

Sept. 28, 2011

- Did you like/dislike the Newspaper Contest?
- Update your Newspaper Directory information
- Advertisers use MPA Newspaper Directory; reserve space now!
- Promote during Newspaper Week!
- Facebook going after small businesses
- FREE Community Newspapers Workshop
- Local candidates should use your paper
- Pay walls yield lessons, revenue
- File an Ownership Statement with your post office
- Please complete Convention survey
- Bill would allow post offices to sell ad space
- Yahoo! ad deal with Gannett expands via local TV

- Americans don't trust news organizations
- People use, but don't value, their newspapers
- Freedom, TheStreet partner on business news
- Online Media Campus training
- MPA Calendar
- Job & Marketplace Classifieds

-- Did you like/dislike the Newspaper Contest?

Missouri Press would like you to email any thoughts or suggestions you have regarding the Better Newspaper Contest. The Contest Committee will hold a conference call at 10 a.m. Friday, Sept. 30, for a review of this year's contest.

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

-- 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 -- new phone numbers, email addresses, web URLs, publication dates, etc.

And please be sure to include accurate circulation information. Thanks.

-- Promote yourself during National Newspaper Week

National Newspaper Week material can be downloaded at www.nationalnewspaperweek.com. The observance is Oct. 2 - 8.

The website has columns, house ads, crossword puzzles and editorial cartoons promoting this year's theme, "Newspapers - The number one source for local news."

-- 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.

-- Facebook going after small businesses

(Amsterdam) -- Facebook's chief operating officer, Sheryl Sandberg, recently announced a plan to increase the presence and engagement of small businesses on Facebook, according to USA Today.

"I think every small business should be using Facebook," Sandberg told the news source. "We're not going to stop until all of them are using it to grow their business."

The company will unveil a plan to offer free \$50 advertising credits to as many as 200,000 small businesses

looking to expand their market by placing ads on Facebook.

“A wedding photographer, for instance, could advertise just to women in a specific ZIP code who list on Facebook that they are engaged,” the news source notes.

Establishing a fan page can also encourage consumers to “Like” a small business. Once they are connected to the company in such a way, it becomes easier for promotional content to be sent out via online channels.

-- 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 this program for publishers and editors: “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 hotel room can be cancelled.

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.

The goal of this FREE program is to help community newspapers grow and thrive. Sign up today!

-- Local candidates should use your newspaper

Register for one of the six 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 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.

-- Pay walls yield lessons, revenue

(API's Business of News, SmartBrief) -- Common lessons can be drawn from newspapers' experience with different forms of the pay wall during the past year, writes Vital Business Media's Ellie Behling. The first lesson is to research ahead of time and understand the market as well as how fewer page views might affect the bottom line. It's also likely that any kind of pay wall will need adjustment, so flexibility is important, too. <http://tinyurl.com/42vgbtm>

-- File your Ownership Statement with the post office

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 can get a ps3526 from your postmaster or from the USPS website. Follow the instructions on the form.

-- 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.

-- Bill would allow post offices to sell ad space

(BtoB) Washington, D.C. <Sen. John McCain (R-Ariz.) has introduced a new bill in the U.S. Senate to oversee U.S. Postal Service reforms. The bill is modeled after one already proposed in the House of Representatives.

Sen. McCain's Postal Reform Act of 2011 would establish two boards, one that would oversee receivership of the Postal Service if it defaults on government payments <a possibility the Postal Service has said may be imminent >and another that would make decisions on which post offices to close.

The bill also proposes eliminating Saturday mail delivery, permitting the selling of ad space at post offices and on mail trucks, and requiring postal employees to pay more toward their healthcare and retirement benefits.

-- Yahoo! ad deal with Gannett expands via local TV

(PaidContent.org) -- An ad-sales partnership between Yahoo! and Gannett is switching focus from newspapers to TV, as Gannett looks to lure more small and midsize businesses to advertise with its digital properties. The partnership comprises 81 community newspapers and nine TV stations. Ten remaining broadcast outlets will be added to the mix through February. <http://tinyurl.com/3uw74sb>

-- Americans don't trust news organizations

(Poynter.) -- Americans trust local news organizations more than any other source < including national news organizations, government and business. But that's not saying much.

Only one-quarter of those surveyed say news organizations get the facts right, a new low since 1985 when the question was first asked. Two-thirds (66 percent) say stories are often inaccurate, a new high. And nearly three-quarters of Americans believe that journalists try to cover up their mistakes, rather than admit them.

Read about this Pew survey at
<http://tinyurl.com/3oc4fdk>.

-- People use, but don't value, their newspapers

(Journalism.org) -- Data show that newspapers play a much bigger role in people's lives than many may realize. Newspapers rank first or tie for first as the source people rely on most for 11 of the 16 different kinds of local information asked about < more topics than any other media source. But most of these topics < many of which relate to civic affairs such as government < taxes, etc., are ones followed by fewer Americans.

Read about this Pew Research Center study of the sources people use to learn about their communities. (http://www.journalism.org/analysis_report/local_news)

You might also use this to re-evaluate the amount of time and space you give to topics of little interest to community news consumers.

-- Freedom, TheStreet partner on business news

(BUSINESS WIRE) -- TheStreet, Inc., a leading digital financial media company, and Freedom Communications, Inc., owner of The Sedalia Democrat, The Orange County Register in California and more than 100 other newspapers, magazines, broadcast stations and websites, have entered into a strategic content-distribution alliance.

TheStreet will power the national business, financial markets and personal finance coverage at Freedom Communications' major online news sites and print publications. TheStreet network publishes more than 3,000

original articles and more than 500 unique videos each month that will be available for Freedom Communications outlets.

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

-- MPA Calendar

September

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

20-21 -- 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 Hearnese 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

-- 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

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

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@plattecountylandmark.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

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.

###