



CALENDAR

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

May

- 14** — Southeast Missouri Press Association meeting, Southeast Missouri State University

June

- 10** — MPA/MPS Board meeting, Resort at Port Arrowhead, Lake Ozark
- 10** — MPA Porter Fisher Golf Classic
- 10-11** — 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

Should your mentor be in Hall of Fame?

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.

Missouri Press Association Bulletin

No. 1255 — 17 February, 2010

Viers, Slimp coming to Missouri

Tech trainers will be in Branson in March

Hurry and sign up for the Ozark Press Association / Missouri Society of Newspaper Editors joint meeting in March. Kevin Slimp and Russell Viers will be among the presenters. They are two of the top newspaper tech trainers in the world — probably.



Russell Viers



Kevin Slimp

The Ozark Press/MSNE meeting will be Thursday and Friday, March 18-19, at the Chateau on the Lake in Branson. If you're already a member of one of these organizations, you'll get a \$50 break on the registration fee. If not, you're welcome to attend, and it will be well worth your time and money to do so.

Other sessions at the meeting will feature MPA postal consultant Ron Cunningham and MPA legal hotline counselor Jean Maneke. They'll talk about developments in their areas.

Viers, a certified Adobe trainer, will provide lessons on InDesign and Photoshop on Thursday afternoon. His program is sponsored by Atomic News Tools.

Slimp, director of the annual Newspaper Tech program at the University of Tennessee, will talk Friday morning about digital journalism, new technology for publishers and newspapers, and quick ideas to generate revenue on newspaper websites.

Thursday evening dinner will be sponsored by the Branson Area Chamber of Commerce, which also will provide tickets to a selection of Branson shows.

The agenda and registration form are enclosed, and they can be downloaded at mopress.com/current_forms.php.

Get ad contest entries in; deadline near

Entries for the 2010 Missouri Advertising Managers' Association Best Ad Contest 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 soon.

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 and forms for the Ad Contest are available online at mopress.com/current_forms.php. If you need them to be faxed to you, call the MPA office at (573) 449-4167.





London in-house ads show power of print

(MediaWeek) LONDON -- News International, home to *The Times* and *The Sun* newspapers, has launched its own advertising campaign to highlight the effectiveness of print for retailers. Drawing on research from Microsoft advertising, News International Commercial has launched print ads that stress the power of newspapers.

Copy in the ad states: "For every £1 spent on advertising by retailers, newspapers and magazines deliver £6.41 in sales -- more than any other media and 164% greater than TV."

Paul Hayes, managing director of News International Commercial, said, "These robust new figures from Microsoft deliver further evidence of retailers continued return on investment with newspapers".

Illinois Press chooses Dennis DeRossett

The Illinois Press Association Board of Directors has named Dennis DeRossett executive director of the association.

DeRossett, publisher of the *Southern Illinoisan* in Carbondale, succeeds David L. Bennett, who retired last summer after 24 years of service.



Dennis DeRossett

DeRossett joined the IPA board of directors in 2006. He has been publisher of the *Southern Illinoisan*, owned by Lee Enterprises,

since July 2002. He is a native of nearby Murphysboro and worked at the *Southern Illinoisan* in college.

DeRossett has worked at newspapers in Illinois, Ohio, Nebraska, Kansas, Iowa and Oklahoma and was active with press associations in those states.

The IPA, based in Springfield, is the largest state newspaper association in the U.S., with more than 500 daily and weekly newspaper members.

Get free 'Inklings'

2,700 community newspaper professionals receive consultant Ken Blum's Black Inklings, regular compilations of ideas and suggestions for making money and improving community newspapers.

Sign up for the free email newsletter by sending a request to blummer@aol.com.

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.

Win cash for best ad ideas!

A meeting has been scheduled at Lake of the Ozarks in April exclusively for Missouri newspapers that would like to generate more revenue. If your paper already is making all the money it needs, you don't need to bother with this meeting.

But, if you'd like to see more dollars coming in, register for the annual meeting of the Missouri Advertising Managers' Association

(MAMA). It will be held Thursday afternoon and Friday morning, April 22-23, at The Lodge of Four Seasons, Lake Ozark.

(You don't need to be an Ad Manager to attend this meeting. That's just the name of the sponsoring organization. Anyone at your newspaper interested in generating revenue is welcome to attend.)

