



CALENDAR

January, 2007

- 18 — MPA / MPS Board meeting, 11 a.m., Holiday Inn Riverfront, St. Joseph
- 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
- 22 — MPA judges Kansas Press Better Newspaper Contest, Courtyard by Marriott, Columbia

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 NNA Convention & Trade Show, Norfolk, Va.
- 26-29 — National Conference of Editorial Writers, Kansas City (ncew.org)

Missouri Press Association Bulletin

No. 1189 — 28 Dec. 2006

NW Press meeting time

Speakers will talk about area dairy business, Sprint Center

Two of the speakers at the annual meeting in January of the Northwest Missouri Press Association will be the 2005 Missouri Business Person of the Year and a representative of the Sprint Center, the sports arena being erected in downtown Kansas City.

Northwest Missouri Press will meet on Thursday evening and Friday, Jan. 18-19, at the Holiday Inn Riverfront, St. Joseph.

Leroy Shatto of Shatto Milk Co., Osborn, placed third nationally as the Business Person of the Year in 2005. He'll speak Friday morning. Also on the program will be Brenda Tinnen, general manager and senior vice president of the Sprint Center (left), which is scheduled to open in the fall of 2007.

Tinnen is the sister-in-law of Steve Tinnen, publisher of the *Clinton County Leader* in Plattsburg and president of Northwest Press.



The boards of directors of Missouri Press Association and Missouri Press Service will meet before the NW Press meeting begins — at 11 a.m. Thursday, Jan. 18, in the Holiday Inn Riverfront.

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. A reception, dinner, award presentations and entertainment will be held Friday evening.

The registration/membership fee for the meeting is \$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.





Share 'Big Ideas' for annual NAA book

Have a big solution to a smaller-market challenge? Newspaper Association of America is compiling its annual "Big Ideas: Smaller-Market Solutions" book and it is looking for your great ideas.

Now you can share creative ideas that brought your newspaper success with other newspapers from across the globe. Here's how to enter, in just two simple steps:

1. Download and complete the form (pdf) from naa.org, and add an original tearsheet or other illustration of your best solutions of 2006.

2. Mail your entry to Lindsey Leisher, Newspaper Association of America, 1921 Gallows Rd., Suite 600, Vienna, VA 22182. If you have an electronic entry, e-mail the completed form and artwork to lindsey.leisher@naa.org.

Your submissions, due by March 1, 2007, will be photocopied into an 8.5" x 11" format and placed in the 2007 "Big Ideas: Smaller-Market Solutions" book. NAA will distribute the compilation at NAA's Annual Convention, the six regional SMN Symposiums and to all SMN Federation members. The book will also be available through NAA.

Categories include: Advertising; Circulation; Editorial; Readership; Promotion; New Media / Online; NIE.

If you are one of the first 50 people to send in three or more of your big ideas, we will send you a "Solutions 2005: Big Ideas" book FREE!

Ad Contest labels, flier enclosed with Bulletin

Enclosed with this Bulletin are a sheet of entry labels and a shipping manifest for the Missouri Advertising Manager's Better Ad Contest. A flier with categories and entry instructions also is enclosed (this flier has been sent to your newspaper in a separate mailing and in previous Bulletins).

Entries must be in by Jan. 31, and they must be submitted as full-page tearsheets AND as PDFs.

Awards will be presented during the MAMA meeting on April 20 at The Lodge of Four Seasons, Lake Ozark.

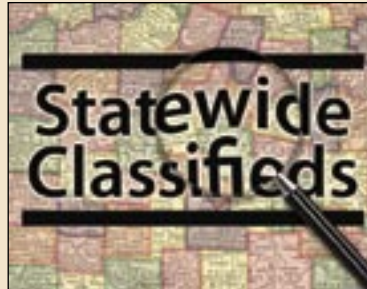
If you have questions about the contest, contact Greg Baker at Missouri Press, (573) 449-4167, gbaker@socket.net.

Statewide Classified users get 4 for 3

Newspapers participating in the Missouri Statewide Classifieds program can offer something special this winter. Advertisers can get a free Statewide Classified Ad with the purchase of three insertions at the regular price.

Advertisers who usually advertise every week will save \$255 a month during this promotion.

