



CALENDAR

December

3-4 — Missouri / Kansas AP Editors and Publishers meeting, Kansas City

January, 2007

18-19 — Northwest Missouri Press Association meeting, Holiday Inn Riverfront, St. Joseph

31 — Entry deadline for MAMA Better Ad Contest

February

15 — MPA/AP Day at the Capitol

March

4-10 — NIE Week

21-23 — NNA Government Affairs Conference, Washington, D.C.

29-30 — MSNE/APME meeting, Branson Hilton

April

13-14 — Missouri College Media Association annual meeting, Lake of the Ozarks

19-20 — Missouri Advertising Managers' Association meeting, The Lodge of Four Seasons, Lake Ozark

26 — MPA Past Presidents and Spouses Dinner, JB Hooks, Lake of the Ozarks

June

8 — Southeast Missouri Press Association, Higher Education Center, Perryville

22-23 — Show-Me Press Association, The Resort at Port Arrowhead, Lake Ozark

July

11-13 — Living Textbook NIE Seminar, UMC

September

6-8 — 141st Annual MPA Convention & Trade Show, Sheraton Westport, St. Louis

26-29 — 121st Annual National Newspaper Association Convention & Trade Show, Norfolk, Va.

26-29 — National Conference of Editorial Writers, Intercontinental Hotel on the Plaza, Kansas City (ncew.org)

Missouri Press Association Bulletin

No. 1187 — 22 Nov. 2006

NW Press to meet Jan. 18-19

Milk farmer, Sprint Center exec on agenda for St. Joe meeting

Missouri's Small Business Person of the Year for 2005 will be one of the speakers for the annual meeting in January of the Northwest Missouri Press Association.

Leroy Shatto of Shatto Milk Co., Osborn, placed third nationally as the Business Person of the Year in 2005. He'll speak Friday morning during the Northwest Press meeting at the Holiday Inn Riverfront, St. Joseph. NW Press will meet Thursday evening and Friday, Jan. 18-19.



Also on the program will be Brenda Tinnen, general manager and senior vice president of the Sprint Center, Kansas City's downtown sports arena that is scheduled to open in the fall of 2007. The Sprint Center is

being developed by Anschutz Entertainment Group (AEG).

Tinnen is the sister-in-law of Steve Tinnen, publisher of the *Clinton County Leader* in Plattsburg and president of Northwest Press. She will speak at lunch on Friday.

NW Press meeting (continued on page 2)

Complete enclosed wage/salary survey

Sometimes a publisher calls Missouri Press Association wanting to know how much newspapers pay their employees. MPA can't answer that question if it doesn't have the information.

It has been several years since MPA conducted a wage and salary survey, so a survey is included in this *Bulletin*. It's also been emailed to your newspaper. The survey seeks information about wages and salaries for various positions, including stringers and part-time help, and about benefits.

You're encouraged to fill out the survey as completely as you can and return it to MPA by fax or email. Information will be compiled and passed along to MPA members who request it.

Each newspaper's information will be kept confidential; no information will be identified with the newspaper that provided it.

In order for this information to be of value, responses are needed from a substantial number of newspapers of various frequencies and sizes. The survey won't take long to complete, so please fill it out and return it to MPA as soon as you can.



Send year-end gift to Press Foundation

Remember to write a check to Missouri Press Foundation before the end of the year. Contributions to the Foundation are tax deductible.

Everyone can give or pledge something to benefit the Foundation. If you choose something other than a simple contribution or a pledge, talk to your accountant, financial advisor or attorney about the best way for you to give.



The Foundation's mission is to enhance and preserve newspaper journalism in Missouri. It provides scholarships, internships and training; sponsors the annual Better Newspaper Contest, maintains the Print Shop Museum in Arrow Rock and supports other newspaper related projects.

Any gift will be welcomed and appreciated. Remember to make your contributions before Dec. 31 to receive tax credit this year.

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Content for teens creates future newspaper readers

"Lifelong Readers: The Role of Teen Content," the NAA Foundation's new research report, reveals that future readership results when newspapers publish content for teens. Two other reports from the NAA Foundation show how to leverage teen content for advertising revenue. Get the reports from naa.org.

TeenSeek I and II detail the NAA Foundation's groundbreaking advertising study in several newspaper markets. TeenSeek I set out to determine whether teen content could be leveraged to bring in new advertising revenue.

TeenSeek II examined if the model developed in the first phase of the study could be replicated in other markets and yield similar results. Together, they provide the tools to build a solid business plan for increasing the bottom line when publishing teen content.

Information about the Better Ad Contest has been mailed to your newspaper. If you have questions, call Greg Baker at MPA: (573) 449-4167.

NW Press meeting (continued from page 1)

Missouri Press Association and Missouri Press Service boards of directors will meet on Thursday afternoon, Jan. 18, in St. Joseph. Those boards traditionally hold their first meeting of the year just before the NW Press meeting begins.

Registration for the NW Press meeting will begin at 4 p.m. Thursday in the hotel lobby. A reception and the President's Dinner will be held that evening in the hotel. Magician David Sandy will entertain.



The NW Press business meeting will be held after breakfast Friday, followed by a roundtable discussion of things area newspapers are doing on the Internet to serve their audiences and make money.

Shatto's talk about his business will follow that, with Tinnen speaking at lunch.

Area politicians have been invited to participate in a panel discussion Friday afternoon. They will talk about their plans and expectations for the legislative session, which will begin early in January.

