



CALENDAR

January, 2010

- 21 — MPA/MPS Boards meet, MPA office, Columbia
- 21-22 — Northwest Missouri Press Association meeting, Holiday Inn, St. Joseph
- 28 — InDesign Workshop with Russell Viers, Odessa
- 29 — State of Health Care in Missouri news briefing, Jefferson City

February

- 4 — Midwest Newspaper Summit II, Downtown Marriott Hotel, Des Moines
- 17 — MPA Day Visiting Legislators, Reception at DoubleTree Hotel
- 18 — MPA Day at the Capitol

March

- 1-5 — National Newspaper In Education Week
- 14-20 — National Sunshine Week
- 17-19 — NNA Government Affairs Conference, Washington, D.C.
- 18-19 — MSNE/Ozark Press Association joint meeting, Chateau on the Lake, Branson

April

- 22-23 — Missouri Advertising Managers' Association meeting, The Lodge of Four Seasons, Lake Ozark
- 23 — AMBER Alert Media Workshop, Highway Patrol HQ, Jefferson City

June

- 10 — MPA/MPS Board meeting, Resort at Port Arrowhead, Lake Ozark
- 10-12 — Show-Me Press meeting, Resort at Port Arrowhead, Lake Ozark

September

- 30-Oct. 3 — 124th NNA Convention and Trade Show, Hilton, Omaha

October

- 14-16 — 144th MPA Convention, The Lodge of Four Seasons, Lake Ozark

Missouri Press Association Bulletin

No. 1254 — 15 January, 2010

Day at Capitol Feb. 18

Go to Jefferson City a day early to lobby legislators, attend reception

MPA Day at the Capitol will be Thursday, Feb. 18.

MPA received confirmation Tuesday from the governor's office that Gov. Jay Nixon will be available that day for our luncheon in the Governor's Mansion.

This is a free event for MPA members, including lunch with the governor, but you must register. Lunch will be paid for by Missouri Press. **If you register for lunch and do not attend, Missouri Press will bill your newspaper.**

MPA encourages you to go to Jefferson City on Wednesday, Feb. 17, to visit your representative and senator and to help lobby on MPA issues. MPA will distribute talking points in advance.

If you need a hotel room, MPA has a room block at the DoubleTree Hotel in Jefferson City (\$99).

The agenda:

Wednesday, Feb. 17

MPA members come to the Capitol to visit legislators

5:30 p.m. MPA Reception for newspaper members only at the DoubleTree Hotel.



Thursday, Feb. 18

Breakfast on your own

10-11:45 a.m. — Program in the Senate lounge, third floor, Capitol

Noon — Lunch in the Governor's Mansion

1 p.m. — Gov. Jay Nixon, followed by legislative leaders panel

2:30 p.m. — End of program

To register, mail, fax or email the names of people from your newspaper who will attend Day at the Capitol. Be sure to indicate those who will attend lunch. An accurate count for lunch is critical.

Email or fax the names to Kristie Williams at MPA, (573) 874-5894; kwilliams@socket.net.

Be an advocate for newspapers in the Capitol

It is important that local newspaper people get to know their legislators. The relationship you have with your state senator and representative helps the Missouri Press Association in the Capitol more than anything else.

Legislators frequently comment that it is contact from newspapers that helps them decide on issues like open government, public notices and a shield law.

Tell your legislators you are interested in what's going on in the Capitol and that you will contact them on newspaper issues. Plan to be a voice for newspapers in Jefferson City throughout the session.



Application for MPA Membership

This is Notice of the Application for Friend of Missouri Press Membership in Missouri Press Association for **The Lake Today**, a weekly newspaper published by Walter E. Hussman at 2221 Bagnell Dam Blvd., Ste. 112, P.O. Box 1378, Lake Ozark, MO 65049; (573) 365-2827; same@thelaketoday.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 in three issues of the Bulletin/eBulletin. The next meeting of the Board will be Jan. 21, 2010, in Columbia.

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

'Newspaper Toolbox' can help all on staff

Visit the Newspaper Toolbox on the MPA website for articles and links about every facet of publishing a newspaper, from ad sales to legal issues to photography.

Add the Toolbox to your browser bookmarks and refer to it any time you need some information or have a question.

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

Nominate someone for Missouri Press honors

MPA is accepting nominations for the Newspaper Hall of Fame, the Photojournalism Hall of Fame and the Outstanding Young Journalist of the Year.

