



## CALENDAR

### July

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

### September

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

### November

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

## Don't Miss Out! Football ticket deadline Monday!

The deadline is Monday, July 18, for signing up for the annual tickets-for-advertising football game this fall. This year's game will be Nov. 19 against Texas



Tech. The usual tailgate party will be held in the Hearnes Fieldhouse beginning two hours before kickoff, which has not been scheduled. Cost will be \$8 per person for the party.

Your newspaper can receive from six to 20 tickets to the game, valued at \$47 per ticket. In exchange, you agree to run advertising for Mizzou athletics with a value of \$47 times the number of tickets you receive.

Contact the MPA office if you want to participate but have not signed up, (573) 449-4167; gbaker@socket.net.

# Missouri Press Association Bulletin

No. 1270 — 15 July, 2011

## Sign up for Convention

### *We'll gather in Branson Sept. 8-10*

The Missouri Press Association's Annual Convention will be here before you know it. Don't delay getting your registration in and your hotel room reserved. Do those things now.

The Convention will be Thursday, Sept. 8, through noon on Saturday, Sept. 10, at the Hilton Branson Convention Hotel in historic downtown Branson.

You can register for a hotel room here: <http://tinyurl.com/5v5wge2>, or you can call the number on the Convention registration form.

An agenda and registration form are enclosed, and they are in the July issue of Missouri Press News magazine and on the Current Forms page of the website ([mopress.com/CURRENT\\_FORMS.php](http://mopress.com/CURRENT_FORMS.php)).



Take note that the registration form has an entry for "Saturday Only Sessions & Lunch." Cost for that is \$45. If you and members of your staff cannot get away for the entire meeting, you and they can attend on Saturday for just \$45 per person. Your staffers who have won awards can attend the morn-

ing sessions and then the Awards Luncheon to be recognized in person and have their picture taken receiving their awards. That \$45 fee includes all of the Saturday program except breakfast.

Thursday's activities will include a golf outing at Payne Stewart Golf Club ([paynestewartgolfclub.com](http://paynestewartgolfclub.com)). That evening, Dave "Elvis" Ehlert will entertain during the reception party.

A Friday event for spouses will feature a tour of Stone Hill Winery and lunch at The Gardens Restaurant.

Friday evening's Newspaper Hall of Fame banquet will be followed by a Mizzou football watch party (the Tigers will play at Arizona State that evening).

The Newspaper Contest Awards Luncheon, the final event at the Convention, will be held Saturday.

The Convention agenda includes sessions on technology, ad sales, ad design, business/newspaper management, increasing revenue and photography. A solid lineup of sessions will help you and your staffers enhance your skills, work more effectively and improve your newspaper. Editors, reporters, photographers, ad reps and circulation managers will learn from experts and their peers.

Register for the Convention today!

**You can register for a hotel room here:**

**<http://tinyurl.com/5v5wge2>**



## Application for Active membership

This is notice of the application for Active Membership in Missouri Press Association from the Chariton Valley News Press, published by Laura Widmer and Ken Rosenauer at 216 South Broadway, Salisbury, MO 65281, (660) 388-6397, cvnppublisher@gmail.com.

Membership is subject to approval by the MPA Board of Directors.

The Board of Directors considers applications for membership at its next meeting after an application has been printed in three issues of the Bulletin or eBulletin. The next Board meeting will be Sept. 8 in Branson.

Any MPA member with comments about applications should direct them to the MPA office in Columbia.

## NNA Convention in Albuquerque Sept. 22-25

The 125th anniversary National Newspaper Association convention, Sept. 22-25, in Albuquerque, N.M., promises NNA members a unique look into the beauty, culture, cuisine, architecture and people of New Mexico.

You can learn more about the business side of the convention, seminars, speakers and workshops at [nneweb.org](http://nneweb.org). Those attending NNA's foray into the American Southwest will find the city of Albuquerque and state of New Mexico unique.



## Upcoming Webinars

### Perfecting InDesign's Time-Saving Secret Weapon: Tables Friday, August 5

*Russell Viers, Atomic News Tools*

### Selling to Main Street – Growing more local ad revenue Friday, August 12

*Jim Lobaito,  
The Performance Group*

### 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.*

# Digital delivery speeds work

## PDFs sent to NewzGroup provide several benefits

Missouri Press continues to add member newspapers to those uploading PDFs of their newspapers to the NewzGroup database. The purpose of digital uploading is to improve the services Missouri Press Association offers to its members.

