



## CALENDAR

### June

**23-25** — Digital Task Force/  
Reynolds Journalism Institute  
program, Columbia

### August

**20** — Introduction to InDesign,  
Russell Viers, Reynolds Journalism  
Institute, Columbia

### September

- 9** — Web Solutions for Community  
Newspapers, Gary Sosniecki,  
Drury University, Springfield
- 10** — Web Solutions for Community  
Newspapers, Gary Sosniecki,  
Moberly Community College
- 10** — Midwest Newspaper Summit 3,  
Marriott Country Club Plaza,  
Kansas City
- 23** — Building Your Newspaper Faster  
Using InDesign & Photoshop,  
Russell Viers, Daviess County  
Library, Gallatin
- 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 News-  
paper and Ad Contests, Columbia

**This year's foot-  
ball tickets for  
advertising trade  
will be for the  
Sept. 18 game  
against San  
Diego State.  
Details enclosed.**

# Missouri Press Association Bulletin

No. 1258 — 16 June, 2010

## Make money with digital

### Task Force, Reynolds Institute project June 23-25

A major event involving newspapers and their future on the Internet will be held June 23-25 at the Reynolds Journalism Institute (RJI) on the campus of the University of Missouri in Columbia.

“From Blueprint to Building: Making the Market for Digital Information” will combine a meeting of the Multi-State Digital Task Force and a robust program of presenters recruited by RJI.

#### Information and agenda sheets are enclosed.

The Task Force has been developing a business plan to help newspapers protect online content, help newspaper associations more effectively protect public notices in newspapers and enable faster payment of advertising sold by state press associations through the use of electronic tearsheets.

The Task Force is comprised of publishers from Kansas, Missouri and Iowa, but the project has been monitored by all state, regional and national newspaper associations.

RJI's program is characterized as a congress where participants will be helping to make decisions on the future of media on the Internet.

To register for the event and for hotel and transportation details, visit [www.in-fotrust.org](http://www.in-fotrust.org).

## Sign up for FREE State Parks Stories

State Parks Stories is free downloadable content about Missouri's 85 state parks and historic sites produced by the staff of the Division of State Parks.

Recently added to the site are:

- SP-KATY'S20 — The nation's longest rails-to-trails project, the much-beloved Katy Trail celebrated its 20th anniversary recently in Rocheport. Acclaimed travel writer Tom Uhlenbrock spends some time on the trail, looking at its past and present. (1,600 words. w/ SP-KATY'S20-TIP (286 words) on tips for riding the Katy Trail).

- SP-KATY'S20-JONES (284 words) interview with Katy pioneer Pat Jones, who, with her late husband, Ted, helped start the trail. (SP-KATY'S20 photos, 3 vert, 2 horiz).

- SP-KATY'S20-MAP.

If you would like to sign up to receive notification when new stories and photos about Missouri state parks are posted, sign up for State Parks Stories by emailing Judd Slivka, communications director for the Missouri Department of Natural Resources, at [judd.slivka@dnr.mo.gov](mailto:judd.slivka@dnr.mo.gov).

Features  
provide con-  
tent readers  
will love



## Big XII football feature will attract readers

In spite of the turmoil in the Big XII Conference, Missouri Press plans to offer the Missouri/Big XII football feature again this fall. No starting date has been set, but the cost will remain the same as previous years — \$65 for 13 weekly columns plus two bonus columns if the Tigers go to a bowl game.

The columns are created in a format to allow you to sell local advertising around the feature.

**A sign-up sheet is enclosed.** Contact Michael Daugherty at the MPA office if you have questions or if you already know you want this feature, mdaugherty@socket.net.



## Midwest Summit 3 will be in Kansas City on Friday, Sept. 3

Midwest Newspaper Summit 3 will be held Friday, Sept. 10, at the Marriott Country Club Plaza in Kansas City.

This is the third gathering of newspaper people and newspaper association leaders from the Midwest who are examining business models for successful newspapers.

You can take part in a hands-on Innovation Project that will bring measurable and profitable results to your newspaper.

Watch for more details about this meeting, and pencil it into your schedule.

## Deadline July 1 for NNA's NIE contest

Time is running out to get your contest entries together and post-marked for entry in NNA's 2010 Best of Newspaper In Education contest! The Postmark deadline is July 1.

The entry forms and contest rules are online at [naweb.org](http://naweb.org).

If you have questions contact Sara Dickson at: 573-882-5800, [saradickson@nna.org](mailto:saradickson@nna.org).

# MPA Convention Oct. 14-16

## Don't miss forum for U.S. Senate, state auditor candidates

In November, Missourians will elect a new U.S. senator. Longtime Sen. Kit Bond will retire. The national and state political parties will fight hard for this seat.

U.S. Rep. Roy Blunt and Missouri Secretary of State Robin Carnahan are expected to be the Republican and Democrat candidates for the seat. With the anti-politician sentiment boiling all over the country, opposition from outside the major parties could emerge.

Whoever the candidates are, the Missouri Press Association intends to have them speak at its annual Convention this fall.

MPA will meet Thursday, Oct. 14, to Saturday, Oct. 16, at The Lodge of Four Seasons, Lake Ozark. The candidates for Missouri auditor and for U.S. Senate will be on the agenda Friday morning, Oct. 15. Don't miss these sessions only three weeks before the election.

The agenda for MPA's 144th Annual Convention is shaping up. Look over the program and note the dates. A registration form will be provided soon.

### Thursday, Oct. 14

8 a.m. — Registration Open

8 a.m. — MPA/MPS Boards meet

Noon — Golf Outing/Lunch at Sycamore Creek Golf Course

6 p.m. — That 70's Dinner and Entertainment

Break out your bellbottoms and come prepared to strut your stuff at this '70s theme dinner and dance party! Win prizes for best costume!