An enclosed flier has the details. If you have questions, contact Jennifer Plourde at Missouri Press, (573) 449-4167, jplourde@socket.net.



Are you getting your share of Statewide money?

If your newspaper is not participating in the Statewide Classified program or the 2x2 Network, and you'd like to start sharing in that revenue, now is the time to sign up so you can get started in January.

Here are three good reasons why your newspaper should be involved in these programs:

1. MONEY! You earn a large commission for each ad you sell.
2. MONEY! Proceeds from these programs help keep your MPA dues nearly the lowest in the country among newspaper associations.
3. MONEY! You get a share of total proceeds from all ads sold.

You must participate for six months to receive a check in July for the Statewides and all year to earn a share of 2x2 revenue, so you need to sign up before January.

Call or email Jennifer Plourde for the Statewide Classified program or Jeff Grimes for the 2x2 Network: (573) 449.4167, jplourde@socket.net or jgrimes@socket.net.

Tribune Co. delays decision on selling

CHICAGO (AP) — Tribune Co. said it would extend its deadline for deciding whether to sell the company until the first quarter of 2007, William A. Osborn, chairman of an independent committee set up to review offers, said in a statement.

Tribune has been under pressure from shareholders disappointed with its sagging stock.

Tribune is the parent company of 11 newspapers, including the *Chicago Tribune* and the *Los Angeles Times*. It also owns 25 television stations and the Chicago Cubs.

Two Southern California billionaires joined forces this month to bid for the entire Tribune Co. One of them, Eli Broad, told The Associated Press that a locally owned paper is vital to the health of the world-class city he considers Los Angeles to be. Broad declined to discuss specifics of his joint bid with supermarket magnate Ron Burkle for Tribune Co.

The company also reportedly received four preliminary bids from private-equity investors and one from newspaper publisher Gannett Co.



Missouri Press Association

Missouri Press Service

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Kevin Jones, *St. Louis American*

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Submitted photos getting used

Yahoo!, Reuters soliciting photos of news from public

Hoping to turn the millions of people with digital cameras and camera phones into photojournalists, Yahoo! and Reuters are introducing a new effort to showcase photographs and video of news events submitted by the public, *The New York Times* reports.

Reuters.com and Yahoo News have begun placing the photos and videos submitted throughout their sites. Reuters said that it would also start to distribute some of the submissions next year to the thousands of print, online and broadcast media outlets that subscribe to its news service. Reuters said it hoped to develop a service devoted entirely to user-submitted photographs and video.

"This is looking out and saying, 'What if everybody in the world were my stringers?'" said Chris Ahearn, the president of the Reuters media group.

Users are able to upload photos and videos to a section of Yahoo called You Witness News. Editors at both Reuters and Yahoo will review the submissions and select some to place on pages with relevant news articles.

Users will not be paid for images displayed on the Yahoo and Reuters sites, but people whose photos or videos are selected for distribution to Reuters' clients will receive a payment. Ahearn said the company had not figured out how to structure those payments.

Before photographs or videos are used on the Yahoo site or distributed by Reuters, photo editors at Reuters will try to vet them to weed out fraudulent or re-touched images.

CNN, which is owned by Time Warner and introduced its I-Reports section for user-submitted material on its site in August, accepts text, images and video. Some submissions are included in its news broadcasts.

Papers credited with fighting fraud

Secretary of State says news stories alerted victims

(From Secretary of State Robin Carnahan. For more information, contact Carrie Bebermeyer at 573-526-0949.)

As members of the press, you have the extraordinary ability to reach large audiences with your stories. What you report can greatly influence the public and help expose wrong-doing. I was reminded of this in late November when several stories in the Joplin area about fraudulent securities sales produced over 20 calls to the Securities Division in my office.

This particular case involved a securities investment agent named Mark Henry. Initially, it was alleged that Henry caused at least eight Missouri residents, many of them elderly, to lose over \$800,000 in investments. In addition, Henry was accused of taking his clients' money and putting it in his personal bank account.

Several newspapers, including the *Joplin Globe* and *Joplin Tri-State Business Journal*, picked up this report, and their stories caused a number of former Henry clients to call the Missouri Securities Hotline with details of their experiences with him.

