



## CALENDAR

### 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.
- 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.
- 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

## Newspaper Week will be Oct. 2-8

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 [national-newspaperweek.com/nnw](http://national-newspaperweek.com/nnw).

# Missouri Press Association Bulletin

No. 1271 — 17 August, 2011

## Convention in 3 weeks!

*Agenda, registration form enclosed*

**If you have not reserved a room in the Convention hotel, call LeAnne Scheele at the hotel for assistance: (417) 243-7015, 8-5, Mon.-Fri.**

When you get your September issue of this Bulletin, the Annual Convention will be over! That's how soon that meeting will be here. If you haven't sent in your registration and booked a hotel room, do so now. Final numbers for meals and events must be submitted soon.



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

An agenda and registration form are enclosed. If you have not yet reserved a room, call LeAnne Scheele at the hotel, (417) 243-7015.

If you can't attend the entire Convention, take advantage of the Saturday-only deal.

You can attend "Saturday Only Sessions & Lunch" for just \$45 per person. The registration fee is waived. Mark the appropriate square on the registration form and send it in.

**Convention** (continued on next page)

### Saturday's program only, ONLY \$45!

If you can't get to the Convention until Saturday, you can attend all events that day except breakfast for only \$45 per person. Bring your Best Ad Ideas to win cash, and bring your cameras for some tips on getting better photos! (See page 3)

## Slate of officers, directors for 2012 proposed

The Missouri Press Association Nominating Committee met July 14 to select a slate of MPA officers and directors for 2012, effective Jan. 1. The election will be held during the MPA business meeting on Sept. 9 at the MPA Convention.

Here is the slate of officers and directors proposed by the committee:

- 2012 President, Phil Conger, *Bethany Republican-Clipper*.
- First Vice President, Mark Maassen, *The Kansas City Star*.
- Second Vice President, Kate Martin, Perryville *Perry County Republic-Monitor*.
- Secretary, Shelly Arth, *Marshall Democrat-News*.
- Treasurer, Steve Curd, *The Examiner*, Independence.

**Slate** (continued on next page)



## 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.

## Public notices 'teased' on Page 1

Publisher Joe Thomas of *The Tri-City Ledger* in Flomaton, Ala., took to heart the message from a summer convention for newspapers to do a better job of presenting public notices. His front page now carries a column each week telling readers what notices are contained in that edition and where to find them.

The prominently displayed column also contains a public notice logo sent out by the Alabama Press Association for newspapers to use in both their printed editions and on their websites.

"Public notices are important to our readers, and we need to quit burying them in the back of our papers," Thomas said.

## 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.

## Convention (continued from previous page)

If members of your staff won contest awards, they can attend the morning sessions and then accept their awards in person at lunch. That \$45 fee includes all of the Saturday program except breakfast.

The Convention will begin with a golf outing at Payne Stewart Golf Club. Check out the course at [paynestewartgolfclub.com](http://paynestewartgolfclub.com).

That evening, Dave "Elvis" Ehlert will entertain during the Viva Las Vegas!

reception party.

A Friday event for spouses will feature a tour of Stone Hill Winery ([stonehillwinery.com/locations/branson](http://stonehillwinery.com/locations/branson)) and lunch at The Gardens Restaurant ([thegardensrestaurant.com](http://thegardensrestaurant.com)).

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

The Newspaper Contest Awards Luncheon will be Saturday. Gold Medal plaques will be presented to seven newspapers — three dailies and four weeklies — that earned the most points in the contest.

The Convention's solid lineup of sessions will help you and your staffers enhance your skills, work more effectively and improve your newspaper. Agenda sessions include technology, ad sales, ad design, business/



★ Branson Hilton Convention Hotel

★ Payne Stewart Golf Club

newspaper management, increasing revenue and photography. Publishers, editors, ad managers, reporters, photographers, ad reps and circulation managers will learn from experts and their peers.

And don't forget about all the fun you'll have socializing with your friends and associates.

Register for the Convention today!

## Slate (continued from previous page)

Directors for three-year terms: Brad Gentry, *Houston Herald*; and Bill Miller, Jr., *Washington Missourian*. Director for one-year term: Jeff Schrag, *Springfield Daily Events*.

Trevor Vernon, *Eldon Advertiser*, is being nominated as the National Newspaper Association state chairman.

