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- 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.

-- Do you have ideas about the Newspaper Contest?

Missouri Press would like you to email any thoughts or suggestions you have regarding the Better Newspaper Contest. Awards were presented Sept. 10 in Branson after some significant changes were made to the contest rules this year (ie fixed circulation classes, gold medal plaques for each class rather than Gold Cups for one daily and one weekly, etc).

The Contest Committee will hold a conference call at 10 a.m. Friday, Sept. 30, for a review of this year's contest and proposals for next year. (If you would like to be on the Contest Committee, note that and you will be added to the committee email list.)

This will be a preliminary meeting to assess the results of the changes made to the contest format this year and to discuss your thoughts and any proposals for next year.

The committee will set the rules for the 2012 contest late in winter, probably in February. Rules and the call for entries will go out probably late February.

You are encouraged to set aside potential contest entries throughout the year to make entering the contest less of a chore.

Email Kent Ford at kford@socket.net with your suggestions, comments.

-- Reserve Directory space now!

Key firms and individuals throughout the state and nation rely on the Missouri Newspaper Directory for information about Missouri newspapers. In 2012, political campaigns, candidates and issue advocates will rely on the Directory to plan election strategies.

The 2012 issue of the Missouri Newspaper Directory is an important issue for the bottom line at your newspaper.

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. (You don't need to pay for the ad or send copy by that date, but you may if you wish.)

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

-- FREE Photo Seminar in Clinton

When: Sunday, Sept. 25, 2-4 p.m.

Where: Benson Convention Center in Clinton

The 63rd annual Missouri Photo Workshop will be held in Clinton Sept. 25-Oct. 1. The Missouri Press Foundation is a sponsor.

For staffers at MPA member newspapers, on Sept. 25 three faculty members from the Workshop each will make a 20-minute presentation about making better pictures and improving visual communication in newspapers. This will be followed by discussion and feedback on any work that participants take to the session.

David Rees, Workshop director and one of the presenters on Sept. 25, invites all to attend at no charge. He would like you to email your name and newspaper to him so he has an idea of how many and who will attend.

Call or email names or any questions to Rees at 573-882-3635 or reesd@missouri.edu.

-- FREE Community Newspapers Workshop

You can still register for the FREE Community Newspapers Workshop Thursday-Friday, Oct. 20-21, in Columbia.

The Missouri School of Journalism and the Missouri Press Association have put together a program for newspaper publishers and editors titled "Community Newspapers: Tomorrow has arrived. How to take charge of the opportunities for success in the print and digital world."

Register with Janet Jensen at the School: jensenja@missouri.edu; 573-882-8694.

If you signed up and received one of the 40 FREE hotel rooms for this event, but you won't be able to attend, please notify Jensen so your room can be cancelled with the hotel.

The program will be held at the Reynolds Journalism Institute in Columbia. It will begin at 10 a.m. Thursday so you can drive in, and will end in time on Friday so you can get back to cover your football games.

Walter Potter, a graduate of the School and a retired community newspaper owner in Virginia, is underwriting the cost of the event in honor of his late father, Walter B. Potter, Sr. That means FREE meals during the conference and no registration costs.

The goal is to help community newspapers grow and thrive. REGISTER TODAY! IT'S FREE!

-- Ad Workshops for newspaper staffers

The six Political Advertising Workshops to be held beginning Sept. 29 are for MPA member 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.

These workshops will prepare you to approach local candidates before they begin advertising to show them why they should advertise in your newspaper.

Here is the workshop schedule:

Sept. 29 Kirksville Daily Express
Oct. 5 Bolivar Herald-Free Press
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.

Any ideas to include in the workshop are welcome too.

-- Time to file Ownership Statement

It's time for holders of Periodicals mailing permits to file with their postmasters a Statement of Ownership, Management and Circulation, (ps3526). The deadline for filing this form is Oct. 1.

You must publish the information in your 3526 form or a reproduction of the form according to the following timetable, depending on frequency of publication:

- Publications issued more frequently than weekly should publish no later than Oct. 10.
- Publications issued weekly or less frequently, but not less than monthly, publish by Oct. 31 (weeklies).
- All other publications publish in the first issue after Oct. 1 (quarterlies, bi-monthlies, etc.).

You can get a ps3526 from your postmaster or from the USPS website.