I wanted to highlight this because it shows the way in which stories you write can directly impact your readers, and that the information you report can make a difference in people's lives. Because of the coverage this story was given, more people who may have been swindled by Mr. Henry have a chance to pursue compensation.

I hope we can continue to work together for the people of Missouri, and I thank you for your help in educating the public about potential securities fraud.



AIMCare provides insurance alternative

Missouri Press Association has approved the AIMCare agreement with Associated Industries of Missouri, giving MPA members another option in healthcare insurance. MPA joins the Missouri Restaurant Association, the Missouri Grocers Association and MACDDS in an alliance with Associated Industries that provides members of these associations with affordable health insurance.

Employers interested in purchasing insurance can go to www.aim-careonline.com. After answering a series of questions they will receive a quote on the cost of healthcare insurance. All quotes and applications can be handled on the Internet if the employer so chooses. John Weber, AIM's director of member services, can also assist employers with AIMCare. He can be reached at (573) 634-2246.

First Media offers liability coverage

Missouri Press Association has endorsed the First Media/OneBeacon Professional Partners "Communicator's Advantage®" media liability insurance program for MPA members. The MPA board hopes you will give First Media/OneBeacon Professional Partners an opportunity to provide you with enhanced media liability coverage while saving you premium dollars.

Contact Missouri Press Association for a copy of the application form. For more information contact OneBeacon Insurance Co., (800) 753-7545; firstmediainc.com.

Bad check money can be recovered

Missouri Press members wanting information about Federal Check Recovery, Inc., can contact Perry Fischer, vice president, or Billings Chapman, CEO. Federal Check Recovery helps businesses recover funds owed to them due to bad checks they received.

The company is endorsed by over 70 state and national associations with nearly 200,000 members.

You can reach Fischer or Chapman at vp@federalcheck.net or ceo@federalcheck.net.

Postal reform needs signature

Bill offers provisions sought for many years

The National Newspaper Association has urged President Bush to sign into law the Postal Accountability and Enhancement Act, the first major legislative reform of the United States Postal Service since 1970.

NNA President Jerry Tidwell, publisher of the *Hood County (TX) News*, said passage of the legislation on the final day of the 109th Congress, before dawn on Dec. 9, capped more than a decade of work by community newspaper publishers and other major mailers.

NNA Postal Committee Chairman Max Heath, vice president of Landmark Community Newspapers, Inc., hailed the passage as a breakthrough in the long impasses over price caps, repayment of over-funded pension accounts and various labor matters. His Postal Committee oversaw NNA's work on the bill since NNA first endorsed postal reform in 1996.

Tidwell congratulated and thanked the key bill sponsors: Sens. Susan Collins, R-ME, Joseph Lieberman, D-CT, and Thomas Carper, D-DE, and Reps. Tom Davis, R-VA, John McHugh, R-NY, Henry Waxman, D-CA and Danny Davis, D-IL.

Heath said the bill contained many provisions that will help community newspapers.

"We looked for an iron-clad guarantee that within county mail would not see a continuation of the unjustified increases that the Postal Service wants in 2007," Heath said. "The bill sponsors assured us of their support in holding the Postal Service to the intent of the price cap law, and we will be watching closely to see that it works."

"Also," he said, "there are several provisions in this bill put there expressly at the request of NNA, including a provision that solves the 'wandering route' problem where the Postal Service believed it had to charge higher postage when a few households on an in-county route happened to fall over a county line."

A year of rulemaking and setting up of procedures will follow the President's signature. Mailers may not see the effects of the change until 2008. New postal rates set under the old law are expected in May 2007.

Among the provisions in the new law are:

1. Price caps for Periodicals, First-Class and Standard Mail, to be set by USPS within a cost-of-living index.
2. New Postal Regulatory Commission powers, including a role in setting service standards, which are now only informally recognized for periodicals, as well as subpoena rights for USPS information.
3. Preservation of Within County Mail, which USPS is required to carry at preferred rates.
4. Restoration of preferred rates to Outside County mail under 5,000 — a preference that was lost in the mid-1980s.
5. Within County rates for requester publications.
6. Within County rates for wandering routes.
7. The end of costly 10-month-long rate cases. And a new PRC role will begin, in which complaints about improper rates will be considered and mandated audits and reviews will occur.
8. A review of the need for a postal monopoly.
9. A report to the President from USPS and PRC on the quality of data on periodicals' costs.
10. Shifting the cost of USPS military pensions back to the general federal treasury, which will trim about \$78 billion from USPS costs.