### Friday, Oct. 15

8 a.m. — Registration open

8 a.m. — Breakfast. Speaker: Lee Judge, editorial cartoonist for *The Kansas City Star*. Sponsor: Missouri Lottery; May Scheve Reardon, Executive Director of the Lottery, will speak briefly.

9:15 a.m. — State Auditor Candidate Forum

10:30 a.m. — U.S. Senate Candidate Forum

11:45 a.m. — MPA Business Meeting and Election of Officers and Directors

12:30 p.m. — Lunch. Speaker: University of Missouri President Gary Forsee

2 p.m. — General Session. Speaker: Charles L. Overby, Chief Executive Officer of The Newseum, Washington, D.C.

3:15 p.m. — General Session. Speaker: Jeffrey L. Greene, former Vice President of the Newspaper Association of America and retail advertising specialist, "Successful Ad Selling in Hard Times"

6 p.m. — Newspaper Hall of Fame Reception

6:30 p.m. — 20th Annual Newspaper Hall of Fame Dinner and Induction

### Saturday, Oct. 16

8:15 a.m. — Breakfasts for Daily Newspapers, Weekly Newspapers and Missouri APME

9:30 a.m. — Breakout Sessions.

Websites: Gary Sosniecki, TownNews — "Web Solutions for Community Newspapers"

Advertising: Jeffrey L. Greene — "60 Ads in 60 Minutes"

11:30 a.m. — Better Newspaper Contest Luncheon

Watch the magazine, *MPA Bulletin* and weekly eBulletins for Convention developments and registration details.



## Missouri Press Association

### Missouri Press Service

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

**PRESIDENT:** Kevin Jones,

*St. Louis American*

**FIRST VICE PRESIDENT:** Joe May,

*Mexico Ledger*

**SECOND VICE PRESIDENT:** Phil

Conger, *Bethany Republican-Clipper*

**SECRETARY:** Steve Fairchild,

Mount Vernon, *Lawrence County Record*

**TREASURER:** Walt Gilbert, Lakeway

Publishers of Missouri

**DIRECTORS:** Vicki Russell,

*Columbia Daily Tribune*

Jon Rust, Cape Girardeau

*Southeast Missourian*

Dennis Warden, *Gasconade County*

*Republican*, Owensville

Kate Martin, *Perry County*

*Republic-Monitor*, Perryville

Joe Spaar, *The Odessan*, Odessa

Brad Gentry, *Houston Herald*

Mark Maassen, *The Kansas City Star*

Richard Gard, St. Louis,

Missouri Lawyers Media

Arnie Robbins, *St. Louis Post-Dispatch*

#### STAFF

**Doug Crews:** Executive Director,

dcrews@socket.net

**Greg Baker:** Advertising Director,

gbaker@socket.net

**Kent Ford:** Editor, kford@socket.net

**Connie Whitney:**

cwhitney@socket.net

and **Jennifer Plourde:**

jplourde@socket.net

Advertising Sales and Placement

**Karen Philp:** kphilp@socket.net

Receptionist, Bookkeeping

**Kristie Williams:** Member Services;

Meeting Coordinator,

kwilliams@socket.net

**Michael Daugherty:** Advertising and

Website management, mdaugherty@

socket.net

**Rachael Heffner:** Advertising, Graphic

Design, rheffner@socket.net

**Jean Maneke:**

Legal Hotline Counselor

(816) 753-9000

jmaneke@manekelaw.com

**Dawn Kitchell:**

Newspaper In Education Director

(636) 932-4301; kitchell@yhti.net

**Ron Cunningham:**

Postal Consultant

(417) 849-9331; postalhelp@aol.com

# Celebrate 1st Amendment

Participate in '1 for All' national campaign beginning July 1

By **Ken Paulson**

Every July 4th, we celebrate the Founding Fathers who gave America the gift of liberty.

Except that they didn't.

Actually, the operative word is "fathers." These gentlemen did a fine job of building a nation founded on freedom – unless you happened to be a woman, a slave or poor.

For all the poetic flourish of the Declaration of Independence, the most powerful passage in America's history can be found in the First Amendment to the Constitution. The five freedoms guaranteed there gave Americans the right to speak out against injustice, to report about inequality, to protest and petition, and to draw strength from freedom of faith.

In the centuries that followed this nation's founding, the First Amendment was

used to free the slaves, extend the vote to women and ensure equal protection under the laws.

Yet despite its pivotal role in making America what it is today, there are no fireworks celebrating the First Amendment. The anniversary of its ratification on Dec. 15 goes largely unnoticed.

More tellingly, most Americans have no idea what the First Amendment says. Surveys indicate that only one American in 25 can name the freedoms of the First Amendment and that a

**FREE**  
to dance to report to sing to tweet

Thanks to the First Amendment, you can be whoever and whatever you want to be.

Learn more and celebrate your freedoms by sharing your videos, photos, stories and songs.

**1forall.us**  
Show us how free you can be.

majority – when pressed – can come up with only one, typically freedom of speech. It's Constitutional illiteracy of the highest order.

The truth is that we don't do a very good job of standing up for the First Amendment. Its freedoms are truly the cornerstone of democracy and make America the special nation it is.

It's time we said that. Publicly. Passionately. Over and over again.

That's the core concept behind "1 For All," a nationwide campaign to remind the public that there's one amendment that we all use daily. And it's the one that truly guarantees freedom for all.

1 For All is the collaborative effort of educators, artists, journalists, lawyers, librarians and many more who believe that the American public would benefit from a greater understanding of the First Amendment and the need to protect all voices, views and faiths.

With the help of the Weber Shandwick agency, we've crafted ads that celebrate freedom in America and the ways we exercise those freedoms in our daily lives. The First Amendment gives us freedom of speech, but it also provides freedom to tweet. It protects political speeches, but it also guarantees our right to sing, dance and perform.