Session topics will include how to get political advertising, presented by members of the state Democrat and Republican parties; a great idea roundtable session with cash prizes for the top ideas; a roundtable session on various aspects of newspaper advertising sales; a session on opportunities in tourism advertising, and a program on texting for newspapers.

Leaders of political parties will talk about how to capture your share of their money.

Check out the agenda and registration form at mopress.com/current_forms.php.

The registration fee for this meeting has been held to just \$99, which includes Thursday dinner and Friday breakfast. Unless your newspaper already is making enough money, at least one person from your staff should be at this meeting. (Two or more people would be even better — they can start coming up with great money-making ideas on the way to and from the meeting.)

Newspapers can help with 'Alerts'

You can use website, email, tweets to spread word

To help you better understand the AMBER Alert missing child program and how newspapers can participate, the Missouri Press Association is hosting a free seminar for all Missouri media, AMBER Alert coordinators, law enforcement, school officials and public information officers.

This four-hour workshop uses scenarios derived from actual cases to help you better understand how you can assist law enforcement to safeguard kids. It will be taught by a three-person team from the University of South Carolina.

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 workshop will be 9 a.m.-1 p.m. Friday, April 23, at Missouri State Highway Patrol General Headquarters Building in Jefferson City.

To register, contact Terri Moorert, the program coordinator, at 803-348-0445 or moorert@mailbox.sc.edu.





Missouri Press Association

Missouri Press Service

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Don't miss Peter Wagner

Get a full load of excellent ideas June 11 at Lake Ozark

Show-Me Press Association will be the host for another visit to Missouri by Peter Wagner, the Iowa publisher and community newspaper expert.

Wagner will speak at the Friday, June 11, meeting at The Resort at Port Arrowhead, Osage Beach.

The Missouri Press Association board of directors will meet on the morning of Thursday, June 10, and the Porter Fisher Golf Classic will be held that afternoon, tentatively set for Season's Ridge Golf Course at The Lodge of Four Seasons.

Here's the agenda for the Show-Me Press meeting:

Thursday, June 10

9:30 a.m. — MPA Board meeting.

1:30 p.m. — Porter Fisher Golf Classic at Season's Ridge.

6 p.m. — Reception in hospitality suite at The Resort at Port Arrowhead.

7 p.m. — Buffet dinner on the deck.

Friday, June 11

8 a.m. — Show-Me Press business meeting and open discuss about events and ideas that make money.

9:30 a.m. — Peter Wagner: Newspapers Aren't Dead But Some Salespeople Might Be.

Noon — Lunch, speaker to be determined.

1 p.m. — Peter Wagner: Special Sections That Will Build Circulation and Increase Revenue; Advertising Promotions To Increase Sales.

4:30 p.m. — Adjourn.

During the Friday breakfast session, people from several Missouri newspapers will talk about events they have sponsored that generated revenue. Newspapers can make money by being active players in the civic/social/cultural lives of their communities. They can do things besides sell space to make money.

Registration information will be provided soon. Plan now to have several people from your newspaper attend this meeting, which will feature one of the premiere community newspaper practitioners in the country.



Peter Wagner

Publishing Summit to be in Columbia

COLUMBIA — A slate of award-winning journalists will teach publishing professionals how to enhance print and electronic publications at the Missouri Association of Publications sixth annual Publishing Summit. The event will be held Thursday and Friday, April 8 and 9, at the Stoney Creek Inn in Columbia.

The two-day professional development activity will feature skill-development workshops on editing, design, sales and marketing. Publishers of healthcare, corporate, association, education, government, religion-philosophy, and consumer print and electronic publications from around the region, as well as Missouri School of Journalism faculty and students will gather to learn, network and work with organizations representing all facets of publishing.

Thursday night's highlight will be the presentation of The Ranly Awards, which are one of the industry's highest recognitions of excellence in quality print and electronic publications. The awards are named after Missouri School of Journalism professor emeritus and MAP founder Don Ranly.

For more information go to www.missouripublications.org, or contact the Executive Director, Joy A. Piazza, at piazzajoy@missouripublications.org, or 573-239-7003.



Media law seminar April 23 in K.C.

One of the sessions at the annual media law seminar in Kansas City on April 23 will examine the issue "Aggregators or Agitators? Does the Copyright Act need to be amended to save newspapers?"

Other sessions will deal with new media (Twitter and Facebook) and the challenge it gives the traditional media and ethical issues raised by the social networking forums.