Continuing on the MPA Board in 2012 will be directors Richard Gard, *St. Louis Daily Record*; Joe Spaar, *The Odessa Odessan*; Jon Rust, Cape Girardeau *Southeast Missourian*; Dennis Warden, Owensville *Gasconade County Republican*; and Jim Robertson, *Columbia Daily Tribune*.

Joe May, *Mexico Ledger*, will serve as immediate past president in 2012.

MPA Director Linda Geist, Monroe City *Lake Gazette*, has sold her newspaper and will be retiring from the Board at the end of 2011, with one year remaining in her term of office. Jeff Schrag was nominated to fill that one-year term.

The nominating committee is made up of past presidents of the MPA.

### Saturday's program only, ONLY \$45!

If you can't get to the Convention until Saturday, you can attend all events that day except breakfast for only \$45 per person.

You can attend all the morning sessions you wish, plus the Awards Luncheon, for that low fee. Just because you can't attend the entire meeting doesn't mean you can't attend some of it.

An agenda and registration form are enclosed. Use them today!



## Missouri Press Association

### Missouri Press Service

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(573) 449-4167; FAX (573) 874-5894  
www.mopress.com

**MPA PRESIDENT:** Joe May,  
*Mexico Ledger*

**FIRST VICE PRESIDENT:** Phil  
Conger, *Bethany Republican-Clipper*

**SECOND VICE PRESIDENT:** Mark  
Maassen, *The Kansas City Star*

**SECRETARY:** Bill Miller Jr.,  
*Washington Missourian*

**TREASURER:** Jeff Schrag, *Springfield  
Daily Events*

**MPA DIRECTORS:** Kevin Jones,  
*St. Louis American*

Jon Rust, *Cape Girardeau  
Southeast Missourian*

Dennis Warden, *Gasconade County  
Republican*, Owensville

Kate Martin, *Perry County  
Republic-Monitor*, Perryville

Joe Spaar, *The Odessan*, Odessa

Brad Gentry, *Houston Herald*

Jim Robertson, *Columbia Daily Tribune*

Linda Geist, *Monroe City Lake Gazette*

**NNA REPRESENTATIVE:** Trevor Vernon,  
*Eldon Advertiser*

**MPS PRESIDENT:** Vicki Russell,  
*Columbia Daily Tribune*

**VICE PRESIDENT:** Jack Whitaker,  
*Hannibal Courier-Post*

**SEC-TREAS.:** Dave Bradley, *St. Joseph  
News-Press*

**MPS DIRECTORS:** Steve Oldfield,  
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John Spaar, *The Odessan*

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# Return quilt ticket proceeds

Don't forget to sell your raffle tickets for the newspaper flags quilt, and send the ticket stubs and money to Missouri Press.

On the quilt, nameplates of MPA member newspapers are grouped in 11 blocks, like the one shown, around a block that features the Missouri Press Association and Missouri Press Foundation logos.

Pictures of the individual blocks 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).

Money raised will support the Foundation's projects, which benefit all newspapers represented on the quilt.

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

Return the ticket stubs with the money, and the stubs will be included in the drawing at the convention in September.

Tickets also will be offered at the convention for donations of \$10 each. The drawing will be held during the Awards Luncheon on Sept. 10. The winner will not have to be present.

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



## Get these sessions, lunch, for only \$45

Missouri Press understands that many of its members cannot attend the entire Convention in Branson Sept. 8-10. That's why the program includes Saturday morning sessions to allow many other newspapers to be represented at the meeting.

Two excellent breakout sessions will appeal to every newspaper. You and your staffers can attend those sessions and the Contest Awards Luncheon for only \$45 each. (The Convention registration fee is waived.)

One breakout session, a "Best Advertising Ideas" panel discussion, will award cash prizes of \$50, \$30 and \$20 to the top three ideas brought to the session by guests. Don't forget to take examples of your best ideas.

Participants on the advertising panel will be Marty Goodnight of the *Springfield News-Leader*, Jane Haberberger of the *Washington Missourian*, and Kevin Jones of *The St. Louis American*. They will talk about projects that work at their newspapers, and then the audience will present their ideas. Everyone will vote on the winners.

The other breakout session will appeal to photographers, reporters, editors and multi-taskers. Longtime newspaper consultant Ken Blum will lead the session "Get Close, Shoot Fast and Don't Be Afraid to Bite the Dust!"