Acting in concert with NewzGroup, the company that purchased the Missouri Press Clipping Service about 14 years ago, the Association hopes to achieve a number of things:

- More efficient posting of legal notices on the statewide website.
- Faster remittance of statewide advertising payments to newspapers through electronic tearsheeting.
- Creation of a royalty stream to all participating publishers.
- Reduce cost of sending hard copy publications to Missouri Press.

• Demonstrate the value of public notices printed in newspapers and aggregated on a single public notice website maintained by a non-governmental agency. (This would be a powerful weapon in the battle to keep legislators from removing public notices from newspapers.)

NewzGroup has been allied with the Missouri Press Association since 1997, when it purchased the Missouri Press Clipping Bureau. Since that time, NewzGroup has paid royalties under license for the privilege of reproducing content, bought newspapers through MPA, and been an associate member and sponsor of MPA events.

There are two ways to transmit content to NewzGroup. The preferred way is through an FTP (file transfer protocol) site. The advantage of FTP transmission is that once the set-up is completed, you don't have to do anything, the process can be automated.

Many publishers already use FTP to send their PDFs to their printer. NewzGroup can simply be inserted as an additional recipient. When you send your pages to the printer, they also go to NewzGroup.

If you have difficulty or want more information, contact NewzGroup's IT director, Dan Schupp, at 573-474-1000 or [dschupp@newzgroup.com](mailto:dschupp@newzgroup.com).

An alternate but less efficient method of sending digital editions is to use the web-based portal at: [http://www.newzgroup.com/upload2/upload/upload\\_login.php](http://www.newzgroup.com/upload2/upload/upload_login.php).

This method also is simple, but it does require you to take the time to send your paper to NewzGroup after every edition.

If you have concerns, contact Missouri Press Association, [dcrews@socket.net](mailto:dcrews@socket.net) or [gbaker@socket.net](mailto:gbaker@socket.net), (573) 449-4167.

## Here's how to proceed. Go to:

<http://www.newzgroup.com>

Username: MOFTP

Password: m!550ur!

Path: «Path»

FTP URL: «FTP\_url»

If you have difficulty or want more information, contact NewzGroup's IT director, Dan Schupp, at 573-474-1000 or [dschupp@newzgroup.com](mailto:dschupp@newzgroup.com).



## Missouri Press Association

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# Quilt raffle for Foundation

## \$10 tickets are tax deductible

Missouri Press has created a one-of-a-kind handmade collectible quilt that features the flags of all current Missouri Press Association newspaper members. Newspapers' nameplates are grouped in 11 blocks around a block that features the Missouri Press Association and Missouri Press Foundation logos.

Pictures of the individual blocks, one of which has your newspaper's nameplate on it, are at [mopress.com/med\\_form\\_test.php](http://mopress.com/med_form_test.php).

A photo of the entire quilt can be seen at [mopress.com/foundation.php?blog\\_id=124](http://mopress.com/foundation.php?blog_id=124).

The quilt will be raffled to raise money for the Foundation to support its projects, which benefit all newspapers represented on the quilt. Raffle tickets are on sale for \$10 each.

Tickets will be sold until the Saturday awards luncheon on Sept. 10 at the MPA Convention in Branson. The drawing will be held during the luncheon.

The winner will not have to be present.

Missouri Press will mail 10 tickets to each member newspaper. These can be sold to employees or the public or purchased by the newspaper. More tickets are available by contacting Missouri Press.

The newspapers will return the ticket stubs with the donations, and the stubs will be included in the drawing at the convention. Tickets also will be sold at the convention.

Purchased tickets are donations to the Foundation, so they are tax-deductible.



Missouri Press bookkeeper Karen Philp, left, and MPA's education director Dawn Kitchell show the quilt that is being raffled to raise money for Missouri Press Foundation.

## Citizens get in on 2 staff meetings each day

(*The Register Citizen*, Litchfield, Conn.)—*The Register Citizen* on June 30 started inviting the community to participate in a daily "online story meeting" on RegisterCitizen.Com. At 10 a.m. Monday through Friday, readers are invited to join a discussion with the newspaper's editors and reporters on stories the paper is pursuing.

Readers are encouraged to comment on what aspects of a story to pursue, whom reporters should talk to and the larger context that should be considered in writing about the topic. It will also serve as an opportunity for readers to suggest other story topics the newspaper should pursue.

*The Register Citizen* continues to hold its daily 4 p.m. story meetings at the Newsroom Cafe. The public is invited to attend and participate in those meetings or watch them on RegisterCitizen.Com and participate via live chat.