Download nomination forms at: mopress.com/CURRENT_FORMS.php.

Track bills on internet

You can track House and Senate bills on the state government website in Jefferson City: www.mo.gov.

House and Senate Joint Bill Tracking: <http://www.house.mo.gov/bill-central.aspx>.

House Bill List: <http://www.house.mo.gov/content.aspx?info=/bills101/billist.htm>.

Senate Bill List: http://www.senate.mo.gov/10info/BTS_Web/BillList.aspx?SessionType=R.

Send papers to Mo. Press!

Delinquents delay processing of advertising payment

A few MPA members are not sending papers to Missouri Press. They have been notified to add Missouri Press to their mailing lists, but they still are not sending the papers.

This is a violation of membership requirements, but there is a more serious problem.

When Missouri Press does not receive newspapers, it cannot gather tearsheets for ads that it places. When it cannot collect tearsheets, it cannot send an invoice to the advertiser.

If Missouri Press cannot send an invoice to an advertiser, the advertiser will not pay for the advertising placed through Missouri Press Service.

If we cannot resolve this, Missouri Press may have to change the policy of paying all papers by the 20th of the following month.

Most papers send copies to Missouri Press. Delaying payment for advertising because of the dereliction of a few papers would not be fair to them. But agencies do not want electronic tearsheets and they do not want partial billing for the advertising they place through Missouri Press. Several agencies give Missouri Press only 10 days after the final ad to bill the month.

So, the few newspapers that will not cooperate are hurting Missouri Press and all of their fellow publications!

Ad Contest entries due Feb. 26

Gather your entries for the 2010 Missouri Advertising Managers' Association Best Ad Contest. Entries are due at the Missouri Press Association office by Feb. 26. Members of the Iowa Newspaper Association will judge the contest.

While you are gathering your Ad Contest entries, watch for entries for the Missouri Press Better Newspaper Contest. Rules for that contest will be distributed in a few weeks.



The Ad Contest and Newspaper Contest are open to all publications holding ACTIVE membership in the Missouri Press Association. Entries for both must have been published during 2009.

Ad Contest awards will be presented April 22 during the MAMA conference at the Lodge of Four Seasons in Lake Ozark.

Instructions for the Ad Contest, entry labels, shipping manifest and nomination forms for the Dee Hamilton Old Pro Award have been mailed to your newspaper. They are available online at

mopress.com/contests.php. If you need them to be faxed to you, call the MPA office at (573) 449-4167).

If you need **Press Cards** or **Strip Calendars**, contact Kristie Williams at kwilliams@socket.net. Provide names for the cards and a number for calendars. And don't forget to tell Kristie what newspaper you are with.



Missouri Press Association

Missouri Press Service

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Columbia, MO 65201-4888
(573) 449-4167; FAX (573) 874-5894
www.mopress.com

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Tech training in Odessa

Russell Viers will teach you how to work better, faster on Jan. 28

International Adobe technology trainer Russell Viers will give a presentation on InDesign on Thursday, Jan. 28, in Odessa. He'll show you how to use InDesign to work faster and easier.

This workshop is another example of how the Missouri Press Foundation is helping Missouri newspaper people. (Send the Foundation a donation when you can.)

The Ws:

- Thursday, Jan. 28
- 9 a.m. to 3 p.m.
- Odessa Community Center
- 601 W. Main St., Odessa
- \$20 registration fee includes lunch

You'll learn techniques that will save you hours each week building pages and ads. Some of what you'll learn:

- Build ads faster in InDesign
- Process photos faster and better
- Build a template that cuts production time
- Automate mundane, repetitive work
- Use Word to format copy for InDesign
- Mastering Styles for fast, consistent quick editing
- Tap the power of Libraries and Snippets
- How Data Merge can change your life
- GREP styles and how they cut editing time
- Use Bridge for faster photo handling
- Much, much more



Russell Viers

Viers, who began his career as a reporter/photographer at the age of 16 in Lamar, Mo., is an Adobe Certified Instructor who travels the world teaching people like you how to do their work faster and easier. He knows the jobs you do and how you can do them better.

Viers is a popular, knowledgeable, entertaining presenter. This workshop will fill quickly, so act now.

Register by contacting the Missouri Press Foundation at (573) 449-4167; or fax or mail the registration form to 802 Locust St. Columbia, MO 65201 (form at http://www.mopress.com/_lib/files/Russell_Viers.pdf).

NW Press is next week — sign up!

