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- K.C. Star releases book on Joplin tornado

"Joplin: 5:41" has been released by Kansas City Star Books, and all royalties from the book go to the Joplin Recovery Fund managed by the Community Foundation of the Ozarks (CFO) and the Community Foundation of Southwest Missouri.

The hard-cover book presents the incredible story of tragedy and courage in the face of one of Nature's mightiest storms. It collects the detailed coverage by The Kansas City Star of the storm, its cruel effect, the city's courageous response and the recovery that now goes on. The book seeks not just to chronicle the destruction but to celebrate the heroic efforts of Joplin's citizenry and the thousands of volunteers who rushed in to begin the healing. An early chapter in the book can be previewed at www.thekansascitystore.com

-- Sign up for NEW Missouri Press Online Ad Network

Sign up now for the new and improved statewide online ad network. The more participating members, the sweeter the pitch to advertisers! Missouri Press has found options to funnel national remnant ad space through the network, which means more revenue for participants than ever before.

Go to <http://ads.mopress.com/> to register and retrieve the new codes in order to receive online ads sold by and served up by Missouri Press and fellow members.

Under the headline "Getting Started," click "Become a Publisher," then follow the steps.

Contact Greg Baker at 573-449-4167 or gbaker@socket.net if you have questions or concerns. You can sign up online at <http://ads.mopress.com>. Check it out!!!

-- Update your Newspaper Directory information

Missouri Press soon will send to your paper an update form for the 2012 Newspaper Directory. Please take a couple of minutes to update the information for your newspaper -- current circulation, phone numbers, email addresses, web URLs, publication dates, etc.

Please be sure your circulation information is accurate. Thanks.

-- Advertisers use MPA Newspaper Directory; reserve space now!

The 2012 issue of the Missouri Newspaper Directory could boost the bottom line at your newspaper. Advertisers, including political candidates, use it!

A Directory ad rate sheet has been emailed to your newspaper. Mark the size ad you wish to reserve, sign and write in your newspaper name and city on the form and fax it to Greg Baker at 573-874-5894. Or, send an email reserving your space to mopressads@socket.net. (Please include your contact information in the email!) If you need a form, call or email Greg.

The deadline for reserving space is Oct. 14.

Your ad will help make the 2012 Directory a timely, valuable tool with wide distribution to advertising decision makers.

-- Newspaper starts online radio station

The Choctaw Sun-Advocate in southwest Alabama has started an online radio station that has been so successful so quickly that advertising sales have already paid for the equipment, uploading expenses and licensing fees, Publisher Tommy Campbell told AlaPressa, the monthly newsletter of the Alabama Press Association.

"We've already sold more than \$6,000 in ads and sponsor fees," Campbell said in late August, about a week after the launch. The station plays classic rock from the 5,000 songs Campbell has downloaded from iTunes, and it plays a variety of Christian music and church programming on Sundays. It also features local and state news and weather, calendar of events, online classified ads, public affairs programming, local obituaries and warnings of severe weather.

"I definitely think it's something that smaller papers could benefit from," Campbell told AlaPressa. The station is at www.live365.com/stations/sunliteonline.

-- Google working on web-based 'inserts'

(San Francisco Chronicle) -- Google is on a quest to make Internet advertising look more like the Sunday paper. The online-search giant is working with advertisers such as Best Buy and Macy's to create web-based circulars, similar to the ad inserts included in newspapers.

Read more: <http://tinyurl.com/6c2yxms>.

-- FREE Community Newspapers Workshop

You can still register for the FREE Community Newspapers Workshop Thursday-Friday, Oct. 20-21, in Columbia. The goal is to help community newspapers grow and thrive.

The Missouri School of Journalism and the Missouri Press Association have put together this program for publishers and editors:

Register with Janet Jensen at the School: jensenja@missouri.edu; 573-882-8694, for "Community Newspapers: Tomorrow has arrived. How to take charge of the opportunities for success in the print and digital world."

