



CALENDAR

September

- 22-25** — National Newspaper Association Annual Convention and Trade Show, Albuquerque, N.M.
29 — Missouri Press Ad Workshop, Kirksville

October

- 2-8** — National Newspaper Week
5 — Missouri Press Ad Workshop, Bolivar
13-14 — Little Brown Jug Golf Tournament, MPA v. KPA, Topeka
19 — Missouri Press Ad Workshop, Eldon
20 — Missouri Photojournalism Hall of Fame Induction Program, Washington, Mo.
20-21 — Community Newspapers program at RJJ, Columbia
21 — Missouri Press Ad Workshop, Independence

November

- 3** — Missouri Press Ad Workshop, Columbia, MPA office
19 — Mizzou v. Texas Tech Football, Columbia; MPA Tailgate two hours before kickoff, Hearnes Fieldhouse

January

- 11** — Missouri Press Ad Workshop, Troy

April

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

File postal form by Oct. 1

Holders of Periodicals mailing permits must file with their postmasters a Statement of Ownership, Management and Circulation, (ps3526) by Oct. 1.

Publish the information in your 3526 statement:

-Publications issued more frequently than weekly should publish no later than Oct. 10.

-Publications issued weekly or less frequently, but not less than monthly, publish by Oct. 31.

You can download a 3526 form at <http://about.usps.com/forms/ps3526>.

Missouri Press Association Bulletin

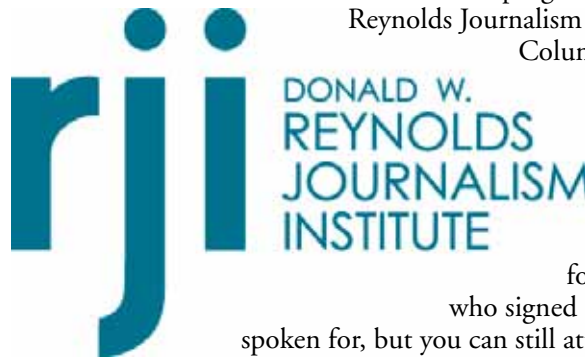
No. 1272 — 15 September, 2011

This program's for you!

FREE meals and registration for Oct. 20-21 training

The Missouri School of Journalism and the Missouri Press Association have put together a program for newspaper publishers and editors titled "Community Newspapers: Tomorrow has arrived. How to take charge of the opportunities for success in the print and digital world."

This is a FREE program to be held Oct. 20-21 at the Reynolds Journalism Institute on the MU campus in Columbia.



Register today with Janet Jensen at the Missouri School of Journalism, (573) 882-8694 or jensenja@missouri.edu.

The sponsors of this program offered free hotel rooms for the first 40 MPA members

who signed up. (Those rooms have been

spoken for, but you can still attend the program.)

The program will start at 10 a.m. Thursday so you can drive in, and it will finish in time on Friday for you to get back to cover your

football games.

Walter Potter, a graduate of the School of Journalism and a retired community newspaper owner in Virginia, is underwriting the cost of the program in honor of his father, the late Walter B. Potter, Sr. That means FREE meals during the conference and no registration costs. The goal of this program is to help community newspapers grow and thrive in a new era. An agenda is enclosed with this Bulletin.

Newspaper Week material available



National Newspaper Week, sponsored by the Newspaper Association Managers organization, will be observed Oct. 2-8.

Material for you to download and use to promote the observance will be available by noon Monday, Sept. 19. Material will include articles, editorials, cartoons and logos.

The website is nationalnewspaperweek.com/nnw.



Sign, return insertion orders

Missouri Press Service reminds you to sign and return advertising insertions promptly.

Also, be sure Missouri Press Service is being sent four copies of every issue of your publication.

These copies are part of your Missouri Press Association membership agreement. Missouri Press uses them to pull ad tearsheets to send to advertisers.

Missouri Press cannot bill advertisers or pay for advertising without the tearsheets immediately after ads are published and without insertion orders signed and returned promptly.

Failure to follow these procedures will delay payment for advertising.

Call Missouri Press if you have questions about these policies.

GateHouse papers launch football feature

The *Moberly Monitor-Index* and other GateHouse Media newspapers in north central Missouri kicked off a new weekly feature in August named "Friday Night Lights."