Design society calls for entries

The Society for News Design has released its Call for Entries for the 28th annual The Best of Newspaper Design™ Creative Competition. Several 2006 categories now separate broadsheet and tabloid formats for judging.

The Creative Competition is open to all general circulation newspapers — daily or nondaily, traditional or alternative — published anywhere in the world. All entries in this juried competition must have been published during 2006.

U.S. entries must be received in Syracuse, N.Y., by Jan. 17, 2007.

The rules and forms can be viewed, printed and downloaded from SND's Web site at snd.org/competitions/how_to_enter.html. Or, request a copy by sending an e-mail to snd@snd.org.

The 19 categories include regularly appearing news and feature pages, regularly appearing news and feature sections, breaking news, special news, newspaper magazines, reprints, redesigns, photography, information graphics and illustration. Special news topics include the Olympics, soccer's World Cup and the war on terrorism.

Judging will take place Feb. 10-19 at the S.I. Newhouse School of Public Communications in Syracuse, N.Y.

For more information on the competition, e-mail snd@snd.org.

The Society for News Design is an international professional organization dedicated to enhancing communication through excellence in visual journalism. The Society, founded in 1979, has 2,500 professional and student members in more than 50 countries.

AOL closing call centers in New Mexico, Arizona

ALBUQUERQUE, N.M. (AP) — AOL has announced it will lay off 1,300 employees by closing call centers in New Mexico and Arizona as part of a previously announced restructuring plan.

AOL, the Time Warner Inc. online unit formerly known as America Online, also plans to sell its call center in Ogden, Utah. The cuts include 900 layoffs at the Albuquerque call center and 400 jobs at the center in Tucson.

NNA still wants freedom to call

FTC delays Jan. 2 ban on recorded messaging

Newspapers should be permitted to use recorded voice messaging systems to provide information to readers and established business customers, the National Newspaper Association told the Federal Trade Commission on Dec. 19.

The FTC has announced that it intends to ban the use of voice recordings, even within an established business relationship. The new rule would affect newspapers' ability to contact subscribers to let them know about their cancellation dates, and provide them an opportunity to renew.

The original enforcement date of the new rule was to be Jan. 2. However, the Commission announced on Dec. 18 that it would not begin enforcement until it had completed review of the proposed ban. No further enforcement date was announced.

NNA President Jerry Tidwell, publisher of the *Hood County (TX) News*, applauded the delay in enforcement and urged the FTC to make several modifications in its plans to limit the use of the recordings.

"The FTC's telemarketing rules have had a serious and negative impact upon newspapers' circulation development," Tidwell said. "While the Do Not Call rules are popular with consumers, the broad brush used by the various regulators makes it difficult for us to reach even those persons who really want to hear from us."

The FTC rules permit recorded voice messages for purely informational purposes. NNA asked it to clearly endorse the use of the recording systems to tell people when their subscriptions run out and to provide enough information to permit them to renew.

It also asked the Commission to permit customers to give oral consent to receive such messages, and to allow newspapers to assume that customers they serve before Jan. 2 have consented to receive recorded notifications. Finally, NNA again urged the Commission to recognize the need to provide a small business exception.

The rules would permit use of voice recordings provided the consumer gives written consent. But compliance with such stiff rules is difficult for newspapers with small staffs.

"It is the smaller members of any business community that feel the hurt from these record-keeping rules first," Tidwell said.

"The FTC's telemarketing rules have had a serious and negative impact upon newspapers' circulation development."

Wall Street Journal cutting width Jan. 2

NEW YORK (AP) — *The Wall Street Journal* unveiled a smaller design that will go into effect Jan. 2. It will feature more color, graphics, shorter stories and fewer jumps. The front page will have a similar overall look to the current paper, but with five columns instead of six and a two-column news summary on the left side of the page. The 3-inch cut to the paper's width will save about \$18 million per year.

About half of the lost news space will be offset by moving several statistical tables to the paper's Web site.

The smaller size — from 15 inches wide to 12 — is in line with a widely used industry standard. It will allow the paper to be printed in more remote locations.