A reception, dinner, award presentations and entertainment will be held Friday evening. Entertainment details will be provided when they are confirmed.

The registration/membership fee for this year's meeting has been raised from \$25 to \$50 per newspaper or business. All meals and sessions will cost \$60 per person, the same as last year. The enclosed registration form has prices for individual events for those who cannot attend all activities.

Rooms will cost \$66. Call the number on the registration form for a reservation.

Order story now for January

Get kids into your newspaper with 'A Familiar Face'

Missouri Press Association encourages all of its member newspapers to publish the Reading Across Missouri serial story beginning in January. "A Familiar Face" is about a young boy assigned to write an essay about President Harry Truman.

You can get the eight-chapter story FREE if you agree to begin running it in January. Get a local sponsor to pay for the space for the story if you wish.

A statewide writing contest for local school children will be held along with publication of the story. Your paper can participate in that activity or not. That's up to you. An accompanying teacher's guide will help teachers in your schools use the story to teach Missouri's required lessons.

Dawn Kitchell, MPA's Newspaper In Education director, explained the project in detail in the November issue of Missouri Press News. It's on mopress.com if you want to read the article.

To participate in Reading Across Missouri, fill out the enclosed project contract and fax it to the MPA office: (573) 874-5894. You will receive by email a password to download the serial story and the teacher's guide from mopress.com.

All of the details, including promotional ads for the contest and timelines, are included in the Reading Across Missouri project materials on the MPA website. If you have suggestions or need help getting started with the project, contact Kitchell at kitchell@yhti.net, (636) 932-4301.





**Missouri Press Association
Missouri Press Service**

802 Locust St.
Columbia, MO 65201-4888
(573) 449-4167; FAX (573) 874-5894
www.mopress.com

- PRESIDENT:** Steve Oldfield,
The Adrian Journal
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Dan Wehmer, *Webster County Citizen*,
Seymour
NNA REPRESENTATIVE: Helen
Sosniecki, *The Vandalia Leader*

STAFF

- Doug Crews:** Executive Director,
dcrews@socket.net
Greg Baker: Advertising Director,
gbaker@socket.net
Kent M. Ford: Editor,
kford@socket.net
Connie Whitney:
cwhitney@socket.net
and **Jennifer Plourde:**
jplourde@socket.net
Advertising Sales and Placement
Karen Philp: kphilp@socket.net
Receptionist, Bookkeeping
Jeff Grimes: Advertising, Website,
jgrimes@socket.net
Beth Ott: Advertising, Graphics
Design, bott@socket.net
Kristie Williams: Member Services;
Meeting Coordinator,
kwilliams@socket.net

Jean Maneke:
Legal Hotline Counselor
(816) 753-9000
jmaneke@manekelaw.com

Dawn Kitchell:
Newspaper In Education Director
(636) 932-4301; kitchell@yhti.net

Ron Cunningham:
Postal Consultant
(417) 849-9331; postalhelp@aol.com

TV ad \$ going to TV websites

Newspapers not seen to be 'innovative' with integration

The following story is from MediaPost (a terrific website for information about media).

(**Editor's comments:** Newspapers need to get their websites in shape to be ready to get some of the money advertisers plan to move from TV to the Internet. The figures at the bottom indicate that almost 85 percent of advertisers plan to move anywhere from 10 to 50 percent of their advertising to websites by 2010.

The third paragraph of the story is a bit puzzling — and irritating. Advertising agencies believe TV stations are the most innovative at integrating their traditional outlet with the Internet. Many advertisers are preparing to move money from traditional TV to the websites of the medium that they are not satisfied with — TV.

Why would they do that?

The newspaper industry needs to get the word out to advertisers that newspaper websites — among the most frequently visited — can do video, too (at least the most developed of them can). TV isn't "integrating" anything, it's just offering another video medium, further splintering the viewing audience. Newspapers, on the other hand, are integrating audio and video with print. Newspapers are the ones being "innovative." TV still reaches only watchers, even on their websites, while newspapers now reach watchers, web surfers and traditional readers.

TV still reaching only watchers. Newspapers reach readers and listeners in addition to watchers.

Ad Execs See TV Budgets Moving Into Online Video by Joe Mandese, Editor, MediaPost, Nov. 14, 2006

A majority of top ad industry executives expect a significant share of their broadcast and cable TV advertising budgets to shift to online video buys within the next few years, according to results of an annual survey on industry trends released (recently) by the American Advertising Federation. More than half (53%) of the 168 respondents said they expect 20% or more of their TV advertising budgets to shift into online video by 2010 (see table below).

The study also indicates that ad executives believe traditional broadcast TV outlets will be the most effective in integrating traditional TV and online media into seamless marketing solutions for advertisers and agencies. Asked which media they believed to be most "innovative" at leading such integrations, 21.7% of the respondents cited broadcast TV, followed by newspapers and magazines (18.5% each), cable TV (15.2%), and radio and out-of-home (8.7% each).

Asked which traditional medium is most effective in terms of driving traffic to advertiser Web sites, 26.0% cited magazines, followed by broadcast TV (17.8%), cable TV (16.4%), newspapers (13.7%), radio (11.0%).

The survey also indicates that online ad budgets are expected to rise by an average of 42 percent in 2007 vs. 2006. Respondents said they expected 23.2% of their total 2007 ad budget to be spent online, up from 16.3% of their 2006 advertising spending.

The study, which was prepared by Atlantic Media Company, is the fourth annual survey to be issued by the AAF.