Each Thursday the papers run a special package offering a photo and preview story about the local team's next football game. A link on the papers' websites is named Friday Night Lights.

Internet users will find halftime and final scores of several mid-Missouri and north central-Missouri high school football games being played on Friday nights.

Also on the site are rosters, schedules and football game stories from schools covered by GateHouse newspapers.

Other participating papers are *Chillicothe News Tribune*, *Linn County Leader* in Brookfield, *Kirkville Daily Express*, *Macon Chronicle-Herald*, *Mexico Ledger*, *Hannibal Courier-Post*, *Boonville Daily News* and *The Lake Sun News* of Camdenton.

Keep up with postal changes

You can be updated on postal developments by signing up for DMM Advisory from the Postal Service.

Send a note to dmmadvisory@usps.com and request to be added to the email updates list.

DMM Advisory has information on Domestic Mail Manual changes and on webcasts that can be accessed via computer or telephone.

1st ad workshop Sept. 29

Kirkville session kicks off series of 6 around state

The first of six political advertising sales workshops will be Sept. 29 in Kirkville at the *Daily Express & News*, 110 East McPherson St., from 1-3 p.m. This workshop is FREE for Missouri Press Association member newspaper staffers.

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

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

Here is the workshop schedule so far:

Sept. 29 – *Kirkville Daily Express* 1-3 p.m.

Oct. 5 – *Bolivar Herald-Free Press* 10 a.m.-noon.

Oct. 19 – Eldon Community Center 2-4 p.m.

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

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

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

More winter dates will be added if interest demands it.

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

Learn how to talk with candidates about why your paper needs to be in their plans.

Town to vote on public notices

(*Daily Camera*)—Lafayette (Colo.) voters will be asked on the November ballot whether Lafayette's charter should be amended so that ordinances passed by the City Council need only be published in the local paper by title only rather than their full text.

The published titles would be accompanied by a statement telling readers that if they want to see the entire ordinance they can go online or visit the city clerk's office.

Backers of the proposal say Lafayette wastes money running long legalese-packed announcements in the newspaper that few people read, and the ordinance title provides sufficient information about the business at hand for those curious enough to go further.

Opponents counter that omitting details of laws and regulations from a news source as universally available as a local paper denies residents access to information about their elected leaders' decisions and erodes transparency in government.

State law has long required governments in Colorado to publish legal notices, such as ordinances or public hearing announcements, in a newspaper. State statutes also keep the prices papers can charge for those notices artificially low.

The issue came to a head at the state level earlier this year when two bills were introduced in the legislature that would have allowed governments to forgo newspapers and publish legal notices on their websites. The legislation was unsuccessful.

Lafayette is projected to spend \$6,300 this year on publication of all its legal notices. Lafayette's 2011 budget is \$45 million.



Missouri Press Association

Missouri Press Service

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Live video can be restricted

Wisconsin high school case watched closely around country

(Daily Tech)—The Wisconsin Interscholastic Athletic Association is allowed to limit who streams its games in their entirety live on the Internet.

A Chicago appeals court recently upheld a lower court ruling that a Wisconsin sports association can limit who streams its games in their entirety live on the Internet, which could eventually have First Amendment implications for U.S. media outlets all over the country.

In 2008, the Wisconsin Interscholastic Athletic Association (WIAA) sued *The Post-Crescent*, which is an Appleton newspaper, for streaming its high school football playoff games live on the Internet. The WIAA stated that it requires the money made by signing exclusive contracts with a single video-production company (which is American-HiFi) for live-streaming tournaments in order to survive. The newspaper, on the other hand, said it needed easy access to sporting events to provide local communities and sports fans with the coverage they desire.

Last year, a U.S. District judge ruled that the WIAA was able to hold a contract for exclusive streaming rights to Wisconsin collegiate sports tournaments. Gannett Co., the owner of the newspaper, and the Wisconsin Newspaper Association then filed an appeal.

The U.S. Court of Appeals for the Seventh Circuit ruled that an exclusive contract allowing one video-production company to broadcast the games doesn't "amount to a gag order on other media outlets." Reporters are allowed to go watch the games and interview players as well as coaches. Reporters can even air up to two minutes of live video coverage from a game. But they cannot air an entire game live.

