

- What's up at RJI? (come and see on March 4)
  - Branson awaits!
  - Viers training in Lamar
  - Newspapers continue to deliver audience
  - Who Needs Newspapers?
  - Postage will go up April 17
  - Investigative reporting for your paper
  - Celebrate open government in March
  - Nominate 'Hero' by Feb. 18
  - Student will write editorial for you
  - FREE material to promote NIE Week
  - Ad Managers' meeting April 14-15 in Kansas City
  - Show-Me Press will meet in Hannibal
  - K.C. Star's parent company's earnings decline
  - Our towns' stories must be saved
  - Poynter's News University
  - Online Media Campus training
  - Application for Membership: Missouri News Horizon
  - MPA Calendar
  - Job & Marketplace Classifieds
-

-- What's up at RJI? (come and see on March 4)

You will have the opportunity for an up-close look at what's happening at the Reynolds Journalism Institute at the School of Journalism on Friday, March 4 -- MPA Day at RJI. There is no charge to attend, but you must register.

The program will begin with 9:30 a.m. registration, coffee and a tour of the RJI facilities. Sessions will include online paywalls, iPads and tablets update, RJI Fellows explaining their projects, an overview on mobile/cell phone hardware and software for journalists, engagement and social media, Futures Lab projects with a focus on revenue opportunities. The program will adjourn at 3 p.m.

For more information and to register go to: <http://www.rjionline.org/mpa>.

---

-- Branson awaits!

Missouri Press Service is holding an Ad Network Sales Contest through February. For every ad you sell into any Missouri Press ad network, your name will be entered into a drawing for two nights at The Village at Indian Point and a show and dinner for two at Andy Williams Moon River Grill.

For details contact Jennifer Plourde ([jplourde@socket.net](mailto:jplourde@socket.net)) at Missouri Press.

---

-- Viers training in Lamar

Adobe trainer Russell Viers will present two workshops in Lamar on Thursday, March 31, and Friday, April 1.

Thursday's program will be "InDesign for Absolute Beginners." Friday's will be "Build Your Newspaper Faster Using InDesign and Photoshop."

Details will be provided soon.

---

-- Newspapers continue to deliver audience

The latest data from Scarborough Research shows that more than 71% of adults, or 165.6 million people, read a newspaper in print or online in the last week. The latest data indicates that newspapers continue to attract consumers with buying power, with 80% of adults in households earning \$100,000 or more reading a newspaper in print or online each week.

Read more at <http://tinyurl.com/727f27>.

---

-- Who Needs Newspapers?

Who Needs Newspapers? Will newspapers die? Will our key source of professionally gathered community news be threatened, or will these vital news-gathering institutions re-conceptualize and re-position themselves?

To find answers to some of these questions, an idea was born. Six media colleagues created a 501(c)(3) corporation called Valid Sources. Its first project is [www.whoneedsnewspapers.org](http://www.whoneedsnewspapers.org) an Internet-delivered report on the status of 50 newspapers in 50 states.

Valid Sources invites you to follow its journey by clicking the states that are highlighted, participate in a constructive dialog about this report, share resources and contribute ideas in the Newspapers Today section at [www.whoneedsnewspapers.org/blog](http://www.whoneedsnewspapers.org/blog). If you have questions or comments about this project contact: [info@whoneedsnewspapers.org](mailto:info@whoneedsnewspapers.org).

---

-- Postage will go up April 17

The Postal Service will increase prices on April 17 an average of 1.74 percent. The new prices can be viewed online on Postal Explorer® at [pe.usps.com](http://pe.usps.com). Click on the link in the left blue navigation frame under “\*New\* April 17, 2011 Pricing Information.”

To subscribe to the DMM Advisory, which automatically emails regular USPS updates, send an e-mail to [dm-advisory@usps.com](mailto:dm-advisory@usps.com). Just put “subscribe” in the subject line and send.

---

-- Investigative reporting for your paper

Add some high-powered, relevant investigative journalism to your newspaper. It's FREE!

The Center for Public Integrity provides in-depth stories that you are free to download and print in your newspaper or put on your website. Or you can link to the stories from your website. Go to <http://www.publicintegrity.org/>.