Share of TV ads shifting to online video By 2010

Less Than 1%: 2.6%	10-19%: 33.3%	40-49%: 5.9%
1-5%: 9.8%	20-29%: 34.8%	More than 50%: 1.3%
6-9%: 11.1%	30-39%: 11.1%	



Paper gets in on popularity of YouTube

Hoping to capitalize on the on-line video craze (YouTube), the Sacramento Bee launched a short-film contest called "Show Us Your Shorts."



Californians were invited to submit videos no longer than four minutes, as long as the Bee or its website had at least a cameo appearance. In a commercial spot about the contest on MySpace, one man beats another with a rolled up copy of the Bee.

All entries were posted for public viewing in November. A panel of judges including the Bee's film critic narrowed the field to five films.

In December the public will be asked to vote on their favorite video. The winner will get \$1,000, two runners-up will get \$250 each.

Owner of Mo. papers issues common stock

Gatehouse Media, Inc., owner of a number of newspapers in southwest and north Missouri, in October announced an initial public offering of 13.8 million shares of common stock at \$18 per share. Shares started trading Oct. 25 on the New York Stock Exchange under the symbol "GHS."

Gatehouse, based in Rochester, N.Y., owns 423 community publications and more than 230 related websites.

Your entire staff should sell papers

Everyone at your newspaper who talks with callers should ask whether the caller is a subscriber. If the caller isn't a subscriber, give a brief sales pitch; if he is a subscriber, ask what he would like to see in the paper that isn't there.

The sales pitch should change daily for daily papers and weekly for weekly papers. Tell the caller what he missed in the previous issue or what he will miss in the next issue.

Star joins Google ad sales test

90-day experiment to broker space in 50 top papers

The Kansas City Star and five other newspapers owned by its parent, McClatchy Co., agreed early in November to participate in a 90-day advertising sales test with online giant Google Inc.

Google announced that it had reached agreements to broker ad space in 50 of the top newspapers in the U.S., including papers owned by Gannett, The Tribune Co., The New York Times Co., The Washington Post Co. and Hearst.

In the test, advertisers will bid for unbooked space in newspapers, much as they now bid for spots online. *The Star* and other papers will review the bids, with the right to accept or reject offers.

Chris Hendricks, vice president of interactive media for McClatchy, based in Sacramento, said ideally the agreement would allow newspapers to reach new advertisers and book incremental advertising revenues.

The test will involve about 100 advertisers. Google will not earn any revenue during the test. If newspapers decide to continue the arrangement, Google would take a percentage of the sales. Google keeps about 20 percent of the ad revenue it books on the internet.

Mac Tully, publisher of *The Star*, said, "Every day we go to press with unused space ... if that could be used by an advertiser on a bid process, that might make sense ... Clearly this is an opportunity to reach out to advertisers we wouldn't typically reach, so on both of those points, it could be a win for the advertiser and win for us."

—*The Kansas City Star*

Key Executives meeting Feb. 18-20

Looking for new revenue ideas? Want to meet one-on-one with other publishers to share strategies and innovations?

Be at the 2007 Southern Newspaper Publishers Association Key Executives Conference in Jacksonville, Fla., Feb. 18-20.

The program is called "Building the Future by Building Relationships." Content will include moderated sessions on successful ways that newspapers grow market share, increase revenue and become stronger competitors. Two presentations will show how cutting-edge newspapers are succeeding on the web and leveraging their core businesses to launch new products and re-invent their business strategies.

"This will be an intense, working meeting," said SNPA Marketing Committee chairman Nelson Clyde IV, associate publisher of the Tyler (Texas) *Morning Telegraph*. "Participants will talk about the innovations that have been successful at their newspapers and bring concrete examples to share. Everyone will go home with great new ideas for their own newspapers."

The conference will feature a hospitality suite that will open when the formal sessions end to ensure that the exchange of ideas continues after the programs.

Speakers will include Greg Harmon of Belden Associates, Greg Swanson of IZT Publications, and Richard Beene of *The Bakersfield Californian*.

Harmon and Swanson will talk about understanding local newspaper internet operations and how to make money with it. Beene will talk about the recent successes of *The Californian* in both print and online, and how the newspaper's leaders created a workforce that embraced the new media environment.

The conference will be held at the Hyatt Regency Jacksonville Riverfront Hotel. The SNPA group room rate is \$139, and rooms must be reserved by Jan. 29. Members who register before Jan. 1 will save \$150 per person.

For conference and registration details, go to snpa.org.



Advertisers appreciate list of sections scheduled for year

The Herald-News in Dayton, Tenn., has increased sales and generated good relationships with tough customers by providing a list of special sections at the beginning of each year.

The paper produces at least 18 special sections each year. In a pre-sale promotion guide for advertisers printed in January, the paper offers a steep discount to advertisers that choose to appear in all 18. The listing and early ad alert give many advertisers time to get approval for future ads.

The preview has been particularly helpful with large advertisers, such as hospitals and other big companies that have annual budgets that allocate set amounts for advertising.

The preview consists of several pages, with the names of the special sections listed at the top and explanations of what the sections are about below.

Advertisers are notified through the year of any additions to the special sections list or changes in publication dates.

American Fidelity ends MPA disability policy

Missouri Press has been notified by American Fidelity Assurance Co. that it will end its Group Disability Income policy with MPA, effective Jan. 1. A copy of the letter about this policy termination has been emailed to MPA member newspapers.