In fact, the First Amendment enriches our lives on a daily basis. That's the es-

**1st Amendment** (continued on next page)



## Pulse Reader Survey results

Pulse of America Reader Survey conducted by Pulse Research, Inc., Jan. 1-March 31, 2010; 2,119 reader sample, all 50 states.

Following are a few facts from the Pulse of America survey that you can use to promote advertising in your newspaper.

- 82% of those who ran a classified ad got results from their ad.

Opportunity: 74% of readers have NOT run a print classified ad in the past 12 months.

- 96% read retail ads — 40% always and 33% frequently.

- 94% read classified ads — 37% always and 24% frequently.

- 41% of all reader households bought clothing because of a print ad in the last 30 days.

- 18% of reader households plan to buy a new or used car in the next 12 months.

- 16.3% of reader households plan to buy living room furniture in the next 12 months.

To get a complimentary copy of the Pulse of America, Q1-2010 highlights, email John Marling at marling@pulseresearch.com.



### Join Coalition to help promote openness in all government

The Missouri Sunshine Coalition invites you to join its ranks and help promote and strengthen openness in Missouri government at all levels. Annual membership dues are \$25.

The Missouri Sunshine Coalition is a group of individuals and organizations who believe that the government works best when its meetings and records are open to the public. It holds awareness and education meetings and programs to promote government openness.

Anyone with an interest in open government is invited to join the Coalition. You can learn more at missourisunshine.org.

Checks can be sent to Missouri Sunshine Coalition, 802 Locust St., Columbia, MO 65203. Credit card payments can be made by calling (573) 449-4167.

## 1st Amendment (continued from previous page)

sence of 1 For All. The campaign – which will launch on July 1 – is defined by these guiding principles:

**1 For All is non-partisan:** At a time of deep political polarization, we choose not to take sides. In fact, a shared commitment to freedom of speech, press and faith should unify this nation. Organizations of all political stripes are welcome to support 1 For All, but the campaign will steer clear of partisan content.

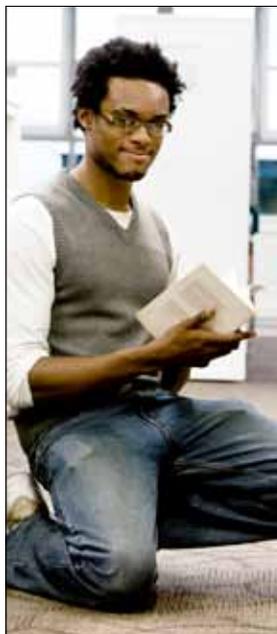
**It's all about education:** America's teachers would like to do a better job of teaching about the First Amendment, but they often lack the resources they need. 1 For All will provide educational materials, course content and study guides for teachers of grades 1-12. In addition, 1 For All and its Liberty Tree Initiative will sponsor campus festivals celebrating and exploring First Amendment freedoms.

**1 For All is interactive:** There's no point in celebrating free expression without encouraging some of it. Students and others will be encouraged to submit photos,

videos, songs and stories that reflect the value of freedom in America.

**The focus is on all five freedoms:** America's news media are quick to defend freedom of the press and churches embrace freedom of faith, but these freedoms are interdependent and deserve the full support of all Americans. We can't pick and choose the freedoms we like.

**We need a little**



# FREE

to dance to read to tweet to report

Thanks to the First Amendment, you can be whoever and whatever you want to be.

Learn more and celebrate your freedoms by sharing your videos, photos, stories and songs.

**1forall.us**

Show us how free you can be.

**little help from our friends:** Marketing is expensive, and an organization determined not to engage in political advocacy or take a partisan position faces an uphill battle in raising the funds needed to spread the word. So we're not going to try. Instead, we're going to provide the ad campaign to news media, First Amendment groups, educational organizations, performing arts groups and anyone else who believes in this cause. We ask that these 1 For All partners use one of the ads on the July 1 launch date and then publish additional ads whenever space allows. 1 For All is not asking for money; we're asking for media.

There's extraordinary power in repeatedly marketing a message to the American people. "Got Milk" proved that. And every generation understands that "Only you can prevent forest fires."

1 For All is an opportunity for those who believe in the importance of free expression to share one overriding message with the American people: It's not a coincidence that the strongest, most dynamic, most creative and most ambitious nation in the history of the planet is also the most free.

One amendment. Freedom for all.

—Ken Paulson is a founder of 1 For All, the president of the Newseum and First Amendment Center and a former editor of *USA TODAY*.



## Boocoo gives papers weapon against EBay

(MediaDailyNews) — A number of newspaper and broadcast TV news websites have come together to create Boocoo, a national online listing and auction site with a local focus. It is intended to compete with Craigslist and EBay.

The consortium consists of over 300 newspaper publishers with a total print audience of 22 million readers, including *The Boston Herald* and *Austin American-Statesman* and three broadcast TV sites.

The local listings are also supposed to help newspaper sites compete against free national classified sites like Craigslist.

## Use 'sampling' privilege to attract subscribers

(Black Inkings) — The sampling privilege under Periodical Mail allows you to mail copies to in-county non-subscribers at Preferred Rates — the same rates you pay for subscribers.

The number of copies you can mail at these rates is up to 10 percent of the total number of copies mailed to in-county subscribers during the calendar year. So let's say you mail 100,000 copies per year to in-county subscribers. Therefore, you can mail 10,000 sample copies during the year at Preferred Rates.



On rural routes, you can provide enough copies

to cover the entire route. No specific address labels are needed. The subscriber copies will be entered on the postal report as normal; and the copies going to non-subscribers are recorded as samples on the report. On city routes, a specific address is required on each sample mailed.