The Northwest Missouri Press Association will hold its 120th Annual Convention Jan. 21-22 at the Holiday Inn Riverfront in downtown St. Joseph. The first night's activities on Thursday will be at the Pony Express Museum.

Among the Friday speakers will be Football Coach Mel Tjeerdsma, whose Northwest Missouri State University Bearcats won the NCAA Div. II Championship on Dec. 12. Also featured will be Iowa community newspaper publisher Peter Wagner, one of the premiere presenters anywhere on running a newspaper.

Don't miss either of these national champions!

Missouri Western State University Athletic Director Dave Williams will give an update on the construction of training facilities for the Kansas City Chiefs on the St. Joseph campus. Legislators from Northwest Missouri will talk about the session, which began Wednesday.

A registration form for the Northwest Press meeting is at mopress.com/CURRENT_FORMS.php.

Call the Holiday Inn Riverfront at 816-279-8000; the rate is \$68.

Contact Northwest Press President Jim Fall in Maryville (660-254-3100) if you have questions.



Colorful Characters
Chapter 1 - by Ray Hively

Nine-year-old George Simpson looked out the south window of the Square and Company, his father's store and office. Heavy rain was falling on already-soaked streets.

The year was 1846, and Franklin, Missouri, was a bustling town on the Missouri River. It was a trader's town, but under the stormy evening sky, the rain was heavy and cold.

The Square and Company had only two customers. The rain was depressing to George, who liked having means of men pulling the big wooden carts up and down the streets.

When people came to the store, they held meeting sticks, so the black hanging many people at the time. The rough and colorful black hanging, with long leather handles at their sides, always had the best weather.

Strangers who came to the store brought news that had been carried across by the

turning away from the window, George began shouting the English. It was his job to keep a good fire. That meant removing the

day and building a new fire as the weather could cool.

George carried the ashes out the back door and dumped them into the

raindrops fell on them, the ashes sparkled and popped. Usually George took time to clean up the black hanging, hoping to find a glowing coal to give a spark to his stovetop. But the rain was so cold and so loud that

George was in the kitchen to wash the black hanging off his face and hands. Large pieces of ketchup had come that morning, so he started them away in the back of the kitchen. Because it was close to the Missouri River, the Square and Company always had plenty of food and supplies.

When his kitchen shelves were done, George went back to the dining room just in time to see the door open. From across the room he saw the silhouette of a large man in the doorway. The man's body lit the entire store from

As the stranger stepped inside, rain dripped off his coat and puddled on the floor. The man walked to the stove and lit the fire. The man's eyes were big and round. He was a stranger, but he was a stranger from the Square and Company.

George Bingham could tell this was an ordinary lettercarrier or business.

This man was different, and George recognized the stranger had a story to tell.

Next Chapter: A Wonderful Opportunity

Things to Think About and Do

1. On a U.S. map, find the Missouri River. Trace the river from its beginning on the west and its delta into the Mississippi River. Figure the length of the river between these two points.
2. The stranger was "silhouetted" in the doorway. Ask a friend to pose for you and then a silhouette of his or her head and shoulders. Color the silhouette with a black crayon.

Color, Write, Draw, Sing, Write, Sing

Learn more about George Bingham by visiting the following Web sites:
<http://www.squareandcompany.com/learnmore>
<http://www.missouripress.com/learnmore>
<http://www.missouripress.com/learnmore>
<http://www.missouripress.com/learnmore>

Author: Ray Hively and Illustration: Billie Gubinski-Owens on book from NNA, MO. Produced by the Missouri Press Foundation, NNA.

Postal 'droop' test opposed

Small papers could see spike in mailing cost

WASHINGTON, DC — National Newspaper Association Postal Committee Chairman Max Heath has vigorously objected to a proposed new Postal Service rule that would penalize lightweight newspapers that fail to pass a new "droop" test. USPS has suggested changing standards for periodicals and some newspaper shoppers/total market coverage standard mail. The new rule would be effective in June.

The present rule permits periodicals that droop less than four inches when tested by dangling off a flat service. The new rule would subtract an inch of that flexibility to permit only three inches of droop.

Publications failing to meet the test would be blocked from their present rate categories and elevated to higher rates. The increases for Within County Periodicals would be as high as 78 percent; for Outside County Periodicals 69 percent and for some Standard Mail ECRS publications 54 percent. High Density and Saturation publications in Standard Mail would be exempt.