If you missed the email and would like to see the letter, contact MPA and it will be faxed to you.

If your newspaper is covered by this policy, you can request the option to renew your Group Disability plan directly with American Fidelity, with possible changes in plan design and premium.

If your newspaper is affected by this change, and you have questions or concerns, contact Steve Bolinger, association manager with Fidelity, at (405) 229-8060.

MOHELA openness sought

Letter from governor's chief recommends transparency

By RACHEL HIGGINBOTHOM

November 16, 2006

JEFFERSON CITY — Gov. Blunt's chief of staff Ed Martin issued a letter Nov. 13 to the board of the Missouri Higher Education Loan Authority, calling for "greater openness and transparency." Since the governor proposed the sale of MOHELA assets in January, the board's policies and procedures have been under strict scrutiny from state leaders, particularly Attorney General Jay Nixon.

Board meetings have typically been closed to the public. Nixon called for more public discussion in the sale process in a letter that he wrote to the board in September.

In Martin's letter, which was also sent to MOHELA director Raymond Bayer Jr., Martin specifically recommended that the board discontinue closed meetings and the limitation of public access. Martin also suggested that copies of all minutes and annual audits be posted on the MOHELA website. Martin was unavailable for comment.

Martin also suggested that the board stop referring to itself as a "nonprofit" or "quasi-state agency" as it has typically done in the past; rather, it should be called a "state board" or "state agency."

"We believe that the (MOHELA) board should be consistent with other state boards," said Brian Hauswirth, interim spokesman for the governor.

Hauswirth cited former MOHELA director Michael Cummins' severance package as reason for concern with the board's operations, not the attorney general's letter. In fact, Hauswirth said he had not seen the attorney general's letter.

"I can't say that (Nixon's) letter specifically lead to this," he said.

Cummins was fired in January. He was reportedly opposed to the sale.

Cummins' severance package is worth more than \$830,000, according to a story by The Associated Press. In his letter, Martin called for an annual report of the agency's financial records, including the salaries and benefits of all senior board members.

State auditor-elect Susan Montee was also concerned about the severance package, the AP reported, and has said that one of her first acts as auditor will be to investigate the agency. Montee could not be reached for comment.

Program for weeklies March 1-3 in Tucson

You are invited to an "exclusively for weekly newspapers" program designed to provide you with a competitive advantage and to re-energize key staff members.

The invitation is for the March 1-3, 2007, Weekly Newspaper Publishers Conference at the Sheraton Tucson Hotel, Tucson, Ariz., a conference sponsored and partially subsidized by the Inland Press Foundation and co-sponsored by the Missouri Press Association, among others.

The program is cutting edge, with the sharing of tested tactics for improving business affordably. There'll be a substantial emphasis on increasing revenues, improving online profitability and community service.

Details of the conference are provided in the enclosed flier.

Because MPA is a co-sponsor, MPA members may attend the conference at the member rate of \$399 per person (non-member \$539 per person), which includes program materials and some meals.

Accommodations at the Sheraton are \$149 per night, an excellent value for high season in Tucson. Reserve by phoning (800) 325-3535.



FAQ sheet helps customers get answers

To ensure better customer service, The Palm Beach Post in Florida prints a FAQ page in its company phone directory for everyone who deals with a customer.

The "Every Caller Counts" page has been one of the most successful customer service initiatives at the Post, the paper's marketing director said. The page begins by reminding employees never to blindly transfer calls and to treat everyone who calls with courtesy. The page goes on to list answers to some frequently asked questions, including:

- How can I get the Post delivered to my home?
- What should I do if the paper doesn't come?
- How can I arrange to temporarily stop the paper when I leave town?
- I just witnessed something newsworthy. What should I do?
- Who should I call to complain about a story?
- How can I place an obituary?
- Is it true the Post prints free "lost and found" ads?
- How can I announce an engagement, wedding or anniversary?
- Where can I find a pennysaver rack?
- How do I get unprinted ends of newspaper rolls?
- Can I buy a print of a photo I saw in the Post?
- How can I buy a classified ad in the Post?

—The Inlander

Administration ordered to provide visitor logs

WASHINGTON (AP) — A federal judge has ordered the Bush administration to release information about who visited Vice President Dick Cheney's office and personal residence.

While researching the access lobbyists and others had to the White House, The Washington Post asked in June for two years of White House visitor logs. The Secret Service refused to process the request.

U.S. District Judge Ricardo M. Urbina said Oct. 18 that the Secret Service must produce the records or at least identify them and justify why they are being withheld.

Openness Hall of Fame proposed

Director of NFOIC suggests formal recognition

There are heroes among us whose efforts have kept state and local government records and meetings open and accessible to their fellow citizens. It is time to recognize these heroes in the same way we recognize the heroes of the federal Freedom of Information Act.

The Open Government Hall of Fame honors those whose lifetime commitment to citizen access, open government and freedom of information has left a legacy at the state and local level.

ELIGIBILITY: The Open Government Hall of Fame is open to anyone who has made a substantial, sustained and lasting contribution to open government or freedom of information within one particular state. Even if the nominee has been active in national efforts or national organizations, the judges will only consider accomplishments at the state level.

Nominees may come from government, the media, the non-profit sector, the legal profession, or any other area of endeavor that involves citizen access to government records, meetings and procedures. Nominees may be living or dead, active or retired.

NOMINATIONS should include: 1) Cover letter identifying the nominee and the person or group making the nomination, and 2) Adequate support material to demonstrate the worthiness of the nominee. Nominations must be received by Feb. 1, 2007.