Make sure to run a special subscription offer for new subscribers in the paper. I suggest sampling the same area for a couple of weeks. Expect results that run from two to three percent. For example, per 100 sample copies, expect to bring on two to four new subscribers, although you may do better than that.

—Ken Blum, Publisher, Butterfly Publications, 909 N. Crown Hill Rd., Orrville, OH 44667, 330 682-3416, Fax-330 682-3415, blummer@aol.com.

# Deliver bundles to area post offices

## 'Carrier route' papers entered at DDUs save you money

By Max Heath

Newspapers mailed at the Basic carrier-route price (line A13 of PS Form 3541) should be entered by the newspaper at the office of delivery, known as the destination delivery unit, or DDU, to the maximum feasible extent. Basic price is for six to 124 pieces on a route in CASS certified line-of-travel order.

DDU entry has long been a best practice for timely delivery and postage savings. But it becomes even more valuable with the final rules governing so-called "flimsy flats" effective June 7 but with penalties suspended until Oct. 3.

The penalty for "flats," such as newspapers and shoppers, could be a 78 percent increase to 5-digit rates if failing an "angle of deflection" or droop test meant primarily for automation qualification. But with the National Newspaper Association success in getting the Postal Service to exempt DDU-entered copies from the plan to upcharge flimsy flats, newspapers have more incentive to drop at DDUs.

Newspapers with periodical permits may operate under special rules called Exceptional Dispatch in Domestic Mail Manual 707.28.3. DDU-entry rates were made available to periodicals entered under Exceptional Dispatch in 2001. Newspapers using properly approved Exceptional Dispatch provisions are exempt from the 8125 form.

Exceptional Dispatch can be obtained with a letter to the postmaster of your office of original entry. You must list all ZIP codes to which you plan to drop copies under your own transportation, the number of copies to each ZIP, and approximate time they will be dropped.

Newspapers also have overnight drop privileges, and may drop unsacked bundles up to 40 pounds each at DDUs.

Also, 5,000-under mailings (up to 300,000 annual cap) have exemption from a complete verification under separate provisions, all won by NNA.

"The postmaster who received the application approves it if the requested Exceptional Dispatch improves service and does not add to USPS costs," according to DMM 707-28.3.6.

Between now and Oct. 3, review your DDU drops and examine whether other sites could be added. DDU-entry prices only apply to carrier-route sorted mail, so any post office where a newspaper has meaningful volume sorted to Basic carrier-route price is a candidate for expansion. Revise your Exceptional Dispatch letter when you finish your review and prepare to add additional offices. It's a good idea to refile annually with your postmaster.

Although it may be more convenient to allow postal highway contract drivers to deliver papers from your origin post office to post offices along their routes, as is commonly done, you do not earn the DDU discount using postal transportation.

If you drop at an outside-county post office with routes that are delivered in part into your county of origin, you not only gain DDU rates, but also in-county rates on those copies delivered inside your county under DMM 707.11.3.2(b). Of course, your software provider must have this properly programmed.

—Max Heath, NNA postal committee chair, is a postal consultant for Publishing Group of America and Landmark Community Newspapers LLC.



Max Heath



## Study shows mobile ads more effective than web

(eMarketer) — eMarketer estimates the US mobile advertising market will reach \$593 billion this year, driven in part by evidence of high response rates and branding effectiveness. (<http://www.emarketer.com/blog/index.php/mobile-advertising-more-effective-online-ads/>)

According to market research firm InsightExpress, mobile ads are significantly more effective than online ads across several branding metrics. In a study of US mobile and online campaigns, exposure to mobile advertisements provided two and a half times the lift of online ads for ad awareness, for example, and a striking six times the lift in purchase intent.

## 'White paper' on how retailers can use mobile

(Microsoft Advertising) — More and more people are using their mobile devices to scan product bar codes, use location-based services to find nearby store sales, and employ their mobile browsers to tap into user recommendations or price comparisons while in-store.

The link below is to a mobile advertising white paper designed to help retailers get started in mobile advertising. It's a guide about how to create, deploy and measure mobile advertising campaigns. Newspapers can learn how to incorporate codes in their advertisers' promotions.

<http://files.e2ma.net/9677/assets/docs/microsoft-mobile-advertising-retail-white-paper.pdf>

## Feds want to teach kids about advertising

(New York Times) — A new federal initiative seeks to educate children in grades four through six — tweens, in the parlance of marketing — about how advertising works so they can make better, more informed choices.

The centerpiece of the effort is a website called Admongo ([admongo.gov](http://admongo.gov)), where visitors can get an "ad-ucation" by playing a game featuring make-believe products closely modeled on real ones.

The initiative is being sponsored by the Bureau of Consumer Protection of the Federal Trade Commission.

(Unfortunately, you won't find newspaper advertising featured in this program. Billboards get much more play than newspapers.)

# High school sports about money

## Judge rules for Wisconsin Athletic Association v. newspapers

(*Wisconsin State Journal*) — A federal judge ruled June 3 that the Wisconsin Interscholastic Athletic Association does not violate the constitutional rights of newspapers and other media by barring them from streaming high school sporting events over the internet.

U.S. District Judge William Conley wrote in his decision that games sponsored by the WIAA are not public forums and that ***the sole purpose of broadcasting them through an exclusive licensing agreement is to grow an additional source of revenue***, not to further public discourse.

"Ultimately, this is a case about commerce, not the right to a free press," Conley wrote. "WIAA has made a business decision that it will be more lucrative to give one company the rights to broadcast its tournament games, a decision that does not stifle speech or discriminate on the basis of viewpoint."

The case involves webcasts of four high school football games in October and November 2008 by *The Post-Crescent* of Appleton. The WIAA demanded the newspaper remove the games from its website, but the paper refused.