In comments filed Dec. 29, Heath and NNA counsel Tonda F. Rush objected to the substantial proposed rate increases in a year when USPS had already announced no intention to increase rates. The rationale for the deflection test was originally to ensure compatibility with automated sorting equipment within USPS, but the new proposal alleges that the handling of lightweight flats is a problem with manual handling as well.

Heath said NNA believed the proposal was not well conceived.

"These punitive rates would deny newspapers the benefit of carrier route discounts even when they do their proper carrier route sorting, and the rationale for doing that is not very well supported. This deflection or 'droop' test is really about machinability, not manual handling. NNA hasn't seen any evidence that one inch of 'droop' more or less is going to affect handling costs one iota," he said. "Frankly, this seems to us to be a rate case in disguise."

Heath said he expects opposition from periodicals mailers within the magazine industry as well.

"USPS has been hard on all lightweight periodicals these past few years. We are not the only ones affected. I expect an outcry from the publishing world, which is already struggling to survive the recession," he said.

A copy of NNA's comments and of the Federal Register notice of the proposed rule are available in the Postal section of the NNA website, nna.org.

Canada's largest newspaper chain for sale

(New York Times) — Canada's largest newspaper chain was put up for sale Jan. 8 after a bankruptcy protection filing by its parent company, CanWest Global Communications.

The company's newspapers are the dominant dailies in several large Canadian cities, including Calgary, Edmonton, Montreal, Ottawa and Vancouver. CanWest, a broadcaster that became heavily indebted by its move into publishing as well as a deal to acquire several of Canada's leading cable channels, put many of its broadcasting assets under court protection in October.

"NNA hasn't seen any evidence that one inch of 'droop' more or less is going to affect handling costs one iota. Frankly, this seems to us to be a rate case in disguise."

Join papers in 'Reading Across Missouri'

More than 57 newspapers have joined the Missouri Press Foundation's Reading Across Missouri campaign to encourage children to read and learn in their newspaper. Why don't you join them?

The 2010 eight-chapter story "Colorful Characters," a promotional ad and a teacher guide can be downloaded FREE if you begin publishing the story in January.

"Colorful Characters" is about George Caleb Bingham's life from his boyhood in Franklin and Arrow Rock to national fame as an artist.

To get the features, visit www.mo-nie.com and use download code readmo10.

If you have questions contact Dawn Kitchell, MPA educational services director, (636) 932-4301, kitchell@yhti.net.

Lee donates \$27,000 to Montana charities

Lee Enterprises is donating \$27,000 to charities in the four Montana communities in which the publisher prints newspapers: Billings, Butte, Helena and Ravalli.

Lee owns the *St. Louis Post-Dispatch*, *Suburban Journals* and other publications in the St. Louis region.

The largest single donation, \$7,500, went to former employees of a manufacturer near Missoula that ceased operations earlier this year, resulting in more than 400 layoffs.

Most of the 13 awards, which average \$2,000, are earmarked for food banks and homes for abused women and children. (*Newspapers & Technology Magazine*)



Media briefing on health care in Missouri

Journalists from across the state are invited on Jan. 29 to a day of news briefings in Jefferson City focused on the state of health and health care in Missouri.

This no-cost event – presented by the Association of Health Care Journalists (www.healthjournalism.org/jc10) – is meant to provide reporters and editors with access to state officials focused on the health of Missourians. You get insight into state health policy during a period of intense reform, stories of immediate use and ideas to pursue in the weeks ahead.

Topics include:

—Coming health priorities in state government

—Health status of Missouri residents

—How will health reform impact Missouri?

—Health-related legislation for the upcoming session

Location: Capitol Plaza Hotel, across the intersection from the Capitol.

The day's events from 8:30 a.m. to 2:30 p.m. will include free breakfast and lunch.

To reserve meals and obtain credentials for the event, send an RSVP via the online form at <http://www.healthjournalism.org/state-of-health-form.php>. Call AHCJ at 573-884-5606 with any questions.

The Association of Health Care Journalists is an independent, non-profit organization dedicated to advancing public understanding of health care issues. Its mission is to improve the quality, accuracy and visibility of health care reporting, writing and editing. The association has a membership of about 1,000 journalists across the United States and around the world.

'Super' trademark

Both the words "Super Bowl" and the logo are trademarks. They can be used in editorial copy, but you must pay licensing fees to use them in advertising. Even a casual reference to a Super Bowl sale is in violation if proper fees are not paid.