"We are serious about partnering with and learning from our audience, first of all, and want a platform that revolves around the input of readers," said *Register Citizen* editor Rick Thomason. "And because we are a 'digital first' news operation, we need to get that input at the start of our reporting, not at the end of the day."





## Embed with soldiers at Ft. Leonard Wood

Each year, the University of Kansas hosts a weeklong workshop for journalists who want to learn more about covering the military. The workshop allows journalists to embed for a week with officers at the Command and General Staff College in Fort Leavenworth, Kan., and soldiers at Fort Leonard Wood. Dates are Sept. 25-30.

The McCormick Foundation pays all expenses including round-trip air to Kansas City, ground transportation, lodging, and meals.

To apply send a resume and a letter of interest to: Barbara Barnett, Associate Dean, Undergraduate Studies, The William Allen White School of Journalism and Mass Communications, Room 200, 1435 Jayhawk Blvd., University of Kansas, Lawrence, KS 66047.

See <http://www.journalism.ku.edu/news/MM2011.shtml> for additional information.



### QR Codes enhance ads in your paper

You can download free Quick Response Code generators and readers from the internet. Use them in your own and your advertisers' promotions.

Scan this QR Code with your smartphone. It will take you to the MPA website.

### Postal problems?

Contact MPA's postal consultant Ron Cunningham for FREE help when you have a question about postal regulations or a problem with your local post office.

Cunningham can be reached at [postalhelp@aol.com](mailto:postalhelp@aol.com) or (417) 849-9331.

Send a note to [dmmadvisory@usps.com](mailto:dmmadvisory@usps.com) and request email updates from the Postal Service.

# Papers to sell tablets cheap

## Goals: Preserve paid content, encourage reading

(*Los Angeles Times*) — Philadelphia's two largest newspapers, the *Philadelphia Inquirer* and the *Philadelphia Daily News*, plan to launch a low-priced Android tablet for subscribers later this year.

Greg Osberg, chief executive of the Philadelphia Media Group, which oversees both papers and their joint website Philly.com, said the tablets will be "deeply discounted" and run on Google's free Android operating system, the most popular mobile OS. Each tablet will come with four applications already installed that will be for reading and viewing news content from the two newspapers and Philly.com.

This week's announcement comes about a year after the Philadelphia Media Group emerged from bankruptcy, PCMag.com noted.

The main idea here is that fewer people are reading the physical paper, more people are reading online and tablets are a device that more and more people are using to read, surf the web and engage with apps, games and news.

By selling the tablet itself at a lower price and offering discounted digital subscriptions, the Philadelphia Media Group is looking to both tap into the growing tablet market and the success of Google's Android OS, as well as cultivate a new generation of readers, people who probably wouldn't subscribe to a daily paper.

Osberg says that getting readers back to a paid model from a free-app and free-website model is key in making the tablet venture work.

"First of all we wanted to preserve paid content," Osberg said in a video. "There are a lot of media companies that are offering up apps now—whether Apple apps or Android apps, they're free. And that was a trap we didn't want to fall into because the print world fell into that trap when the Internet was created because we all gave our content away for free.

"So the main thing was we wanted to preserve paid content on any platform that we go forward with."

The company plans to launch a beta test of the tablets to a small number of consumers in August to see what readers like and don't like. A larger launch of the tablet will occur on Black Friday, the huge shopping day after Thanksgiving.

## A story about purchase of a car in New Jersey

By KENT FORD / Editor, Missouri Press Association

The marketplace has changed. This personal anecdote will illustrate.

My son, Justin, and his wife visited in Columbia for a few days last week. He and Tami are expecting their third child (a second son) in December.

They needed a bigger vehicle. Justin used craigslist to sell Tami's old car. He shopped online — countrywide — for several weeks for a used Honda Odyssey minivan, their vehicle of choice. He searched craigslist. He looked at ads on used car websites—including photos—by the dozens. He read Carfax reports. He compared options, interiors and prices.

While they were visiting us, Justin put a hold deposit on a 2005 Odyssey in New Jersey. He contacted an independent inspector there to have the vehicle checked out, and arranged with a transport company to have it shipped to his home in Knoxville, Tenn.

Those transactions took a couple of hours with a laptop and a cell phone.

People who demand to kick the tires wouldn't buy a vehicle this way. But you can hire someone to kick tires for you, and if you shop around and find a good enough deal, you can afford to have the car shipped to your driveway.

All of this has something to do with newspapers—as businesses—and the services they provide in their markets—for their readers and their advertisers.



## Ethics still count with social media

The American Society of News Editors yesterday launched its "10 Best Practices of Social Media" guide.

