



## CALENDAR

### November

**1-24** — Missouri Press judges Iowa Newspaper Foundation Newspaper and Ad Contests, online and in Columbia

**Flash News! is a service of Missouri Press Service. Please DO NOT block Flash News releases from your In Box. Proceeds from this service help keep your MPA dues among the lowest of any newspaper organization in the country.**

### Archived podcasts offer great training

Podcasts by MPA Hotline Attorney Jean Maneke are available at [mopress.com/Podcasts.php](http://mopress.com/Podcasts.php). Topics include the Missouri Sunshine Law, libel insurance, covering the courts, advertising issues, copyright and trademark.

You can listen to these audio recordings on your computer or on an MP3 device, such as an iPod or iPhone.

The Missouri Press 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.

### Write better!

Writing "on a daily basis" and "in the process of" makes sentences longer and stuffer.

Why not just "daily" and "while" (or nothing at all). Tighter, livelier and much better.

"While in the process of filling out the papers ..."

If you write a column, go easy on the use of "I," especially in the lead and as the first word of the piece.

A good writing exercise: Write your next column without using the word "I." You can do it!

# Missouri Press Association Bulletin

No. 1262 — 15 October, 2010

## Iowa contest to be judged online

*Some categories will be evaluated in Columbia*

All of you who regularly help with contest judging will experience something different this time.

You'll be able to judge entries right at your own desk or at home. No travel to and from a judging site! And you can revisit the contest website as often as you need to during the judging period.

(We will need some people to come to Columbia, but you can come when you can during the third week of November and stay as long as you like.)

This is the first call for judges.

Missouri Press will judge the Iowa Newspaper Foundation's contest in November. Members of the Iowa Newspaper Association judged the Missouri Press Better Newspaper Contest this spring.

Most of the Iowa contest entries will be judged online between Nov. 1 and Nov. 24. Judging in Columbia will be between Nov. 15 and 19.

The names and email addresses of judges will be sent to INF, which then will coordinate the online judging process. Judges will be provided pass codes for the contest website. You can judge from your office or your home and can return to the contest website as often as you want.

The on-site judging in Columbia will occur Nov. 15-19 at the MPA office. If you would like to participate in this portion of the judging, you can come to Columbia any time during that period. You can judge entries for a couple of hours or all day.

Entries that will be judged in Columbia are in these categories: Best Special Section, Total Newspaper Design, Community Service, Best Headline Writing, Best Newspaper Marketing, Best Special Section Advertising, Investigative Reporting, and Outstanding Young Iowa Journalist.

For those wishing to judge online, INF asks that you indicate what types of categories you would prefer to judge. Indicate preferences when you sign up to judge. Here are the general areas of interest:

- Editorial
- Writing
- Advertising
- Internet
- Photography

A judging sign-up sheet is enclosed. You can fax or mail the sheet or email the information requested to Kristie Williams at Missouri Press, [kwilliams@socket.net](mailto:kwilliams@socket.net).

*Each judge will receive a coupon worth \$10 off next year's contest entry fees.*



## Newspapers suing over story 'scraping'

(UALR Public Radio) — Righthaven, a Las Vegas-based company, is representing Stephens Media, owner of several Arkansas daily and weekly papers, and Wehco Media, owner of the *Democrat-Gazette* in Little Rock, the *Jefferson City News Tribune* and other publications, in suing websites that post some or all of stories from the newspapers.

Stephens Media general counsel Mark Hinueber says the company is trying to protect its material without infringing the right of fair use.

"If you want to link to our stories, fine. We don't have a problem with that. We ask that you use the headline, the first paragraph, then link to us," Hinueber said.

Newspapers have long used the threat of legal action to protect copyrights, but Righthaven operates a bit differently. It typically files a suit without first sending a cease and desist letter.

"The criticism of Righthaven is, well shouldn't they politely ask first? And my answer is that there are thousands of infringements of copy every day, and if you did that there is a cost associated with that," Hinueber said.

## Mo. Ethics Commission could fine your paper

The Missouri Ethics Commission (MEC) could fine your newspaper as much as \$1,000 if you publish election campaign notices without the proper "paid for by" disclaimer.

Election season is here, and everyone on your ad staff should be familiar with the disclaimer regulations. Print them out, make copies, post them around your office and have them ready when candidates call or come into the office.