You're encouraged to take your camera to the session for tips on using the correct settings for different photo situations.

The breakout sessions will begin at 9:40 a.m. At 11 a.m., the Better Newspaper Contest Awards Luncheon will begin. During that program, publisher Michael Beatty and editor Carol Stark of *The Joplin Globe* will give an update on their city's recovery from the May 22 tornado.

The trailer for the film being produced about *The Globe's* response to the disaster will be shown.

And, the drawing for the Newspaper Flags Quilt will be held during the lunch program. Raffle tickets for the quilt will be available Saturday.

The enclosed Convention registration form has a special block on it for you and staffers to sign up for Saturday only. Fill it out and mail or fax it today!





## Ethics Commission offers online guides

The Missouri Ethics Commission has released two new campaign finance resources available on the Commission's website (<http://www.mec.mo.gov/EthicsWeb/Default.aspx>).

- Frequently Asked Questions (FAQs): Provides answers to common questions for campaign finance committees; topics range from committee information and reporting requirements to online searches.

- Guide to Political Action Committees (PACs): Specifically geared for political action committees (PACs), provides campaign finance basics and answers common questions.

These new resources are intended to help everyone involved with election campaigns to understand and follow requirements of the campaign finance laws.

## 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."

## NNA Convention in Albuquerque Sept. 22-25

The 125th annual National Newspaper Association convention will be Sept. 22-25 in Albuquerque, N.M. You can learn more about the convention, seminars and speakers at [naweb.org](http://naweb.org).

## Listen and learn

Podcasts by MPA Hotline Attorney Jean Maneke are available at [mopress.com/Podcasts.php](http://mopress.com/Podcasts.php).

Topics include the Missouri Sunshine Law, libel insurance, covering the courts and advertising issues.

# FCC releases more studies

## Local news improves with newspaper involved

(Broadcasting & Cable)—The FCC has released three more media ownership studies, and among their conclusions was that there is significant evidence that newspaper-broadcast cross-ownership has a "positive correlation" on local news. One study suggested it might be time to lift the cross-ownership ban altogether.

The FCC released five ownership studies in June. It will release three more before it can weigh in with how it will change its media ownership rules in response to the quadrennial rule review mandate from Congress and a recent court mandate to rethink its 2007 rule changes.

The just-released studies were on "Local Media Ownership and Media Quality," by Adam D. Rennhoff and Kenneth C. Wilbur; "Local Information Programming and the Structure of Television Markets," by Jack Erb; and "Broadcast Ownership Rules and Innovation," by Andrew S. Wise.

The Rennhoff/Wilbur study found "scant evidence that local media ownership changes media competition or localism" or has any affect on "media usage or programming."

The authors took some issue with keeping the cross-ownership ban in place.

"The lack of television/newspaper integration since the Newspaper/Broadcast Cross-Ownership Rule waiver criteria were loosened in 2007 leads the authors to question the economic basis for keeping the rule in place, given the influence of newspapers on voter information and turnout, the recent declines in newspaper revenues and news production expenditures, and the potential economies of scope available to joint owners of news outlets in multiple media," they wrote.

But it was only a question, not an answer. "The study does not provide any conclusive basis for policymaking," said the authors.

The FCC says it will use the studies to help inform its decisions about any changes to its rules. The FCC has defended the 2007 decision to loosen the newspaper-broadcast cross-ownership ban, but not lift it, and to leave the multiple-ownership limits in place.

## TV is background noise for many

About one-third of U.S. viewers multitask while watching TV from live or time-shifted programming.

Surfing the Internet is the biggest activity—56% of all multitasking. But other activities earn high scores as well: reading a book, magazine, or newspaper (44%), social networking (40%) and mobile phone texting (37%).

This data comes from a recent Harris Interactive poll with *Adweek* surveying 2,309 U.S. adults in May.

The survey says about one-third shop online while watching TV (29%). A smaller number of TV multitaskers (7%) read a book on an electronic device.

Harris Interactive says multitasking soars while watching TV, although about 40% of U.S. viewers have DVR machines where they can stop and start TV shows to do other activities. The survey says this may be a result of Americans' decreasing amount of free leisure time.

Young TV viewers are most likely to use computers, phones and tablets for multitasking. Older adults read a book, magazine or newspaper.



## Advertising hits bottoms

(Media Life)—Two beach volleyball players from the UK have agreed to post advertisements on their bikini bottoms, specifically the portions of their bikini bottoms that actually cover their bottoms.