The New York Times is planning to reduce its width in 2008.

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

REPORTER: The Landmark Newspaper of Platte County has an immediate opening for a part-time reporter, 24-30 hours per week. Must be an aggressive self-starter. Local news beat with emphasis on local government, features. Some night meeting coverage. Photography skills helpful. Email resume to Ivan Foley at ivan@plattecountylandmark.com or fax to 816-858-2313. 12/28

FIELD EDITOR: RURAL MISSOURI, a statewide 520,000-circulation monthly is looking for a creative, hard-working person. Applicants should demonstrate solid skills in feature writing and photography. Produce 2-3 features each month; responsible for every aspect of projects, from idea to design. Rural Missouri is the official publication of the Association of Missouri Electric Cooperatives and editors contribute to the overall communications program of the association. A familiarity with and appreciation of cooperatives is desirable. Ideal candidate would have communications experience, preferably at a newspaper or magazine. Degree in journalism or communications and a portfolio that demonstrates skills in photography and writing. Extensive in-state and occasional out-of-state travel required. Familiarity with Photoshop, Quark Xpress and InDesign is expected. Photo equipment provided. Competitive salary, generous benefits. Send a letter of interest, resume, references, writing samples and a portfolio of feature and/or news photography to: Jim McCarty, Editor Rural Missouri, P.O. Box 1645, 2722 E. McCarty, Jefferson City, MO, 65102. 12/26

WEB ADVERTISING SALES MANAGER: Community Publishers, Inc. is seeking a responsible person to lead outside sales teams in producing and growing advertising revenue on the Web sites of multiple newspapers in three states. Must have experience & skills in sales, knowledge-understanding-enthusiasm for web technology, strong communication and organizational skills, spelling and grammar, work individually as well as with a team. Bachelor's degree required with 1 year experience. Competitive salary and excellent benefits including 401k, health insurance, profit sharing, etc. EOE. Please send resume to: Web Advertising Sales Manager, PO Box 330, Bolivar, MO 65613; Fax 417-326-8701; or email cpicareers@cpimo.com. 12/18

PUBLISHER for a daily newspaper in a solid, growing Missouri community. The ideal candidate should have a strong sales background, but also have a firm understanding of the other departments and effective leadership skills. This newspaper is part of the GateHouse Media group of newspapers, which offers competitive pay and benefits, plus excellent opportunities for growth and career advancement. Email resume to Chip Watson at cwatson@GateHouseMedia.com. 12/21

PAGE DESIGNER/GRAPHIC ARTIST: The Jefferson County Suburban Journals have an opening for a page designer/graphic artist. Need to know Quark Xpress and be able to design ads. Knowledge of Layout 8000 software for page design and Multi-Ad Creator for ad design a plus! Send resume and examples of work to: Bill Phelan, Managing Editor, 1405 N. Truman Blvd., Festus Mo. 63028. Drug screening required. 12/11

SPORTS WRITER: The Jefferson County Suburban Journals have an opening for a sports writer. Need a college degree in journalism and/or have at least one year of experience. Nights and weekends required. Working knowledge of Quark Xpress a plus. Send resume and examples of work to: Dennis Barnidge, Sports Editor, 1405 N. Truman Blvd., Festus Mo. 63028. Drug screening required. 12/11

INTERNET PROGRAMMER/ORGANIZER: Internet programmer/organizer sought by Midwestern newspaper chain to help lead its online publications. Need a forward-thinking individual who can work with programming code and steer the web sites into a challenging, and rewarding, future. Track record in the online world a must; related newspaper experience a plus. Competitive salary and excellent benefits including 401k, health insurance, profit sharing, etc. EOE. Please send resume to: Human Resources; PO Box Bolivar, MO 65613; Fax 417-326-8701; or email janiet@cpimo.com. 12/11

EDITOR: The Marshfield Mail is looking for an Editor who wants to make a difference in the lives of other people? We are a family of eight local newspapers surrounding Springfield and we offer good pay, benefits and many opportunities to make a difference. EOE. Send Resume to janiet@cpimo.com or fax to 417-326-8701. 12/11