Here is a link to the regulations: [mopress.com/\\_lib/files/Campaign\\_Finance\\_Rules.pdf](http://mopress.com/_lib/files/Campaign_Finance_Rules.pdf).

The MEC has released a new training tutorial, *Campaign Materials Identification Requirements*, which everyone involved in producing or disseminating campaign materials is encouraged to view.

View the tutorial at [mec.mo.gov/EthicsWeb/Training.aspx](http://mec.mo.gov/EthicsWeb/Training.aspx).

## Learn about video

Newspapers using video or wanting to learn about using video on their websites might find this website helpful: [reelseo.com](http://reelseo.com).

It has lots of articles and links about producing and using online video.

# 5 must-do customer strategies

*Tell your customers you appreciate their business*

From "The Shepard Letter" by Shep Hyken

It was about this time last year that "The Cult of the Customer" came out. I'm proud that it hit the *Wall Street Journal* best-seller list, and in celebration of the book's first birthday, here are five great customer service tips that will give any company an advantage over competition and more value for their customers.

**1. Do not settle for satisfied customers** – Satisfactory is an average rating. The best companies recognize that satisfied customers are not loyal customers. Employees should ask themselves a question: What am I doing right now to ensure that the next time the customer needs what it is that we do or sell, they will choose us? Most people think of loyalty as a lifetime, but it is really about the next time – all of the time!

**2. Get into alignment** – Employees must know what the company expects from them, as well as the brand promise the company makes to the customers. Create a mantra, which is a one sentence or less statement that combines the vision and mission of the company, as well as the promise to the customer. The Ritz Carlton hotel chain has a great one that is just nine words long: "We are ladies and gentlemen serving ladies and gentlemen." Everyone gets it, the employees and the guests (customers). The employees have it memorized. They live and breathe the mantra – all of the time!

**3. Constantly train** – The best companies budget time and expense for on-going training of both hard or technical skills (the skills needed to do their job) and soft skills (customer service, relationship and personal improvement). They don't do this once in a while – they do it all of the time!

**4. Create confidence** – Confidence comes from a predictable experience. You want customers to own their experience with you, which means that they know what to expect – all of the time!

**5. Be amazing** – The best/amazing companies do not deliver over-the-top customer service experiences all of the time. While once in a while they do, their secret is consistency. They are simply predictably better than average – all of the time!

**Bonus: Never forget to show appreciation.** Say thank you – over and over. Customers need to be told how much you appreciate their business – all of the time!

— Past articles from the "Shepard Letter" and other information about Shep are available by visiting <http://www.hyken.com> or <http://www.TheCustomerFocus.com>.

Copyright 2010 Shep Hyken, Shepard Presentations, LLC.

## 75¢ most popular price for daily single copies

(N&T Dateline) — A study by the Newspaper Association of America found that almost half of U.S. dailies are charging 75 cents for a single copy as publishers attempt to raise the amount of money they receive from newsstands and retailers.

According to the group, 48.5 percent of Audit Bureau of Circulations newspapers charged 75 cents for a daily copy while 43 percent charged 50 cents and 6 percent charged \$1 per copy.

The shift to higher prices on Sunday has been less dramatic, NAA said, with \$1.50 remaining "by far" the most popular price. 99 papers, or 17 percent of the sample, are charging \$2 for their Sunday editions.

NAA said it plans to launch a study in October gauging the impact pricing decisions have among newspapers. The association's data came from analysis it performed on the ABC's recently released Circulation Rate Book, which is based upon March 2010 Publisher Statements.



**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

# Avoid 'letters' to editor feuds

## Write policy to prevent no-win situations

**Legally Speaking By Stephen Key**  
**General Counsel, Hoosier State Press Assn.**

A good newspaper stirs up enough controversy covering government actions without finding itself pulled into consumer-business disputes or feuds between competing businesses.

I'm not talking about legitimate news, but letters to the editor where one party wants to use the newspaper to blast a business for some slight that the letter writer feels should be brought to the community's attention. I recommend a policy covering letters to the editor that would eliminate the issue.

The first type of letter is the one written by the jilted consumer. He or she is unhappy, either over the rudeness of a business employee/owner or the performance of a product which lead to an unsatisfactory adjustment or failure to address the problem by the business. The writer expects the newspaper to run the letter to protect other consumers from becoming victims of the targeted business.