AMBER Alert workshop

MPA sponsoring April 23 training from USC

U.S. media perform many valuable public services, including programs like AMBER Alert.

To help you better understand the nuances and sensitivities associated with these missing child cases, the Missouri Press Association is hosting a free seminar on April 23 for all Missouri media, AMBER Alert coordinators, law enforcement, school officials and public information officers.

Children in Jeopardy is a highly interactive, four-hour workshop. It uses scenarios derived from actual cases to help you better understand how you can assist law enforcement to safeguard our kids as well as what to avoid that potentially could make these situations worse.



The seminar will be taught by a three-person team from the University of South Carolina's College of Mass Communications and Information Studies. They are knowledgeable about law enforcement policies and the latest communication techniques.

There is no cost to you. The workshop is underwritten by Fox Valley Technical College through a grant from the U.S. Department of Justice.

The sessions are an outgrowth of a series of more than 50 AMBER and the Media seminars held over the last four years in Newsplex, USC's newsroom of the future. Several hundred members of the media have participated.

DATE & TIME: Friday, April 23, 9 a.m. –1 p.m.

SPONSORING AGENCY: Missouri Press Association

LOCATION: Missouri State Highway Patrol General Headquarters Building, 1510 East Elm St., Jefferson City.

REGISTRATION LINK: <https://www.fvtc.edu/apps/mytraining/Public/Home.aspx?1=65535>. Register for Class 65535

INFORMATION/QUESTIONS/PROBLEMS: Terri Moorer, WAN-IFRA Newsplex Program Coordinator, 803-348-0445, moorert@mailbox.sc.edu.

Super Bowl ad prices fall; 'Griswolds' debut

(AP) — Prices for Super Bowl commercial time is falling for only the second time in its history, but it is still the most expensive on television.

TNS Media Intelligence said Jan. 11 that 30-second commercials during next month's Super Bowl on CBS are selling for between \$2.5 million and \$2.8 million. That's a drop from last year, when ads averaged \$3 million on NBC — a record.

Some big players like Pepsi and General Motors are staying on the sidelines. This leaves holes for smaller companies like Diamond Foods and Dr Pepper Snapple.

As of Friday, only four of the 62 commercial slots remained to be sold.

One advertiser lured in for the first time is vacation-rental website HomeAway.

The 5-year-old company is spending "many millions" to kick off a year-long campaign. Its commercial brings back Chevy Chase and Beverly D'Angelo in their roles as the quirky, travelling Griswold family from the movie "National Lampoon's Vacation." HomeAway paid an undisclosed sum for the rights to the movie from Warner Brothers and spent nearly \$1 million to upgrade its technology to handle what may be one million hits on Homeaway.com after the ad airs.

The 2009 Super Bowl brought in \$213 million in advertising revenue — just for ads airing during the game, not pregame or post game.



1. GO TO MOPRESS.COM
2. CLICK ON PODCASTS
3. SELECT A PROGRAM, CLICK AND LISTEN.

Podcast covers process of creating a new law

Do you have new staff members who need a primer on how Missouri's legislature works? Could others in your newsroom use a refresher on the subject?

The newest legal podcast from Missouri Press Foundation and Jean Maneke is a terrific overview of Missouri lawmaking. Maneke and her guest, Harry Gallagher, longtime MPA lobbyist, walk listeners through the process of filing a bill to the end result when it goes to the governor for a signature.

How many legislators must vote to get a bill out of committee? What is the deadline to file a bill? Are the rules in the House and Senate the same? Answers to these and many, many other questions about our legislative process are answered in this 20-minute program.

To access this audio interview, visit mopress.com/podcasts.php. You'll find an archive of recorded programs on topics important to Missouri's newspapers.

These podcasts also may be accessed through iTunes with a search for Maneke.

Midwest Newspaper Summit 2 on Feb. 4

Midwest Newspaper Summit 2, a forum for ongoing examination of the economics of the news industry, will be Thursday, Feb. 4, at the Downtown Marriott Hotel in Des Moines, Iowa. A welcome reception will be Wednesday, Feb. 3, for those arriving early.

The Friday after Summit 2 coincides with the Iowa Newspaper Association's annual Convention and Trade Show. Summit registrants are invited to stay and attend INA sessions on Feb. 5 for only \$15.

Rates for Summit 2 are \$60 per registrant through Jan. 27, \$75 per registrant after Jan. 27, and \$15 for students. Discounted hotel rates of \$107 are available until Jan. 20.