Conley wrote that WIAA's exclusive contract with When We Were Young Productions does not cost the public meaningful access to tournament games because the other media can broadcast over the internet any tournament game that When We Were Young declines to produce. Other media outlets can also publish stories on the games and offer limited live coverage, he wrote.

Madison attorney Robert Dreps, who represents Gannett Newspapers and the Wisconsin Newspaper Association in the case, said in a statement that the papers disagree with Conley's opinion.

"The newspapers are disappointed that the court has authorized the continued commercialization of high school sports by upholding the WIAA's practice of selling exclusive rights to report tournament events by internet streaming," Dreps wrote. "Members of the public who are unable to attend the events suffer because so few events are streamed by the exclusive license holder. The newspapers are reviewing the court's decision and their options, including a possible appeal."

## This website is for YOU!

Visit [JournalismTraining.org](http://JournalismTraining.org) to polish your journalism skills.

Created by the Council of National Journalism Organizations and maintained by the Society of Professional Journalists, the site will help you advance your career and give you the tools you need to stay at the leading edge of technology. Here are just a few of the training programs you will find at [JournalismTraining.org](http://JournalismTraining.org):

- Covering Sports in a 24/7 World, sponsored by Mid-America Press Institute.
- Computer-Assisted Reporting Boot Camp, sponsored by Investigative Reporters and Editors.
- I Need to Jumpstart My Business, sponsored by American Society of Media Photographers, Inc.
- Headlines that Work, sponsored by News University.

The site has listings of journalism blogs for training tips and story ideas. Visit the Reading Room to find a wide range of topics.

For more information or to suggest a resource for [JournalismTraining.org](http://JournalismTraining.org), write to [training@spj.org](mailto:training@spj.org) or call SPJ today at (317) 927-8000.



## 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

**WEB EDITOR:** Springfield Business Journal, an award-winning weekly niche publication in southwest Missouri, is seeking a Web editor to write and edit daily and weekly news, and populate and maintain SBJ.net, including back-end tasks. Requires a communications degree, preferably in journalism, as well as Web site management experience. An understanding of social media is preferred. The position offers competitive pay and benefits, including health, life and 401(k). Please send résumé and references by June 17 to [elolson@sbj.net](mailto:elolson@sbj.net).

### ACCOUNT EXECUTIVE (AE) / SALES REPRESENTATIVE:

If you are integrity-oriented, serious about customer service, care about solving problems for your clients, are self-motivated, have a desire to succeed, have a genuine interest in business AND you desire to be compensated for a job well-done, you may be a candidate for an outside Advertising Sales Representative position within our company in Southwest Mo. We pride ourselves in being a "Customer-1st" company. We put the needs of our clients before our needs, and we work hard to always do what we say we will do. We are looking for an advertising sales representative who will assist local businesses with their advertising needs. Visit our web site at [www.commpub.com](http://www.commpub.com). EOE. If you are all the above and: Detail-Oriented, Creative, Trustworthy, Responsible, a Consistent Achiever, send resume to: AE position, PO Box 330, Bolivar, MO 65613, email: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com) or fax: 417-326-8701.

**ADVERTISING DIRECTOR:** We have an opening for a strongly motivated and marketing oriented Director of Sales and Marketing at this 5-day (Tue – Sat) morning newspaper in northeast Missouri. Position reports to the Publisher and will be responsible for managing all Advertising, Creative and New Media employees, coordinating client advertising executives and advertising agencies, maintenance of programs and records to insure advertising lineage and revenue goals are met, preparation of departmental operating revenue and expense budgets, maintenance of records to be used to pay sales representatives' commissions, and participation as a team member of the executive staff of the newspaper. The ideal candidate will have at least some college (degree preferred), management experience and a strong background in sales. We are a member of the GateHouse Media family and offer competitive compensation, excellent benefits and outstanding opportunities for growth within the corporation. Send or fax (573-221-1568) your resume and salary requirements to: Jack Whitaker, Publisher, Hannibal Courier-Post, 200 North Third Street, P.O. Box A, Hannibal, MO 63401. E-mail address: [jack.whitaker@courierpost.com](mailto:jack.whitaker@courierpost.com).

# MPA Board approves policy

## Nominations Policy for MPA Nominating Committee

*The following policy was approved by the MPA Board of Directors on June 10, 2010.*

*Here is the process used to nominate persons as officers and directors of the MPA and Missouri Press Service boards of directors. (A **Nomination Form is enclosed.**)*

The Missouri Press Nominating Committee shall have 7 to 9 members. (Bylaws require a minimum of 5 past presidents active in the newspaper publishing business.) Eligible committee members shall include the current MPA president.

The chair of the Nominating Committee shall be the immediate past president of the MPA board unless he or she is unable to serve; in such case, the MPA board president will appoint the chair. All other committee members shall also be appointed by the MPA board president as specified in the bylaws. The MPA board president will make every effort to appoint committee members so the Nominating Committee is balanced by geography, frequency, size of organization and type of ownership (public/private).

The MPA Nominating Committee will meet in person prior to August 1. (Prior to August 15 in 2010.) At least 5 committee members must be present to constitute a quorum.

Nomination application forms shall be made available to the membership by no later than April 15 each year. Anyone wanting to be considered by the Nominating Committee must submit a completed nomination form by no later than June 15 each year (July 15 in 2010). The forms are intended to aid the Nominating Committee, which will make every effort to balance board representation by geography, frequency, size of organization and type of ownership (public/private).

Nominating Committee members will ask prospective nominees *in advance* if they are willing to serve on the Board. All nominees should be informed prior to nomination that they are being considered. At least one Nominating Committee member will interview each prospective board member prior to the Nominating Committee meeting. In addition, nomination applications will be sent to all past presidents not serving on the Nominating Committee for their comments, which must be submitted to the Missouri Press office at least one week prior to the Nominating Committee meeting.