"WIAA has the right to package and distribute its performance," wrote the justices. "Nothing in the First Amendment confers on the media an affirmative right to broadcast entire performances."

The court made this decision based on a case from 1977 where a man named Hugo Zacchini acted as a human cannonball at a state fair for 15 seconds. Zacchini asked a reporter not to film it, but the reporter went ahead and did it anyway. Later, the entire act was played on the news. The U.S. Supreme Court ended up siding with Zacchini, saying that the journalist could have reported the event without filming it.

"[That decision] makes clear that the producer of entertainment is entitled to charge a fee in exchange for consent to broadcast," said the appeals court. "The First Amendment does not give the media the right to appropriate, without consent or remuneration, the products of others."

Bob Dreps, the attorney representing Gannett and the Wisconsin Newspaper Association, thought the decision was off, saying that the WIAA represents public high schools as well and should not have restricted coverage.

"We're disappointed in the decision's failure to distinguish taxpayer-funded high school sports from professional sports in any meaningful way," said Dreps. "These are government-sponsored events."

According to the *Associated Press*, newspapers and athletic associations in other states have been paying attention to this case, and it may lead to litigation elsewhere.

It is currently unclear if Gannett Co. and the Wisconsin Newspaper Association will appeal the decision.

"Nothing in the First Amendment confers on the media ... a right to broadcast entire performances."



Park Hills paper has scam warning page

The Daily Journal in Park Hills has a page on its website for its readers to report any experience they've had with scams. One of its own writers, Doug Smith, was an innocent pawn in a recent "plea for help" scam.

This message was sent to Smith's Hotmail contact list:

"I'm so sorry to bother you, but we really need your help at the moment, my fam and I came down here to Wales (Cardiff) United Kingdom for a short vacation, unfortunately we were mugged ... everything we had on us was stolen, including cash, credit cards and cell phone ... We need help to settle bills and fly back home ..."

Smith's family had not traveled to Wales, and it had not been mugged.

The Daily Journal published a story about the scam in the paper and directed readers to the Scam Alert page on its website for more stories and examples of scams. It also encouraged them to share their stories about scams at dailyjournalonline.com/connect, the papers community connections web page.

Notice must precede housing advertising

ALL PUBLISHERS must carry at the beginning of the real estate section this publisher's notice:

"Publisher's notice: All real estate advertised herein is subject to the Federal Fair Housing Act, which makes it illegal to advertise any preference, limitation, or discrimination because of race, color, religion, sex, handicap, familial status, or national origin, or intention to make any such preference, limitation, or discrimination.



"We will not knowingly accept any advertising for real estate which is in violation of the law. All persons are hereby informed that all dwellings advertised are available on an equal opportunity basis."

Jean Maneke, MPA's legal hotline counselor, has provided a sheet you can use to help your staff comply with Fair Housing advertising rules. It is enclosed with this Bulletin.

Don't forget this campaign

Use 'Know It. All' ads during National Newspaper Week

Three years ago Missouri Press Association unveiled a series of ads to promote newspaper readership. That campaign — "Read A Newspaper. Know It. All." — continues, and those ads can easily be used as part of your observance of National Newspaper Week, which is Oct. 2-8.

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

"Read A Newspaper. Know It. All." focuses on the value local newspapers bring to their readers and presents a compelling case for readership in a straightforward and sometimes humorous manner. The ads can be run in any paper with only minor modification. Layouts, artwork and copy are presented in template form so you can localize each ad.

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

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

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

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

Every time we publish a paper, we tell stories about local people and events. And after a few years of doing this, we get a pretty good feel for the town around us.

But, we don't do this just to hear ourselves talk. We do it to keep you informed. Everything from births and deaths to local sports, local issues and information about everyday living.

Basically, we want you to be a know it all. And we want to help.



news politics opinion sports classifieds wedding services auto repairs

MISSOURI PRESS ASSOCIATION

KNOW IT. ALL.

Make money from website with new ad network

Missouri Press has a NEW Online Ad Network that you should be a part of. Are you maximizing your website's revenue potential? A new opportunity exists through your Missouri Press. Sign up now for the new and improved statewide online ad network.

The more participating members, the sweeter the pitch to advertisers! The new network allows for the most popular ad sizes, great tracking capabilities and an option for member papers to cross sell ads on other websites.