-- Newspaper Week material ready for download

National Newspaper week content is ready and can be downloaded at www.nationalnewspaperweek.com. National Newspaper Week is Oct. 2 - 8.

This year's content includes columns by NAM President Doug Anstett, executive director of the Kansas Press Association; NAA Past-President John Sturm, and many others. There are also house ads, crossword puzzles and editorial cartoons promoting this year's theme, "Newspapers - The number source for local news."

Newspapers can use the same login from last year or create a new one.

-- Police must provide free view of incident reports

(St. Louis Post-Dispatch) ST. LOUIS -- City police must let people view incident reports for free but can charge for copies, a circuit court judge ruled Sept. 16. The ruling strikes down the department's long-standing policy of charging a flat fee for incident reports without letting the requestor view them first.

A St. Louis County resident sued the department after it refused to let her view records last year without paying \$6.50 per report. A lawyer for the Police Department argued that it didn't have the resources to provide a public-access terminal for viewing incident reports and that requiring free public access to records would be oppressive and unreasonable.

Judge Joan L. Moriarty agreed with the plaintiff, writing that "if no copies or duplications are produced, this court does not believe that a public governmental body can charge for access to electronic records."

But Moriarty said the police could continue to charge \$6.50 for paper copies.

Missouri Press Association filed an amicus brief in this case, and its Legal Hotline counselor, Jean Maneke, was the attorney for the plaintiff.

-- Social links will boost your 'brand'

According to BrightEdge, an analysis of more than 4 million tweets shows pages that display Twitter share buttons get 7 times the social media mentions than sites that do not.

The SocialShare Analysis shows that almost half of the largest 10,000 sites on the web still don't display any kind of social sharing links or buttons.

Jim Yu, CEO of BrightEdge, notes that, "... social sharing buttons can drive real social traffic that will inevitably drive sales, brand awareness or affinity... but... brands are not taking advantage of this simple, cost free tool..."

The absence of any social engagement vehicles such as Social Links, Facebook plugins and Twitter Buttons on the homepages of a large number of major sites shows there is significant untapped opportunity for social media to drive greater marketing exposure for brands.

-- Do you use Capitol Report, Capitol Perspectives?

Phill Brooks, the director of the School of Journalism's State Government Reporting Program, would like to know if you use the Capitol Report or his new historical context column, Capitol Perspectives. He requests that you send him a quick, brief email if you use all or some of either material. He and his students need your reaction, suggestions, comments, etc.

Contact Brooks at prb@mdn.org to let him know that you use Capitol Report or Capitol Perspectives and if you have a suggestion or a request for a special story from the Capitol. You also can request a mugshot of Brooks to

use with his Capitol Perspectives column.

Missouri Press emails Capitol Report and Capitol Perspectives to your paper each Friday.

-- 10 reasons to tweet

Here's a story from Medill School of Journalism (Northwestern), on the Poynter website, about some of the benefits of using Twitter in reporting. <http://tinyurl.com/3uofu2j>

-- APME changes name (acronym remains same)

The Associated Press Managing Editors (APME) association board voted last week to change the group's name to the Associated Press Media Editors.

APME is an association of editors at news organizations in the United States and Canada that works closely with The AP on journalism training and initiatives. Its board voted in June to extend membership to broadcasters and journalism educators, as well as journalism students.

The organization, founded by newspaper managing editors in 1933, held its annual conference in Denver last week.

-- Community papers get a mention

(Los Angeles Times)--ŠAt the risk of sounding like I'm whistling past the graveyard, I'd like to point out that there are thousands of newspapers that are not just surviving but thriving. Some 8,000 weekly papers still hit the front porches and mailboxes in small towns across America every week and, for some reason, they've been left out of the conversation. (Read the story: <http://tinyurl.com/3zt85m6>)

-- AP launches insert test

(The Wall Street Journal) -- The Associated Press, in partnership with 32 newspaper groups and 20 retailers, on Monday launched a mobile version of coupon inserts and sales notices that fatten Sunday papers. The mobile application, called iCircular, is a test that will last until the end of the year.

-- Public Policy Matters daily news

PublicPolicyMatters is a daily aggregation of press releases, reports and other newsworthy items that have just been posted on the Internet websites of 2,300 government and congressional agencies, and an unlimited array of interest groups (including thinktanks and watchdog organizations) of every imaginable purpose and persuasion. (<http://publicpolicymatters.com/09-16.html>)

The daily reports are assembled by journalists and distributed free to journalists.