New reports:

-Medicare doesn't know if all the prescriptions it is paying for are being written by real doctors, says a new inspector general's report. [Read More](#)

Former health insurance company executive says big firms don't want reform law repealed, but they do want to strip key regulations and consumer protections. [Read More](#)

---

-- Celebrate open government in March

National Sunshine Week promotes dialogue about the importance of open government and freedom of information, i.e. Sunshine. This year's observance will be March 13-19. You can get information, articles, graphics and cartoons to observe the week at <http://sunshineweek.org/>.

---

-- Nominate 'Hero' by Feb. 18

Next Friday, Feb. 18, is the deadline to nominate someone you know as a Sunshine Week "Local Hero."

Sunshine Week, March 13-19, is a national initiative by the American Society of Newspaper Editors to promote a dialogue about the importance of open government and freedom of information.

The winner of the Local Heroes contest will receive an expenses-paid trip in April to San Diego to be honored by the nation's newsroom leaders at the 2011 ASNE convention. Second- and third-place winners will receive \$500 and \$250 prizes.

To nominate a local hero, visit [SunshineWeek.org](http://SunshineWeek.org) to fill out a nomination form. The winner will be announced by March 1.

---

-- Student will write editorial for you!

Dr. Clyde H. Bentley, Associate Professor, Print & Digital News, Missouri School of Journalism, teaches an editorial writing class. In one of his projects, he assigns students to write editorials for newspapers around the state that reflect the opinions and tone of editors, not of the students.

Send an email to Bentley if you want to have a student assigned to your paper, [BentleyCl@missouri.edu](mailto:BentleyCl@missouri.edu). Students won't be ready to write until around April. In the meantime, they will get intensive training on persuasive writing.

---

-- FREE material to promote NIE Week

The Newspaper Association of America Foundation has free materials for NIE Week 2011 (March 7-11) at <http://www.naafoundation.org/Curriculum/NIE/NIE-Week.aspx>.

The teacher's guide, "Power Pack: Lessons in Civics, Math and Fine Arts for NIE Week 2011," features units for three age groups for use with newspapers in print and digital formats. You can also get items to promote NIE Week in your paper and on your website.

---

-- Ad Managers' Association meeting April 14-15 in Kansas City

Sales and advertising trainers Tim Smith and Russell Viers will be the featured speakers at the April 14-15 meeting of the Missouri Advertising Managers' Association. The meeting will be at the Holiday Inn Kansas City SE Water Park Hotel, 9103 E. 39th St.

The meeting will begin with registration at noon on Thursday, April 14, and it will adjourn at noon on Friday, April 15.

A registration form and agenda are on the MPA website at [http://www.mopress.com/current\\_forms.php](http://www.mopress.com/current_forms.php).

---

-- Show-Me Press will meet in Hannibal

Show-Me Press Association has tentative plans to hold its annual meeting Thursday-Saturday, June 9-11, at Hannibal Quality Inn.

Plans include golf on Thursday with dinner that evening at Lulabelle's in downtown Hannibal. Sessions on technology are proposed for Friday, with an evening wine and cheese reception and barbecue dinner at the Mark Twain Lake Visitor Center.

Tentative Saturday morning sessions will focus on news/editorial topics, and the meeting will adjourn by early afternoon.

The Show-Me board will meet soon to firm up details.

---

-- K.C. Star's parent company's earnings decline

The McClatchy Co., parent of The Kansas City Star, The Miami Herald and 28 other daily newspapers, posted earnings for the fourth quarter of 17 cents a share, down from 30 cents a share in the same period in 2009.

For the year, McClatchy earned \$36.3 million, or 43 cents a share, a 33 percent decline from \$54.1 million, or 65 cents a share, in 2009.

Wall Street had estimated 35 cents a share in McClatchy's fourth quarter, according to Thomson Reuters. Quarterly revenue dropped 5.9 percent, largely because of a decline in newspaper advertising. Digital advertising increased 5.1 percent from a year prior.

For the year, sales dipped to \$1.4 billion from \$1.5 billion in 2009.

---

-- Our communities' stories must be saved

A Newspaper Archive Summit will be held April 10-12 at the Reynolds Journalism Institute in Columbia. Explore ways to make sure your community's history and cultural record are preserved and how digital news products currently being created by online news organizations are preserved and accessible for citizens and scholars in the future.