Please send all nomination materials to: Charles Davis, Executive Director, NFOIC Headquarters, University of Missouri, 133 Neff Hall, Columbia, MO 65211.

JUDGING: A committee of SPJ and NFOIC leaders will select the winners. For information contact Charles Davis at (573) 882-5736; davisncn@missouri.

Inserts helped defeat popular Kansan

She argued that "people who do read newspapers are the voters"

TOPEKA — How did Nancy Boyda, a 51-year-old former pharmaceutical executive — even with a Democratic surge across the country — defeat incumbent Republican Jim Ryun, a Kansan beloved for his Olympic running who had spent 10 years representing the 2nd District in Congress?

Just weeks ago few people gave her much of a chance in her rematch from two years ago, when Ryun won handily. Boyda and her campaign manager husband think it all came back to a grassroots operation.

They listened to high-powered advisers in 2004 and ran a traditional campaign that failed. This time they threw out the conventional wisdom in favor of a low-key effort heavy on yard signs and short on television ads.

Boyda used newspaper inserts that were heavy on copy. Campaign experts said they would be tossed aside.

"But she argued the people who do read newspapers are the voters," said Washburn University political scientist Bob Beatty. It may have struck a chord with voters fed up with steady television advertisements, he said.

Beatty said the approach probably spoke to voters frustrated with the administration. "If she had run a slick, Washington-type campaign, it's possible she might not have won," Beatty said.

After the election Boyda told reporters that she preferred to focus on her plans rather than spend time criticizing her opponent's campaign.

—The Kansas City Star



NAA provides grants to high school papers

Vienna, Va. — The Newspaper Association of America Foundation has awarded \$37,500 in grants to support partnerships between secondary schools, local newspapers and colleges in its continuing effort to help establish or revive student newspapers across the country.

“Many prospective student journalists find their school newspaper program has been left on the cutting room floor, a victim of education budgets stretched to the breaking point,” said Margaret Vassilikos, senior vice president and treasurer of the NAA Foundation. “A strong partnership with a local newspaper can provide the spark many troubled programs need to re-establish themselves as a communications resource. We are proud to support student newspapers that foster an enthusiasm for news and help develop better writers and communicators.”

This marks the ninth year of funding for the student/newspaper partnership grant program. During that time, the NAA Foundation has provided more than \$450,000 to assist 187 middle or high schools and their professional newspaper and university partners to begin or sustain student newspapers. Grants have been awarded to schools in 37 states, the District of Columbia and Nova Scotia who partnered with more than 150 daily and weekly newspapers.

A February 2005 study by the Knight Foundation found that 74 percent of schools in the U.S. had a student newspaper. For those schools without a student newspaper, 40 percent reported the program was cut within the last five years, citing lack of financial resources as the number one cause.

Spare change for NIE

The Columbia Daily Tribune collects money for its Newspaper In Education program by placing coin banks on the counters of local businesses. Customers drop their change into the banks. Collections total \$125-\$175 a month.

Each bank has a sign that reads “Put newspapers in the hands of children every day.” The 4x4-inch banks have backs that hold inserts explaining that the money is for NIE.

— NNA’s Big Ideas

White tubs help in Mississippi

Work with your postmasters to abandon sacks

Action by Jackson (MS) postal officials to improve service to newspaper mail are welcome signs that the Postal Service is hearing the National Newspaper Association’s call for better delivery, NNA President Jerry Tidwell, publisher of the *Hood County (TX) News* said recently.

NNA Postal Committee Chairman Max Heath, vice president of Landmark Community Newspapers, Inc., reported results from work by NNA and Mississippi Press Association on particularly troubling service issues from Jackson. NNA highlighted the service problems in testimony to the Postal Rate Commission in September.



USPS’s Jackson Plant Manager Ruben Rodriquez announced that he was requiring preparation of newspapers in white flats tubs with green sleeves for ZIP codes in his area. Clear mailing sacks, which were considered part of the service problem, will be abandoned in those areas.

Tidwell said USPS is demonstrating that the tubs can improve service.

“NNA has supported abandonment of sacks for more than a year,” Tidwell said. “We also strongly encourage both the Postal Service and the Postal Rate Commission to avoid container fees on these tubs. Financial deterrents to the use of tubs will slow our work.”

Heath said both publishers and postal plant managers in other parts of the country should heed Rodriquez’s management example. Heath said, “The granting of flat tray (tub) use to all newspapers within six three-digit processing territories covering most of the state for their 5-digit and 3-digit mail is a significant gesture.

“If handled properly, this change should significantly improve delivery for the bulk of out-of-county mail, and even some in-county mail not entered in delivery offices, by Mississippi newspapers. He’s a hero to me and members of NNA and MPA in Mississippi.”

“Publishers are encouraged to drop unsacked bundles for all delivery office-entered mail and to push for increased use of the white tubs in any out-of-county mail where USPS permits them,” Heath said.

Information on that option and on new preparation requirements allowing newspapers to travel with first-class mail in certain areas is available from NNA’s Washington office, NNAWashington@nna.org or from Heath at maxheath@lcn.com.

Online Sunshine Law quiz launched

Missouri Attorney General Jay Nixon has launched an online quiz designed to educate Missouri’s public officials and its citizens about the state Open Meetings and Records Law — the Sunshine Law. It’s at ago.mo.gov.

There are two separate quizzes on the website. One has questions that might be asked more frequently by the general public, and the other focuses on public officials.