The cost for journalists is only \$60 for the entire day, including lunch. It's an incredible opportunity to hear some excellent nationally known speakers, including Jake Adelstein, an American journalist who wrote about crime in Japan and now is the chief investigator for a U.S. State Department-sponsored study of human trafficking in Japan.

More information about the media law seminar is available at http://www.continuinged.ku.edu/programs/media_law/.

Local Sunshine Heroes can win trip, cash

This year's Sunshine Week celebration of the American Society of Newspaper Editors' will honor people who fought last year to open local or state government.

During Sunshine Week March 14-20, the media will shine the spotlight on the efforts of these local heroes to make their communities better places to live.

ASNE will conduct a contest to identify the top three Local Heroes of 2010. Get all of the details and



nominate someone for cash awards at <http://sunshineweek.org/LocalHeroNomination.aspx>.

The first-place winner will receive an all-expenses paid trip in April to Washington, D.C., to be honored at the 2010 ASNE convention. The second- and third-place winners will receive \$500 and \$250.

ASNE encourages you to nominate one of your employees or someone from your community for a Local Hero prize. The deadline for nominations is Friday, Feb. 26.

If you have any questions about the contest or Sunshine Week, contact Cristal Williams Chancellor at 703-453-1138 or cwilliams@asne.org.

Email updates make \$\$\$

Weekly's daily newsletters include lunch coupons

By Peter M. Zollman
AIM Group

A 15,000-circulation weekly paper in northern Alabama generates a solid six figures a year in revenue with just two e-mail newsletters. Shelby County Newspapers – "Local. Every day." – has built an e-mail subscription list of 21,000 opt-in local subscribers to its two daily e-mail newsletters and has turned them into a highly profitable revenue stream.

Once a day the company sends out an e-mail headline newsletter, typically by 6 a.m. It sends out a separate email newsletter at about 11 a.m. called "What's for lunch?" highlighting specials and providing discount coupons for local merchants.

"What's for lunch?" brings in about half of the e-mail initiative's incremental revenue, against a sales cost of about 8 percent. The daily headline newsletter brings in slightly less, against similar sales costs.

Tim Prince, publisher and president of Shelby County Newspapers Inc. in Columbiana, Ala., said the newsletters got off to a slow start. "When we first launched this, we did an abysmal job of selling it. We essentially didn't sell it. Not intentionally; it's just that we weren't doing anything with them.

"Then I remembered: A person I worked for years ago told me the most important thing at a newspaper is 'whatever the publisher says is the most important.' So I made it a priority. And now everyone sells it." Ads are sold primarily in "consistency packages" – both online and print advertising, typically 13 weeks or more.

"An advertiser can be a part of it for as low as \$25 a day, which is a pretty inexpensive ride."

The papers' general sales staff sells the newsletter packages; there's no separate internet team or interactive specialist involved. The newsletters have five or six ad positions; the lunchtime e-mail

is exclusively advertising, offering coupons, discounts and information like "what's on the buffet today." About half of the newsletter advertisers are new accounts, Prince said.

The newspapers use Constant Contact, a terrific, inexpensive, idiot-proof e-mail management software to handle the outbound e-mails. (We used to use Constant Contact at the AIM Group, too; we think it's extraordinary. And stunningly cheap for the service the company provides.)

To build its list, the newspaper promotes the newsletters heavily in-paper, on its site and in ads in places like school journals and other community publications. Even more valuable than the profits, Prince said, is the fact that the 166-year-old weekly newspaper is now able to reach its audience and deliver ads all the time.

"The revenue side of it is great, but particularly for someone who doesn't publish every day, the daily email is a great way to give us a platform to deliver a daily news product."

—Peter M. Zollman is founder of the AIM Group, which offers publishers "pay-for-performance" consulting that increases revenue. The AIM Group publishes Classified Intelligence Report. Zollman can be reached at pzollman@aimgroup.com, 407-788-2780.

Use your equipment, expertise to create products that local advertisers can use and your readers will want.



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 mdaugherty@socket.net.

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

HELP WANTED

OUTSIDE SALES: Mid-Missouri Media is looking for a high energy, creative outside sales representative to join our team. The successful candidate will be able to operate independently while selling and managing multiple projects. Commission potential plus a competitive benefits package. Resumes should be sent to Floyd Jernigan at fjernigan@therolladailynews.com.