Nominees will be advised of their nominations promptly. MPA will publicize the nominations to the membership not less than three weeks prior to the election. The election shall be held during the MPA annual convention as required by the bylaws.

## New sports magazine for newspapers this fall

*(Editor & Publisher)* — Nashville's Athlon Sports Communications says it plans to launch a new newspaper-distributed magazine, *Athlon Sports*, in October. It will profile athletes and include sports feature stories from around the country.

Stephen Duggan has bought a minority stake in the company and moved into the role of president for Athlon Media Communications. Duggan helped found the Publishing Group of America, which publishes three newspaper-distributed magazines: *American Profile*, *Relish* and *Spry*.

The current performance of these magazines suggests the viability of the newspaper distribution model. While the magazine business in general saw ad pages fall 9% in the first quarter of 2010, according to the Publishers Information Bureau, *American Profile* was up 55.1%, *Relish* hit 16.8% and *Spry* rose 17.2%.

Other newspaper-distributed magazines are also faring relatively well: *Parade* was up 22.1% and *USA Today* up 5.1% in the first quarter.

# Score BIG Profit from BIG 12 Football

Recruit local sponsors and turn college football and MU's quest for another Big 12 North Championship into a BIG revenue producer.



The MU Tigers and Missouri Press Service have teamed up again this season to provide you with BIG 12 FOOTBALL WEEKLY. Each Monday you will receive either a 5.25" x 17.25" page or an 11" x 8.5" page (color or b/w). Included in that file will be a 5.25" x 2.75" space at the bottom of the feature reserved for Missouri Press Advertising.

Each issue will feature:

- Photo
- A preview of upcoming Big 12 games
- The previous week's results
- Special articles on MU Tigers

**SELL the SPACES around the Feature to local businesses.**

**Cost is \$5 per week for the entire Big 12 season (14 issues = \$70)**

If MU is involved in post-season play this year, the Big 12 Football Weekly post-season editions will be provided to you FREE.

**First installment is to publish Aug 30 - Sep. 3.**

The following Missouri Newspapers participated last year:

- Gallatin North Missourian
- Potosi Independent Journal
- St. Louis Community News
- O'Fallon Community News
- New Madrid Weekly Record
- Boone County Journal, Ashland
- Shelbina Democrat
- West Plains Daily Quill
- Portageville Missourian News

- Moberly Monitor-Index
- Mtn. Grove News Journal
- Arnold-Imperial Leader
- Mtn. View Standard News
- Washington Missourian
- Ash Grove Commonwealth
- Platte County Landmark
- Webb City Sentinel
- Rock Port Atchison County Mail

- Elsberry Democrat
- Jefferson County Leader
- Independence Examiner
- Dexter Daily Statesman
- Kennett Daily Dunklin Democrat
- Camdenton Lake Sun
- Malden Delta News Citizen
- Plattsburg Clinton County Leader
- Schuyler County Times

Sign up now! Fax this form to Missouri Press Service at 573-874-5894. Deadline for sign-up is August 13, 2010.

Newspaper: \_\_\_\_\_ City: \_\_\_\_\_

Email to send the Ad Code to: \_\_\_\_\_

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



IOWA  
NEWSPAPER  
ASSOCIATION



## From Blueprint to Building: Making the Market for Digital Information

An action congress for trust, identity and  
Internet information commerce serving newspapers and beyond

---

June 23-25, 2010

Reynolds Journalism Institute, Columbia, Mo.

---

*Eighteen months ago, about 60 people gathered on the American prairie and set out to describe a blueprint for a new information economy that would be based upon trust, identity and commerce.  
On June 24, at that same prairie meeting spot, some of them will start building it.*

### WHAT WE'LL DO

This is not a conference, or a summit. It's a congress, of news and information service providers -- organized by U.S. state press associations and the Reynolds Institute, an ideas-experiments-research center affiliated with the Missouri School of Journalism, the nation's oldest and near-largest. In this ultra-fast-moving information ecosystem, we have two intentions:

- Consider establishing a non-profit collaborative that will specify standards, platforms and protocols for a digital information marketplace; supporting investment and partnering with operating companies and,
- Define and start raising money for an operating company or association that answers to, and primarily serves and benefits, all America's newspapers -- and is focused on profitably sharing, protecting and managing their digital content.

You can arrive on Wednesday or Thursday afternoon, and we'll wrap up Friday afternoon, with optional additional research discussions or solution-provider briefings on Saturday morning. Over three days you will:  
Hear and comment on Thursday's first-public unveiling of a business plan for a news-industry hub for sharing users, information and commerce. The American Newspaper Digital Access Corp. (ANDAC) will solve current problems for newspapers. It's the inspiration of the Multistate Digital Task Force -- a seed group of publishers from Iowa, Missouri and Kansas.  
Help frame the structure, governance and mission of the Information Trust Association (ITA) a facilitator of trust, identity and information commerce on the Internet and mobile networks.  
Share ideas with some of the brightest minds in Internet law, copyright, technology, social networking, commerce, government and advertising about the ITA's value, roles and limits, and how it will support enterprises like ANDAC.  
Call or join ad-hoc break-out sessions aimed at fostering ideas, experiments and solutions with the potential to sustain the values, principles and purposes of journalism in new or legacy forms.

### WHO SHOULD ATTEND

Among people most likely to benefit from participating are: State press association directors, newspaper and other media and telecom executives, producers, journalists, philanthropists, entrepreneurs, technologists, public-policy activists, bankers and -- citizens! "From Blueprint to Building: Making the Market for Digital Information," is a public event. All discussions will be "on the record."  
The Information Trust Association and the new Multistate Digital Marketplace Service Corp. (working title) are both likely to be guided by boards broadly representative of their constituencies. If you are ready to be considered for service, you should attend.