The guide was written by Politico's James Hohmann for ASNE's 2010-2011 Ethics and Values Committee, and was devised as a framework to help news organizations with their own social media policies. Each of the guide's 10 best practices features a "teachable moment," highlighting an example of social media misuse, as well as excerpts from working social media policies from various news organizations.

The guide isn't universally accepted, but it is billed as a guide. You can read the guide and comments about it at [asne.org](http://asne.org).

ASNE's 10 best social media practices:

- Traditional ethics rules still apply online.
- Assume everything you write online will become public.
- Use social media to engage with readers, but professionally.
- Break news on your Web site, not on Twitter.
- Beware of perceptions.
- Independently authenticate anything found on a social networking site.
- Always identify yourself as a journalist.
- Social networks are tools not toys.
- Be transparent and admit when you're wrong online.
- Keep internal deliberations confidential.

## Star fires columnist

(The Kansas City Star)—*The Kansas City Star* dismissed longtime employee and columnist Steve Penn on Tuesday for using material that wasn't his and representing it as his own work.

Penn, 53, joined *The Star* in July 1980 and became a metro columnist in 2000.

His column sought out human interest stories among the people and places of Kansas City.

In the normal editing process and a follow-up review, it was discovered that Penn had lifted material from press releases verbatim, in some cases presenting others' conclusions and opinions as his own and without attribution. Editors found more than a dozen examples in Penn's columns dating back to 2008.

# NNA for some postal changes

## *Group sticks with 6-day delivery policy*

(National Newspaper Association)—The U.S. Postal Service would receive an infusion of funds to meet its pension benefit obligations and gain the legal authority to decide how many days of mail delivery it would provide, under legislation proposed by Sen. Thomas Carper, D-DE. Carper calls the bill the Postal Operations Sustainment and Transformation (POST) Act of 2011. His bill joins an earlier bill by Sen. Susan Collins, R-ME, that would also provide financial relief for the ailing Postal Service, but would require Saturday mail delivery.

Carper chairs the Senate Subcommittee on Federal Financial Management, Government Information, Federal Services and International Security. At a hearing on USPS' stressed finances in May, Carper said he did not like the idea of cutting back on mail delivery, but he thought it essential.

Postmaster General Patrick R. Donahoe testified that mail volume and cash continue to plummet. He laid out two paths for USPS, saying the choice of direction depends upon Congress.

In the first option, USPS would continue to try to cut costs, eliminate Saturday mail and close post offices and processing plants while Congress works to provide funds for the USPS. The second path would offer no financial relief. Its \$15 billion debt ceiling will be reached. In 2012, Donahoe said, USPS will be out of money.

Carper and Collins seek financial rescue for USPS in the form of recovering from the federal employees' two retirement funds large sums of money that independent actuaries say was overpaid by USPS.

Mailers' groups, including National Newspaper Association, believe postage-buyers have paid too much into the retirement system and that the cash is being used to plug deficits in the federal civil service retirement funds.

Releasing the overpayments back to USPS would help it ease its cash crunch while it continues to try to fit its infrastructure to a shrinking mail volume and trying to grow new revenue, say mailers' groups.

Sen. Claire McCaskill, D-MO, expressed concern about eliminating Saturday mail delivery. Donahoe responded that when Americans are asked whether they would rather give up Saturday mail, face large postage increases or lose a local post office, survey respondents have said they would prefer to lose Saturday mail service.

Max Heath, NNA Postal chair, "The fact is that a lot of post offices will be closed anyway, and USPS already asked for that major rate increase. But the Postal Regulatory Commission denied it. The research fooled most of the mailers, and at least some of the Congress into believing that cutting service is going to somehow help fix the system," said Heath.

"Postal Service management would rather risk accelerating its losses by cutting delivery days and continuing to eliminate jobs and service than deal more aggressively with the much tougher core questions of labor costs," Heath said.

Tonda Rush, NNA's chief executive officer and general counsel, said, "Every major industrial system in the U.S. has faced this painful and awkward set of choices. "Great workers and excellent managers can apply every nostrum within easy reach to avoid the inevitable, but eventually you either reach a collapse or you find gentler ways to match labor costs and anticipated revenues. The Postal Service has good people in charge and they know this is what they must do, but sometimes cutting by eliminating services is the path of least resistance. We can see, because we have identified gaps in the research, that some of these service cuts are going to drive a lot more business out of the system. We fear that."

Rush said NNA supports the Collins bill, and likes much of what Carper hopes to accomplish in his proposal. But NNA has a long-standing policy in support of six-day mail, so it cannot agree to provisions on days-of-delivery reduction.