My policy would be to reject all such letters. The newspaper isn't clairvoyant, so it doesn't know whether the letter's allegations against the business are true. By their nature, letters to the editor don't include a rebuttal comment by the business owner. You're left with an unsubstantiated accusation that damages the reputation of a local business usually based on one incident involving the letter writer.

If the accusations involve public safety or potential fraud, then you may want to consider using the letter as a starting point to develop a news story.

The letter writer will be disappointed when notified of the rejection, but as *Times-Mail* (Bedford) general manager Mike Lewis reminded me the other day, the consumer can take action against the shop by refusing to do business with that owner in the future or by bringing a legal action if there's been a breach of contract.

The less frequent, but not rare situation is the letter from one business complaining about a competitor – often sparked by a marketing program or the employment of someone who used to work for the other business.

Lewis recently received a submission of this type – written by one doctor accusing the new competitor of deceptive advertising that violated the ethics of their profession. I recommended *The Times-Mail* not run the letter.

As in the consumer-business spats, the newspaper can't judge from the letter whether the allegations are accurate or sour grapes. Again, if the allegations are serious enough to raise questions of public safety or fraud, the newspaper can devote reportorial assets to explore the story.

While the doctor, in this case, may be disappointed, he can file a complaint with the state medical board to address the grievance. The newspaper surely would report on any disciplinary action taken against a doctor for any violation of state law.

With other businesses, deceptive advertising issues can be brought to the attention of the state Attorney General. If the issue involves improper behavior by a former employee, other legal remedies may be available to the offended party. The arguments the doctor made in his letter would make for excellent points in his own advertisement to differentiate his level of service.

The editorial page is not the appropriate venue to referee a consumer-business or business-business fight. The newspaper never wins.

*If the accusations involve public safety or potential fraud, then you may want to consider using the letter as a starting point to develop a news story.*



## Use free 'Newsy' iPad app to compare media coverage

(Missouri School of Journalism) Columbia — Missouri School of Journalism convergence journalism student Tony Brown, along with University of Missouri engineering student Peng Zhuang, has helped develop one of the first 100 news applications for Apple's new iPad. This is the second app the two students have developed for Newsy.

The Newsy app for iPad is a multi-source video news service that analyzes the world's news coverage. It is available to download for free from the App Store and sets a new standard for watching and sharing news videos on the iPad. Users experience fast loading, high quality Newsy videos that highlight the differences in how media outlets report a story.

Brown, who graduated in May, planned to return to the Missouri School of Journalism this fall to pursue a master's degree in journalism.

Newsy.com, founded by Jim Spencer, MA '91, relocated to Columbia from San Francisco in 2008.

### Daily reports 'help wanted' scam

A south Missouri daily newspaper has reported what apparently is another classified advertising scam.

The newspaper said that a person identifying himself as a medical doctor called the newspaper to place a help wanted ad. The doctor said he was calling on behalf of a local nursing home, which he named, and the newspaper was to bill the nursing home for the ad.

The ad offered a job as a "medical associate." Callers to the phone number given were told they could pay a fee to become a medical secretary or medical associate.

The newspaper said the local nursing home did not order the ad.

Be sure all of your staff members who handle advertising are aware of this and other scams. Any unusual call or message they receive from an unknown person should be discussed with a department head or supervisor.

# NNA elected officers in Omaha

OMAHA—Elizabeth "Liz" K. Parker, co-publisher and executive editor for Recorder Community Newspapers Inc. in Stirling, N.J., became the president of the National Newspaper Association on Oct. 2 during NNA's 2010 annual convention and trade show in Omaha.

Parker succeeds Cheryl Kaechele, publisher for Kaechele Publications Inc. in Allegan, Mich. Parker had been vice president for the association. Kaechele becomes immediate past president.

Reed Anfinson, publisher of the *Swift County Monitor-News* in Benson, Minn., was elected vice president. He had been treasurer. Merle Baranczyk, publisher of the *Salida (Colo.) Mountain Mail*, was elected treasurer.

Baranczyk had been Region 10 director (Colorado, New Mexico, Utah and Wyoming). Elected to succeed Baranczyk is David Puddu, vice president/chief operating officer for Number Nine Media Inc., in New Mexico.

Parker served as president of the New Jersey Press Association in 2001. She and her brother, Steve, run the Recorder newspaper group in northern New Jersey with 14 paid weekly newspapers and three free newspapers.

