



## CALENDAR

### April

- 22-23** — Missouri Advertising Managers' Association meeting, The Lodge of Four Seasons, Lake Ozark  
**23** — Media Law Seminar, Kansas City

### May

- 6** — Missouri Press Foundation Board meeting, MPA office  
**6** — Past Presidents and Spouses Dinner, Columbia Country Club  
**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, The Ridge, Lodge of Four Seasons  
**10-11** — Show-Me Press meeting, Resort at Port Arrowhead, Lake Ozark

### July

- 15-16** — Missouri Press Living Textbook course, UMC

### 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

### November

- 12** — Missouri Press judges Iowa Newspaper Association Newspaper and Ad Contests, Columbia

### Taking nominations

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](http://mopress.com/current_forms.php).

# Missouri Press Association Bulletin

No. 1257 — 15 April, 2010

## Calling all serious ad reps!

### Buff up your skills at The Lodge of Four Seasons

If you're not interested in making more money, nobody from your newspaper needs to attend next week's meeting of the Missouri Advertising Managers' Association. But, if you're like most business people and you're looking for ways to bring in more revenue, at least one person from your newspaper should attend this meeting.

A small investment of time and money will be repaid quickly and many times over when your people apply what they will learn at the Lodge of Four Seasons, Lake Ozark, on Thursday afternoon, April 22, and Friday morning, April 23.

Everyone in the ad department at your newspaper could benefit from this meeting. If you are the ad department, don't wait another minute.

Complete the enclosed registration form and fax it to Missouri Press, (573) 874-5894.

Check out this agenda full of sessions with tips and techniques for selling advertising (take along samples of your most successful ad project and you could win \$100!):

#### Thursday, April 22

Noon — Registration in Hotel Lobby

1 p.m. — Political Advertising: Learn from representatives of the state Democrat and Republican parties and from campaign representatives what you need to do to get the most revenue during this election year.

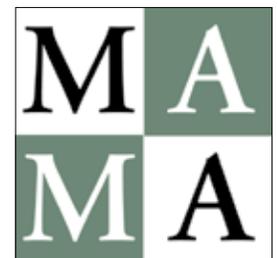
2:45 — Legal issues affecting newspaper advertising, with Jean Maneke.

3:30 — Great Idea Session: win \$50, \$75 or \$100 for your Best Advertising Idea! Email your entries to Greg Baker at Missouri Press ([gbaker@socket.net](mailto:gbaker@socket.net)) before the meeting, or take 50 copies of your idea to the meeting and be prepared to explain your entry in three minutes or less. Each newspaper can submit one money-saving or revenue-generating idea. Winners will be announced at dinner Thursday evening.

6 p.m. — Dinner: Presentation of MAMA Better Ad Contest awards.

#### Friday, April 23

8 a.m. — Breakfast buffet in HK's Restaurant in the Lodge.



*Get many new  
money-making  
ideas from your  
Missouri Press as-  
sociates at April  
22-23 meeting at  
Lake Ozark.*

**Ad Managers' meeting** (continued on next page)



## Application for 'Friend' membership

This is notice of the application for Friend of Missouri Press Membership in Missouri Press Association from St.LouisGlobe-Democrat.com, an online newspaper published by Dan Rositano and Dan Barger at 5125 Lemay Ferry Road, St. Louis, MO 63129, dbarger@globe-democrat.com, (314) 714-2900, fax (314) 714-2908.

Friend of Missouri Press membership is available to companies and newspapers not meeting requirements of Active membership. Friends may not hold MPA office or enter MPA contests.

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 June 10 in Lake Ozark.

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

## Contest rules, form online; postmark deadline April 30

The rules and categories for the 2010 Missouri Press Foundation Better Newspaper Contest, a label sheet and an entry log sheet are at [http://www.mopress.com/current\\_forms.php](http://www.mopress.com/current_forms.php). The material also has been mailed to MPA member newspapers.

The contest postmark entry deadline is April 30, but you need not wait until then to send in your entries. Do not put off gathering contest materials until the final few days. Entries post-marked after the deadline will not be accepted.

## 'Media & Law' in K.C.

The annual Media & The Law seminar will be in Kansas City on April 23. Among the session topics will be the Copyright Act and the internet.

Journalists can attend this seminar for only \$60, including lunch.

An information flier and registration information are available at [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php).

## Ad Managers' meeting (continued from previous page)

8:45 a.m. — MAMA & MPA Presidents Roundtable discussions:

— Tools of Ad Selling: Dane Vernon, Vernon Publishing

— Overcoming Objections: Joe May, *Mexico Ledger*

— Current Newspaper Education Topics: Jim Sterling, Missouri School of Journalism

— New Product Packaging: Kevin Jones, *St. Louis American*

— Bob Wilson, *Milan Standard*

10 a.m. — Opportunities for Tourism Sales: Bob Smith, Missouri Division of Tourism

10:45 a.m. — Texting for Newspapers: How this technology can push your newspaper ahead of the curve. Presentations by Dean Mathiason of TMR Network Inc., Bill Ganon of Verve Wireless, and Eric Lazar of Cellit Marketing.