## Hackers get emails from *Washington Post*

(Poynter)—The Washington Post says hackers recently obtained user IDs and email addresses from its Jobs database, but “no passwords or other personal information was affected.” The paper sent a letter to customers.

“We quickly identified the attack and were able to shut it down,” the letter said. “Although the hackers unfortunately gained access to certain user IDs and e-mail addresses used on our site, all passwords remain secure, and no other personal information (such as resumes or contact information) was impacted by this attack.”

## Senator wants probe of News Corp. in U.S.

(*The Guardian*, London)—Senate commerce committee chairman Jay Rockefeller has asked authorities to investigate if any journalists working for Rupert Murdoch’s News Corp. had targeted U.S. citizens, and warned of “serious consequences” for the media group if that were the case.

Rockefeller called for a U.S. investigation into the phone-hacking scandal, which on Sunday resulted in the closure of News Corp.’s 168-year-old *News of the World* in London, after the paper was accused of hacking into the phones of a murdered teenager and the families of British soldiers killed in action, celebrities and politicians.

Murdoch’s News Corp. owns the *New York Post*, *Wall Street Journal*, *Fox News* and publisher Harper Collins.

## Meeting notices must be specific

By JEAN MANEKE

MPA Legal Hotline Counselor

The Missouri Attorney General’s Office recently sent a letter to a city advising that its notice of a meeting, which listed items such as “ordinance reports” and “new business,” was insufficient to meet the standard under the Sunshine Law. And it also stated that listing the same three subsections for closure each time the city met was NOT complying with the Sunshine Law.

“Simply listing these same subsections for meeting after meeting is not creating an agenda that is reasonably calculated to advise the public of the matters to be considered,” the letter said.

If you believe your city would benefit from seeing this letter, let me know and I’ll send you a copy!

# Digital public records can disappear

## Police videos lost when server crashes

*(Editor’s note: This item is offered as another anecdotal argument against taking public notices out of newspapers, putting them on websites, and then putting government agencies in charge of the websites. This item doesn’t involve public notices, but it easily could. The information is from an article in the Columbia Daily Tribune.)*

About 6,300 videos recorded on patrol vehicles’ dashboard cameras were lost (in June) when a Columbia police server crashed.

Police chief Ken Burton said the crash occurred when a server that uploads and stores dashboard camera videos from patrol vehicles crashed after repeated malfunctions. The server has crashed several times over the years, but the city’s information services department was able to restore the lost data in previous incidents.

That didn’t work this time, said Richard Jenkins, information services system analyst.

A new server could cost the department \$22,000. Where that funding will come from has yet to be determined, Burton said.

Patrol dashboard camera videos are often used as evidence. Officers tag videos they believe contain useful evidence, and those are automatically backed up on DVD. Untagged evidence is kept on the server as long as 60 days, as required by Missouri open-records law.

The department is unclear on the exact time the server crashed, but there was a window of time in which potentially useful evidence had been uploaded but not yet tagged by officers.

... Untagged videos that are missing could be important evidence for people who want to file a complaint with Columbia police but did not do so immediately. Any videos from the 60 days leading up to the server crash that were not already tagged as important evidence and backed up are now gone.

# Don’t accept ‘Paid for by Candidate’

Break your staff, local candidates of this bad habit

By JEAN MANEKE / MPA Legal Hotline Counselor

It has become common practice among many of smaller newspapers to use the words “Paid for by the candidate” in political advertising of local races, where the candidates come in and pay for the ad themselves.

I suggest you change that practice.

Section 130.031 of the Revised Statutes of Missouri relates to the attribution that is required on political campaign ads. It says, when an ad is paid for by the candidate from personal funds and where no candidate campaign committee exists, such ads must say “Paid for by” and include the first and last name by which the candidate is known.

Newspapers have adopted the incorrect attribution habit just because it’s easy. But in early May, the Missouri Ethics Commission requested a study be done as to whether the language “Paid for by the Candidate” complies with state statutes.

I’ll bet they decide it does not comply. If that happens, then those running such attribution in campaign ads could be cited by the Commission, and they might be fined.

Why wait until the Commission makes a decision about this! Make this change now. It’s a simple change of policy, and now is a good time to take action, go over this in staff meetings and get notes up in your advertising department so staff will mentally make the shift.

Before you know it, it’ll be election time again.





## Cross-ownership ban reinstated by court

(Editor's Note: The development reported below oozes irony top to bottom, especially in light of the item at right.