At a recent tournament, the players, Olympic hopefuls who are ranked No. 26 in the world, debuted the new look, and it got lots of media attention.

The ad is actually a quick response (QR) code of the sort you usually see in a magazine or on a billboard. When you snap a photo of the QR code with your smartphone, you're automatically connected to the advertiser's website.

The white code, which is just a few inches in diameter, is printed in the center of the back of the team's black bikinis.

The advertisement is for Betfair, a British betting site that takes wagers on horse racing, soccer and poker, among other sports, though beach volleyball does not seem to be an option.

The "barcode bikinis," as they've been dubbed, prompted dozens of online stories, and nearly every picture carried a photo of the barcode bikinis.

And by inviting men to take photos of the girls' bottoms, Betfair's sure to attract hundreds of new, mostly male, customers to its site.

## Paper maker folds

Manistique Papers ceased production on Aug. 5 and said it will file for Chapter 11 bankruptcy protection and seek a buyer.

The company's mill, which produces 100 percent recycled-content highbright printing papers, employs 150 and is one of the largest employers in Manistique, Mich.

# Style lesson for August

## Examine your writing before forwarding

By RANDY HINES / for Southern Newspaper Publishers Assn.

Grammar and style issues are always on the good writer's mind. Whether you're writing in the newsroom or sending material there, it pays to take a deep breath to examine your writing one more time before it gets out of your control.

So get ready for another challenge with style, spelling, punctuation or Associated Press problems in the five sentences below. Read them to catch the errors before checking for the correct responses. Please don't scroll below Q5 until you give these a shot.

1. The new reporters Tweet must use 140 or less characters.
2. She said she could care less about the ten on-line training sessions.
3. The two Duke freshman were mobbed by a hoard of fans after their hole in ones.
4. He literally bored them to death with tails about his long distance romance.
5. Cara set a new record for shut outs when she pitched her ninth in the play offs.

You can stop here to catch errors in the above sentences.

1. The new *reporter's tweet* must use 140 or *fewer* characters.

Whether you thought of one or many reporters, it still needs the proper apostrophe punctuation indicating possession. If more than one, of course, go with reporters'.

The short message system known as Twitter is capitalized, but tweet, tweeted and retweet are all lowercase. The message limit is up to 140 characters, which can be individually counted. Therefore, it's *fewer*. Quantity or bulk would use less: less money, fewer coins.

2. She said she *couldn't* care less about the *10 online* training sessions.

Often misused, *could care less* implies that the feelings could be worse. That's just the opposite of what the speaker intends.

Writers often forget to follow the AP ruling about using numerals for 10 and above.

Finally, *online* is one word in every usage.

3. The two Duke *freshmen* were mobbed by a *horde* of fans after their *holes-in-one*.

These two golfers are *freshmen*. The fans could be called a *horde* (crowd or throng), but not a hoard (stash of winnings perhaps). Except for miniature golf, I've never shot even one, but the proper plural is *holes-in-one*.

4. He *figuratively* bored them to death with *tales* about his *long-distance* romance.

As boring as it may have been, the saga did not cause any actual fatalities. Unless the presenter showed the tails of animals, he must have been orating his *tales*.

We need the hyphen for the compound modifier.

5. Cara set a record for *shutouts* when she pitched her ninth in the *playoffs*.

A record that's set is automatically a new one, so please avoid the redundancy.

It's always good to remind staffers about the valuable tools often unnoticed in the AP Stylebook. In 2011, for example, a new food section has been added.

For years, of course, a great resource is the back-of-book sports guidelines. There you will find under baseball (as close as females can get to softball terms) that shut-out and playoffs as nouns are one word.

*Former journalist and Southerner Randy Hines is a professor at Susquehanna University in Pennsylvania. His latest book is "Print Matters: How to Write Great Advertising" with Bob Lauterborn, former James L. Knight Chair of Advertising at UNC-Chapel Hill. Hines can be reached for column suggestions or various workshops at randyhinesapr@yahoo.com.*



## Publisher responds to post office news release

(This is how a northeast Missouri publisher responded to a news release from her post office about a training seminar to show local businesses how they can use direct mail advertising.)

Hi John,

I got the notice on "Grow Your Business Event" yesterday to promote a direct mail advertising seminar.