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 projects on the way to and from the meeting.)

If you have questions or need assistance, contact Kristie Williams at Missouri Press Association, (573) 449-4167 or [kwilliams@socket.net](mailto:kwilliams@socket.net).

Don't forget to email your Great Ideas to Greg Baker, [gbaker@socket.net](mailto:gbaker@socket.net)!

## Mobile marketing reps will speak

On Friday, April 23, Missouri Advertising Managers Association Conference attendees will have an opportunity for an up-close and in-depth look at the latest product offering opportunities for newspapers from three leading mobile marketing companies.

Looking at future revenue possibilities is how all types of businesses stay alive. Newspaper companies should be no different. As more and more people use mobile devices for information, local newspapers need to learn about this new way to provide content and marketing services.

Following are company overviews and introductions of the presenters for this unique session at the annual MAMA conference to be held Thursday-Friday, April 22-23, at The Lodge of Four Seasons, Lake Ozark.

Information and registration forms for the conference are enclosed.

**Presenter:** Dean Mathiason, CFO / Senior Vice President, TMR Network Inc., Hudson, Wis.

Mathiason is co-founder of TMR Network Inc. (started 2007). He is Senior VP in charge of all sales and channel development. TMR's core business is Saphea Inc., a Web Portal Provider (started 1995). Its business direction is to provide "Main Street Affordable Mobile Marketing Solutions" for businesses and associations.

**Presenter:** Eric D. Lazar, Cellit, VP & Managing Director of Sales, Chicago.

Lazar, a native New Yorker, has significant experience providing custom marketing solutions to large national clients. After serving eight years in the Marine Corps as an intelligence analyst and Arabic translator, he earned a reputation in the broadcast television industry as a no-nonsense, results-orientated salesperson and quickly rose through the management ranks. His most recent engagement was as the regional national sales manager for Sinclair Broadcast Group, overseeing agency sales out of Chicago for a group of six television stations.

## Mobile marketing speakers (continued on next page)



## Missouri Press Association

### Missouri Press Service

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## Mobile marketing speakers (continued from previous page)

Cellit, founded in 2005, is considered by many to be the best-in-class solution on the market. Its clients include NASA, Coca Cola, Toyota and hundreds of others. Cellit competes against every major mobile player, but when it comes to the world's largest brands, Cellit rises to the top.

**Presenter:** Bill Ganon, GM Local Market Development, Verve Wireless, Encinitas, Calif.

Verve Wireless, Inc., and its proprietary Verve Local Content Gateway(TM) allow local media companies and advertisers to seamlessly extend their reach into mobile devices across all the major carriers. Verve Wireless currently works with over 600 leading media companies from the U.S., Canada and Europe, including daily and weekly newspapers, radio and local broadcast stations.

Gannon brings more than 28 years of experience in media advertising ad sales management, from mobile to online, to traditional Fortune 500 ad campaigns, and media planning within ad agencies. He spent eight years with QUALCOMM, Inc., where he held senior positions.

Before joining QUALCOMM, Ganon held advertising senior ad sales management positions with *Newsweek Magazine* for over 13 years.

## Make money with website

Attend Southeast Missouri Press meeting May 14 in Cape Girardeau

The 117th annual meeting of the Southeast Missouri Press Association will be held Friday, May 14, at the University Center at Southeast Missouri State University in Cape Girardeau.

Featured speakers are:

—Gary Sosniecki, who has owned three weekly newspapers and published a small daily in Missouri during a 34-year career, and is a regional sales manager for TownNews.com.

—Greg Baker, advertising director for Missouri Press Association.

—Russell Viers, an Adobe certified instructor who travels the world teaching production techniques to save time and improve quality and has developed tools to help small newspapers create and maintain effective websites.

The business meeting will include a Missouri Press update by Kent Ford, editor of MPA, and presentation of the Wallhausen Friend of SEMO Press Award. Election of officers and board members also will be held during the business meeting, and Cindy Jeter-Yanow of Southeast Missouri State University will speak about working with interns.

Registration, which includes lunch, is \$15. To register, contact Michelle Friedrich at *The Daily American Republic* at 573-785-1414 or michelle\_friedrich@hotmail.com. Registration deadline is noon, Wednesday, May 5.

A registration form will be provided soon.

Here's the agenda:

10 a.m. Registration

10:15 a.m. — Gary Sosniecki, Town News, "Web Solutions for Community Newspapers."

