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-- Major changes in Better Newspaper Contest

The MPA Contest Committee made major changes to the rules and procedures for this year's Missouri Press Foundation Better Newspaper Contest.

Perhaps the most significant change is that Gold Cups will not be awarded to the weekly and daily papers that earn the most points.

Daily and weekly papers will compete only against papers in their circulation class in all contest categories. Top awards will go to the papers that win the most points in their classes.

Another change is an increase in the entry fee from \$5 to \$6 per entry.

Entry rules and contest categories will be distributed soon. No significant changes were made in the categories.

The entry deadline is April 30. That is a POSTMARK deadline. You need not wait until the deadline to send in your entries.

A summary of the rules changes is in the March issue of Missouri Press News, which is online now at mopress.com/magazine.php. The magazine was mailed this morning.

-- 'Like' MPA on Facebook, sign up for Tweets

Missouri Press Association is on Facebook and Twitter. Get updates by "liking" MPA on Facebook and signing up for Tweets.

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

We're on Twitter! Follow us for updates, news and event information. <http://twitter.com/#!/MissouriPress>.

-- Simplified address on city routes extended to Periodicals

WASHINGTON<Simplified addressing on city routes has been extended to Periodicals, which the National Newspaper Association's Postal Committee was pushing for.

A Postal Bulletin notice Feb. 24 clarified that the Dec. 16 rule change allowing the simplified address format to be used on city routes for Standard Mail will also apply to Periodicals. For more information, visit www.nnaweb.org.

-- Advertising mail no longer needs addresses

The U.S. Postal Service on Feb. 27 began a two-year test of “Marketing Mail Made Easy” (MMME). This allows business mailers to distribute saturation advertising mail without addresses.

The Postal Service says the program targets small and medium-sized businesses not using the mail. However, the Newspaper Association of America believes the market test will simply move advertising from shared and solo mail operations currently administered by newspapers and other mail service providers.

-- T-shirt order going in soon

Missouri Press Foundation will place a spring order for Know-It-All T-shirts on March 18. The shirts are available in adults sizes in black or gray. We can order sweatshirts on request. The cost for T-shirts is \$12 (2XL and 3XL \$15). Shipping is \$2.95 plus \$1 for each additional shirt.

-- Observe NIE Week with these resources

Missouri Press has a selection of editorials about the value of reading newspapers written by students in Dr. Clyde Bentley’s Editorial Writing class at the Missouri School of Journalism. Get these editorials at www.monie.com using download code “nieops” to help you observe Newspaper In Education Week next week.

The first full week in March commemorates Newspaper In Education Week, and Missouri Press has resources to reinforce the value of the newspaper in the classroom.

A teacher guide correlated to Missouri’s Learning Standards, “Power Pack: Lessons in Civics, Math and Fine Arts,” a print ad, website banner ad and other resources from NAA Foundation are available at <http://www.monie.com> using download code “niewk11.”

You will find links to other resources, including political cartoons by the Columbia Daily Tribune’s John Darkow, and guest editorials.

-- Warrensburg paper using Kodak plates

(News & Tech Dateline) -- Kodak said a number of newspapers, including the Daily Star-Journal in Warrensburg, recently commissioned its Trendsetter News thermal platesetters and PF-N non-process plates, eliminating the need for chemicals.

Most of the papers also deployed Kodak’s Prinergy Evo workflow software and Preps imposition software.

-- Peter Wagner to present at Ozark Press in Branson

Peter Wagner, the marketing and advertising mastermind from Sheldon, Iowa, will be the featured presenter at the Ozark Press Association meeting March 17-18 in Branson.

The meeting will be held at the Chateau on the Lake. An agenda and information are at http://www.mopress.com/current_forms.php.

Plans for Thursday evening include dinner and one of the shows for which Branson is famous.

-- Market community events with Missouri Press networks

Sell your community events to a statewide audience! Earn high commi\$\$ion\$!

Are there offices for a chamber of commerce, economic development or visitor's bureau within the marketing area of your newspaper? Do you know if there exists a fair board, festival committee or special event coordinator around the communities you serve?

Check out these sites to see what your community is promoting without you.

<http://missourifairsandfestivals.com/eventCalendar.php>

<http://www.visitmo.com/seeallevents/>

Statewide advertising through Missouri Press Service is the most cost efficient way for a community to get people to any seasonal attraction or special event as well as entice business owners and developers to check out the town. Brochures for you to take to these folks to assist you in selling the ads are available from Missouri Press Service. Just call and ask! (Greg Baker, 573-449-4167, gbaker@socket.net)

-- Missouri Association of Publications Conference March 16-17

The Missouri Association of Publications Conference will be March 16-17 in Columbia, with separate emphasis tracks for writers, designers, advertising sales reps and management.

Get information at <http://www.missouripublications.org/>.

-- Weeklies join to restart press

(News & Tech Dateline) -- A press that formerly printed The Telegraph in Macon, Ga., is again in operation after a group of Middle Georgia publishers created a printing cooperative to produce their six weekly newspapers.