The Attorney General’s Office also publishes and distributes thousands of free copies of its Sunshine Law booklet each year to public officials, members of the media and the general public. The booklet, which was updated in August, also is available to view and download online.

Nixon said that in 2005 his office took 652 inquiries from local government officials, citizens and members of the media with questions or concerns about open meetings or records.



Marketplace

Ads on this page are free to members of Missouri Press Association. Cost to non-members is 25¢ per word. Please email your ads to kford@socket.net.

HELP WANTED

MANAGING EDITOR: We're seeking an energetic, hands-on managing editor on a family-owned newspaper to lead an energetic, hard-working five-person editorial staff in one of the fastest growing markets in Kansas. Excellent salary and benefits. Send resume and salary requirements to Tom Throne, general manager, The Daily Union, 222 W. Sixth, Junction City, KS 66441 or e-mail to t.throne@dailyu.com. 11-13

REPORTER: The Fulton Sun morning newspaper is seeking a News Reporter to join an eight-person newsroom staff in covering the day-to-day interests of its readers in Callaway County. The candidate should be well-organized, able to provide a fresh perspective on stories, handle a variety of assignments and be comfortable in a fast-paced and competitive environment. Salary depends on skill and experience, and includes comprehensive benefits. Send a cover letter, resume and writing samples to: The Fulton Sun, P.O. Box 550, Fulton, MO 65251 or email to: news@fultonsun.com. 10/12

AD SALES: The Ames Tribune has an immediate opening for an experienced and motivated retail advertising salesperson. Our commission system provides an attractive draw and a realistic opportunity to earn more than \$50,000 per year and we offer a full range of benefits. Ames and neighboring communities offer a high quality of life for singles and families alike. To apply, send your resume and cover letter to Denny Koenders, Director of Advertising, Iowa Newspapers, Inc., Box 380, Ames, IA 50010 or e-mail to dkoenders@amesadvertiser.com. 10/12

COPY EDITOR: The Sedalia Democrat, a 12,000-circulation daily morning newspaper in Sedalia, Missouri, is in the market for a deadline- and quality-oriented copy editor/page designer. This is the perfect entry-level job, offering full benefits and competitive pay. The ideal candidate will have experience in copy editing according to AP style, as well as page design using either Quark or InDesign on Macintosh OS. Duties include copy editing, design and layout of news, editorial and feature pages, with occasional sports duty. Additional duties include uploading Web content and creation and proofing of special sections. Send cover letter, resumes and design samples to Editor Oliver Wiest, The Sedalia Democrat, 700 S. Massachusetts Ave., Sedalia, MO 65301. 10/19

PAGE DESIGNER / COPY EDITOR: 37,000-circulation St. Joseph News-Press needs someone to edit copy, write cutlines and headlines and design pages. Prefer college graduate with two or more years' experience. Salary depends on skill and experience; comprehensive benefits. Send letter, resume, 3 references, 3-5 samples to: Dennis

Ellsworth, Executive Editor, St. Joseph News-Press, 825 Edmond, St. Joseph, MO 64501; phone (816) 271-8550; fax (816) 271-8692; dennise@npgco.com. EOE. 9/27

Street, Joplin, MO 64801. 9/24

SERVICES

SALES MANAGER: GateHouse Media Inc., one of the nation's top newspaper chains, is taking applications for a regional advertising sales manager. We are looking for a professional, highly motivated and forward-thinking individual who is also a self-starter with good time management skills. This position will oversee two staffs of advertising representatives at two newspapers within a 30-mile radius. Full-time position with outstanding benefits with a growing newspaper company. EOE. E-mail resume to cwatson@bignickel.com, fax resume to 417.624.4344 or mail to Chip Watson, 2916 E. 20th

STOP SITTING on your newspaper's historical archives: SmallTownPapers works with small community newspapers from across the country to scan current and archived newspapers at no cost to the publisher and to provide online access to keyword-searchable newspaper pages that appear exactly as printed. SmallTownPapers offers safe, intact scanning of bound volume archives, protection of publisher content from public domain, revenue sharing, and other products and services. Visit www.smalltownpapers.com for more information. 8/30(6)

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\$20 for one doll

\$15 for each additional doll

**Includes postage and handling
Doll is 7 inches tall**

**Extra!
Extra!**



Great gift idea!

**Send check payable to:
Missouri Press Foundation
802 Locust Street
Columbia, MO 65201**

**For MasterCard & VISA orders:
phone 573-449-4167 or email
dcrews@socket.net**

Quantities limited!

Missouri Press Association

Wage - Salary - Benefits Survey — November 2006

MPA receives requests from member publishers regarding wages and salaries being paid at Missouri newspapers. This brief survey is designed to gather that information. Your participation will make the information gathered more useful. Be assured Missouri Press will keep your newspaper's individual information CONFIDENTIAL. Your information will be compiled with other newspapers' information. The survey results will show various wage and salary ranges being paid for the various job titles. Contact Doug Crews at MPA if you have questions.

Email to: dcrows@socket.net or fax to (573) 874-5894.

Is your newspaper: Weekly 2-3 Days/Week 5-6 Days/Week 7 Days/Week

Circulation:

Owned by: One-Newspaper Family Small-Group Family Large-Group Company

How much do you pay your employees?

Please provide details: Do you pay weekly, bi-weekly or monthly? Is pay based on an annual salary or per-hour wage? Provide the annual salary or the hourly wage. Skip the positions that do not apply to your newspaper.