Noon — Lunch/Business meeting, Wallhausen Award; MPA update from Kent Ford; speaker: Cindy Jeter-Yanow, Southeast Missouri State University, "Working with Interns."

1:15-4 p.m. — Concurrent Sessions

—Gary Sosniecki, "15 Favorite Tips for a Profitable Website," followed by Greg Baker, Missouri Press Association/Roundtable discussion on best sales practices and advertising ideas.

—Russell Viers, In-Design and Photoshop.



## Keep message going; 'Newspaper ads work!'

(The Inlander) — When steak-house chain Texas Roadhouse came into the Wichita Falls market in May 2005, the local daily seized the opportunity. It convinced the restaurant chain to partner with the paper on a new Bill Free program to convert more of its subscribers to EZ Pay (credit card continuous renewal).

The paper purchased \$10 restaurant gift cards for \$8, and offered them along with a 10 percent discount on a yearly subscription to subscribers who converted to Bill Free accounts. Texas Roadhouse agreed to run point-of-purchase marketing materials in their restaurant, and received the rest of the value of the gift card discount through in-paper promotions.

The steakhouse promotion converted over 840 subscribers to the Bill Free program. The paper runs the Bill Free promotion quarterly, seeking 13-week partnerships with local restaurants and retailers. Food promotions such as the Texas Roadhouse one have worked the best.

## Latest podcast about 'Fair Housing' ads

The new podcast by MPA Hotline Attorney Jean Maneke is about "Fair Housing" advertisements.

This lesson and previous sessions are available at [mopress.com/Podcasts.php](http://mopress.com/Podcasts.php). Topics include the Missouri Sunshine Law, libel insurance, covering the courts, advertising issues, copyright and trademark.

You can listen to these audio recordings on your computer, iPod or iPhone.

The Foundation's goal in providing these podcasts is to offer training and help on issues important to Missouri's newspapers in a free, easy format.

## Track bills on internet

You can track House and Senate bills on the state government website in Jefferson City: [www.mo.gov](http://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](http://www.senate.mo.gov/10info/BTS_Web/BillList.aspx?SessionType=R).

# Give Foundation a future

## Missouri Press support arm reaches end of 25th year

The Missouri Press Foundation is near the end of its 25th year. In observance, the Give It Another 25! Campaign continues, with the goal of supporting the Foundation's work well into the future.

The Foundation's board of directors began the Give It Another 25! campaign at the MPA Convention in October in Kansas City to encourage Missouri newspaper people and associates to donate money to the Foundation.

The organizational meeting of the Missouri Press Foundation was held in Columbia on April 18, 1984. Since then the Foundation has grown to sponsor a nationally recognized, award-winning Newspapers In Education program. It provides funding for summer internships at Missouri newspapers for college journalism students.

Twelve internship grants for this summer were awarded this month.

The Foundation sponsors the Missouri Press annual Better Newspaper Contest, and it awards scholarships in the names of Jacob Gierke, William A. and Jo Anne Bray and Edward L. Steele.

It also supports regional workshops, regional press association meetings and the annual MPA Convention.

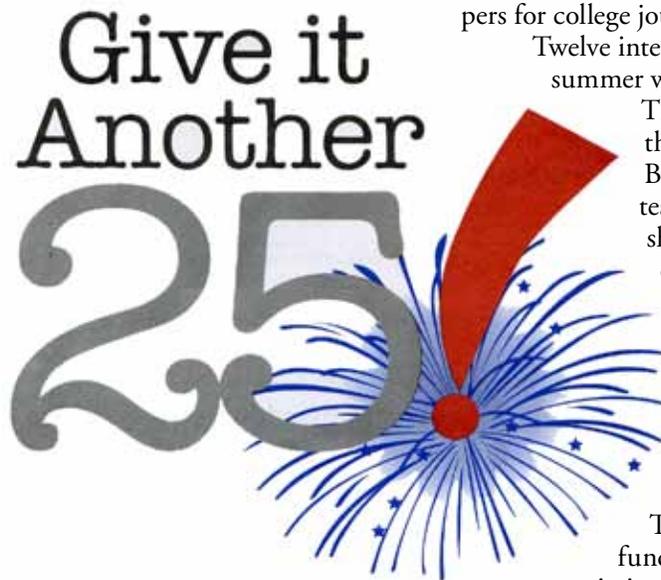
The Foundation helps fund the Missouri Press Association Newspaper Print Shop

Museum in Arrow Rock and the Missouri Photojournalism Hall of Fame in Washington.

Any amount is appreciated, and all donors — whether to the Give It Another 25! campaign or for another Foundation program — will be acknowledged in *Missouri Press News* magazine.

