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- Southeast Press will meet in Cape Girardeau
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-- What can newspapers offer that others can't -- PRINT!

Newspapers can offer to advertisers something that other media can't as part of a multimedia advertising package -- PRINT advertising! This is a unique advantage offering advertising effectiveness, audience loyalty and an attractive environment for advertisers.

That thought is from an Editor & Publisher story you can read at <http://tinyurl.com/48auja3>.

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-- Email complaints about postal delivery

Max Heath, the National Newspaper Association's Postal Committee chair, says now would be a good time to email concerns about delivery of your papers to the Postal Service.

New Postmaster General Pat Donahoe has said he plans to focus more on smaller mailers and those not sending out advertising mail. He introduced the new vice president of consumer and industry affairs, Susan LaChance, who will be looking at the entire USPS operation and analyzing customer pain points throughout the organization.

If you continue to have trouble with your mailings, send an e-mail with a detailed explanation of your problem to [mailersoxconcerns@usps.gov](mailto:mailersoxconcerns@usps.gov).

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-- Newspaper Contest material online

Information for the 2011 Missouri Press Foundation Better Newspaper Contest has been mailed to your newspaper and is online at <http://www.mopress.com/BNC.php>.

You will find:

- General Rules
- Weeklies & Dailies Categories
- Entry Labels
- Entry Log Sheet

Please read the information carefully. Several major changes have been made in the rules.

Papers that have not entered in the past are encouraged to look over the contest material and choose a few categories to enter. Win some awards for your work!

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-- Foundation Board, Past Presidents Dinner April 28

The Board of Directors of the Missouri Press Foundation will hold its annual meeting at 2 p.m. Thursday, April 28, at the MPA office in Columbia.

The annual Missouri Press Association Past Presidents and Spouses Dinner will be held at 6 p.m. Thursday, April 28, at Grand Cru Restaurant.

The restaurant is off of South Providence Road in Columbia, across from Stoney Creek Inn, about a mile south of the football stadium. A Room Block for the event is being held at Stoney Creek at a rate of \$90, call the hotel at 573-442-6400 for reservations.

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-- Arizona Senate preserves printed public notices

(East Valley Tribune.com) -- The Arizona Senate last Thursday killed a bill that would have allowed two counties to stop publishing legal notices when they want to put a construction project out for bid. Instead, counties would have been able to send notices to anyone interested, or to put the request online.

Earlier last week, an 18-11 vote in the Senate killed separate legislation that would have eliminated the requirement for publication of documents filed with either the Arizona Corporation Commission or the Secretary of State's Office. That bill would instead have allowed for these documents to be posted on a website.

Opposition to both measures was bipartisan.

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-- Notice bill dies in Iowa

A public notice bill that the Iowa Newspaper Association opposed may be dead for this session of the legislature. The bill would have reduced the state-controlled public notice publication rate to a maximum \$25.

In order for bills to advance in Iowa, they must be passed in the committee where they originate by a specific date. This bill did not, but the issue could resurface as an amendment to another bill.

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-- AP offers Civil War photo package

The Associated Press is offering to newspapers a collection of photographs from the Civil War for use in commemorations of the war that began 150 years ago on April 12. The collection of photos from the Library of Congress and from AP's archives includes portraits of Gen. Robert E. Lee, Gen. Ulysses S. Grant and abolitionist Frederick Douglass. Photos from the battles at Gettysburg, Chattanooga and Fort Sumter are included, as well as an image from President Lincoln's 1865 funeral.

Check into purchasing the package at  
<http://exposure.apimages.com/content/photos-american-civil-war-apimagescom>.

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-- '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>

<http://twitter.com/#!/MissouriPress>.

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-- T-shirt order going in soon

Missouri Press Foundation will place an order for Know-It-All T-shirts on March 18. The shirts are available in adult 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.