Elected to their first three-year terms are Pat Desmond, publisher of the *Milton (Mass.) Times*, as Region 1 director (Connecticut, Rhode Island, Massachusetts, Maine, New Hampshire and Vermont), and Steve Andrist, president of Journal Publishing Inc., as Region 6 director (Minnesota, North Dakota, South Dakota and Wisconsin).

Elected to her second three-year term as Region 11 director was Sharon DiMauro, publisher of the *Fort Bragg (Calif.) Advocate-News* and the *Mendocino (Calif.) Beacon* (Arizona, California, Hawaii and Nevada).

Appointed to the board as an at-large director is Steve Haynes, publisher of the *Oberlin (Kan.) Herald* and president of Nor'West Newspapers.

Continuing on the board are Carl Aiello, president of Times Community Publications of the Hudson Valley in Newburgh, N.Y., as Region 2 director (Delaware, Maryland, New Jersey, Pennsylvania, New York and the District of Columbia); Jeff Fishman, publisher of the *Tullahoma (Tenn.) News*, as Region 3 director (West Virginia, Virginia, North Carolina, Tennessee and Kentucky);

Bill Jacobs, publisher of *The Daily Leader* in Brookhaven, Miss., as Region 4 director (Alabama, Florida, Georgia, Mississippi, South Carolina and Puerto Rico); Jeff Farren, president and publisher of Kendall County Record Newspapers Inc. in Yorkville, Ill., as Region 5 director (Indiana, Michigan, Illinois and Ohio);

John Edgcombe Jr., publisher of the *Nebraska Signal* in Geneva, Neb., as Region 7 director (Iowa, Missouri, Nebraska and Kansas); John D. Montgomery Jr., publisher of *The Purcell (Okla.) Register*, as Region 8 director (Arkansas, Louisiana, Oklahoma and Texas).

Region 9 remains open (Alaska, Idaho, Montana, Oregon, Washington and Canada).

Also continuing on the board are Mark Thomas, executive director for the Oklahoma Press Association, representing the Newspaper Association Managers; Mark W.C. Stodder, vice president of newspapers, Dolan Media Co. in Minneapolis, as the representative for American Court and Commercial Newspapers; Chip Hutcheson, publisher of the *Times Leader* in Princeton, Ky., as an at-large director;

Mike Buffington, publisher of Main Street Newspapers Inc. in Jefferson, Ga., as an at-large director representing NNA past presidents; Robert M. Williams Jr., chair and publisher of SouthFire Newspaper Group in Blackshear, Ga., as an at-large director;

JoAnn Reed, executive director of circulation development, Community Newspaper Holdings Inc., representing Suburban Newspapers of America; and Max Heath, postal chair and consultant to Landmark Community Newspapers and Publishing Group of America as an honorary board member.



## High school journalism getting cut in Kansas

(cjonline, Topeka, 9-10-2010) — High school journalism teachers and students across Kansas are facing the loss of state financial support because some don't feel journalism will be a viable profession in the future.

Under a new Kansas State Department of Education model for distributing money, journalism courses will lose their vocational dollars from the state beginning in May of the 2012-13 school year because the career field doesn't meet new criteria. The change has been approved by the state school board.

Kristy Dekat, journalism adviser at Topeka West High School, said journalism's benefits stretch well beyond the career field itself. Journalism, she said, is growing and evolving with the convergence of multiple disciplines, such as print, online and television, but the state is viewing it as a dying field.

"They feel the money can be used in better ways," Dekat said.

Kathy Toelkes, spokeswoman for the state's education department, said the move from a vocational model to a career cluster model was part of a re-evaluation of how the state can maximize the use of dollars allocated to the Career and Technical Education fund. Toelkes said the department wants to target high-demand, high-skill and high-wage fields.

She said the state studied labor market data and concluded the field of journalism didn't have enough projected job growth.

## Illinois law requires uploading of notices

Ill. Gov. Pat Quinn in July signed House Bill 5232, which requires newspapers that accept legal notices to upload the notices to a statewide website collectively owned by the newspapers beginning in December 2012. This legislation was sponsored by the Illinois Press Association.

(Missouri Press Association created such an online database a year ago.)

About 80 percent of Illinois' newspapers already upload to PublicNoticeIllinois.com, which is owned by the Illinois Press Association.

The bill passed unanimously through both chambers of the legislature this past session.

A timeline and implementation schedule were presented to the IPA board of directors at its September meeting.