JOURNALIST: If you're looking to put yourself in a position to advance your career, come join our team. We have a proven reputation of award-winning journalism and placing our reporters at larger newspapers. We're seeking a talented and motivated journalist who can produce well-crafted, clean copy and lots of it. Fast-paced daily newspaper environment for a general assignment reporter who likes variety. Photo skills useful. Knowledge of page layout helpful. We're located in south central Missouri within easy driving distance to St. Louis and Springfield. Apply to Publisher Floyd Jernigan at fjernigan@therolladailynews.com.

PART-TIME REPORTER: The Platte County Landmark, an award winning weekly, has an opening for a part-time reporter position. Hours somewhat flexible. Email resume to Ivan Foley, publisher, at ivan@plattecountylanmark.com.

AD SALES: The Aurora (Mo.) Advertiser and Big AA Shopper are seeking an experienced salesperson to join their team in this beautiful Southwest Missouri community between Springfield and Joplin. Advertising sales experience is a plus, but not a requirement. What is required is an energetic person who enjoys working with customers and wants to help our customers grow their businesses. Pay is base salary plus commission with benefits. Send resume to Andrea Carden, advertising manager, at PO Box 509, Aurora, MO 65605 or e-mail to admanager@auroraadvertiser.net.

AD SALES: We're seeking a full-time advertising salesperson with a positive, energetic attitude and a strong work ethic. The successful candidate will be proficient at making sales presentations to new and existing advertisers; be able to effectively communicate, read and write in a business professional manner; have good people skills; be detail oriented; be able to work professionally under pressure of deadlines; and be willing to assume other various duties when required. Valid Iowa driver's license required. Previous media sales and knowledge of community journalism a plus. Base pay plus incentive package. Submit resume and references to P.O. Box 26, Corning, IA 50841.

BUSINESS REPORTER/COPY EDITOR: Springfield Business Journal, an award-winning weekly niche publication in southwest Missouri, is seeking a reporter with copy editing experience. Expertise in AP

Foundation offers internships

If you want summer help, apply for grant by March 15

Missouri Press Foundation (MPF) is offering Missouri newspapers the opportunity to host interns in the summer of 2010 for four, six or eight weeks. Depending upon the length of the internship, MPA will grant each newspaper \$500, \$750 or \$1,000 to help pay its intern.

A Foundation committee will review newspapers' internship applications and approve requests. Up to 10 summer internships will be funded this year.

A list of newspapers that will have Foundation internships will be emailed to Missouri college and university communications and journalism departments. Students who are interested will be instructed to contact the newspapers directly. Newspapers will be responsible for hiring their interns.

If your newspaper is interested in hosting an intern, complete the enclosed application form and return it to the Missouri Press Foundation, 802 Locust St., Columbia, MO 65201. Applications must be received by Monday, March 15.

If you have questions about the application form or the program, contact Doug Crews at 573-449-4167 or dcrews@socket.net.

'Codes' in magazines link to videos of products

(The New York Times) — With the sudden ubiquity of smartphones that can read bar codes and cameraphones that can snap pictures of icons, magazines are adding interactive graphics to their articles and ads.

In its March issue, "Esquire" will print Scanbuy codes, which look like a group of black and white squares. Readers scan the codes into an internet-enabled phone, and the code takes them to a mobile menu that provides "Esquire's" styling advice for the item and information on where to buy it.

An application called ScanLife, widely available online as a free download, turns a phone into a bar-code reader. ScanLife can also read many standard bar codes on many phones, so it can perform price comparisons.

Rather than running printed codes, "InStyle" is using photographs of clothes as the keys that link print and online.

style required; three to five years of reporting, ideally in business, preferred. Position offers competitive pay and benefits, including health, life and 401(k). Send resume and clips to Eric Olson, editor, eolson@sbj.net or PO Box 1365, Springfield, MO 65801.

REPORTER: Weekly newspaper in Concordia, MO. News/feature writing, photography, online opportunities. Seeking person possessing solid writing, grammar and photo skills, computer knowledge, inquiring nature, team player, organized. Friendly small-town atmosphere, located on I-70 40 miles east of KC. Benefits. Resume, clips to: concordianews@centurytel.net or Editor, The Concordian, P.O. Box 999, Concordia, MO 64020.

AD MANAGER: This South Arkansas town's newspaper/magazine/shopper operation has an immediate opening for an Advertising Director. The job responsibilities include leading a staff of 2-3 salespeople; overseeing the sales and marketing of an award-winning weekly newspaper and associated shopper; enhancing magazine and other niche publication projects; and overseeing the marketing of the best newspaper website in the state. Sales training ability, budgeting skills, and goal setting experience are required. Customer service and a strong work

ethic must be top priority. The pay is negotiable, with Blue Cross/Blue Shield health insurance and other benefits. Send resume to "Publisher" at publisher@monticellonews.net.