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

Check it out!



Lee refinances big portion of debt

DAVENPORT, Iowa (AP) — Lee Enterprises Inc., publisher of the *St. Louis Post-Dispatch* and other newspapers, said Sept. 8 that it had reached a deal with most of its lenders to give the company more time to pay back its debt.

Uncertainty about whether Lee would be able to repay about \$1 billion in debt due in April had raised fears that the company might have to seek bankruptcy protection. More than a dozen other U.S. newspaper publishers have turned to that refuge to reorganize their finances since 2008.

Lee said it had an agreement to refinance \$864.5 million of its debt, under which it would pay steep interest rates to extend the repayment dates to 2015 and 2017.

Although Lee still needs to refinance another \$175 million, CEO Mary Junck said in a letter to shareholders and employees that the agreement “will remove a cloud” hanging over the company.

More than 90 percent of the company’s creditors have agreed to the deal announced Thursday, Lee said.

Chief financial officer Carl Schmidt said that if the company can refinance its Pulitzer notes, it hopes to get the backing of 95 percent of its creditors and be able to implement the transaction out of court. Otherwise, Lee would make a prepackaged Chapter 11 bankruptcy filing, during which the company would expect to operate normally.

Historical Society reopens after arson

The State Historical Society of Missouri reopened its Research Center in Columbia to the public Sept. 13 after an arson fire on Sept. 10 caused minor damage.

Executive director Gary R. Kremer reported that damage to the Society’s facility in Ellis Library on the MU campus was confined primarily to office areas. Two manuscript collections out of the approximately 6,000 housed at the Research Center sustained minor damage. Some duplicate reels of microfilm were destroyed.

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

mopress.com/Media_Toolbox.php

NNA states postal case

Rush says changes must put customers first

The U.S. Postal Service must change, but the needs of customers must be the first consideration, the National Newspaper Association told the Senate Committee on Homeland Security and Governmental Affairs Tuesday.

“The need for a cost-efficient, customer-oriented Postal Service is compelling and urgent,” NNA CEO Tonda F. Rush told the committee. “We share the views of many that the Postal Service has been unfairly burdened with the way payments into benefits systems have been structured. We agree the mail-processing network carries a heavy cost of excess capacity. But the Postal Service’s solution cannot be to push mail out of the system.”

Postmaster General Patrick Donahoe has alerted Congress that USPS will be in technical default this month when it fails to make a \$5.5 billion payment into a trust fund for future retirees’ health benefits. It has already missed one payment of its employer matching funds into a federal retirement system.

Donahoe has predicted USPS will run out of cash next summer unless Congress allows it to make sweeping changes. Among them are to end Saturday mail delivery, renegotiate labor contracts, and close many post offices and mail sorting facilities.

Rush said the changes are already affecting delivery of community newspapers that depend upon the mail, citing examples of subscribers lost because mail is being trucked into distant cities for processing. She said NNA does not oppose restructuring, provided customer needs are taken into account.

Timely newspaper delivery is part of a community’s needs as well, she said. She cited examples where NNA parts company with the Postal Service’s proposed solutions.

“Closing smaller, efficiently managed Sectional Center Facilities so larger metropolitan plants can be stacked up with mail for a 22-hour processing clock may make sense if the sole purpose is to eliminate jobs and run the machines longer, but if it causes diminished service standards and undependable service, this change will be an expense, and not a savings,” she said. “It makes no sense to transport newspaper bundles from a small town into an urban flats sorting center just to bring them back again unsorted. When that happens, our service falls apart completely.”

She said NNA is not opposed to the closing of small post offices, but in offices where newspaper mail is entered, it is not clear that USPS is taking into account the beneficial revenue from the publishers. Instead, it appears to be looking only at consumer purchases when deciding which offices produce too little revenue to remain open.

NNA also remains opposed to ending Saturday residential mail delivery.

“In addition to losing newspaper deliveries, we believe lost First-Class remittance mail will create cash flow disruptions for our newspapers and other small businesses,” she said. “We have made it clear that if the Postal Service will not deliver our newspapers on Saturdays, we need the help of Congress to make sure we can do it ourselves.