### REGISTRATION

Early bird registration (through May 31): \$95 for the full three days or \$75 for two days -- including meals.

### LODGING

Hampton Inn & Suites Columbia (at the University of Missouri), 1225 Fellows Place, Columbia, Missouri 65201 • 573-214-2222  
"From Blueprint to Build" has a block of rooms reserved through June 10 at a special rate of \$99/night, including a hot buffet breakfast.

---

To register and find out more, visit [www.infotrust.org](http://www.infotrust.org)

# AGENDA

## Wednesday, June 23

3 p.m. – 4:30 p.m. – Optional tour and introduction to Reynolds Journalism Institute facilities; meet with key staff and researchers.

5 p.m. – 6:30 p.m. – Cocktails and networking at the Hampton Inn.

6:30 p.m. – 9 p.m. – Dinner, the Hampton Inn, sponsored by the Reynolds Journalism Institute. Brief remarks by Bill Monroe, Dean Mills and Bill Densmore; intros and discussion of goals for convening. Organize car-pooling to campus.

## Thursday, June 24

8:15 a.m. – Welcome and Overview – Bill Monroe/Bill Densmore

### **The Digital Task Force Business Plan**

8:30 a.m. – What were our goals (task-force members)

8:45 a.m. – The plan for American Newspaper Digital Access Corp. outlined, in multimedia

9:30 a.m. – Facilitated reaction and discussion (including via CoverItLive/Twitter)

### **The corporate forms**

10:15 a.m. – The need for the Information Trust Association (Bill Densmore)

10:30 a.m. – The need for operating entities like ANDAC (Bill Monroe)

10:45 a.m. – Legal features of the association form

11:00 a.m. – Legal features of the operating form

11:15 a.m. – Facilitated reaction and discussion

11:30 a.m. – Pre-lunch networking break

Noon-1 p.m. – Lunch in RJ1 101A (Speaker – TBD)

### **Breakouts: 1:15 p.m.-3 p.m.**

*Breakouts charged to return with two to five proposals to vote on.*

Breakout 1 – Confirm direction on association mission, objectives, structure and bylaws/governance

Breakout 2 – Confirm operating entity ownership, capitalization and services

Breakout 3 – Scaling and marketing the new digital information ecosystem

Breakout 4 – Technology tools, trials and tradeoffs for trust, identity, commerce

### **Report Back: 3:15 p.m.-4 p.m.**

*In order to focus discussion and action, we'll operate like an informal legislative body. In this facilitated discussion, each breakout committee will report "bills" for discussion and first reading. Final votes will be taken on Friday morning.*

**Dinner/discussion -- 6 p.m.-8:30 p.m.** (Restaurant and Speaker/presentation -- TBD)

## Friday, June 25

9:00 a.m. -- Congress Work / Second Readings

*"Bill managers" present the breakout proposals from Thursday for second reading, reflecting any amendatory language worked out informally during on Thursday afternoon or evening. After discussion, proposals are tabled for a final afternoon up or down vote)*

10:15 a.m. -- Key issues / Situation analysis discussion

*Vendors, researchers, technologists, publishers develop a list of key challenges facing the news industry capable of being overcome by collaboration and knowledge sharing. We then "post" breakout sessions based upon the identified issues for before- and after-lunch breakout speed presentations. The knowledge learned informs the end-of-day wrap up and consensus voting.*

### **Vendor/technology/issues breakouts (Round One): 11 a.m.-12:30 p.m.**

*Concurrent roundtable-discussion breakouts in meeting spaces around the Reynolds Journalism Institute. Each breakout nominates a discussion manager and a note-taker for web posting of knowledge shared and any outcomes, proposals or next steps.*

**Box lunches (outside, weather permitting): 12:30 p.m.-1:30 p.m.**

**Vendor-issues breakouts (Round Two): 1:30 p.m.-3 p.m.**

**Report Backs: 3 p.m.**

*Note takers and discussion managers from each breakout report in briefly (also posting by email or directly to the wiki). These insights inform the final voting.*

**Final voting actions: 4 p.m.**

*"Bill managers" present final actions for approval. All voting is non-binding but represents a thoughtful consensus for industry and public consideration, and to guide the work of an expanded Midwest Digital Task Force in forming and funding operations.*

**4:30 p.m. -- Wrap-Up -- Bill Monroe / Dean Mills / Bill Densmore**

## Saturday, June 26

Congress participants are invited to use the facilities of the Reynolds Journalism Institute during the day on Saturday for ongoing work or discussions as needed. Please consult with event staff on Thursday or early Friday to confirm requirements and schedule.

---

To register and find out more, visit [www.infotrust.org](http://www.infotrust.org)

# CANDIDATE PROFILE

## MISSOURI PRESS ASSOCIATION BOARD OF DIRECTORS

Submit completed profile to MPA President, c/o Missouri Press Association  
 802 Locust Street, Columbia, MO 65201 Fax: 573-874-5894  
 or via e-mail to [dcrews@socket.net](mailto:dcrews@socket.net).



**Submission deadline: July 15, 2010**

Thank you for your interest in serving on the Missouri Press Association Board of Directors. To assist the selection committee, please complete the following profile.

Name \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_ Web site \_\_\_\_\_

Yrs. in current position \_\_\_\_\_ Yrs. with company \_\_\_\_\_ Yrs. in industry (as an adult) \_\_\_\_\_

### COMPANY INFORMATION

➤ Newspaper Title(s) for which you're responsible.	Daily (X)	Weekly (X)	Other (X)	Paid Circ.	Total Circ.

➤ Please indicate the nature of your newspaper's ownership:

Private/family ownership    Newspaper chain    Corporate ownership

➤ If your company is part of a chain or a subsidiary or affiliate of a larger group or corporation, please provide the name of that parent entity.