Making a donation is as simple as writing a check to the Foundation and sending it to the Missouri Press office at 802 Locust St., Columbia, MO 65201.

If you would like more information about donating to the Missouri Press Foundation, contact Doug Crews at 573-449-4167 or [dcrews@socket.net](mailto:dcrews@socket.net).



Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

My Tax Deductible Gift is:

- \$25
- \$65 (equals \$2.50 per week for six months)
- \$130 (equals \$2.50 per week for 12 months)
- \$250
- \$2,500
- \$25,000

Any amount is welcome and appreciated.

Enclosed is my check for \$ \_\_\_\_\_  
PAYABLE TO MISSOURI PRESS FOUNDATION

VISA  MasterCard  DISCOVER

Card No. \_\_\_\_\_ Expires \_\_\_\_\_

Signature \_\_\_\_\_

Also credit: \_\_\_\_\_  
NAME OF SPOUSE, ORGANIZATION OR OTHER DONOR



## Keep message going; 'Newspaper ads work!'

(PR Newswire) -- More than a third (37%) of traditional journalists now contribute to Twitter, and 39 percent produce content for a blog as part of their expanded duties, according to a new PRWeek/PR Newswire Media Survey.

"Across the board you can see a change in journalists' behavior," said Sarah Skerik, VP of distribution services at PR Newswire. "Journalists are doing more with less."

Journalists are using social networks to help find story ideas, with 24% reporting they consider sites like Facebook and Twitter an important way to connect with experts, an increase from 13% in 2009. In addition, 46% of journalists say they sometimes or always use blogs for research; 33% report using social networks in their research, compared to 24% in 2009.

The popularity of social media has impacted how media professionals are interacting with the PR industry. 43% of journalists have been pitched through social networks.

59% of traditional journalists write blogs, either personal or professional, and 31% write a blog for their traditional outlet.

## Who's charging what for online content?

PaidContent.org has assembled a list of the local and metro papers in the U.S. that have paywalls.

The list has more than 20 papers that charge online readers up to \$35 a month. They range from major metros like *Newsday* to smaller papers that have charged online readers for years.

Other papers have announced they will put up some sort of online paywall in the coming months. How these papers do financially with their new paywalls will determine, in part, whether hundreds of other papers decide to take the same step.

If you know of newspapers that charge online readers, paidContent.org would like to add them to the list.

You can see a chart of paid-content newspapers and send additions to the list here: <http://paidcontent.org/article/419-paywall-brigade-the-newspapers-that-now-charge-for-online-access/>.

The chart shows the newspapers' print circulation, their monthly fee for online subscriptions and the number of online subscriptions, where that number was provided.

# Intern grants to 12 papers

Missouri Press Foundation will help pay for summer training

Missouri Press Foundation (MPF) will help fund interns at 12 Missouri newspapers this summer 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 reviewed newspapers' internship applications and approved requests. Preference was given to newspapers that have supported the Foundation. Several newspapers' applications for grants were not funded because there were more applications than funds available.

A list of newspapers that will receive Foundation internship grants was emailed to Missouri college and university communications and journalism departments. Students were instructed to contact the newspapers directly. Newspapers will be responsible for hiring their interns.

Newspapers that were approved for grants are: *The Northeast News*, Kansas City; *Bolivar Herald-Free Press*; *Boone County Journal*, Ashland; Leader Publications, Festus; *Houston Herald*, *Webster County Citizen*, Seymour; *Albany Ledger*, *Cass County Democrat-Missourian*, Harrisonville (or *Belton Star Herald* or *Lee's Summit Journal*), *The Concordian*, *Citizen Observer*, Cameron; *Cuba Free Press* or *Steelville Star-Crawford Mirror*, *Branson Tri-Lakes News*.

## London papers promote power of print

(MediaWeek) LONDON — News International, home to *The Times* and *The Sun* newspapers, has launched its own advertising campaign drawing on research from Microsoft to highlight the effectiveness of print for retailers.

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."

## Learn about news 'going mobile'

Researchers say that by 2013 more people will log onto the web using a mobile phone than those using a computer. That gives newspapers very little time to position themselves as major mobile news providers.

As part of his project and research, 2009-2010 Reynolds Fellow Clyde Bentley at the Missouri School of Journalism has organized a group of mobile newspaper editors and mobile phone industry leaders to meet and discuss strategies, concerns and opportunities for the mobile industry during this transition. He will look for solutions in order to determine what the mobile audience will need and how newspapers can provide it according to the mobile industry standards.

You are invited to attend all or portions of this free program Monday-Tuesday, April 18-20. (No charge for registration or meals.)

An agenda is at: <http://www.rjionline.org/events/stories/bentley-phoneconf/index.php>.

Register at: <http://www.rjionline.org/events/stories/bentley-phoneconf/registration.php>.