Many local newspapers are struggling. They could become more financially sound—and afford more reporters—if they could own local TV stations.

“Public-interest” groups fear cross-ownership would silence voices in the local marketplace. But the FCC finds that TV has no voice now in many markets. That voice could be louder if newspapers were allowed to report on TV.

And if a local newspaper goes out of business, the market will have no voice at all.)

WASHINGTON (AP) — A federal appeals court has restored a long-standing ban that prevents media companies from owning both a newspaper and a television station in the same market.

The 3rd U.S. Circuit Court of Appeals in Philadelphia said recently that the Federal Communications Commission didn't give the public adequate opportunity to comment on new rules that lifted the ban in the 20 largest media markets. The appeals court sent the rules back to the FCC to be rewritten.

The so-called cross-ownership ban dates back to 1975 — a time when newspapers dominated the media industry. In 2007, then-FCC Chairman Kevin Martin, a Bush administration appointee, moved to ease those restrictions in the biggest media markets. He argued that the ban no longer made sense in a media landscape where the Internet had left many daily newspapers struggling for survival.

Public-interest groups challenged the changes and warned that too many media outlets falling under the ownership of a handful of large corporations could be detrimental to democracy, which relies on a vibrant press with many voices.

The FCC's media ownership rules, which exist to ensure that communities have choices for local news, include limits on the number of television and radio stations that one company can own in a market and cross-ownership restrictions. Holdings in some markets, such as Atlanta, where Cox Media Group owns WSB-TV and The Atlanta Journal-Constitution, are grandfathered in.

Congress requires the FCC to review its media ownership rules every four years.

# FCC notes decline in reporting

## Local TV described as 'news wasteland'

(paidContent.org, June 9)—The FCC has produced a 478-page report on the state of the media in the digital age, and it found a big gap in watchdog and investigative journalism, and it hasn't been filled by online news and non-profits.

Some key findings from the report:

- There's a big gap in local news reporting. There are fewer newspaper reporters covering “essential beats” like courts, schools, local affairs. The number of reporters in key places of government has dropped considerably.

Daily newspapers cut their editorial spending by \$1.6 billion per year from 2006 to 2009; staff has shrunk more than 25 percent since 2006, with some newspapers chopping their staff numbers in half.

- Hyperlocal is great, up to a point. The report notes that hyperlocal and neighborhood-based options are proliferating and are “better than ever,” offering Americans information they could never get elsewhere. But overall the report reflects the same skepticism held by traditional media companies that online options—hyperlocal or otherwise—will ever fill the gap. While the report praises efforts like Patch, it notes that the effort is focused on wealthier communities and inevitably leaves out many cities. Plus, “a single editor wearing many hats” can't do the kind of major enterprise reporting that was done by “traditional urban dailies.”

- **The report describes local TV as a kind of news wasteland. The stations are generally pumping up the volume of news while reducing staff, and give short shrift to serious topics like education, health care, and government. The report cites a TV news study by the Annenberg School of Communications that found such hard news topics took up a little over one minute in a 30-minute news broadcast. While coverage of city government withers, crime news proliferates. And the report notes the disturbing trend of “pay-for-play” arrangements, as well as the airing of “video press releases” masquerading as news.**

- Cable news is thriving on a national level but only about 25 to 30 percent of the population can watch a local news show on cable.

- The internet has eliminated the types of “bundling” that used to support print news. It used to be that lifestyle sections covering arts, cars, real estate, etc. produced heaps of revenue that newspapers could divert part of to support investigations and hard news, which were less likely to lead directly to ad buys. But now advertisers can use “social media and direct-to-consumer discount services like Groupon,” meaning they don't have to pay for the extra news content.

- Targeted advertising has come under increasing scrutiny in some quarters in Washington. But the FCC calls out targeted online ads as a good thing that could help create “sustainable business models,” notes The Hill. Still, the report does note that policymakers have “legitimate concerns” about tracking online.

Reception of the report has been mixed.

- At the recent FCC meeting where the report was presented, Democratic Commissioner Michael Copps said the report missed the mark because it didn't recognize how deep the news crisis is. “[T]he overarching conclusion of the Staff Report seems to be that America's media landscape is mostly vibrant and there is no overall crisis of news or information,” he told Broadcasting & Cable. “But there is a crisis when, as this report tells us, more than one-third of our commercial broadcasters offer no news whatsoever to their communities of license.”