Registration and accommodation information is available at newspaper-evolution.com.

If you have questions contact Jennifer Asa at (515) 422-9070.

Get paid for your content!

Publishers discuss joint effort to monetize digital content

A new multi-state grassroots effort has been launched to help newspapers monetize the internet by collecting, digitizing and marketing newspaper content. On Nov. 20, 35 publishers and representatives of state, regional and national newspaper organizations met at *The Kansas City Star* to discuss steps to address this problem.

While the internet has created huge business opportunities, it also has destroyed a portion of the traditional monetary underpinnings newspapers have depended upon to fund the gathering of information. Digital files created and owned by a newspaper can be placed so rapidly into the public domain that the ability to derive full value from the product is directly diminished. Products and services are created daily that seek to take that content for their own commercial purposes, paying the source newspaper pennies, if anything.

The industry as a whole will have market leverage beyond what would be possible for a single newspaper, press association or newspaper group.

The Task Force thinks the state press associations are the logical organizations to move this effort forward, since almost all newspapers in America belong to their state associations. Integration of content through state press associations could lead to substantial benefits for all involved parties.

The proposed corporation would consist of stock owned by news organizations, associations and individuals who have an interest in helping our industry solve the problem of content control.

Those attending the Nov. 20 meeting from Missouri were Mark Maassen, *The Kansas City Star*; Brad Gentry, *Houston Herald*; Andy Waters, *Columbia Daily Tribune*; Jack Whitaker, *Hannibal Courier-Post*, representing GateHouse Media; Richard Gard, *St. Louis Daily Record*, representing American Court and Commercial Newspapers; Brad Buchanan, Scott Buchanan and Ian Buchanan, GeoTel, Columbia; Brian Steffens, National Newspaper Association, Columbia; and Doug Crews, Missouri Press Association, Columbia. Maassen, Gentry and Waters are Task Force members, representing MPA.

For several months, a Multi-State Digital Task Force made up of publishers from Missouri, Kansas and Iowa have been discussing this idea. The Nov. 20 Task Force meeting was a facilitated discussion where other newspaper organizations were invited to attend, observe and weigh in with their thoughts.

The Task Force concluded that it is imperative that publishers begin to discuss the possibilities of forming a new, for-profit company "that collects, stores, digitizes, protects and markets newspaper content." The mission of this corporation would be to provide news organizations with a means to digitize and archive their content for research, historical and commercial purposes.

In addition, the company could also provide participating newspapers and newspaper associations with

—The ability to upload public notices to statewide public notice websites within days rather than weeks to protect the future of these notices in newspapers.

—The ability of press association ad services to obtain electronic tearsheets within a few days of publication to make ad services more viable and speed payment to newspapers.

It is imperative that publishers discuss forming a company that collects and protects newspaper content.

Monetizing content (continued on next page)



Marketplace

Please email your ads to
mdaugherty@socket.net.

HELP WANTED

EXECUTIVE DIRECTOR, Wisconsin Press Association:

The world's oldest press association seeks applicants in a planned leadership transition to be completed by June 1, 2010. The Wisconsin Newspaper Association is a 501(c)(6) trade association representing more than 230 weekly and daily newspapers in Wisconsin. The WNA executive director also serves as president of a wholly owned subsidiary and a 501(c)(3) charitable foundation. The individual works primarily in the arenas of the newspaper industry, state government to include the Legislature and state agencies, and public relations. Serving as WNA's chief lobbyist, the director is responsible for all WNA and WNAF functions including financial, staff, resources and programs. The successful candidate will be a collaborative leader able to identify and act on strategic and entrepreneurial opportunities. The ideal candidate will have personal knowledge of the newspaper industry and a record of professional accomplishment sufficient to command the respect of WNA members, legislators and established strategic partners. Compensation will be commensurate with qualifications and experience. For assured consideration, an application letter describing interest and abilities with accompanying professional resume should be received by Jan. 15, 2010; however, applications may be considered beyond that date until needs of the position are met. E-mail cover letter, resume and references (Microsoft Word or .pdf only) to Search@WNAnews.com. 12/15

GRAPHIC ARTIST: Commercial Printer in Springfield, MO is seeking a Graphic Artist. Applicant must be able to prepare/create files for offset printing applications in a fast-paced commercial printing environment. Must have advanced knowledge of Adobe CS2 as well as QuarkXpress software. Knowledge of Imposition, FlightCheck and PitStop PDF editing software a plus. Excellent organizational and communication skills a must. EOE. Email resume to careers@MO.NeighborNews.com or fax to 417-326-8701. 1/4