# Grammar grab bag — plurals

## Common Sense Journalism

By Doug Fisher

Summer seems a good time to step away from the weightier issues and dip into the grammar grab bag for some common problems. Let's start with plurals:

*Brown Publishing Co., along with Brown Media Holdings Co., also plan to sell their assets in 10 states to an unidentified bidder the companies have chosen.*

Intervening "along with" phrases do not change the number of the subject:

*Brown Publishing Co., along with Brown Media Holdings Co., also plans to sell their assets in 10 states to an unidentified bidder.*

If "their" is bothersome, change it to "the." And the sentence can end at "bidder." It's news if the companies were told what to do; otherwise, that they get to choose is understood.

*Each of the 12 jurors in the cockfighting case ... were subpoenaed to appear in court Wednesday.*

*Each of these states stand to gain at least one U.S. House seat, with Texas picking up as many as four.*

"Each" takes the singular – don't be fooled by intervening "of" phrases. So each of the jurors "was" and each of the states "stands."

*Higher education officials argue that tepid state support for colleges and universities have forced them to rely more on tuition and fees.*

*The number of new listings in the Columbia area and statewide have risen in the first four months of 2010.*

Tepid state support "has" forced them, and the number of new listings "has" risen. In the last sentence, "number" remains the subject, despite multiple items after the preposition. If "number" is paired with "the," it almost always is singular. Paired with "a" signals plural ("a number have").

I'm seeing more muddled sentences when it comes to mixing singular and plural pronouns referring to the same thing:

*And though House leadership has had its differences with Haley in the past ... House Majority Leader Kenny Bingham said they could work with Haley.*

"It" and "they" both refer to "leadership." It's a simple fix: *And though House leaders have had their differences.* You can also delete "in the past" – "had" makes that clear.

Here's a case where the writer might invoke synesis, which allows a plural to be considered as a singular concept (think of "the data is sound," now accepted for when the concept represents a mass, not just individual items).

*Coupled with the Panthers' extensive cutting of veterans, there is a perception the team's talent level and competitiveness has dropped over the past weeks.*

Talent level and competitiveness are related but separate concepts, however, and the verb should be "have." But here's an interesting one to discuss:

**No prestige in this:** A recent story talked about "the cache of serving on the board." The correct word is "cachet," which means status or the state of being admired. "Cache" is a collection, or, in computing, storage from which data can be quickly retrieved.

What a difference a letter makes. And with "cache" probably now more familiar to people than "cachet," it might be better to use "prestige" instead.

(Doug Fisher, a former AP news editor, teaches journalism at the University of South Carolina and can be reached at [dfisher@sc.edu](mailto:dfisher@sc.edu) or 803-777-3315. Past issues of Common Sense Journalism can be found at <http://www.jour.sc.edu/news/cs/j/index.html>.)

---

# Be a Judge for Iowa Newspaper Foundation Better Newspaper Contest

---

## Online Contest Judging for Iowa Newspaper Foundation

Nov 1 - Nov 24

At your convenience. At your desk!

A few judges are needed to judge certain categories in person at the MPA offices between Nov. 15-19, 2010.

Each judge will receive one coupon worth \$10 off 2011 Better Newspaper Contest Entries.



Please fax, email or mail the following information to Kristie Williams at Missouri Press Association:

I want to judge online!       I want to judge in person

What categories are you interested in judging?

Editorial    Writing    Photography    Internet  
 Advertising    Special Section    Marketing

Fax: 573-874-5894   Email: [kwilliams@socket.net](mailto:kwilliams@socket.net)  
Mail: 802 Locust • Columbia, MO 65201  
Call 573-449-4167 if you have any questions.

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

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

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

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

## 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

**JOURNALIST/PAGE DESIGNER:** *City:* Carthage MO *Newspaper:* The Carthage Press *Job Description:* Journalist/Designer needed for a daily Southwest Missouri Newspaper. Are you someone who understands the importance of community journalism? If so, we have a career for you! The Carthage Press is seeking a journalist with page layout and design skills. We are looking for a team player who is creative and professional, with organizational skills. This person will be responsible for page layout and design both for print and website with some reporting and photography. This candidate must have editorial experience and excellent written communication skills. Page layout and design with Quark and Photoshop a must. Journalism or Mass Communication degree preferred. This is a full-time position with vacation, 401K and health benefits including vision and dental. Please e-mail resume to: [jhacker@carthagepress.com](mailto:jhacker@carthagepress.com).