For more information, contact Bentley at [bentleycl@missouri.edu](mailto:bentleycl@missouri.edu).



## Camera phones take shoppers to products

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

In its March issue, "Esquire" printed 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 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 read many standard bar codes, 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.

In its March issue, "InStyle" ran a "clothes we love" article. It directed readers to hold up the pages to their web cameras. The browser then opened three-dimensional videos.

"Golf Digest" magazine runs codes along with its tips features. Readers can photograph the graphics with their smartphones to get videos of the tips.

## Adobe-created ads gather consumer data

(Forbes.com) -- Adobe aims to be the company marketers seek out for their multimedia production and editing tools, including Flash, Acrobat and Photoshop. Now it wants to sell information on how many eyes have glimpsed its ads.

To do it, Adobe is inserting Omniture's analytic capabilities into its design products. Its Creative Suite 5, released April 12, will give ad designers the power to create a single ad that can be formatted for use across multiple screens — computers, tablets and phones. And when creating those ads, designers can build in analytic code that lets marketers know which versions of ads pull in more views and which drive the most purchases.

Omniture will compete with Co-remetrics, Nielsen and ComScore to give Adobe a new revenue source. The company pulls in 60% of its revenue from Creative Suite, a product that 80% of creative professionals already own.

# Learn how top dog hunts

## One of the best will be at Show-Me Press meeting June 11

Show-Me Press Association invites you to Lake Ozark in June for presentations by one of the best community newspaper people in the country. Peter Wagner's publications repeatedly win top awards in the Iowa Newspaper Association and National Newspaper Association contests.

Wagner will speak in the morning and afternoon of Friday, June 11, after a breakfast panel presentation of event sponsorships and promotions that have made money for community newspapers. Find out about revenue streams other than advertising sales.

Show-Me Press has changed its meeting schedule slightly. If necessary you can partake of all that Wagner has to offer without spending a night away from home. If you've never been to a Peter Wagner presentation, don't miss this opportunity. If you have, you know you'll hear about plenty of projects you can do with your paper.

Show-Me Press will meet Thursday and Friday, June 10-11, at The Resort at Port Arrowhead, Lake Ozark. Wagner will speak Friday morning and afternoon.

The Missouri Press Association board of directors will meet Thursday morning, June 10. The Porter Fisher Golf Classic will be held that afternoon at The Ridge Golf Course at The Lodge of Four Seasons.

At breakfast on Friday, a number of Missouri newspaper people will share with the group programs and events their newspapers have sponsored that have generated lots of revenue. Selling ad space isn't the only way you can make money. Go to the Show-Me Press meeting and learn how other papers are creating new streams of revenue.

Take your entries for the Screw-Up of the Year award with you to the meeting. You could win custody of that coveted plaque for a year.

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

### Thursday, June 10

9:30 a.m. — MPA Board meeting.

1:30 p.m. — Porter Fisher Golf Classic at The Ridge (form enclosed).

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 discussion about events and ideas that make money.

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

Noon — Lunch: Screw-Up of the Year Award; Porter Fisher Golf Plaque presentation.

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

4:30 p.m. — Adjourn.

A registration form is enclosed. Plan now to have several people from your newspaper attend this meeting, which will feature one of the premiere community newspaper experts in the country.

*Peter Wagner: Newspapers aren't dead, but some salespeople might be.*



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

## HELP WANTED

**ACCOUNT EXECUTIVE / ADVERTISING SALES:** A central Missouri community newspaper is searching for Outside Sales - Account Executives. We're looking for goal-oriented self-starters that enjoy working with business people to help them market and grow their business. Successful sales experience is helpful and newspaper or media sales experience is a plus. Job summary: Responsible for growing business in the assigned territory. Call on retail and service businesses and present the companies print and web based advertising products. Represent the company and its products in a professional manner. Must demonstrate team-oriented work skills and be very customer service driven. Must be a self-starter and goal oriented. Ability to negotiate contracts and analyze competitive situations. Excellent verbal and written skills and presentation skills. Well groomed and professional appearance. Ownership of a dependable vehicle with proof of insurance and a good driving record. Competitive salary and commission package. Email your resume, including salary history to: [hotop.cvnewspress@gmail.com](mailto:hotop.cvnewspress@gmail.com).

**EDITOR:** GateHouse Media, one of the nation's leading publishers of small- to mid-size daily and weekly newspapers, is looking for an editor for one of its publications in Southwest Missouri. This person must be willing to cover every story — big or small. Reporting knowledge, as well as experience with a camera and page layout are a must. We are looking for someone who will bring a flair to a newspaper that has been serving its community for more than 100 years, and is willing to do more than just cover town meetings and school events. If you are a jack-of-all-trades journalist wanting to make your mark on a newspaper, this is the perfect opportunity for you. Please send resume and clips to Rick Rogers, GateHouse Media regional publisher for Southwest Missouri, at [rrogers@neoshodailynews.com](mailto:rrogers@neoshodailynews.com). Deadline for applicants to apply is May 15, 2010. Salary is based on experience. Benefits are available. GateHouse Media is an equal-opportunity employer.