FOR SALE

SWITCHES: Used network switches purchased in lot at an auction. Two CNet CNFh-608 Dual Speed Hub, 8 ports each. Also a variety of 24-port switches available for each including three 3Com Superstack II Switch 1000; one Linksys 24-port Dual Speed Hub EF2H24; one 3Com FMS 3C16371; one CentreCom FH7245W; one CentreCom FH812U; and one SMC TigerStack II 6624M. Prices include shipping. These are switches only; no cords included. For info, e-mail news@aledger.net. 1/5

Monetizing content (continued from previous page)

- The ability of newspapers to create low-cost, word-searchable archives.
- The ability of newspapers to electronically mine the news stories of other newspapers on any given topic.
- The ability of newspapers to inexpensively create websites.
- The creation of a central collection point for the receipt of royalties derived from reused content.

The Task Force believes that newspapers can leverage their collective power to create a substantial competitive advantage in the information marketplace.

People are increasingly moving their lives on-line, and the newspaper industry is still searching for a viable model to monetize the distribution of content in an electronic world. Demand is not the problem – people want news. The problem is capturing sufficient value from that demand.

By collectivizing content through state press associations, controlled by the news organizations they serve, the Task Force believes publishers can regain control of the distribution, resale and reuse of newspaper information, while deriving additional value from offsetting the costs associated with producing a physical newspaper.

The critical criteria and drivers of this corporation would include:

- Respect for copyright laws and aggressive pursuit of violators.
- Mutually beneficial royalties and profit sharing.
- Historic preservation.
- Efficient and effective newspaper participation.
- Easy user access.
- Scalability.

The market for the information would consist of:

1. Newspapers — In a day of smaller news staffs and a push to localize all information, an archive of both weekly and daily newspapers would be valuable. The archive should also contain past issues, giving any reporter the ability to quickly research any subject.
2. Clipping services.
3. Advertising tearsheets.
4. Individual stories by subject.
5. Genealogist and research historians.
6. On-line news aggregators.

The Task Force has hired Bill Monroe, who retired from the Iowa Newspaper Association at the end of the year, to facilitate development of a business plan for presentation to the Task Force early this year.

Ohio papers collaborate on stories

(*Editor & Publisher*) — A group of Ohio newspapers that began sharing content nearly two years ago has published its first joint reporting project — an investigation into public employee pensions. Staffers from seven Ohio papers worked on the report, which ran Nov. 29, according to Editor Ben Marrison of *The Columbus Dispatch*.

Marrison's newsroom was the lead on the report, which examined whether pensions are sustainable given the increasing expense and the increased inability of school districts and towns to pay for them.

"We decided we wanted to do the main part here and crunch the numbers in one place. But we are getting examples from around Ohio," Marrison said.

Each paper had at least one reporter assigned to the story, and each ran the main piece with other local content related to the issue.

The consortium, known as the Ohio News Organization, began to share content in early 2008 after complaints about the Associated Press coverage of some state issues. At least three polls have also been jointly conducted by the group.

Missouri Press Association and The Associated Press Day at the Capitol • Jefferson City • February 18, 2010



The Missouri Press Association and The Associated Press invite you to be their guests on Thursday, February 18, 2010 at the Missouri State Capitol in Jefferson City for MPA/AP Day at the Capitol.

Register Today! It's FREE!*

Deadline to Register: February 12, 2010



**10 - 11:30 a.m. - Program in the Senate Lounge
(Third Floor) program to be announced**

**12 Noon - Lunch with Governor Jay Nixon in the Governor's
Mansion, followed by program ending at 2:30 p.m.**

***Registration for this event is free. However, if you register and do not attend your newspaper will be billed \$10 per person to help cover costs of food and materials.**



Need a sleeping room?