ADVERTISING SALES MANAGER: Career Opportunity in the North Central Arkansas Ozarks at the Harrison Daily Times. 10,000 circulation, six day a week daily (p.m. M-F and Sun a.m.) is looking for a creative, think-outside-the-box Advertising Manager. Successful candidate will manage an outside sales staff of six and two inside classified sales personnel. Must be a strong TEAM leader with sales management experience as well as strength in training, incentive program development and new product creation and marketing. We offer a competitive wage and benefit package including health, dental, life and long term disability insurance, 401K, Profit Sharing and Paid Time Off. Compensation package includes commission and bonuses. Starting Pay = \$60,000 / annually. This is a growing community with exceptional outdoor activities all around - in one of the best kept secrets in America. Send resume to: Advertising Sales Manager - HDT, Community Publishers, Inc. PO Box 330, Bolivar, MO 65613 Fax: 417-326-8701 or email to janiet@cpimo.com. EOE 12/11

ADVERTISING SALES: The Advertising Department of Community Publishers, Inc., has an additional position available in Nixa for a full-time advertising salesperson with a positive, energetic, can-do approach. Working in a fast-paced environment, the successful candidate will be adept at making sales presentations to new and existing advertisers. If you enjoy challenging and rewarding work, then apply today, and grow right along with a thriving group of quality community newspapers. EOE Please send resume to: Advertising Sales, Community Publishers, Inc. PO Box 330, Bolivar, MO 65613 Fax: 417-326-8701 or email to janiet@cpimo.com. 12/11

EDITOR'S POSITION open at weekly newspaper. Job includes writing stories, photography and layout. Send clips, resume and salary requirements to: Box A, Missouri Press Association, 802 Locust St., Columbia, MO 65201. 12/6

MAIL ROOM MANAGER: The Examiner is a daily paper Monday through Saturday. Responsible for mailroom equipment, for creating and meeting budget goals, hiring and scheduling of crew. Experience with inserting & stacking equipment (Harris 848 or round inserting preferred), management/supervisory experience, auto insurance and Missouri Class E driver license required. This position will ensure daily paper is distributed on time with appropriate inserts, attend weekly management meeting to

confirm inserting schedule, analyze production cycles to improve productivity, work with commercial customers and their products, train employees on proper use of equipment and maintenance, lead crew to meet deadlines and maintain quality. Noisy, busy, deadline-driven environment with ink and paper dust. Some early mornings and late nights required. Submit resume with cover letter to Sharon Hall, HR Director, 410 S. Liberty, Independence, MO 64050, FAX (816) 836-3805, email Sharon.hall@examiner.net. Drug screening required. EOE 12/6

INTERNET ADVERTISING SALES CONSULTANT: The St. Joseph News-Press needs a sales professional with the drive and expertise to work in the multimedia sales division of our newspaper. Be a key member of a new team responsible for creation of a creative web presence for our family-owned, daily newspaper. The Internet Advertising Sales Consultant will be responsible for developing and selling online advertising sales solutions in our growing St. Joseph, Mo., market. Partner with our print advertising staff in developing our online advertising product. Need track record of multimedia sales, with 2 to 3 years experience. Ability to clearly communicate and execute Internet marketing solutions. The News-Press is a 160-year-old company with a strong commitment to our community. We reward performance and innovation. Equal Opportunity Employer offering a benefits package including life, health, dental insurance, generous paid leave and a 401(k) retirement plan. To apply, please send a resume detailing your past experience to: Human Resources, St. Joseph News-Press, P.O. Box 29, St. Joseph, MO 64502, or e-mail your resume to martyn@npgco.com. 12/6

REPORTER: The Examiner has an opening for a reporter to cover city affairs and a variety of topics in suburban Kansas City market. Desired candidate must be a self-starter interested in comprehensive community journalism and be able to thrive in a fast-paced, daily deadline environment with reporting and writing skills that can relate with what's important to readers. Good opportunity with good benefits. Send resume, letter and clips to Executive Editor Dale Brendel at dale.brendel@examiner.net, or 410 S. Liberty, Independence, Mo., 64050. EOE. 11-27