The program will be held at the Reynolds Journalism Institute in Columbia. It will begin at 10 a.m. Thursday and end by mid-afternoon on Friday.

-- Local candidates should use your newspaper

Register for one of the remaining Political Advertising Workshops for newspaper staffers. Attendees will be given information on money-making opportunities, ad schedules, copy and political advertising disclaimer law. Results of the latest Missouri Post-Election Voter Survey will be presented.

Local candidates are planning their campaigns and will be buying advertising soon. These workshops will provide you with information to show them why your newspaper could be a strong force in their campaigns.

Here is the remaining workshop schedule:

Oct. 19 Eldon Advertiser, Community Center

Oct. 21 Independence Examiner

Nov. 3 Columbia - MPA Office

Jan. 11 Lincoln County Journal, Troy

Contact Greg Baker, Missouri Press ad director -- (573) 874-5894, GBaker@socket.net -- if you plan to attend one of these meetings. Provide names of those attending and which workshop they will attend.

-- Join MPA's social networks

Join MPA's social media links:

LinkedIn

http://www.linkedin.com/groups?gid=4059778&trk=myg_ugrp_ovr.

Facebook

<http://www.facebook.com/pages/Missouri-Press-Association/154375874617599>.

Twitter

<http://twitter.com/-!/missouripress>.

-- Please complete Convention survey

Even if you did not attend the Convention in Branson, MPA asks that you fill out the brief survey at:

<http://www.surveymonkey.com/s/9RYM9Q2>

Everyone who completes the survey will be eligible to win \$100 OFF registration for next year's Convention, which will be Sept. 20-22 at the Holiday Inn Executive Center in Columbia.

Answers to the survey will help MPA improve its annual meeting.

-- Timing important to retail web posting

(Center for Media Research) -- According to a recently posted statistical review by Buddy Media 89% of retail

brand Posts are published at times when users are traditionally the most busy, between 8 a.m. and 7 p.m. Data shows Facebook fans are 20% more likely to engage with retail brand posts made after 8 p.m.

The data reveals that Facebook user engagement varies over the course of a week, and that the retail industry is not keeping pace with their fans' Facebook preferences, says the report. While retail brands tend to post on Facebook evenly throughout the workweek and less frequently on the weekend, user engagement with posts spikes on Wednesdays and Sundays.

What works better: shorter posts better than longer; \$ Off better than % Off; coupons.

Read the report at: <http://tinyurl.com/5tmm799>.

-- Check out Mo. Photo Workshop in Clinton

Take a few minutes when you can to visit the website of the Missouri Photo Workshop. The 63rd annual workshop was held in Clinton last week. A group of photojournalists from all over the world gathered there to hone their skills.

The photo stories made by the students have not yet been posted, but several interesting videos about the workshop have been posted. (<http://vimeo.com/mophotoworkshop>)

-- Site focuses on video for web

If you're getting into video at your newspaper, check out ReelSEO.com. That site monitors how video is being used on the web, and it has links to tutorials on creating video.

-- Online Media Campus training

Go to <http://www.onlinemediacampus.com> to check out Online Media Campus low-cost webinars (\$35). Webinars coming soon:

-Understanding the NEW Local Online Competitors

Friday, Oct. 7, 1-2 p.m. CDT: Is your staff familiar with how Patch, Groupon, Yellow Pages, Facebook, Reach Local, DataSphere, Pandora and Google are going after local ad dollars? In this session, explore the strengths and limitations of these new competitors and discuss specific instructions on how you can compete and win.

-Anatomy of a Sales Call

Friday, Nov. 11, 1 p.m. Central: Learn techniques to help you and your sales staff close more deals. Perfect training for the new account executive or the seasoned professional who'd like a good review of the fundamentals of an effective sales call.