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-- Observe NIE Week

This is Newspaper In Education Week. Get material to promote the week at [www.mo-nie.com](http://www.mo-nie.com) using download code "nieops."

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-- Prius, Prien, Prium (next they'll make it a verb)

(MediaPost) -- What's the plural of Prius? With the launch of three new Prius hybrid vehicles this year, Toyota's need for a proper, plural word became a high priority.

Toyota called upon the public to vote for the plural word for Prius on Facebook. The options were: Priei, Prius, Priuses, Prien and Prium.

Priei garnered the most public votes -- 25%. Prius came in second with 24%.

Watch for Toyota's new models of Priei this year! (Those clever people at Toyota know how to get people talking about their cars.)

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-- 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.mo-press.com/current\\_forms.php](http://www.mo-press.com/current_forms.php).

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

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-- Free Peter Wagner email newsletter

Peter Wagner is creating a monthly eletter for publishers, advertising managers and circulation managers. This first edition of this FREE email will be sent on March 28.

Each edition will include two or three sales ideas -- pages, multi-week pages and sections -- and a circulation building idea and "better selling" tips.

The promotional ideas emailed in March will have specific revenue ideas for May. The issue emailed the end of April will have promotion and circulation ideas for June.

If you would like Wagner's e-letter, send this information to [pww@iowainformation.com](mailto:pww@iowainformation.com): Name, Position, Mailing Address, Telephone number (stipulate if it is cell or office) and email address.

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-- Circulation meeting April 14 in Rogers, Ark.

Join Stacy Peters as he covers District Sales Manager Training for circulation professionals on Thursday, April 14, at the 2011 Midwest Circulation Management Association Conference at the Embassy Suites in Rogers, Ark. (The MCMA Conference is for paid subscription publications only.)

Peters has worked for the Arkansas Democrat-Gazette for over 18 years, serving as an Independent Contractor, a District Sales Manager and a Zone Manager. For the past 12 years, he has also served as the Training Coordinator.

For more information contact Aaron Hargis, Promotions Coordinator, 479-684-5509 or visit the MCMA website, <http://www.midwestcirculation.com/>.

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-- Market community events with Missouri Press networks

Sell your community events to a statewide audience and earn high commissions!

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 to assist you in selling the ads are available from Missouri Press Service. Just contact Greg Baker, 573-449-4167, [gbaker@socket.net](mailto:gbaker@socket.net))

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-- 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/>.

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-- 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](http://www.mopress.com/CURRENT_FORMS.php).

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-- 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/>.

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-- 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](http://www.mopress.com/current_forms.php).

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-- 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.

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-- 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](mailto:carnerd@missouri.edu), 573-882-6591.

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-- Southeast Press will meet in Cape Girardeau

The Southeast Missouri 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.

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-- 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.

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--MPA Calendar

March

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  
28 -- Missouri Press Foundation Board meeting, 2 p.m., MPA office  
28 -- Past Presidents and Spouses Dinner, 6 p.m., Grand Cru Restaurant, Columbia

## 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.

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--Job Bank & Marketplace

## HELP WANTED

**SPORTS EDITOR:** The Kirksville Daily Express, a six-day newspaper in northeast Missouri, has an immediate opening for a sports editor. This person will be responsible for daily pagination of the sports pages, leading coverage of 11 area high schools and a Division II university, writing features, editing, some photography, and more. The ideal candidate will have a bachelor's degree in journalism or a related field, as well as experience with QuarkXPress. This position also involves making consistent Internet updates and usage of social media tools. Send your resume and samples of writing and pagination work to Jason Hunsicker, Managing Editor, Kirksville Daily Express, P.O. Box 809, Kirksville, MO 63501, or e-mail at [dailyexpresseditor@gmail.com](mailto:dailyexpresseditor@gmail.com). No phone calls, please. 3-2

**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](mailto:lynn@nna.org), 573-882-5800.

**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.

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-- 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](mailto:kford@socket.net).