NNA has called on policymakers to permit publishers to use the mailbox on Saturdays if residential delivery is ended.

Rush said the changes ahead must put customers first.

“The Postal Service must not abandon small-town America. In the years ahead, the Postal Service is going to need the support of citizens, including those in small towns, to adapt to a new economy. We urge Congress not to let the Postal Service abandon those who need it most.”

The full testimony can be downloaded at <http://www.nnaweb.org/documents/nnatestimonybeforehsgac.pdf>.



**Ignorance
isn't cool.
Read the
paper.**

**Promote reading
newspapers — it's cool!**

Here's a link to a handful of fun filler ads like this you can use to promote your newspaper: http://www.mopress.com/nt_promotion.php.
National Newspaper Week is Oct. 2-8. Promote yourself!

Send digital content to Mo. Press

Goal is 100% participation for Public Notice website

With the threat regarding public notices on government websites continuing, Missouri Press urges you to send PDFs of each issue of your newspaper to Newz Group, the system operator of Missouri Press' website, www.mopublicnotices.com.

Many MPA member newspapers already are doing this. Participation of every member newspaper is the goal.

As stated in the 2011 Advertising Agreement between Missouri Press and your newspaper, your newspaper's electronic files sent to Newz Group will allow public notices to be posted on the Missouri Press site quickly. Such posting will strengthen the website and help newspapers fend off threats by local governments and the state of Missouri.

MPA strives constantly to make your Association better and to help Missouri newspaper people make their newspapers better. You can assist that effort by digitally uploading your newspaper to Missouri Press.

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

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

Credentials to use the system are:

Hostname: newzgroup.com

Username: MOFTP

Password: m!550ur!

Path: «Path»

FTP URL: «FTP_url»

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

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

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

The «PubName» username is «Username»

The password is «Password»

Uploading instructions can be seen after logging into the site.

Please let us know if you have any difficulties with this request.

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

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

MPA and Newz Group will:

1. Maintain the public notice website.
2. Construct and maintain a database and file index of all the content.
3. Copy and sell "clippings," or portions of the content, subject to payment of a royalty for each clipping sold.
4. Construct and maintain a historical archive of the content.
5. Eventually provide electronic tearsheets to advertising clients.

You can find more information at www.mopress.com/uploadtompa.



Notify Mo. Press of ad changes at your newspaper

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

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

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

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

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

Philly papers selling tablets at discount

(MediaDailyNews)—The Philadelphia Media Network, which publishes *The Philadelphia Inquirer* and *Philadelphia Daily News*, is pioneering a new approach to selling both digital subscriptions and tablet computers. The company is marketing discounted tablets, carrying the Android operating system, bundled with digital subscriptions.

PMN CEO Greg Osberg said the tablets will be “deeply discounted” and will come pre-installed with a total of four applications for reading news and viewing other news-related content from the newspapers. Subscription sales to the newspapers will also be discounted.

The plan to bundle discounted devices with discounted subscriptions is meant to target “younger readers who don’t have an iPad and are cost-conscious,” according to Ken Doctor, a newspaper analyst with Outsell Inc.

In 2010 Hearst Corp. invested in Skiff, a company founded to create both hardware and software for consuming content across a variety of devices, which was later bought by News Corp. The Skiff e-reader won praise for its large, thin “e-Paper” touchscreen (a quarter-inch thin, 11.5-inches on the diagonal) and high resolution.

Amazon and Barnes & Noble have both sold substantial numbers of their own proprietary e-readers.

Magazine rack sales plummet

Women lead in declines of nearly half in decade

(MediaDailyNews)—The combined newsstand sales of 68 major American magazines declined by nearly half from 2001-2011, a MediaPost analysis of Audit Bureau of Circulations data revealed.

According to ABC FAS-FAX circulation reports, this group of leading weekly and monthly magazines saw total average newsstand sales plunge from 22,019,953 in the six-month period ending June 2001 to 11,562,028 in the six-month period ending June 2011, a 47.5% decline over the course of the decade.

The losses are evenly distributed throughout the group, with 58 out of 68 magazines seeing newsstand sales decline from 2001-2011. Among the remaining 10 titles, newsstand sales growth was usually fairly modest.