I will not be running as a news article, as I object to the postal service competing with newspapers for advertising. I think it is an unfair playing field that the postal service can send these things out free of charge to compete against what is probably your biggest customer in town.

I hope you understand my point of view as a business.

If you would like to place an ad for this, I'd be glad to give you rates.

Linda Geist/Publisher-owner  
The Lake Gazette  
Monroe City



# NNA, NAA object to USPS effort

## Seminars on direct mail advertising hurt local papers

(NNA)—The U.S. Postal Service is going hard after local advertisers through a new direct mail program and is trashing newspapers along the way. National Newspaper Association Postal Consultant Max Heath has objected to the USPS approach.

"We understand your PRC-granted right to conduct EDDM/MMME efforts as an experimental program," Heath wrote in an email to the Postal Service. "But I don't think we have to tolerate every postmaster trashing their local newspapers, which are, in most cases, the largest single postage-paying customer at that office.

"Many of our member publications provide TMC publications ensuring that every household can be reached with preprinted inserts, with breakdowns as far as individual postal routes or group of routes.

"The negative comparison is simply wrong, unfair, and should be stopped," Heath continued. "And with entry windows being narrowed for periodicals, newspapers are interpreting the action as USPS trying to delay delivery of newspaper mail while selling directly against us..."

"...the newspaper industry is up in arms over the presentations using negative comparisons with newspapers. I am hereby making a formal request that upper management instruct this to stop," Heath wrote.

Postmasters are even sending letters to newspaper editors promoting the new program.

According to Paul Boyle, a senior VP at NAA, this program was originally called "Mail Marketing Made Easier" and NAA opposed it when it was filed with the Postal Regulatory Commission. This program waives the permit fee for saturation mail regardless of class.

The new program is called "Every Door Direct Mail" and USPS is holding meetings about it around the country.

Boyle said NAA called attention to its opposition in its member newsletter several months back. NAA also expressed concerns about the program in meetings with the postmaster general and other senior executives arguing that it is going to shift advertisers out of newspapers into this new program.

The program will impact community newspapers more than dailies. Since community newspapers—and other periodicals—dodged an 8 percent increase in the exigent rate case, it is hard to say that USPS shouldn't promote the use of the mail for marketing to increase revenues. What they shouldn't do, however, is publicly sell against their best customers in local markets, NNA said.

The postmaster general has said that USPS sales staff are not to sell against existing customers, but NNA has heard of many cases where that is exactly what USPS sales teams are doing.

USPS management has said that newspapers can serve as vendors or Mail Service Providers in printing direct mail pieces for small businesses that are encouraged to use the mail through this outreach campaign.

Newspapers need to continually remind USPS in meetings or editorials that it is inappropriate for USPS sales teams (whose salaries are paid by newspapers and other media customers) to sell against private sector firms.

*Postmasters are sending letters to newspapers promoting the new program (see a Missouri publisher's response at top left).*

## Upcoming Webinars

**Making Objections Obsolete**  
Friday, September 9

Jim Lobaito,  
The Performance Group

**Leading the Way, Today!**  
Thursday, September 22

Jim Elsberry, Leadership Consultant

**Using Facebook to Leverage Readership**  
Thursday, September 29

Noah Echols,  
Center for Sustainable Journalism

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.





## 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.

## AG Koster to hold October summit on security, privacy

Missouri Attorney General Chris Koster will host a summit in October focusing on electronic communications security and privacy.

In calling for the summit, Koster noted that the recent controversies regarding phone mail hacking in Great Britain had caused him to request an analysis of current Missouri law on a host of topics. The initial findings from that review indicate a need to update several current statutes and contemplate new legislative action in areas where technology has outpaced state law.

Koster said summit participants will take testimony from law enforcement, advocacy groups and citizens in order to review current laws on such issues as phone hacking, email privacy, identity theft and unauthorized GPS tracking.

Koster said the goal of the summit will be to review current laws and present specific legislative recommendations to the General Assembly for the 2012 legislative session to address these issues.

The date and location of the summit has not yet been announced.



## Mizzou, Edwards items in auction

### *Framed print of Bingham's 'Order No. 11' donated*

These items have been donated to the Missouri Press Foundation auction that will be held at the Convention in Branson.

-Autographed Carl Edwards 24-page photo album with more than 100 color photos of his NASCAR career (a coffee table keepsake).