**FULL TIME EDITOR:** The Platte County Citizen newspaper, a thriving weekly publication in Platte County, Missouri, has an opening for a full-time assistant editor. The preferred candidate must be dedicated, dependable, organized and able to do it all in the newspaper business: cover and report on various government and school board meetings, cover and report on local high school sporting events, cover and photograph various community events and design and layout pages each week. The preferred applicant will also possess his/her own digital camera equipment and must be experienced with Photoshop, QuarkExpress and InDesign programs. This is a full-time salaried position for serious newspaper professionals only. Send resume to Lee Stubbs at The Platte County Citizen, PO Box 888, Platte City Mo. 64079 or e-mail to [plattecitizen@kc.rr.com](mailto:plattecitizen@kc.rr.com).

**BUSINESS REPORTER:** Springfield Business Journal, an award-winning weekly niche publication in southwest Missouri, is seeking a reporter. Expertise in AP style is required; three to five years of reporting, ideally in business, is preferred. The position offers competitive pay and benefits, including health, life and 401(k). Send résumé and clips by Oct. 15 to Eric Olson, editor, [eolson@sbj.net](mailto:eolson@sbj.net) or PO Box 1365, Springfield, MO 65801.

**VISITING GRAPHICS PROFESSIONAL:** The Columbia Missourian, the teaching newspaper at the MU School of Journalism, is looking for a visiting professional in graphics to teach and supervise students from January through June 2011. You'll teach a class and use its students as your staff to produce infographics and interactive information presentations for our website and daily newspaper. The Columbia Missourian is edited by professionals and staffed by students from our classes. Have you considered teaching but wanted to stick



a toe in the water first? This is the gig. More details: •The three-hour infographics class includes classroom time as well as eight-hour shifts for students. Students become proficient in Illustrator, Excel and Flash, among other tools. •A one-hour infographics class is taught in conjunction. These students get the classroom experience but don't do Missourian work. •You get a teaching assistant. •You get a \$30,000 stipend for six months to cover salary and expenses. •Other duties involve attending daily budget meetings and other monthly department meetings, as well as occasional lectures in news writing, reporting and editing classes. Reply to Jeanne Abbott, managing editor of the Columbia Missourian, with a cover letter, resume and work samples, or a link to an online portfolio or website: [abbottjm@missouri.edu](mailto:abbottjm@missouri.edu). (preferred) or by flat mail: 316A Lee Hills Hall, Columbia, MO 65211. The application deadline is Oct. 15. The University of Missouri is committed to cultural diversity and it is expected that successful candidate will share this commitment. MU is an Equal Employment Opportunity/ADA institution and encourages applications from women and minority candidates.

**EDITOR:** The Ste. Genevieve Herald, a 129-year-old weekly newspaper located within easy driving distance to St. Louis and Cape Girardeau, Missouri, is seeking an experienced editor. We are looking for someone who enjoys community journalism, has a can-do attitude and demonstrates versatility in a variety of situations. Candidate should possess good photography and writing skills, have a strong news sense, as well as being a writing editor. Other duties include page layout and design for both print and website editions. Proficiency in Adobe Creative Suite 4 is a must. Successful candidate will supervise a staff that currently consists of one full-time sports/associate editor, one part-time reporter/rewriter and one part-time typesetter/paginator. This is a full-time, salaried position with vacation and health benefits. Please e-mail resume, cover letter, writing samples and salary requirements to: [jmace@stegenherald.com](mailto:jmace@stegenherald.com), cc: [bburr@stegenherald.com](mailto:bburr@stegenherald.com) or mail to: Ste. Genevieve Herald, P.O. Box 447, Ste. Genevieve, MO 63670.

**SALES REPRESENTATIVE:** The Boonville Daily News in Boonville, Missouri is looking for an energetic, outgoing, detail oriented Sales Representative to grow new and existing business in the Boonville/Columbia area. Potential candidate must be able to work well with people and be able to work in a challenging, deadline-oriented environment, possess excellent listening and communication skills, have a working knowledge of the Internet, Outlook Express and Macintosh/PC computers. Previous media sales experience in newspaper and online preferred, but not required. This is a full-time position with an excellent compensation package and benefits. Please send resume to: Deborah Marshall, Publisher, c/o Boonville Daily News, PO Box 47, Boonville, MO 65233 or email: [deborah@boonvilledailynews.com](mailto:deborah@boonvilledailynews.com).