For example, *Fast Company's* newsstand sales increased 4.1% from 28,667 in 2001 to 29,841 in 2011, while *Inc.* grew 150% from 10,429 to 26,125 over the same period. The other 85% of magazines experienced declines that were often dramatic.

In one of the more ominous developments, women seem to be losing interest in many newsstand titles traditionally aimed at them. Women are responsible for a large share of total newsstand sales. In the domestic category, from 2001-2011 newsstand sales fell 52.5% at *Better Homes and Gardens*, from 360,833 to 171,457; 67% at *Good Housekeeping*, from 1,025,517 to 339,528; and 59% at *Ladies' Home Journal*, from 367,667 to 151,051.

Family Circle plunged 68.2% from 1,654,125 to 525,358, and *Martha Stewart Living* tumbled 60.3% from 499,666 to 198,700.

Learn from *Joplin Globe's* experience

Inland webinar on managing newsroom during crisis

Inland Press Association offers a webinar titled “Lessons From the Joplin Tragedy: Covering and Managing the Newsroom During a Crisis” at 10:30 a.m.-noon on Tuesday, Sept. 20.

Joplin Globe editor Carol Stark and *The Globe's* digital market development manager, Dave Woods, will discuss how the newsroom dealt with online and print coverage of the Joplin tornado, the deadliest twister in the past 60 years. You'll learn how they managed the newsroom during the time of extreme crisis. Topics to be discussed include:

- Breaking news online during a crisis using social and multimedia.
- Approaching long-term coverage.
- Prioritizing coverage and sorting information.
- Remembering the readers' needs.
- Pacing the staff for a long haul.
- Magazines, books and continuing coverage.
- Emergency plans and system back-ups.
- When to say 'yes' to offers of help and when to say 'no.'
- Dealing with the emotional toll the storm dealt the newspaper's staff.

Note: Ten percent of the proceeds from this webinar will go to help Joplin tornado victims. Cost is \$75 for members of Missouri Press Association.

Register at <http://www.inlandpress.org/training/webinars/>.



Marketplace

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

Please email your ads to kford@socket.net.

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

HELP WANTED

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

GENERAL MANAGER: The retirement of the General Manager at the Metropolis Planet, a 4000 circulation weekly newspaper in Metropolis, Illinois, is cause for us to seek the next great leader of a Paxton Media Group (PMG) operation, which includes a 13,000 circulation free distribution newspaper/total market coverage product. The General Manager leads a staff of 6 with focus on news reporting, advertising sales, and daily office management. Production is completed at the Paducah Sun. Delivery is accomplished via mail and contracted carrier. Metropolis (pop. 6,500) is a growing, county seat (Massac County pop. 15,429) located on the Ohio River, adjacent to Paducah, Ky. Several large employers are located in Metropolis including, Harrahs, LaFarge, Honeywell, and Electric Energy. Paducah and Marion, Il. offer an abundance of shopping and entertainment opportunities and activities, and both St. Louis and Nashville are just over 2 hours away. The home of the Superman museum and celebration, and Harrah's Casino, Metropolis is a well known tourist destination. Candidates for the position must: Be willing to live, and be involved in the community, possess a record of leadership and accomplishment, have media sales experience, have management experience. Resumes may be mailed or emailed to: Gary Adkisson, PO Box 2300, Paducah, Ky. 42002-2300, or gadkisson@paducahsun.com, and must be received by September 19, 2011 to be considered.

ADVERTISING SALES EXECUTIVE: The Columbia Daily Tribune is seeking an experienced Account Executive to sell print, online, mobile and niche products to various businesses in Columbia and the surrounding area. Candidate should have high energy, be highly motivated, be able to manage multiple projects, and have a Bachelor's degree or equivalent work experience. Reliable transportation and valid driver's license required. Compensation package includes guaranteed base plus commission. Benefits include 401(k), health insurance, dental insurance, vacation and sick pay, and access to company gym. Email resume to tsrinehart@columbiatribune.com or send application to the Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205 or complete one at 101 N. Fourth Street. An application can be printed at [www.columbiatribune.com/jobs/EOE / Drug free Workplace. 9-2](http://www.columbiatribune.com/jobs/EOE/Drug%20free%20Workplace.9-2)