Registration is free. The conference website is <http://tinyurl.com/4ex6csx>. If you have questions, contact Dorothy Carner at [carnerd@missouri.edu](mailto:carnerd@missouri.edu), 573-882-6591.

---

-- Fame, Young Journalist forms online

Nomination forms for 2011 Newspaper Hall of Fame, Missouri Photojournalism Hall of Fame and Outstanding Young Journalist are on the MPA website at [http://www.mopress.com/CURRENT\\_FORMS.php](http://www.mopress.com/CURRENT_FORMS.php).

---

-- Online Media Campus training

Online Media Campus invites you to go to <http://www.onlinemediacampus.com> to check out low-cost webinars planned for the year. Here are the webinars currently scheduled:

-Creating "Direct Response" Ads,  
Feb. 24

-Qualities of Good Sales People,  
March 11

-Social Media Ethics,  
April 7

-Return to Sales Basics,  
May 12

Missouri Press Association is among the more than 40 press associations in the U.S. participating in the Online Media Campus program. Details and registration for the webinars can be found at [www.onlinemediacampus.com](http://www.onlinemediacampus.com).

---

-- Application for Membership

This is the Third eBulletin Notice of the application for Friend of Missouri Press Membership from Missouri News Horizon, a news service operated by Jason Hannasch and Rebecca Townsend at 1025 Northeast Drive, Jefferson City, MO 66049, [jasonhannasch@yahoo.com](mailto:jasonhannasch@yahoo.com).

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

---

--MPA Calendar

February

1-15 -- Missouri Press judges Virginia Press Association Newspaper Contest (online judging)

9 -- MPA/MPS Board meeting, Supreme Court Building, Jefferson City

9 -- MPA Reception with Legislators, DoubleTree Hotel, Jefferson City

10 -- Missouri Press Association Day at the Capitol, Jefferson City

## March

4 -- Missouri Press Day at the Reynolds Journalism Institute, MU Campus, Columbia

7-11 -- NAA Foundation's Newspaper In Education Week

13-19 -- National Sunshine Week

17-18 -- Ozark Press Association, Chateau on the Lake, Branson

31 -- Russell Viers workshop in Lamar: "InDesign for the Absolute Beginner"

## April

1 -- Russell Viers workshop in Lamar: "Build Your Newspaper Faster Using InDesign and Photoshop"

10-12 -- Newspaper Archive Summit, Reynolds Journalism Institute, Columbia

14-15 -- Missouri Advertising Managers' Association, Holiday Inn Kansas City SE Water Park Hotel

## June

3 -- Southeast Missouri Press Association, Southeast Missouri State University, Cape Girardeau

9-11 -- (Tentative) Show-Me Press Association annual meeting, Hannibal Quality Inn, Hannibal

## July

20-23 -- 50th Annual National Newspaper Association Government Affairs Conference, Washington, D.C.

## September

8-10 -- 145th Annual MPA Convention, Hilton Convention Center at Branson Landing, Branson

22-25 -- National Newspaper Association Annual Convention and Trade Show, Albuquerque, N.M.

---

--Job Bank & Marketplace

## HELP WANTED

REPORTER: Full-time position for a staff reporter at the Higginsville Advance to cover local meetings and functions (some evenings). Approx. 50 miles east of Kansas City. Experience in photo shop, pagination and inDesign. Send resume to [higvladv@ctcis.net](mailto:higvladv@ctcis.net). No phone calls please.

## FOR SALE

N. MO. WEEKLY: Locally owned, hometown weekly newspaper in La Plata, Missouri. 1,000 circulation. Mostly farm and rural area oriented. Homey, small "mom and pop" paper. Kids are grown and gone, time for me to do the same. If interested please call Becky at 660-651-9704 or The Home Press at 660-332-4431 for more information.

---

-- End Note

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

The eBulletin is sent each week, except at the middle of each month, when a printed Bulletin is mailed. A PDF of the printed Bulletin will be placed on <http://www.mopress.com> and an email message will be sent to you that it has been posted.

If you read the printed Bulletin online and don't need the printed copy, let us know so we can take you off the mailing list and save the postage.

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

Direct comments to: Kent Ford, MPA Editor, [kford@socket.net](mailto:kford@socket.net)