FOR SALE

PRINT SHOP EQUIPMENT: 1- 11x17 orange and white Multi w/chain delivery and receding stacker; 10x15 gray Multi with chain delivery; 10x15 gray Multi with chute delivery; 2 14x20 vertical process cameras, 1 Goodkin, 1-Kenro; Challenger electric paper cutter; NuArc plate burner; Martin Yale folder; other folder; lot of ink; Triumpt Electric Paper Cutter, model 4810; Acme 767 electric foot-operated Stapler; Bates hand numbering machine; lot of extra stuff included with this too much to mention. Asking \$3,000 for all of it. This is located in Senath, Mo., but I'm in Kennett. Call (573) 888-6389. 12-14

WEEKLY NEWSPAPER: St. Joseph Telegraph. Legal publication in Buchanan County, Missouri, for sale. Owner will finance. Established 18 years. Excellent opportunity. Subscribers and Advertisers in place. Call 816-271-3617. 11-27

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)

Missouri Press Association

Wage - Salary - Benefits Survey

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:



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	\$60	x	_____	_____
OR:				
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.

NOMINATION FORM

2007 Induction

**Missouri Press Association
Hall of Fame**



To the MPA Hall of Fame Committee:

I am pleased to nominate the following person: (Nominees from 2005 and 2006 are automatically eligible for consideration in 2007. They need not be renominated.)

Name

Newspaper or organization

Address

Eligibility Criteria

1. Nominee has shown exemplary contributions to the newspaper industry during a period of at least 20 years prior to being nominated, or, if nominee died while still active in promoting the newspaper industry, the nominee displayed exemplary contributions during a period of at least 10 years.
2. Nominee has lived honorably.
3. Nominee has influenced unselfishly.
4. Nominee has thought soundly.
5. Nominee has displayed community involvement.

Nominated by:

Your signature

Newspaper or organization

Address

For a nominee to be considered, you must attach biographical information. Include a photo of the nominee, if available. Provide any information you think will be helpful in deciding the inductees for this year. Additional letters of recommendation assist the committee. You may renominate a person you nominated in a previous year. Confidentiality is extremely important for all nominees. The selection committee thanks you for your assistance.

Deadline for nominations is April 30, 2007. Inductees will be honored at the MPA Convention Sept. 7, 2007, at the Sheraton Westport in St. Louis. **Return this form to Missouri Press Association, Hall of Fame, 802 Locust Street, Columbia, MO 65201.** Nominations received after the deadline will not be considered. You may nominate more than one person. Copy this form if necessary.

For Judges' use only

PLACE

Contest Category (#): _____

Circulation _____ Circle One: Daily Weekly

Newspaper Name

Name(s) of person(s) responsible for entry

Date of Issue

MAMA Better Advertising Contest

For Judges' use only

PLACE

Contest Category (#): _____

Circulation _____ Circle One: Daily Weekly

Newspaper Name

Name(s) of person(s) responsible for entry

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PLACE

Contest Category (#): _____

Circulation _____ Circle One: Daily Weekly

Newspaper Name

Name(s) of person(s) responsible for entry

Date of Issue

MAMA Better Advertising Contest

CONTEST RULES

The contest is open to all staff members of publications holding **ACTIVE** membership in the Missouri Press Association.

All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

Entries must have been published between January 1, 2006 and December 31, 2006.

A fee of \$5 per entry in each category must accompany the contest entries. (NOTE: when more than one page or pages constitute an entry, the fee is \$5 for the combined single entry.)

All entries must be submitted on a **CD as PDF FILES** and as **FULL-PAGE** tearsheets, with the entered ad **CLEARLY MARKED** in red. Do **NOT** mount entries on poster board. When more than one item is included in an entry, mark each page with the category and number of pages, then **STAPLE** the **ENTIRE** entry together. When necessary, submit the entire section (special section, classified, and best ad content categories).

Use **ONLY** the official entry form included with this call for entries (make photocopies if needed). Staple (**no paper clips please**) entry forms to the **upper right hand corner** of the tearsheet.

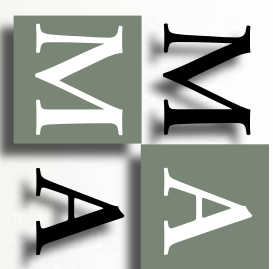
ARRANGE ALL ENTRIES IN NUMERICAL ORDER (by category number) and place in a single envelope or box for shipping. **Enclose a completed SHIPPING MANIFEST**, showing the number of ads being entered, along with entry fees (\$5 per entry, payment must accompany entries).