**MPA is holding a block of rooms on Wednesday Feb. 17th at the
DoubleTree Hotel, call 573-636-5101 by **January 28th** and ask
for Missouri Press Association's \$99 room rate.**

DoubleTree's Address is: 422 Monroe Street, Jefferson City

Name(s): _____

How many for lunch: _____

Newspaper or Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please send this registration form to Kristie Williams at Missouri Press Association
802 Locust Street • Columbia, MO 65201 • Fax: 573-874-5894 • kwilliams@socket.net

NNA's 49th Annual Government Affairs Conference

March 17-19, 2010, The Westin Washington DC City Center Hotel

Government Affairs Conference registration

Name (will be used for your badge) Birthdate Social Security number (for security clearances)

Newspaper or organization

Mailing address

City State ZIP code

Telephone Fax E-mail

Payment information

Grand Total: _____

- Check (payable to NNA)
 Visa/Mastercard/AmEx number:

Expiration date: _____

Signature: _____

- Please check here if you require special assistance or meals. Describe below:

Mail to: NNA, P.O. Box 7540, Columbia, MO 65205
Fax to: (573) 884-5490

Registration fees

Early Bird Rates good through Monday, Feb. 22, 2010

- NNA members and NAM members: \$390
 NNA past president: \$320
 Spouse or guest: \$365

Number of additional registrants: _____ x \$365 = _____

Guest's name Birthdate Social Security number

Guest's name Birthdate Social Security number

- Non-member: \$440 each registrant

Number of registrants: _____ x \$440 = _____

Name Birthdate Social Security number

Name Birthdate Social Security number

After Feb. 22, add \$50 to each registration.

Your registration fee includes:

All general sessions, two receptions, one continental breakfast, morning press briefing, Newspaper Day on the Hill, agency briefing, embassy visit, Friday lunch and speaker. Registration fee does not include evening ticketed events with Alex Jones.

Cancellation policy

The first \$50 of each individual's registration fee is non-refundable. However, the balance of fees paid will be returned if your written cancellation request is received by NNA no later than Feb. 22, 2010.

Register today!

Fax: (573) 884-5490 **E-mail:** gac@nna.org **Mail:** P.O. Box 7540, Columbia, MO 65205

Enjoy an evening on the town while you are in Washington

Dinner at the Hard Rock Café

Thursday, March 18, 5:30-7:30 p.m.

Optional dinner at the Washington, DC, Hard Rock Café, located next door to historic Ford's Theater at 999 E St. NW. After NNA's Day on the Hill, enjoy dinner with your NNA friends.

Number of dinner tickets _____ x \$35 = _____

Little Shop of Horrors at Ford's Theater

Thursday, March 18, 8 p.m.

Ford's Theater has just reopened after major renovations. You and your family can enjoy Ford's production of Little Shop of Horrors in this historic setting.

Number of theater tickets _____ x \$45 = _____

Room reservations

Contact the Westin Washington Hotel for room reservations. Call Westin's central reservation line at (888) 627-9035. The NNA rate is \$235 a night single or double (\$269.50 including 14.5 percent tax). NNA rates are available through Feb. 22, 2010.

Respecting tradition
Embracing Change



49th Annual
**Government
Affairs
conference**



Missouri Press Association
802 Locust St.
Columbia, MO 65201

The State Historical Society of Missouri Needs Your Help

Through newspapers on microfilm, city and county histories and directories, personal papers, photographs, and maps, the State Historical Society makes available materials for historical and genealogical research.

An important art collection provides viewers with insight into political and social issues that have affected the lives of Missourians. The *Missouri Historical Review* brings interesting articles to history enthusiasts around the state.

It's Time
to Get
Involved



Take The
\$75
Challenge

State Historical Society members and friends of Missouri history are joining to offset a recent 25% withholding from the Society's state appropriation. This cut forced

- reduced hours and the suspension of programs
- a voluntary 20% cut in staff salaries
- the loss of three positions.

If 4,867 members and friends each contribute \$75, the Society can offset the withholding. Please take this opportunity to help. Donations can be made securely online at shs.unsystem.edu (click \$75 Challenge) or through the mail to The State Historical Society of Missouri, 1020 Lowry, Columbia, MO 65201.

Run ad to help State Historical Society

Due to a 25 percent withholding in its fiscal year 2010 state appropriation, the State Historical Society of Missouri is seeking private funds to continue its newspaper microfilming program and to print the award-winning *Missouri Historical Review*. The microfilming program annually preserves over 250 Missouri newspaper titles and adds these papers to the collection available for research at the Society.

As part of this effort, the Society has created this ad that newspapers can use to help in the campaign. Missouri Press requests member newspapers to consider running the ad as often as they can to help the Society meet its budget. The ad can be downloaded at [http://www.mopress.com/_lib/files/\\$75Challenge.pdf](http://www.mopress.com/_lib/files/$75Challenge.pdf). And donate if you can!