FOR SALE

MORGUE: The morgue files (back issues) of the O'Fallon Times (Missouri), O'Fallon-St. Peters Times/O'Fallon-St. Peters-St. Charles Times, which became the St. Peters Courier-Post, noted for its constitutional law case involving RSMO. 493.050 regarding eligibility of legal papers. These date from 1952 to 1992 and are bound and in excellent condition. Call 636-724-0511 or e-mail sambrock1@aol.com.

SWITCHES: Used network switches purchased in lot at an auction for sale. 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.

Internship Matching Grants Program Application Form -- 2010

Missouri Press Foundation (MPF) is offering Missouri newspapers the opportunity to host interns in the summer of 2010 for 4, 6 or 8 weeks. For a 4-week internship, the Foundation will send the newspaper \$500. For a 6-week internship, the Foundation will send the newspaper \$750. A newspaper providing an 8-week internship will receive \$1,000 from the Foundation. The newspaper uses these funds and its own to pay its summer intern. A Missouri Press Foundation committee will review internship applications and approve requests. Up to 10 summer internships are available for 2010. All grants are based upon a 40 hour work week for the intern. If another work schedule is implemented, MPF will review the grant amount on a case-by-case basis and the grant will be based upon the anticipated work schedule.

If your newspaper is interested in hosting an intern, please complete this application form and return it to the Missouri Press Foundation, 802 Locust St., Columbia, MO 65201. Applications for the 2010 Internship Grants Program must be received on or before Monday, March 15, 2010. If you have questions about the application form, or the program, please contact Doug Crews at 573-449-4167.

Up to 10 internships will be funded in 2010.

By submitting this form, your newspaper is not guaranteed an intern. Preference will be given to newspapers that have supported the Missouri Press Foundation.

Return this form to the Foundation.

Newspaper: _____

Circulation: _____

Staff size: _____

Do you plan to offer internships in addition to this one during 2010?

Yes ___ (If so, how many and in what department(s)? _____)

No ___

Type of internship sought (Please check one):

Reporter ___ Photographer ___ Copy editor/Page designer ___ Advertising sales ___

Ad designer ___ Website editor/writer ___ Other (please specify) _____

Employment period and dates: ___ 4-week internship ___ 6-week ___ 8-week

From ___/___/___ to ___/___/___

Work schedule: _____ hours per week

**Missouri Press Foundation Internship Matching Grant Program
2010 Application Form**

What special training and experience could your newspaper provide for an intern?

How would having an internship benefit your newspaper?

What supervision would this intern receive while at your newspaper? (Who would be the intern's supervisor? How often, and in what manner, would the intern's performance be evaluated?)

Who is the contact person at your newspaper for this internship: _____

Please provide an email address for newspaper contact person: _____

Interns are to be considered employees of the participating newspaper, and are subject to the newspaper's work policies and standards of performance.

IMPORTANT: The newspaper is responsible for hiring the summer intern and negotiating his/her wages and any other remuneration.

Signature of newspaper publisher : _____

Date: _____

**Application (postmark) deadline,
Monday, March 22, 2010**

Ozark Press Association and Missouri Society of Newspaper Editors

March 18-19, 2010

Chateau on the Lake-Branson, MO



Kevin Slimp



Russell Viers

Thursday, March 18, 2010

1-5PM Russell Viers InDesign and Photoshop Session - Sponsored by Atomic News Tools

Russell Viers began his career as a reporter/photographer at the age of 16 in Lamar. His entire career since has revolved around newspapers, printing and publishing. As an Adobe Certified Instructor, he travels the world teaching production techniques to save time and improve quality. He offers more than technology, however, as he has sold advertising, laid out papers, worked in darkrooms, pasted up, reported and photographed the news and designed newspapers. And even though he has worked with some of the largest newspapers in the world, his first love is small community newspapers.

6-7PM Dinner sponsored by Branson Lakes Area Chamber of Commerce
The Branson Chamber will provide a variety of show tickets, transportation on own

Friday, March 19

8-9AM Ozark Press Association and MSNE Business Meetings/Breakfast

9AM-Noon Speaker Kevin Slimp

9-10AM Digital Journalism: As director of the Institute of Newspaper Technology, Kevin keeps abreast of the latest technologies related to our industry. Kevin has been keynoting national and regional conventions for the past three years on the current and future role of online journalism. In this session, Kevin takes a brief look at where we've been and a look at where we're going and what tools newspapers will need to get there.