Registration deadline: Tuesday, Nov. 8

(Registrations submitted after this date are subject to a \$10 late fee)

-- MPA Calendar

October

2-8 -- National Newspaper Week

5 -- Missouri Press Ad Workshop, Bolivar

13-14 -- Little Brown Jug Golf Tournament, Topeka, Kan.

19 -- Missouri Press Ad Workshop, Eldon

20-21 -- Community Newspapers Workshop, Reynolds Journalism Institute, Columbia

20 -- Missouri Photojournalism Hall of Fame Induction Program, Washington, Mo.

21 -- Missouri Press Ad Workshop, Independence

November

3 -- Missouri Press Ad Workshop, Columbia, MPA office

19 -- Mizzou football v. Texas Tech, Columbia; MPA Tailgate party in Hearn Fieldhouse two hours before kickoff (kickoff time not yet set).

January

11 -- Missouri Press Ad Workshop, Troy

April

19-20 -- Missouri Advertising Managers' annual meeting, Courtyard by Marriott, Columbia

September, 2012

20-22 -- Missouri Press Association's 146th Annual Convention, Holiday Inn Executive Center, Columbia

-- Job Bank & Marketplace

HELP WANTED

EDITOR: Immediate opening for editor position for established award-winning weekly newspaper in Bowling Green, Mo. Attention to detail, positive attitude, and strong writing and photography skills a must. Candidate must be energetic, motivated, and willing to take on the challenge of all reporting duties at a small weekly. Excellent benefit package, 401(k), etc. Contact Linda Luebrecht, publisher, at The Bowling Green Times, 106 W. Main, Bowling Green, Mo. or email bgtpub@lcs.net. 9-27

SPORTS EDITOR/REPORTER: The Cedar County Republican in Stockton is seeking an Editor/Reporter to cover Sports and General assignments. Duties include photography and page layout. Quark, NewsEdit Pro and Photoshop experience preferred. EOE. Send resumé and samples to: Sports, P.O. Box 330, Bolivar, MO 65613; email: careers@MO.NeighborNews.com or fax: 417-326-8701. 9-19

ADVERTISING DIRECTOR: Neighbor Newspapers is searching for an Advertising Director for a group of 12

community newspapers, shopping guides and web sites in the suburban Tulsa market. Successful candidate must be a strong team leader with previous sales management experience and excellent communication skills. Strength in training, incentive program development, new product creation and marketing and five years newspaper experience are desired. Proven track record of team building, consistent revenue growth and goal attainment is required. Neighbor Newspapers and Community Publishers, Inc., offer competitive salary and incentive pay with excellent benefits including paid time off, profit sharing, 401K, group health and dental, life and long-term disability insurance. Send resume to: HR Coordinator, 524 S. Main St., Broken Arrow, OK 74012, email to: careers@OK.NeighborNews.com or fax to 918-259-7584. EOE. 9-12

FOR SALE

NEWSPAPER: Due to health issues, publisher of mid-Missouri weekly newspaper serving several communities is willing to turn over the newspaper to an owner who will give it the TLC it deserves. Will rent the equipment for operational purposes. This caring owner wants to see the newspaper, eligible to print public notices, continue rather than shut its doors. Excellent opportunity. Contact Missouri Press, Dept. BLC, 802 Locust St., Columbia, MO 65201. Or, email kford@socket.net. 8-18

PRESS: 2-unit News King press with KJ4 folder now running weekly will stop early August, includes hoist, plate bender, plate punch, spare parts. Call Dennis at 660-699-2344.

NEWSPRINT: 8 rolls of 27-1/2 inch wide 30# white newsprint; 5 rolls of 13-3/4 inch wide 30# white newsprint. All in packages. Call for special price. Dennis Williams 660-699-2344. 8-18

-- End Note

If others in your office should receive this eBulletin, please reply with their names and email addresses.

EBulletins are archived on the MPA website at <http://www.mopress.com/ebulletin.php>.

Direct comments to: Kent Ford, MPA editor, kford@socket.net.

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