EDITOR: The Wynne Progress, an award-winning twice-a-week operation in East Arkansas, is seeking a Editor with solid experience in the newsroom. You will handle a wide range of general assignment news coverage along with laying out pages on the computer, shooting photos, and overseeing the news dept. Knowledge of Quark and Photoshop a plus. Most importantly a passion for community journalism and a desire to put out a great news product is a must! Wynne, Arkansas is a great community located one hour from Memphis, TN. Modern 5,000 sq. ft. facility, large editor's office with own half bath. Starting salary \$38,000 to \$40,000 and group insurance. Please send resume to sboger@cablelynx.com. 8-31

PAGE DESIGNER: *The Sentinel-Record* in Hot Springs, AR has an immediate opening for the position of Page Designer with graphic designer skills. Candidates must be familiar with Apple computers, Adobe InDesign CS and Photoshop CS. Interviews may involve a demonstration of skills in story selection, editing, headline writing and page design. The position offers a competitive salary, health/dental coverage, 401k plan, profit sharing, and vacation/sick leave. For consideration, please submit your resume to mark@hotsr.com. EOE. 8-18

PART-TIME REPORTER: The Platte County Landmark, an award-winning weekly near Kansas City International Airport, will be adding a part-time reporter. Government meetings, crime, general news. Send resume to Ivan Foley at ivan@plattecountylandmark.com. 8-9

PAGE BUILDER: The Lake Sun, a 5-days-a-week paper and part of the Lake Media group of publications at the beautiful Lake of the Ozarks in Missouri, is looking for an editorial page builder. The Lake Sun is a small, but award winning publication located in central Missouri. The Lake of the Ozarks is one of the state's most popular tourist destinations and second home communities. If you are a fan of boating, fishing, dining or shopping, you'll love the lake. The

lake area also offers excellent school districts, outstanding recreational opportunities and amenities. Full benefit package available. The emphasis for this position will be on front-page design. The ability to organize while bringing creativity to the newspaper will be very important. However, as with any community newspaper, we multi-task skills such as copy-editing news, photo development, page building, Quark, & web development. Experience in these skills aren't necessary but are helpful. We have a small staff, but we also have a great work environment! If you are interested, please email your resume to: joyce.miller@lakesunonline.com or by mail to: Joyce Miller, 918 N Business Route 5, Camdenton MO 65020. No phone calls please. 8-8

ADVERTISING DIRECTOR: *The Sentinel-Record* in Hot Springs, Arkansas, has an immediate opening for the position of Advertising Director. The ideal candidate will have a Marketing or Advertising degree, as well as a minimum of five years specifically in the daily newspaper business at a paper with circulation over 10,000, and a proven record of leadership and success managing a sales staff. Competitive salary, commissions, bonuses, and benefits. For consideration, send resume and cover letter to gtroutman@hotsr.com. 8-1

GM/SALES REP OR GM/EDITOR: Immediate opening for general manager/sales position OR general manager/editor for established award-winning Northeast Missouri weekly. Management skills, attention to detail, positive attitude, and strong sales or newsroom experience a must. Candidate must be energetic, willing to take on the challenge and motivated. Excellent benefits package, 401(k), etc. Contact Walt Gilbert, vice president, Lakeway Publishers of Mo. at Imovp@lcs.net. 7-25

FOR SALE

NEWSPAPER: Due to health issues, publisher of mid-Missouri weekly newspaper serving several communities is willing to turn over the newspaper to an owner who will give it the TLC it deserves. Will rent the equipment for operational purposes. This caring owner wants to see the newspaper, eligible to print public notices, continue rather than shut its doors. Excellent opportunity. Contact Missouri Press, Dept. BLC, 802 Locust St., Columbia, MO 65201. Or, email kford@socket.net. 8-18

NEWSPRINT: 8 rolls of 27-1/2 inch wide 30# white newsprint; 5 rolls of 13-3/4 inch wide 30# white newsprint. All in packages. Call for special price. Dennis Williams 660-699-2344. 8-18

PRESS: 2-unit News King press with KJ4 folder, used weekly until early August, includes hoist, plate bender, plate punch, spare parts. Call Dennis at 660-699-2344.