10-11:30AM New Technology for Publishers & Newspapers: A look at the latest software and hardware technologies available to the newspaper industry. It's like having Kevin visit your newspaper in person to make recommendations. Includes an overview of the latest workflow systems, cameras, hardware, software and more.

11:30AM-Noon Quick Ideas to Generate Revenue on Newspaper Websites

Noon-1PM Luncheon Presentation honoring past Ozark Press Association Presidents
"History of Rural Schools of Greene County," David Burton of University of Missouri Extension

1-2:00PM **"Financial Planning Strategies for Journalists"**, Annette FitzGerald, Family Financial Education Specialist, University of Missouri Extension

2-2:30PM **"Agriculture Reporting: Covering Your Farms and Neighbors"**
Lindsay Haymes, managing editor, Ozarks Farm and Neighbor -
(The Ozarks' most read farm newspaper now reaches more than 24,000 people with Missouri and Arkansas editions)

2:45-3:15PM Jean Maneke Law Topics

3:15-4:00PM Ron Cunningham Postal Topics

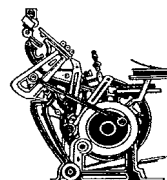
Being held at the beautiful Chateau on the Lake!



Ozark Press Association and Missouri Society of Newspaper Editors

March 18-19, 2010

Chateau on the Lake-Branson, MO



Registration Form

Registration deadline March 5, please call for availability after March 5

Newspaper Name _____

Street Address _____

City _____ State _____ Zip _____

Email address for agenda updates _____

Registrant Names	OPA Member/Editors Registration Fee	Non-Member Registration Fee If you are not an OPA Member or an Editor	Total Per Attendee
	\$75	\$125	
	\$75	\$125	
	\$75	\$125	
	\$75	\$125	

Total Amount Due = \$ _____
Please make checks payable to MSNE

Payment: enclosed check or Credit Card: Visa Mastercard Discover

Credit Card # _____ Exp. Date: _____

Name on Card _____

Authorized Signature _____

Room Reservations

Take advantage of the \$89 room rate at the Chateau on the Lake!

Make a week or weekend of it! Room rate will be honored on March 18, as well as 2 days before and after March 18, based upon availability.

Call or book online by March 2 for reservations!

1-888-333-5253 or 417-334-1161 and ask for OPA/MSNE room block

www.ChateauOnTheLakeBranson.com Group code: OPA2010

Please fax form to Missouri Press Association at **573-874-5894**

Or mail to

Kristie Williams, Missouri Press Association

802 Locust Street

Columbia, MO 65201

Or email: kwilliams@socket.net





Missouri Press Association
802 Locust St.
Columbia, MO 65201

Newspapers In Education: A 21st Century Learning Tool

CRITICAL THINKING is vital to learning in the 21st century. Ever-expanding information sources mean students must learn to weigh the merits of facts and figures, draw comparisons and sift competing interests. They also need to know how to make judgments based on the reliability and track records of information sources.

NEWSPAPERS – in print and online – provide an exceptional opportunity for developing critical thinking, problem-solving and communication skills.

Newspapers engage students in a wide range of topics and offer infinite opportunities to prepare them for today's world.



All material for NIE Week, March 1-5, is FREE!

For Newspaper In Education Week March 1-5, the Newspaper Association of America Foundation has created an in-paper ad (above) and a website banner ad. Missouri Press Foundation has created a Teacher's Guide for the event (left).

All of the material is free.

NAA Foundation material can be downloaded at naafoundation.org/Curriculum/NIE/NIE-Week.aspx.

You can download the Missouri Teacher's Guide at mo-nie.com using download code `niewk10`.

The National Newspaper Association has partnered with the Missouri Press Foundation to provide NNA member newspapers a free story for young people for NIE Week. Eight camera-ready chapters, a promotional ad and a teacher's guide all are available for a limited time through the Reading Across the Nation project at naweb.org/?/naweb/content01/925/.

The serial story, "A Fine Fella," tells how in his rugged youth Abraham Lincoln was molded to guide his country in the dark days of the Civil War.

Critical Thinking
Through Core Curriculum:
Using Print and Digital Newspapers

FINANCIAL LITERACY
ENVIRONMENT
INFORMATION TECHNOLOGY

Newspaper Association of America Foundation