ENTRY DEADLINE IS: Wednesday, January 31st, 2007.

Entries submitted that do not conform to the above rules will not be accepted, and entry fees will not be refunded. If you have any questions, call Greg Baker at 573-449-4167.

Awards will be presented during the
MAMA conference at
Lake of the Ozarks, MO on April 20th, 2007

MISSOURI AD MANAGERS' ASSOCIATION ANNOUNCES 2007 BEST AD CONTEST



Your readers have been responding to your ads all year. Now it's time to let the Kansas Press folks have their turn. Enter **TODAY** and be **RECOGNIZED** by your peers.

Make plans now to enter the 2007 MAMA Best Ad Contest.

Contest rules begin on page 2 and **entries are due at the Missouri Press Association office by January 31st, 2007.**

The 2007 contest will be judged by members of the Kansas Press Association.

CONTEST CATEGORIES

- 1. BEST FULL PAGE AD** - Judging based on originality, layout, copy and creativity. NO HOUSE ADS. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).
- 2. BEST AD SMALLER THAN A FULL PAGE** Judging based on originality, layout, copy and creativity. NO HOUSE ADS. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).
- 3. BEST AD SERIES** (3 or more ads) - Each entry will consist of at least three ads with a continuing theme for a single advertiser. Judges will consider the basic idea, layout, copy, typography and originality. Two classes. DAILY and WEEKLY.
- 4. BEST SINGLE HOUSE AD** - Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).
- 5. MOST EFFECTIVE USE OF SMALL SPACE** - Judging based on originality, layout, copy and creativity. Two Classes. DAILY and WEEKLY
- 6. MOST CREATIVE USE OF ONE SPOT COLOR IN AN AD** - Must be originally

- cut in-house. Two classes. DAILY and WEEKLY.
- 7. MOST CREATIVE USE OF FULL COLOR IN AN AD** - Non-paid section covers do not qualify. Two classes. DAILY and WEEKLY.
- 8. BEST REGULARLY SCHEDULED SECTION** Regular Section in newspaper published monthly (or more frequently). Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).
- 9. BEST ONE TIME SPECIAL SECTION** Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in

Winners will be recognized and awards given on Friday, April 20th, 2007 during the annual Missouri Advertising Managers' Association meeting at Lake of the Ozarks. Make plans now to attend. Registration form can be viewed at www.mopress.com.

- this category). WEEKLIES - (3 circulation classes will be used in this category).
- 10. BEST SINGLE CLASSIFIED AD** - Judging based on originality, layout, copy and creativity. Two Classes DAILY and WEEKLY.
- 11. BEST CLASSIFIED SECTION** - Each entry will consist of fleashets from three (3) classified sections from three consecutive issues from either May 2006 OR October 2006. Judges will consider organization and attractiveness of pages, headings, etc. Two classes DAILY and WEEKLY.
- 12. BEST NEWSPAPER PROMOTION** Awarded in recognition of the best ORIGINAL newspaper promotion idea. To be judged on reader appeal, originality and creativeness in promoting your newspaper. Limited to three entries per newspaper, either single idea or series. Two classes DAILY and WEEKLY.
- 13. BEST SHARED/SIGNATURE PAGE** Judging based on originality, layout, copy and creativity. DAILIES - (2 circulation classes will be used in this category). WEEKLIES - (3 circulation classes will be used in this category).

- 14. BEST ADVERTISING SALESTool** - Sales tools may include, but are not limited to the following:

research studies, promotion calendars, fliers, newsletters, rate cards, etc. - anything used by the sales staff to aid its selling activities. Two classes DAILY & WEEKLY.

- 15. BEST NEWSPAPER PRODUCED INSERT** - Judging based on originality, layout, copy and creativity. Two classes DAILY & WEEKLY.
- 16. BEST AD CONTENT ENTIRE PUBLICATION** - Submit 3 issues of ENTIRE publication. One copy shall be from month of June 2006, one issue from month of November 2006 and one issue from the month of your choice. 2 classes DAILY and WEEKLY.



Mail or ship entries to:
Missouri Press
Association
MAMA Ad Contest
802 Locust
Columbia, MO 65201

Enter Today
Contest Deadline is
Wednesday, January
31st, 2007