Publisher:

General Manager:

Editor:

Managing Editor:

Advertising Manager:

Ad Dept. Manager (Classified, National, Display):

Circulation Manager:

District Circulation Manager:

Production Manager:

Beginning Reporter:

Experienced Reporter (2+ years):

Beginning Ad Sales Person:

Experienced Ad Sales Person (2+ years):

Internet/Web Manager:

Online / Digital Newspaper Staffer:

Other Information Technology Employee:

Telephone Ad Sales Rep:

Beginning Photographer:

Experienced Photographer (2+ years):

Section Editors (Sports, Business, Features, Lifestyles, Editorial Page, etc.)

Beginning Pre-Press People (Composition, Graphics, etc.):

Experienced Pre-Press People (2+ years):

Beginning Pressman:

Experienced Pressman (2+ years):

Office Manager:

General Office Worker:

Mailroom Worker:

Carriers / Other Delivery People:

Other (Specify):

How much do you pay for part-time help (please be specific)?

How much do you pay stringers? (Per hour, per photo, per story, per inch?)

How much do you pay your country correspondents (area community news columnists)?

How much do you pay columnists or cartoonists who provide regular features but are not part of your full-time staff (provide specifics)?

What benefits do you provide your full-time employees?

- Paid Time Off (how many days or weeks per year for vacation, illness, personal time off, etc.):
- Health Insurance / Percentage Employer Paid:
- Dental Insurance / Percentage Employer Paid:
- Other Insurance / Percentage Employer Paid:
- 401K or other Retirement / Employer Match:
- Mileage Reimbursement / Per Mile:
- Other Benefits (please be specific):

The following information is optional:

Name of newspaper:

Name of person completing survey:

Missouri Press Newspaper Contract for "A Familiar Face" MPF's *FREE* 2007 Statewide Reading Project

PLEASE READ THIS CONTRACT

License Agreement made this _____ day of _____, between Missouri Press Foundation (MPF), 802 Locust St., Columbia, MO, and _____ (*Name of Newspaper*) for the following selection: Non-exclusive first-serial print rights to the **English-language version** of the story, "A Familiar Face." The selection shall be printed and distributed in Missouri newspapers only beginning in **January 2007**.

The Missouri newspaper agrees:

*1. By participating in the Missouri Press Foundation's Statewide Reading Project, **FEES FOR THIS STORY ARE WAIVED** so long as the newspaper **begins publication of the story in January 2007**.

If the newspaper chooses to use the story AFTER January 2007, it will be charged the non-refundable amount of \$_____ based upon the newspaper's circulation _____ and the following rates:

<u>Newspaper Circulation Size</u>	<u>Missouri Press Newspaper</u>
Newspaper with circulation 5,000 or less	\$25
Newspaper with circulation 5,001 to 20,000	\$50
Newspaper with circulation 20,001 to 50,000	\$75
Newspaper with circulation 50,001 to 100,000	\$150
Newspaper with circulation 100,001 to 200,000	\$200
Newspaper with circulation 200,001 and more	\$250

_____ I am adding \$5 to have the materials mailed on a CD (Includes PDFs, Quark files and text/art files).

_____ I want to download the PDFs from the MPA Web site -- a password will be e-mailed to me.

NOTE: Also included in this Statewide Reading Project is a **FREE TEACHER GUIDE**.

2. Also, the Newspaper will not make additions to, or changes in, the text, title or appropriate credit lines accompanying each installment without the prior written approval of MPF and the author.

3. The license hereby granted applies only to the print issue specified in this agreement. **REPRODUCTION IN ANY ELECTRIC FORMAT IS STRICTLY PROHIBITED.**

4. This license authorizes one-time publication by the Newspaper in the English language. The Newspaper shall not transfer its license to any other newspaper or entity without the express written permission of MPF.

5. This license shall terminate: (a) if any provision of this agreement is violated, or (b) if the selection should not be published within one year from contract submission; or 70 days from the date of publication of the first chapter.

6. **The Missouri Press Foundation agrees** to indemnify and defend the Newspaper for any claim or suit that may arise out of publication of the material licensed to the Newspaper under this agreement.

Agreed: Newspaper Representative _____ Date _____

Address/City/State/ZIP _____

Phone number _____ Email address _____

Payment Method: Enclosed or Credit Card # _____ Exp. Date _____

Keep one signed copy of this contract for your own records. Upon receipt of your signed contract, you will be given a password to download PDF files or a CD will be mailed. For further information, contact Dawn Kitchell at (636)932-4301 or kitchell@yhti.net.

Return this form to: **Missouri Press Foundation, 802 Locust St., Columbia, MO 65201, Fax: 573-874-5894**



MEETING REGISTRATION
**117th Annual Convention
of the
Northwest Missouri
Press Association**

Jan. 18-19, 2007, Holiday Inn Riverfront, St. Joseph, Mo.

Name: _____

Newspaper or Organization: _____

Address: _____

Names of others attending: _____

Registration/membership fee is \$50 per newspaper or organization. The cost for all meals, workshops, etc. is \$60 per person. Pay one membership fee (\$50) for your company plus \$60 for each person attending. If you do not plan to attend all events listed below, pay \$50 plus the amount of the events you will attend.