- But Republican Commissioner Robert McDowell said the report's findings that the media market is competitive and innovative should be read by the government as a “Keep Out” sign. *National Journal* quoted McDowell as saying: “The government should keep its heavy hands off of journalism.” (<http://tinyurl.com/68gmwvm>)



## 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](http://mopress.com/jobs.php).

## HELP WANTED

**REPORTER:** The Advance Monticellonian, a weekly newspaper located in the fast growing community in southeast Arkansas, is looking for an energetic, organized, proven reporter to join its newsroom. The ideal candidate must be a creative, solid writer; attentive to detail; and flexible enough to help with Web and design duties. Experience with photography, video and social networking are a plus. Knowing the people and having connections in Southeast Arkansas is a bonus. There will also be opportunities to write for annual magazines and special sections. If you want to be part of an energetic, growing news enterprise, and live in a beautiful part of Arkansas, send your resume and writing clips to Publisher Tom White at [publisher@monticellonews.net](mailto:publisher@monticellonews.net), and to consultant Tay Smith, at [taymsmith@gmail.com](mailto:taymsmith@gmail.com). 5-24

**SPORTS EDITOR/REPORTER:** The Marshfield Mail and South County Mail (Rogersville) are seeking a Sports Champion to cover sports and general assignments. Duties include photography and page layout. Quark, News-Edit Pro and Photoshop experience preferred. EOE. Send resume and samples to: Sports, P.O. Box 330, Bolivar, MO 65613 email: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com) or fax: 417-326-8701. 6-13

## FOR SALE

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

**NEWSPAPER:** The St. Marys Star, founded in 1884, printed Wednesdays and only newspaper in county with website, [www.thesmstar.com](http://www.thesmstar.com) <<http://www.thesmstar.com>>. Circulation 1,375+. Big community supporter and official paper for St. Marys, Emmett, Willard and Delia, St. Mary's Academy and Kaw Valley USD 321. Building not included, but computer equipment supports electronic delivery to printer.. Above average cash flow. Expansion potential obtainable or good add-on acquisition. Asking \$ 207,000. Email owner at [ranaetetlow@gmail.com](mailto:ranaetetlow@gmail.com).

# Check for compliance now!

## Housing adverting must not discriminate

By **JEAN MANEKE** / MPA Legal Hotline Counselor

I cannot remind you often enough about your housing ads and what needs to be done to avoid discrimination issues.

Be sure you have the statement of non-discrimination in an advertising box at the top of your Housing advertising section (see below).

If you are NOT running The Equal Housing statement, **CALL ME NOW!** (816) 753-9000. Seriously, if you don't know for absolutely sure, stop reading right now and check.

And then, be sure everyone writing copy for those ads understands the simple rule to **Describe The Property, NOT the Renter or Buyer.**

Several weeks ago a Missouri newspaper got a letter from a city's Human Relations Department advising that they were investigating a complaint about a fair housing issue regarding an ad in the newspaper.

The ad said an apartment was "Perfect for senior or retired." The complaint stated: "These advertisements suggest that families with children may not be welcome."

Housing ads are important to monitor, because the newspaper has as much liability as your advertiser for discriminatory language.

Warn your folks about language like this in your ads.

Call me anytime you have a question. The call to me is free. The fine or settlement you may have to pay will NOT be free.

## 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."

## Learn email marketing with Inland webinar

The Inland Press Association webinar "How to Build Audience and Dollars With an Email Marketing Plan" will be held at 2 p.m. (Central) on Tuesday, July 19.

Email marketing is an opportunity to collect deep data, segment and send information that can immediately benefit circulation and sales.

This webinar will reveal the email marketing practices that work at *The Post and Courier* in Charleston, S.C. You'll learn how *The Post and Courier* leveraged its email database to save money and grow revenue.

You'll also hear about other media companies' success stories, and you'll come away with solid ideas to start or improve your own email marketing efforts. Email marketing is a rapidly growing opportunity for your newspaper, so register now for this webinar and learn how to get out in front of the crowd with innovative products and improved financial results for your community and media company.

Cost is \$75. Register at [inlandpress.org/training/webinars/](http://inlandpress.org/training/webinars/).