**MARKETING SPECIALIST:** Full-time position in dynamic marketing department. Job duties include strategic planning, copywriting, project management and execution, event planning and execution plus some administrative functions. Applicant must be able to help create and direct print, broadcast and online ads. Excellent communication and organizational skills are necessary. Degree in marketing, public relations, communications or graphic design preferred. Previous experience in marketing, advertising or interactive media a plus. Are you a positive, energetic person who can work both cooperatively and independently as part of our marketing team? Do you have a good driving record, reliable transportation, and proof of insurance? Do you have a Missouri Class E driver's license or are you willing to obtain one? If so, please contact us soon. Successful candidate must maintain good punctuality and attendance record.

## Send in Amos, McKinney nominations

If you know a newspaper man or woman — working or retired — who has exhibited distinguished service to the community press, you should nominate the person for The National Newspaper Association's 2010 Amos and McKinney awards. These are NNA's highest honors. The deadline for nominations is May 1.

Nominees may be working or retired newspapermen or women whose non-metropolitan newspapers are members in good standing of the National Newspaper Association. Nominees must exhibit significant contributions to community through advocacy and dedication to the advancement of journalism through participation in state and national associations.

The nomination form and more details are at <http://www.nnaweb.org/?/nnaweb/amosmckinney01>.

The Amos and McKinney Awards will be presented during NNA's 124th Annual Convention & Trade Show, Sept. 30-Oct. 3, 2010, in Omaha. For more information contact Sara Dickson at 573-882-5800 or [saradickson@nna.org](mailto:saradickson@nna.org).

## Content gathered for 'neighborhood' advertisers

(MediaBuyerPlanner) — Several national newspaper sites have inked deals with Outside.in, a company that focuses on aggregating hyper-local content and pairing it with advertisers.

Outside.in has formed partnerships with some of the country's most well-known publishers, including *The Miami Herald*, Dow Jones Local Media Group, *New York Post*, *St. Louis Post-Dispatch*, and properties of the Tribune Company, including *Chicago Tribune* and the *Baltimore Sun*.

Outside.in monitors all the news, blogs and discussions on the web, maps them to more than 50,000 neighborhoods in the U.S., and allows publishers to create targeted, customized Neighborhood News Pages geared toward readers of every city, town and neighborhood in a publisher's market.

This specific readership gives advertisers a way to reach a highly engaged and targeted audience.

Outside.in currently services 57,830 neighborhoods, aggregates and organizes over 40,000 unique feeds, and provides neighborhood information to over 100 news websites.

Benefits include vacation pay, sick pay, health insurance, 401(k), use of employee gym. Compensation commensurate with experience. Apply to Columbia Daily Tribune, Attention Human Resources, 101 N. Fourth Street, Columbia, MO 65201. An application can be printed at [www.columbiatribune.com](http://www.columbiatribune.com) (click on Tribune Jobs). EOE / Drugfree workplace.

**PRODUCTION MANAGER:** This hands-on full-time position is responsible directly for controlling all aspects of the production operations. Coordinate safety efforts of the building, create and manage commercial printing, production and mailroom budgets. Responsible for hiring and scheduling of crew, as well as maintenance of equipment. Production workflow experience is required, experience working with Goss Urbanite press, inserting & stacking equipment (Harris 848 or round inserting preferred), management/supervisory experience required, Class E license required along with proof of vehicle insurance. This position will ensure daily paper is produced and distributed on time with appropriate inserts, maintain and repair the equipment as needed, operate the equipment during production cycles, receive and store inserts in the warehouse area, estimate commercial printing work, attend weekly management

meeting, analyze production cycles to improve productivity, work with commercial customers and their products, train employees on proper use of equipment and maintenance, drive Examiner vehicle to transport papers as needed, lead crew to meet deadlines and maintain quality. This is a noisy, busy, deadline driven environment with ink and paper dust. Working knowledge of PC and MAC's, (Word, Excel, Quark, Photoshop and Acrobat) Some early mornings and late nights required. EOE, Pre-employment drug screen required. To apply submit resume w/ cover letter to Steve Curd, Publisher, 410 S Liberty, Independence, MO 64050, FAX (816)836-3805, EMAIL [steve.curd@examiner.net](mailto:steve.curd@examiner.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](mailto:sambrock1@aol.com).