Nearly 1,600 news editors and reporters in newsrooms throughout the country use the reports to find news that doesn't receive much public attention. If you would like to receive the reports, register at <http://publicpolicy-matters.com/register.html>.

-- Online Media Campus training

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

-Using Facebook to Leverage Readership

Thursday, Sept. 29, 1-2 p.m. CDT: As social media becomes an increasingly more integrated function of a journalist's role, it is important to understand how to most efficiently utilize this tool. What we'll uncover:

Covering Facebook's new 'Send' button and how it differs from 'Like,' 'Recommend,' 'Share'

; Facebook page overview - set up, analytics, management

; Peak times to post

. (Register by Sept. 26 to avoid the \$10 late fee.)

-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.

(Register by Oct. 4 to avoid the \$10 late fee.)

-- MPA Calendar

September

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

25-Oct. 1 -- Missouri Photo Workshop, Clinton

29 -- Missouri Press Ad Workshop, Kirksville

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 -- 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

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

ADVERTISING SALES EXECUTIVE: The Columbia Daily Tribune is seeking an experienced Account Executive to sell print, online, mobile and niche products to various businesses in Columbia and the surrounding area. Candidate should have high energy, be highly motivated, be able to manage multiple projects, and have a Bachelor's degree or equivalent work experience. Reliable transportation and valid driver's license required. Compensation package includes guaranteed base plus commission. Benefits include 401(k), health insurance, dental insurance, vacation and sick pay, and access to company gym. Email resume to srinehart@columbiatribune.com or send application to the Columbia Daily Tribune, Human Resources, P.O. Box 798, Columbia, MO 65205 or complete one at 101 N. Fourth Street. An application can be printed at www.columbiatribune.com/jobs/ EOE / Drug free Workplace. 9-2

EDITOR: The Wynne Progress, an award-winning twice-a-week operation in East Arkansas, is seeking a Editor with solid experience in the newsroom. You will handle a wide range of general assignment news coverage along with laying out pages on the computer, shooting photos, and overseeing the news dept. Knowledge of Quark and Photoshop a plus. Most importantly a passion for community journalism and a desire to put out

a great news product is a must! Wynne, Arkansas is a great community located one hour from Memphis, TN. Modern 5,000 sq. ft. facility, large editor's office with own half bath. Starting salary \$ 38,000 to \$ 40,000 and group insurance. Please send resume to sboger@cablelynx.com. 8-31

PAGE DESIGNER:The Sentinel-Record in Hot Springs, AR has an immediate opening for the position of Page Designer with graphic designer skills. Candidates must be familiar with Apple computers, Adobe InDesign CS and Photoshop CS. Interviews may involve a demonstration of skills in story selection, editing, headline writing and page design. The position offers a competitive salary, health/dental coverage, 401k plan, profit sharing, and vacation/sick leave. For consideration, please submit your resume to mark@hotsr.com. EOE. 8-18

NEWS EDITOR: Immediate opening for news editor for north Missouri paper. Position will be in charge of covering news and sports of the county, design and layout of news pages each week. Familiar with Photoshop, In-Design and Word helpful, and the ability to communicate with staff and community essential. Call 660-626-6308 for more information. 7-29

PART-TIME REPORTER: The Platte County Landmark, an award-winning weekly near Kansas City International Airport, will be adding a part-time reporter. Government meetings, crime, general news. Send resume to Ivan Foley at ivan@plattecountylanmark.com. 8-9

ADVERTISING DIRECTOR: The Sentinel-Record in Hot Springs, Arkansas, has an immediate opening for the position of Advertising Director. The ideal candidate will have a Marketing or Advertising degree, as well as a minimum of five years specifically in the daily newspaper business at a paper with circulation over 10,000, and a proven record of leadership and success managing a sales staff. Competitive salary, commissions, bonuses, and benefits. For consideration, send resume and cover letter to gtroutman@hotsr.com. 8-1

GM/SALES REP OR GM/EDITOR: Immediate opening for general manager/sales position OR general manager/editor for established award-winning Northeast Missouri weekly. Management skills, attention to detail, positive attitude, and strong sales or newsroom experience a must. Candidate must be energetic, willing to take on the challenge and motivated. Excellent benefits package, 401(k), etc. Contact Walt Gilbert, vice president, Lakeway Publishers of Mo. at lmovp@lcs.net. 7-25

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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