# Missouri Press Association 145th Annual Convention Schedule

*Hilton Branson Convention Center  
200 East Main Street, Branson, MO*

## Thursday, Sept. 8

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**7:30-11:30 a.m.** Registration open

**8:00-11:00 a.m.** Missouri Press Association and Missouri Press Service Boards meet

**Noon** Golf at Payne Stewart Golf Club, a tribute course honoring the life and legacy of golf legend Payne Stewart

**6:00-8:00 p.m.** Registration open

**8:00 p.m.** Viva Las Vegas! Reception and Live Entertainment with Dave "Elvis" Ehlert

## Friday, Sept. 9

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**7:30 a.m. - 4:00 p.m.** Registration open

**8:00-9:30 a.m.** Breakfast Program "Technology Discussion" Panel, (Jane Haslag, Jeff McNeill, Jon Rust, Andy Waters; moderator Mike Jenner) discussing cutting edge issues involving social media, paid content, Deals of the Day, to maximize profits and gain more clients and subscribers

**9:45-10:45 a.m.** Breakout Session 1: "The Ins and Outs of Non-Compete Agreements," Attorney Jay Dade

Breakout Session 2: "Avoiding Advertising Scams," Better Business Bureau of St. Louis

Breakout Session 3: "101 Easy Ways to Boost Your Bottom Line," Ken Blum

**10:00 a.m. - 2:00 p.m.** Spouses Event: Tour Stone Hill Winery, then enjoy lunch at The Gardens Restaurant

**10:45-11:00 a.m.** Refreshment break

**11:00 a.m. - Noon** Breakout Session 4: "Sales by Numbers," Tim Smith

Breakout Session 5: "Intellectual Property Issues," Attorneys Jean Maneke and Jay Dade

**Noon - 12:30 p.m.** MPA Business Meeting and Election of Officers and Directors

**12:30-1:45 p.m.** Luncheon. "The Things I Believe About Newspapers," Sammy Papert

**2:00-3:45 p.m.** Breakout Session 6: "Sales Time and Territory Management," Tim Smith

Breakout Session 7: "You're on the Jury: Is Print a Dead Duck?," Ken Blum and Bill Miller, Jr.

**4:30-6:00 p.m.** Registration open

**6:00 p.m.** MPA Newspaper Hall of Fame Reception

**6:30 p.m.** Hall of Fame Banquet, 21st Annual Induction Ceremony

**9:30 p.m.** Mizzou Football Watch Party, University of Missouri Tigers vs. Arizona State

## Saturday, Sept. 10

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**8:00 a.m. - Noon** Registration open

**8:00-9:30 a.m.** Missouri Associated Dailies Breakfast. Discussion led by Sammy Papert

Weekly Newspapers Breakfast. "Dr. Blum's Group Therapy for Community Newspapers," Ken Blum

**9:40-11:00 a.m.** Breakout Session 8: "Best Advertising Ideas" Panel. Marty Goodnight, Springfield News-Leader;

Jane Haberberger, Washington Missourian; Jim Card, The Smithville Herald; Scott Grissom, The Monett Times.

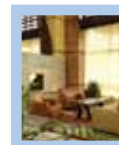
Bring samples of your Best Ad Ideas for a chance to win \$\$\$!

Breakout Session 9: "Get Close, Shoot Fast and Don't be Afraid to Bite the Dust," Ken Blum

(Reporter/photographer multi-taskers, bring your cameras to this session!)

**11:00 a.m.** Missouri Press Better Newspaper Contest Awards Luncheon

Tornado: Through the Eyes of The Joplin Globe, Michael Beatty, publisher. Outstanding Young Journalists of the Year Awards, College Media Association Awards, Scholarship Presentations, BNC Awards Presentation





# 145th Annual Missouri Press Association Convention

SEPTEMBER 8 - 10, 2011  
 HILTON BRANSON CONVENTION CENTER  
 200 EAST MAIN STREET  
 BRANSON, MO 65616  
 417-336-5400

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 417-336-5400 by August 5, 2011**  
**Ask for Missouri Press Association Rate of \$109 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 (as it will appear on name badge) Please list names of all attending, even for free sessions	Thursday Golf Payne Stewart \$90	Thursday Viva Las Vegas Reception \$35	Friday Breakfast \$25	Friday Spouses Stone Hill Lunch Outing \$35	Friday Luncheon \$35	Friday Hall of Fame Banquet \$60	Saturday Breakfast \$25	Saturday Awards Lunch \$35	Saturday Only Sessions & Lunch \$45	Total Per Person

**Saturday Only - Skip Registration Fee** and pay only \$45 per person to attend sessions and lunch

CONVENTION CANCELLATIONS: Cancellations received by Friday, August 26, 2011 WILL be entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to kwilliams@socket.net. Cancellations received after August 26, 2011 are NOT entitled to a refund.

Deduct \$75 from Active/Friend/Associate Grand Total or \$20 for retired member if registration is postmarked or received by August 5th.

Spouses are welcome with no additional registration fee, just pay for meals and events.

Grand Total Due: \_\_\_\_\_