## Do Overs!

**Mulligans: \$10 per player (1 mulligan per side).**

**All proceeds above costs will go to Missouri Press Foundation.**

**Mulligans will be sold at the course before teeing off. Prizes awarded after golf.**



Be at the golf course by 1 p.m. to check in and prepare for the shotgun tee-off. If you do not have a foursome, you will be assigned to one. If you wish to buy mulligans and/or make a contribution to the prize fund, you may add that to your registration check. Send your registration and check to: Missouri Press Foundation, 802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167.

Golf = \$50 per golfer \_\_\_\_\_

Mulligans \$10 per player \_\_\_\_\_

Prize Fund \_\_\_\_\_

TOTAL \_\_\_\_\_

Name(s): \_\_\_\_\_

\_\_\_\_\_

Co. / Newspaper: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

# 2010 Missouri Press Foundation Porter Fisher Golf Classic

**Thursday, June 10;  
1:30 p.m. Shotgun;  
4-Person Scramble.**

**The Ridge at The Lodge  
of Four Seasons, Lake Ozark**

# \$50

**Greens Fee, Cart,  
Prizes for Longest Putt,  
Longest Drive, Top Teams**

### Please Consider a Contribution to the Prize Fund

Would you personally or your company consider a contribution to the tournament prize/expense fund? If so, you may add it to your registration check or send a separate check to Missouri Press Foundation. Your gift will be acknowledged at the golf course and in MPA publications.  
Thank you.

Directions: The Ridge (formerly Seasons Ridge) is along Route MM, which is the road that goes to The Lodge of Four Seasons. Turn onto Route MM from Business 54 (the Dam Strip road). The turn onto MM is at the stoplight intersection to access the Community Bridge. The Ridge Golf Course is a mile or so down Route MM.



## MISSOURI ADVERTISING MANAGERS' ASSOCIATION

### Lodge of Four Seasons

315 Four Seasons Dr., Lake Ozark, MO 65049

Phone (866) 980-6384

*Real world solutions for the MISSOURI Newspaper Professional.  
We've created this year's agenda with you and your budget in mind.  
We have cut costs to drop registration fees to only \$99 per person!*



### Thursday, April 22

11:00 am - 12:00 pm

12:00 pm - 1:00 pm

1:00 pm - 2:30 pm

2:30 pm - 2:45 pm

2:45 pm - 3:30 pm

3:30 pm - 4:15 pm

6:00 pm - 7:00 pm

MAMA Board Lunch in Breezes Restaurant inside hotel

Registration - 5th Floor Lobby

**Political Advertising Revenue:** Learn from the State Republican and Democratic parties and campaign representatives what you need to do to get the most revenue from this political year!

Refreshment Break

**Legal issues affecting newspaper advertising,** Jean Maneke Q & A session

**Great Idea Session – WIN \$50, \$75, or even \$100 FOR YOUR BEST IDEA!**

Moderators: Suzie Wilson and Kevin Jones

This is sure to be one of the most popular sessions of the meeting and become an annual tradition! Please mail or email your entry prior to the meeting so we can prepare it for presentation. Or, bring at least 50 sample copies to the meeting. Be able to explain your entry in 3 minutes or less. Numbers will be drawn to determine order of presentation. Each newspaper can submit one idea. Cost cutting ideas and revenue generating submissions are welcome! Send your idea to [gbaker@socket.net](mailto:gbaker@socket.net) and confirm receipt for entry. The presentations will be voted on by your peers and winners will be announced at dinner!

**Dinner, Presentation of 2010 MAMA Contest Awards**

### Friday, April 23

8:00 am - 8:45 am

8:45 am - 10:00 am

10:00 am - 10:30 am

10:30 am - 10:45 pm

10:45 am - 12:00 pm

Breakfast Buffet in HK's Restaurant

**MAMA & MPA Presidents Roundtable Discussions**

Tools of Ad Selling - Dane Vernon, Vernon Publishing

Overcoming Objections - Joe May, The Mexico Ledger

Current Newspaper Education Topics- Jim Sterling, Missouri School of Journalism

New Product Packaging - Kevin Jones, St. Louis American

Bob Wilson, Milan Standard

**This Season's Opportunities for Tourism Sales,** Bob Smith, Missouri Division of Tourism

Refreshment Break

**Texting for newspapers!** How this technology can push your newspaper ahead of the curve! Presentations by Dean Mathiason from TMR Network Inc., Bill Ganon from Verve Wireless, and Eric Lazar from Cellit Marketing

# MISSOURI ADVERTISING MANAGERS' ASSOCIATION

Annual Conference Registration • Thursday April 22 and Friday April 23, 2010



## Lodge of Four Seasons

315 Four Seasons Dr., Lake Ozark, MO 65049  
 Room rate: \$109 • Reserve your room by calling 866-980-6384  
 Sleeping room reservations must be made by Friday, March 26th  
 Ask for Missouri Press Association - MAMA Conference

**SAVE \$40 - \$50 from last year's meeting! Great value!**

Please write names of person(s) who will attend from your newspaper or organization and mark the events/sessions they will attend.