**HEAD OF SALES/PUBLISHER:** The Press-News Journal in Canton, MO seeks a Head of Sales/Publisher to oversee relationships with existing customers and to actively pursue new advertising relationships both within Lewis County and neighboring counties. The Press-

News Journal is the sole weekly newspaper in Lewis County and enjoys a paid circulation of 50% of the households in Lewis County and is the legal paper-of-record. The Head of Sales/Publisher will actively call on the advertisers, address questions as the company's primary contact and assist the company's Owners and Editor in determining size of weekly newspaper, special promotional issues and addressing any advertising/revenue issues which may arise. COMPENSATION PACKAGE WILL BE COMPETITIVE. Interested candidates should contact by e-mail the owners, Bob Ely ([bob@lewispnj.com](mailto:bob@lewispnj.com)) or Phil Calian ([phil@lewispnj.com](mailto:phil@lewispnj.com)). This newspaper was recently sold and it has not had a Publisher in the past several years.

**REPORTER:** Looking for experienced reporter with an interest in joining the prize-winning news staff of a Midwestern Labor weekly, recognized nationally as one of the most progressive, effective labor papers in America. In addition to excellent reporting and writing skills, we're looking for someone who's interested and capable of moving up in a few years to assume roader responsibilities. An understanding and appreciation of the vital role unions play in our society is a must. A comfortable familiarity with on-line developments and the challenges and opportunities posed by the Internet is desirable. Send inquiries/resume's to Dana Spitzer, Managing Editor, St. Louis/Southern Illinois Labor Tribune, 505 S. Ewing Avenue, St. Louis, MO 63103.

**AWARD-WINNING COMMUNITY NEWSPAPER SEEKING SPORTS EDITOR:** The Neosho (Mo.) Daily News, the daily newspaper serving Newton and McDonald counties in Southwest Missouri, is seeking a sports editor. Applicant needs not only skills in reporting, photography and page layout, but also a passion for sports and community journalism. The newspaper covers five high schools, a junior college with a strong baseball program, youth sports and more. Knowledge of Photoshop, QuarkXPress, and multimedia tools is a must. Interested applicants should send resume and clips to Rick Rogers, publisher, at [rogers@neoshodailynews.com](mailto:rogers@neoshodailynews.com). The Neosho Daily News is owned by GateHouse Media, and is an equal opportunity employer.

**GENERAL ASSIGNMENT REPORTER:** The Lincoln County Journal, Troy, Mo., is looking for a general assignment reporter with either good Internet skills or eager to learn. The job includes covering governmental bodies, schools, sports, features and photography. Knowledge in InDesign, Photoshop desired but not required. There is an attractive benefits package including health and dental insurance, 401K, vacation and more. The Journal provides countywide coverage to one of the fastest growing counties in the state. Please send resumes, cover letter, clips and references to: [lcjeditor@lcs.net](mailto:lcjeditor@lcs.net).

**REPORTER:** The Warrensburg Daily Star-Journal seeks a self-motivated reporter with layout and photo skills. The Star-Journal is a Monday through Friday morning paper in a dynamic area – a college town next to Whiteman Air Force Base and about 45 minutes east of Kansas City. Cover letter, resume, references, clips to: [jackmiles@npgco.com](mailto:jackmiles@npgco.com).



**Missouri Press Association**  
802 Locust St.  
Columbia, MO 65201

# JACKIE SUE RILEY GOT MARRIED.

The local newspaper ran a picture  
of the beautiful bride.

Has the local radio  
or TV station ever  
told you who got  
married? Did it tell  
you who the flower  
girl and ring bearer  
were? And did it  
show you a photo of  
the bride in her wed-  
ding gown?

Your local newspa-  
per prints more than  
just bad news. What  
could be nicer than  
a beautiful, happy  
bride?

Newspapers record  
the lives of their  
communities. Read  
yours, and get in  
touch with your  
community.

This message brought to you by  
this newspaper and the  
Missouri Press Association.



The MPA web page [mopress.com/nt\\_promotion.php](http://mopress.com/nt_promotion.php) offers all types of promotional advertising. You can download a series of "Riley" ads like this one that encourages readers to get in touch with their community by reading the newspaper.