Equal Housing logo/slogan standards:

Materials related to July 2011 magazine column:

You don't need the logo as part of your publisher's statement – it goes in display ads.
Here's what you need to know:

1. ALL PUBLISHERS must carry **at the beginning of the real estate section** the publisher's notice:

Publisher's notice: All real estate advertised herein is subject to the Federal Fair Housing Act, which makes it illegal to advertise "any preference, limitation, or discrimination because of race, color, religion, sex, handicap, familial status, or national origin, or intention to make any such preference, limitation, or discrimination.

We will not knowingly accept any advertising for real estate which is in violation of the law. All persons are hereby informed that all dwellings advertised are available on an equal opportunity basis.

2. For any display advertising which you run:

If ad is less than four-column inches, include this **slogan**: "Equal Housing Opportunity."

If ad is 4 column inches to 1/8 page: include the logotype sized to 1/2 by 1/2 inch.

If ad is 1/8 page to 1/2 page: include the logotype sized to 1x1

If ad is 1/2 page or larger, logotype must be 2x2.

Note: Logotype must be at least equal to the largest of any other logotypes (ie: if other logotypes are larger than 2 inches, ditto for EHO logotype).

If no logotypes are used, 3-5% of the ad space may be devoted to the **statement** (see below) of the equal housing opportunity policy.

In advertising less than 4 column inches wide (1 col x 4 inches or 2 col x 2 inches) in size, the **Slogan** alone(see above) should be used. At the TOP of the section that contains those, the Publisher's statement must run. (See above).

(EHO **Statement**: We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status, or national origin.)



Tentative Agenda

Walter B. Potter Sr. Conference

Community Newspapers: Tomorrow is Now

October 20-21, 2011

Reynolds Journalism Institute, Columbia, Mo.

How to take charge of the opportunities in the print/digital world

Thursday, October 20, 2011

9:00 a.m.: Continental breakfast for participants. Meet your fellow attendees and register during this time.

10:00 a.m.: James Sterling introduces Walter B. Potter Jr.

Kickoff Presentation: How Life Changes When High-Speed Broadband Arrives, Esther Thorson, Dean of Graduate Studies, School of Journalism

11:00 a.m.: **Mobile is Critical**, Roger Fidler, Program Director for Digital Publishing/Digital Publishing Alliance, Donald W. Reynolds Journalism Institute

Noon: Lunch: **Leveraging Assets From Your Community**, Keith Politte, Manager of Technology Testing Center, School of Journalism Futures Lab

1:00 p.m.: **The Payoff of Paid Content**, Michael Jenner, Houston Harte Chair in Journalism, Print and Digital News

2:45 p.m.: **Digital Lessons from the Joplin Tornado**, Michael Beatty, publisher of the Joplin Globe, and Carol Stark, editor of the Globe

4:00 p.m.: **Making Money in a New Age**, Lee Sawyer, St. Joseph News Press; Brad Best, Futures Lab Advertising Editor; and Randy Smith, Donald W. Reynolds Endowed Chair of Business Journalism

6:00 p.m.: Cocktails at the Reynolds Alumni Center (Great Room)

7:00 p.m.: Dinner at the Reynolds Alumni Center (Great Room)

- Peter Meng, 2011-12 Donald W. Reynolds Fellow, **New Opportunities with Streaming Classifieds**
- Paul Bolls, 2011-12 Donald W. Reynolds Fellow & Associate Professor – Strategic Communication, **Capture and Grow your Audience with Brain Science**

Friday, October 21, 2011

8:30 a.m.: Continental breakfast for participants.

9:00 a.m.: **Three Things That You Must Own**, Stephanie Padgett, Assistant Professor, Strategic Communication; Bill Miller Jr., Washington Missourian; Brad Gentry, Houston Herald; and Andy Waters, President/General Manager at Columbia Daily Tribune

10:45 a.m.: Believers, Nonbelievers and Fence Straddlers: Community Newspapers and the Web in 2011, Gary Sosniecki, General Manager/Creative Services and Regional Sales Manager/TownNews.com; Mike McKean, Director of the Futures Lab, Reynolds Journalism Institute

Noon: Lunch and dedication of the Palmer Room — Mojo Ad Presentation: **Capturing the Next Generation**

1:30 p.m.: **Increasing Engagement with New Tools: Twitter, Blogging, Facebook, and Multi Media**, Professors John Schneller and Reuben Stern