Name	Full Registration By 3/19/10 \$99	Full Registration After 3/19/10 \$105	Thursday Only Afternoon Sessions \$25	Thursday Dinner & Awards Ceremony \$40	Friday Only Package Includes Breakfast & AM Session \$45	Total Per Person
Name of Newspaper _____ Address: _____ Contact Email: _____						Grand Total

CONVENTION CANCELLATIONS: CANCELLATIONS RECEIVED BY FRIDAY, MARCH 26, 2010 WILL BE ENTITLED TO A REFUND. CANCELLATIONS MAY BE FAXED TO 573-874-5894 OR EMAILED TO KWILLIAMS@SOCKET.NET. CANCELLATIONS RECEIVED AFTER FRIDAY, MARCH 26, 2010 ARE NOT ENTITLED TO A REFUND.

Check Enclosed - Please make checks payable to MAMA

Mastercard     Visa    Credit Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_



# Annual Convention

June 10-11, 2010

The Resort at Port Arrowhead, Lake Ozark

**REGISTRATION:** Write names of everyone who will attend from your newspaper or organization and the meals they will attend. Pay \$50 for conference registration and choose the meals you want to attend and pay individually for each meal. **EVERYONE: Please indicate the number of people to attend each meal. This is critical for meal planning.** Sponsorships help pay for guest speakers and the hospitality suite. Thank you.

Number Attending Cost

Conference Fee,

1 Fee per Newspaper or Company (\$50) \$ 50

**Thursday, June 10**

10 a.m.-1 p.m. — MPA /MPS Board Meeting

1:30 p.m. — Porter Fisher Golf Classic at The Ridge

6-7 p.m. — Hospitality Suite (Dinner on your own)

**Friday, June 11**

8 a.m. — Breakfast, Business Meeting & Roundtable

Discussion: # \_\_\_\_\_ x \$11 \$ \_\_\_\_\_

9:15 a.m. — Peter Wagner: Newspapers Aren't Dead, but Some Sales People Might Be

11:15 a.m. — Special Events Sponsorship: What else can your newspaper do to generate revenue?

Noon — Lunch, Screw-Up of the Year Award & Porter Fisher Golf Award Presentations;

Speaker to be announced: # \_\_\_\_\_ x \$14.50 \$ \_\_\_\_\_

1 p.m. — Peter Wagner: Special Sections That Will Win Awards, Build Circulation and Increase Revenue

3:15 p.m. — Peter Wagner: Other Advertising Promotions to Increase Sales

Sponsorship Donation \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

Name(s) \_\_\_\_\_

Affiliation \_\_\_\_\_

Address / Phone / email \_\_\_\_\_

Mail your registration form and check to Sandy Nelson, President, Show-Me Press, P.O. Box 389, Paola, KS 66071. Make hotel reservations with The Resort at Port Arrowhead, (573) 365-2334 or (800) 532-3575. Mention the Show-Me Press meeting to get the meeting rate of \$101. Check-in time is 4 p.m. Register now because the hotel will be full of lake visitors. If you have questions call Sandy at (913) 294-2311; cell (816) 616-4301.





Missouri Press Association  
802 Locust St.  
Columbia, MO 65201

**The Mother of All  
KNOW-IT-ALLS**

*"With all the questions I get each day, I have to be a know-it-all just to survive."*

**Sarah Jackson**  
Mother of 6 girls ages 12 to 20

I'm the mother of 6 teenage girls. By default, that makes me an expert in many areas including food and nutrition, car maintenance, fashion, romance, drama, education, travel and current music. You might say I am a know-it-all.

How do I keep up with it all? I use my newspaper. I don't just read it. I cut it up. I use coupons. I save movie and TV schedules. I look for sales. I follow the news about our schools, our neighbors and the world. It's my single most indispensable tool for keeping up with 6 other people's agendas.

Want to be a know-it-all, too?

Subscribe to your local paper. Know It. All.



news politics sports classifieds cooking centers auto insurance  
**MISSOURI PRESS ASSOCIATION**  
**KNOW IT. ALL.**

The MPA website page [mopress.com/nt\\_ad\\_sales.php](http://mopress.com/nt_ad_sales.php) offers all types of advertising tips and information. You can download "Know-It-All" ads like this one at [mopress.com/know\\_it\\_all.php](http://mopress.com/know_it_all.php) and other promotional ads at [mopress.com/nt\\_promotion.php](http://mopress.com/nt_promotion.php).