McClatchy Co. had shut down The Telegraph's press in 2009, switching production to another site.

-- 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."

A flier with information and a registration form are on http://www.mopress.com/CURRENT_FORMS.php.

-- 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.

Get information, articles, graphics and cartoons at <http://sunshineweek.org/>.

-- 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 at http://www.mopress.com/current_forms.php.

-- Show-Me Press will meet in Hannibal

Show-Me Press Association will meet Thursday-Saturday, June 9-11, at Hannibal Quality Inn.

The Porter Fisher Golf Classic will be held on Thursday.

-- Alzheimer's program fellowships

Apply now for the second comprehensive program for journalists on Alzheimer's Disease. The four-day, all-expenses-paid program will be May 22-25 in Washington, D.C. View the 2010 program agenda and resources.

Fifteen fellowships will be awarded to qualified journalists. Applications must be received by Monday, March 21, 2011. Click here to apply.

-- Newspaper Archive Summit April 10-12 in Columbia

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 are preserved.

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

-- \$5,000 for Top Ideas in Detroit

(The Detroit News) -- The Detroit Media Partnership is offering \$5,000 to an individual or group of nonemployees with the winning idea for helping The Detroit News and the Detroit Free Press increase their audiences or better serve the community.

IdeaQuest will give another \$5,000 for a winning employee idea. The entries, due by March 31, will be winnowed to five finalists through an online vote.

The public will vote on the best ideas from April 1-14 at <http://ideaquest.michigan.com>. Originators of the top five ideas in each category will give presentations to a panel of judges.

-- Southeast Press will meet in Cape Girardeau

The SEMO Press Association will hold its 118th Annual Conference Friday, June 3, in the University Center at Southeast Missouri State University, Cape Girardeau.

-- 11 a.m: Registration

-- 11:30 a.m.: Lunch

-- 1:15 p.m.: Conference Sessions Begin

Registration information will be sent in April.

-- Online Media Campus training

Go to <http://www.onlinemediacampus.com> to check out Online Media Campus low-cost webinars planned for the year. Webinars coming soon:

-Qualities of Good Sales People,
March 11

-Social Media Ethics,
April 7

-Return to Sales Basics,

May 12

Missouri Press Association is among the sponsors of Online Media Campus.

-- Nominate someone for SPJ award

The Society of Professional Journalists asks you to help it honor your colleagues who have made extraordinary contributions to the journalism profession. These national awards are open to all journalists and news outlets. Self nominations are welcome. The deadline to nominate individuals is March 18.

See the list of awards and what they honor at <http://www.spj.org/awards.asp>. If you have any questions, e-mail Awards Coordinator Lauren Rochester or call (317) 927-8000 ext. 210.

-- Poynter institute has plenty to learn

The Poynter Institute's News University offers courses, group seminars, and Webinars covering subjects from multimedia techniques, to writing, to reporting, and beyond.

Some training courses of note:

- 10 Things You Can Do For Free on Your Website
- 100 Ideas to Make Your Journalism Better
- A Post-Recession Advertising Strategy Series: Where Will the Money Go
- Advertising Revenue Boosters
- Balancing Community Journalism and Citizen Participation

CLICK HERE for a complete list of upcoming training opportunities.

--MPA Calendar

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

MARKETING REP: The National Newspaper Association is looking for someone who believes in newspapers to join the NNA Marketing Council as a representative for this region. We need someone who is connected and who wishes to stay connected to the industry in Missouri, who believes that community newspapers are the heart and soul of their towns, cities and counties, someone who wishes to build the newspaper industry. A representative's role will be to contact newspaper editors and publishers and tell them about NNA and why we can help their newspapers, their communities and their industry. If you're that person, give us a call and tell us what you're thinking. Marketing Council reps will have flexibility to design their own plans. We offer an expense stipend payable when the plan is accepted, and a good commission based on results. For more information contact Lynn Edinger at NNA, lynn@nna.org, 573-882-5800.

GENERAL MANAGER: An immediate position is available for General Manager of The Marshfield Mail and South County Mail. This person would manage all departments of the newspaper. Special emphasis is placed on editorial direction now, but the job can be structured to match the greater strengths of the successful applicant. These two weekly newspapers located in southwest Missouri are part of the Neighbor Newspaper organization, with sister papers completing a circle around Springfield. Good benefits are included in the company support for providing outstanding service to these communities via print and online publications. Please respond with resume to: Janie Terrell, Human Resources, P.O. Box 330, Bolivar, MO, 65613; fax to 417.326.8701; or email at janiet@Mo.NeighborNews.com. EOE. 2-15

PUBLISHER: The Parsons Sun is currently in search of an enthusiastic leader. Experience in the newspaper industry with a proven track record a must. Our leader must demonstrate team-building skills, be customer driven and represent the newspaper in the community. Experience in advertising management preferred. We are independently owned and offer competitive salary with bonus plus full benefits. Send a detailed resume with professional and personal references to: brucewallace03@gmail.com. 2-11

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. 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.