-Carl Edwards autographed #99 Cheez-It die-cast Ford Fusion (1:24 scale) with 196 individual parts, personally numbered for collectors.

-Gray Mizzou football T-Shirt signed by Tiger Legends Johnny Roland and Mel Gray (XL). Frame it or wear it!

-Black Mizzou football T-Shirt signed by head coach Gary Pinkel (XXL). Frame it or wear it!

-White Mizzou football visor just like head coach Gary Pinkel wears, autographed by Coach Pinkel and former quarterback Blaine Gabbert, a first-round NFL draft choice.

-Mizzou basketball signed by all the members of 2011-2012 Tiger basketball team.

Other auction items:

-NFL football autographed by former



Mizzou Tiger Jeremy Maclin, a wide receiver for the Philadelphia Eagles (donated by Betty Spaar, *The Odessan*).

-(3) Cookbooks by the late Margaret Vickery, mother of the late Ray Vickery, *Salem News* (donated by Donald Dodd, President, Salem Publishing Co.).

-David Plank bird print (donated by Donald Dodd, President, Salem Publishing Co.).

-Framed Print of "Order No. 11" by George Caleb Bingham (donated by the State Historical Society of Missouri). Bingham was appalled by the consequences of Order Number 11 and wrote to General Thomas Ewing, saying: "If you execute this order, I shall make you infamous with pen and brush."



## Marketplace

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

Please email your ads to [kford@socket.net](mailto:kford@socket.net).

To check ads between issues of the Bulletin, go to [mopress.com/jobs.php](http://mopress.com/jobs.php).

## HELP WANTED

**GENERAL ASSIGNMENT REPORTER:** The Carthage Press has an immediate opening for a general assignment reporter. Experience in layout and design using Quark a must. Candidate will write stories, shoot photos and layout pages for five-day daily with evening production cycle. Forward inquiries to [sboggs@neoshodailynews.com](mailto:sboggs@neoshodailynews.com). 8-15

**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@plattecountylanmark.com](mailto:ivan@plattecountylanmark.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 have a great work environment! If you are interested, please email your resume to: [joyce.miller@lakesunonline.com](mailto: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 [gtoutman@hotsr.com](mailto:gtoutman@hotsr.com). 8-1

**NEWS EDITOR:** Immediate opening for news editor for north Missouri paper. Position will be in charge of covering news and sports of the county, design and layout of news pages each week.

## MediaNews Group puts up paywalls

MediaNews Group, which publishes 57 daily newspapers around the U.S., unveiled a new online paywall model for 23 of its smaller newspaper websites, requiring online readers to pay for access to digital content. Unusual for the newspaper and magazine business, this includes people who subscribe to the print edition.

Visitors to the sites will get to see up to five articles for free per month. After that, they will have to pay for further access. Visitors who aren't already subscribers to a print edition can choose to pay \$5.99 per month or enjoy a slight discount with an annual fee of \$59.99. Print subscribers only have to pay \$1.99 per month or \$19.99 annually.

A recent survey by the Reynolds Journalism Institute at the University of Missouri-Columbia found that 25% of U.S. newspapers are already charging for some online content. The survey found that the proportion is even higher among smaller newspapers, with 46% of dailies with circulation under 25,000 charging for online subscriptions of some kind, compared to 24% for larger newspapers.

Familiar with Photoshop, In-Design and Word helpful, and the ability to communicate with staff and community essential. Call 660-626-6308 for more information. 7-29

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

**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 [sbogger@cablelynx.com](mailto:sbogger@cablelynx.com). 7-25



Ignorance  
isn't cool.  
Read the  
paper.

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](http://www.mopress.com/nt_promotion).

## FOR SALE

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





# 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 McNiell, 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; Kevin Jones, St. Louis American.

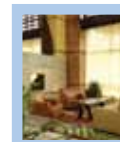
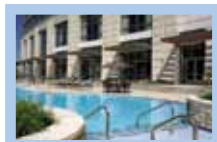
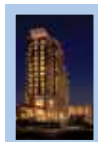
Bring samples of your Best Ad Ideas for a chance to win \$\$\$!

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 with Tech Panel \$25	Friday Spouses Stone Hill Lunch Outing \$35	Friday Luncheon with Sammy Papert \$35	Friday Hall of Fame Banquet \$60	Saturday Breakfast Weeklies or Dailies \$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: \_\_\_\_\_