	Cost Per Person		No. Attending	Amount
Registration / Membership \$50				_____
ALL ACTIVITIES OR:	\$60	x	_____	_____
Thursday, Jan. 18				
President's Reception / Dinner	\$25	x	_____	_____
Friday, Jan. 19				
Luncheon & Sessions	\$15	x	_____	_____
Banquet / Awards Program	\$30	x	_____	_____
			Total	_____

HOTEL: Register with the Holiday Inn Riverfront, St. Joseph; (816) 279-8000. Reserve a room at the Convention rate of \$66 per night.

Mail this form with your check made to Northwest Missouri Press Association, to:
Chris Boultinghouse, Treasurer, Mound City News, P.O. Box 175, Mound City, MO 64470.
Call NW Press President Steve Tinnen, Plattsburg, with questions: (816) 539-2111.

Weekly Newspaper

The fee for members of co-sponsoring organizations is **\$399** per registrant. Non-member fee is **\$539** per registrant. Rooms at the Sheraton Tucson Hotel & Suites, 5151 E. Grant Road, Tucson, AZ 85712, can be reserved by calling (800) 325-3535. Rooms are \$149 a night, single or double occupancy. Cut-off date for reservations at this rate is **Feb. 15, 2007**.

Name _____
Name for badge _____
Title _____
Newspaper _____
Mail Address _____

City _____ ZIP _____
State _____
Phone _____
Fax _____
E-mail _____
Amount of enclosed payment _____
Visa MasterCard American Express
Card # _____
Exp. Date _____
Signature _____
Name on card (please print) _____

Return form and fees to:
Inland Press Foundation
701 Lee St., Suite 925, Des Plaines, IL 60016
Fax: (847) 795-0385
Or register online at www.inlandpress.org



Sheraton Tucson Hotel & Suites

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Enjoy a valuable conference
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- New revenue strategies
- Tips on diversifying your products
- Staffing innovations
- Building readership through better writing
- New media legal issues
- Regaining classified market share
- Generating revenue and readership online

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inland@inlandpress.org

Your Newspaper **BEFORE**
Inland's Weekly Newspaper Conference



Your Newspaper **AFTER**
Inland's Weekly Newspaper Conference



Weekly Newspaper Conference

March 1 - 3, 2007
Sheraton Tucson Hotel & Suites
Tucson, Arizona

Co-sponsored by Arizona Newspapers Association

Inland Inland Press Foundation
Works for You Your Best Value in Newspaper Training

The 2007 Midwinter Workshop for Weekly Newspaper Publishers

Sheraton Tucson Hotel, March 1 - 3, 2007

Thursday / March 1

1 p.m.

Welcome and Introductions

With Inland Weekly Committee Chairman Andy Johnston, operations director, Wednesday Journal, Oak Park, Ill.

1:30 p.m.

Seize The Day:

10 Steps To Peak Performance

This can be an exciting period of growth and opportunity for community newspapers that proactively embrace the Web, take steps to research and analyze their markets, and emphasize local content. So believes Peter Jackson of The SalesSTAR Academy, a sales training and consulting firm. He will share a 10-point plan for community newspapers to perform at their best.

With Peter Jackson, president, SalesSTAR Corp., Savannah, Ga.

3:30 p.m.

Growing Audience by Diversifying

Newspaper Operations: Keys to Success

How weekly newspapers are growing the business with preprints, niche publications, interactive media and more.

With Jim Normandin, publisher, Telegraph Herald, Dubuque, Iowa.

5 p.m. - Adjourn

6 p.m. - Opening Reception

Friday / March 2

8 a.m. - Continental Breakfast

8:30 a.m.

Innovations for Staffing Your Newspaper for Quality and Affordability

The High Springs (Fla.) Herald has utilized practical, adaptable methods for making itself a training ground for aspiring journalists. Learn how you can boost the readership-building ability of your print and online content through the effective use of interns and inexpensive, high-quality products. Find out how to lessen the load on your news staff while increasing the appeal of your paper.

With Ron Dupont, editor, High Springs Herald.

10:30 a.m.

Idea Exchange and Problem-solving Discussion

Including new recruitment ideas.

Moderated by Ron Dupont.

Noon

Nation's Best Non-Daily Newspaper

Competition Awards Luncheon

1:30 p.m.

The Power of Weekly Newspapers:

Content Still Matters

How weekly newspapers can train their staffs to produce engaging content that build readership and create positive word-of-mouth for the newspaper. Learn about content decisions and presentations that can truly impact your newspaper's readership.

3:45 p.m.

The Legal Issues of Online and New Media Publications

How newspapers should handle the complications of reader-submitted blogs and other reader-contributed content. What are the legal issues stemming from online operations? A session full of valuable guidance.

5 p.m. - Adjourn

6 p.m.

Chuckwagon Cookout at the Cottonwood Grove at Tanque Verde Guest Ranch

An informal evening in an Old West setting.

Saturday / March 3

7:45 a.m. - Continental Breakfast

8 a.m.

A No-Cost Classified Software System Developed Especially for Weeklies

A strategy for gaining back lost classified market share.

With Ben Hall, director of online application development, Cape May County Herald, Rio Grande, N.J.

9 a.m.

Taking Your Community Online for Increased Revenue and Impact

Local news Web sites, even in smaller markets, have a tremendous advantage over the competition. Discover how to apply that advantage to generate revenue using a workable, near-term plan. Learn how to understand your online audience in order to sell advertising and more effectively drive traffic to your site.

With Greg Harmon, vice president, Belden Interactive, Dallas, Texas; and Greg Swanson, founder, ITZ Publishing, Portland, Ore.

Noon - Adjourn