\_\_\_\_\_

➤ Is your company supportive of your candidacy for board membership and the commitment required of you if selected?    Yes    No    Don't know

## Biographical Information

- Please attach a resume or biographical statement that will provide us with the following information:
  - Employment history with start and end dates.
  - Education.
  - Outside activities, especially areas of community or civic involvement.
  - Any particular expertise you would bring to the board (e.g. accounting, finance, banking, law, lobbying, public office, teaching or scholarship).
  - Anything else you believe will help our consideration of your candidacy.
  
- **CONFLICTS:** Are you engaged in any activities, or do you hold any positions, that could pose a conflict of interest, or the appearance of one, or otherwise potentially embarrass Missouri Press were you to serve on the board?
  - No
  - Possible concerns (explanation attached)

## Missouri Press Association Participation

- Please list the MPA or MPA-related events you've attended in the past few years.

EVENT	THIS YEAR	LAST YEAR	YEAR BEFORE
MPA Annual Convention			
MPA Day at Capitol (Jeff. City)			
Northwest Mo. Press Assoc. Meeting			
Ozark Press Assoc. Meeting			
Show-Me Press Assoc. Meeting			
Southeast Mo. Press Assoc. Meeting			
Mo. Ad. Managers Assoc. Meeting			
NNA Gvt. Affairs Confce. (Wash. D.C.)			
NNA Annual Convention & Trade Show			
Other (please specify)			
Other (please specify)			

- Please list any MPA projects or committees in which you've actively participated in recent years:
  
- We encourage board members and anyone interested in board service to get involved with a MPA committee. Please indicate the committees you'd have an interest in serving:
  - Ad Sales & Marketing
  - Better Newspaper Contest
  - Convention
  - Legislative
  - MPA Programs & Objectives
  - Political Ad Sales
  
- Please attach a short paragraph explaining why you wish to serve on the Missouri Press Association Board of Directors and how you believe you can make a difference.
  
- Board members are expected to attend three Board meetings per year (winter, spring, fall), participate when possible in MPA activities, and help guide and direct MPA programs and goals.

Candidate's signature: \_\_\_\_\_ Date: \_\_\_\_\_

# 2010 MIZZOU Football Tickets / Newspaper Ad Trade-Out Proposal for MPA Members

**TO: MPA Publishers**  
**From: Doug Crews**

**Deadline: June 28, 2010**

For the 20<sup>th</sup> consecutive year, the University of Missouri Athletic Department is working through Missouri Press to arrange a “football-tickets-for-advertising trade-out.” We look forward to hosting this event.

This year’s game will be September 18, when the Missouri Tigers take on San Diego State Aztecs in Memorial Stadium. (Game time is T.B.A.)

The program, which is strictly voluntary, involves the publishing of Mizzou athletic display advertising in your newspaper(s) in return for a similar value of tickets (minimum of 6 tickets and a maximum of 20 tickets) to the San Diego State game.

## MPA TAILGATE PARTY

An extra-added attraction for publishers, staff and their guests attending the Tigers vs. Aztecs game will be the opportunity to get together at a rousing Mizzou Tailgate Party. MPA will sponsor a “Tailgate Tent” inside the Hearnese Fieldhouse, two hours before kickoff. The party costs only \$8 per person. Fill out the coupon below if you plan to participate. We must have your reservation for the caterer.

**Ticket Details:** The Mizzou Athletic Department, through Missouri Press, provides each participating newspaper a minimum of 6, maximum of 20 reserved seat tickets to the Mizzou-San Diego State game at a maximum total value of \$47 per ticket (total maximum value of \$940). These tickets will be outside the 20 yard line in the best available special Missouri Press section. In return, participating newspapers provide Mizzou athletics up to a total of \$940 in advertising. You may order between 6 and 20 tickets for the San Diego State game. The number of tickets you request, multiplied by \$47, will determine your level of commitment. Ad placement will come through Missouri Press. It is expected the ad schedule will run at different intervals between August and December.

If you want to participate, please return the completed coupon by mail or fax or email to the Missouri Press office by Monday, June 28, 2010. MPA will send you the tickets, insertion order and ads as soon as they are available. If you have any questions, just contact Missouri Press. Phone 573-449-4167, email [mopressads@socket.net](mailto:mopressads@socket.net), and fax 573-874-5894.

If you want to participate please fill out and return to: Missouri Press, 802 Locust St., Columbia MO) 65201 no later than June 28, 2010.

Newspaper Name: \_\_\_\_\_

City: \_\_\_\_\_

Number of tickets you request sent to your newspaper to the Mizzou-San Diego State game, Sept. 18  
\_\_\_\_\_ (6 to 20).

Please consider donating additional tickets to MPA staff and advertisers. Missouri Press may have \_\_\_\_\_ tickets. (No more than 20 total for your trade).

Provide an accurate count on how many tailgate party attendees \_\_\_\_\_ (\$8 each)

Signature \_\_\_\_\_



Missouri Press Association  
802 Locust St.  
Columbia, MO 65201

**KNOW IT. ALL.**

*"When I was younger,  
I thought I knew it all.  
Now, I know even more."*

**Ron Dempsey**  
*Proud husband and father of three.*

When you're young, you think you know it all. But, as you get older, you find out just how much you had to learn. One of the most important things I ever learned is where to get my news.

I read the paper. The information I get from the paper helps me make better decisions at work, helps me settle arguments at home, and even helps me appear to be smarter than I actually am when it comes to discussions of sports that I know nothing about.

It's all there in black and white if you just take the time to read it. Then, it's just a matter of being able to remember everything you just read. I'm working on that part.

Read the newspaper. Know it. All.



news politics opinion sports classifieds cooking comics auto coupons  
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).