00 p.m.** Breakout: **Max Heath**, NNA Postal Guru  
**2:00 p.m.** Breakout: **Bryna Krauth**. "Become a Brand Expert for your Advertisers"  
**3:15 p.m.** Documentary Film Screening: "Deadline in Disaster," Featuring The Joplin Globe  
**6 p.m.** MPA Newspaper Hall of Fame Reception  
**6:30 p.m.** MPA Newspaper Hall of Fame Banquet

## Saturday, Sept. 22

- 8 a.m.** Breakfast by Regions. Enjoy visiting over breakfast with MPA members from your area. Speaker: TBA  
**9:30 a.m.** Breakout: **Rudi Keller**, Columbia Daily Tribune. "Covering the Civil War: Quick Tricks to Find Good Stories for the Sesquicentennial"  
Breakout: Digital Innovations Panel. Hear from **Mike Jenner, Jon Rust, Andy Waters, Jeff McNiell** and others about the latest cutting-edge ideas they are using at their newspapers.  
**10:45 a.m.** Lightning Round Roundtables. All in one room, six "stations" with discussion leaders at each station, various newspaper and social media topics. Fifteen minutes each, then switch. Discussion leaders and topics:  
- **Jean Maneke**, Maneke Law Group -- Talk legal issues with your Media Attorney  
- **Jim Robertson**, Columbia Daily Tribune -- Newspaper Coverage and Policies on Sensitive Editorial Issues  
- **Mike Beatty**, The Joplin Globe -- Does your Newspaper have a Disaster Plan?  
- **Greg Baker**, Missouri Press Service -- Selling Political Ads and Newspaper Network Ads to Make Money  
- **Phill Brooks**, Missouri School of Journalism -- Covering the Statehouse  
- Using Social Media to Enhance your Newspaper Product  
**12 noon** Better Newspaper Contest Awards Luncheon





# 146th Annual Missouri Press Association Convention

SEPTEMBER 20 - 22, 2012  
 HOLIDAY INN EXECUTIVE CENTER  
 2200 I-70 DRIVE S.W.  
 COLUMBIA, MISSOURI 65203  
 573-445-8531

Newspaper or Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Visa  Mastercard Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Check Signature of Card Holder \_\_\_\_\_

Printed Name of Card Holder \_\_\_\_\_

## Register Today! — Bring Your Staff!

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

**For Hotel Reservations Call 573-445-8531 or 1-800-HOLIDAY by August 14, 2012**  
**Ask for Missouri Press Association Rate of \$89.95 per night**

### Registration Fee

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

Active Member  
 Newspaper  
 \$175

MPA Associate or  
 Friend Member \$185

Non-  
 Member  
 \$200

Retired  
 Member  
 \$50

Registration  
 Fee  
 \$ \_\_\_\_\_

| Name/Newspaper<br>(as it will appear<br>on name badge)<br>Please list names of<br>all attending, even<br>for free sessions | Thursday Night<br>Downtown<br>Columbia Tour/<br>Reception<br>\$35 | Friday<br>Breakfast<br>with<br>Bryna<br>Krauth<br>\$25 | Friday<br>Luncheon<br>with Paul<br>Steinle<br>\$35 | Friday<br>Hall of<br>Fame<br>Banquet<br>\$55 | Saturday<br>Breakfast<br>Weeklies<br>and<br>Dailies<br>\$25 | Saturday<br>Awards<br>Luncheon<br>\$35 | *Saturday<br>Only<br>Sessions &<br>Luncheon<br>\$45 | Total Per<br>Person |
|--|---|--|--|--|---|--|---|---------------------|
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\*Saturday Only - Skip Registration Fee and pay only \$45 per person to attend sessions and lunch

|  |  |
|--|--|
| <p>CONVENTION CANCELLATIONS: Cancellations received by Friday, August 20, 2012 WILL be entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to <a href="mailto:kwilliams@socket.net">kwilliams@socket.net</a>. Cancellations received after August 20, 2012 are NOT entitled to a refund.</p> | <p>Deduct \$75 from Active/Friend/Associate Grand Total or \$20 for retired member if registration is postmarked or received by August 5th.<br/>         Grand Total Due: _____</p> <p>Spouses are welcome with no additional registration fee, just pay for meals and events.</p> |
|--|--|