

## CALENDAR

### November

- 6 — MPA judges Colorado Press Association newspaper contest, 8:30 a.m., Ramada Inn, Jefferson City.
- 15 — Newspaper In Education Committee meeting, 10:30 a.m.-2 p.m., MPA office, Columbia

### December

- 7-8 — Missouri/Kansas AP Publishers and Editors annual meeting, Fairmont Hotel, Country Club Plaza, Kansas City.

### January 2004

- 15 — MPA / MPS Board meeting, 1:30 p.m., Ramada Inn, St. Joseph
- 15-16 — Northwest Missouri Press Association annual meeting, Ramada Inn, St. Joseph.

### March 2004

- 17-20 — NNA Government Affairs Conference, Wyndham Washington DC.

### April 2004

- 1-2 — Missouri Society of Newspaper Editors, Sheraton Westport Hotel, St. Louis.
- 15-16 — Missouri Advertising Managers' Association, Sheraton Westport Hotel, St. Louis.

### September 2004

- 9-11 — 138th Annual MPA Convention & Trade Show, University Plaza Hotel & Convention Center, Springfield.

## You can get Bulletin by e-mail

If you would like to receive the Bulletin by email rather than mail, please notify Missouri Press. Provide the email addresses of all people at your newspaper who would like to receive the Bulletin.



Share this information with your staff, but do not otherwise disseminate.

MISSOURI PRESS ASSOCIATION

# BULLETIN

No. 1107 — 30 October, 2003

## NW Press will meet Jan. 15-16 in St. Joe

ST. JOSEPH — The Northwest Missouri Press Association is staying true to the mission of serving member newspapers with plans announced for its 114th annual meeting and training seminars, scheduled Jan. 15-16, 2004, in St. Joseph.

Registration begins at 1 p.m. Thursday, Jan. 15, poolside at the Ramada Inn, 4016 Fredrick Ave.

From 2 to 4:30 p.m. the focus will be on business operations — advertising, circulation and alternate ways to generate revenue. The main session will include presentations on money-making ideas gleaned from entries in NWMPA's first "Great Ideas" contest.

Details on how to enter the contest will be publicized soon. Organizers plan to announce the winners of three cash prizes at a 6 p.m. Thursday reception and dinner at La Dolce Vita, a popular Italian restaurant. NWMPA President Dennis Ellsworth will be host for the evening.

Friday's activities begin at 8:30 a.m. with the business meeting and continue at 9 a.m. with an update on current issues from Doug Crews, Missouri Press Association executive director, and Jean Maneke, MPA Legal Hotline attorney.

The morning program, from 10 a.m. to 12:15 p.m., will be devoted to presentations and discussions on "How to Make the Sunshine Law Work Better for Everyone." This session will be open to the public and invited governmental officials, who will be asked to switch places with journalists during small-group discussions and training on applying the law.

The 12:30 p.m. luncheon will feature Charles Gusewelle, the noted author and columnist for *The Kansas City Star*.

The afternoon program, from 2 to 4:15 p.m., will wrap up the training with two segments: "Why Editorials Matter" and "When Everything Goes to Heck: A Search for Lessons Among Community Journalism War Stories."

The convention will end with a 6 p.m. reception and banquet. The highlight of the evening is expected to be presentation of three prominent awards: the James C. Kirkpatrick Award for service to the state and its citizens; the Merrill Chilcote Award for service to journalism in Northwest Missouri, and the Craig Watkins Friends of Northwest Press Award for service to NWMPA.

In addition to Ellsworth, officers of NWMPA for the current year include Kay Wilson, publisher of the *Nodaway News Leader* in Maryville, first vice president; Jamey Honeycutt, publisher of the *Cameron Citizen Observer*, second vice president; Kathy Conger, co-publisher of the *Bethany Republican-Clipper*, secretary; and Chris Boultinghouse, co-publisher of the *Mound City News*, treasurer.

A registration form with meeting costs will be distributed soon.





## Application for MPA Membership

This is the **First Notice** of the application for Active Membership of the *Arnold-Imperial Leader*, published weekly by Patrick Martin, 503 N. 2nd St., P.O. Box 159, Festus, MO 63028; (636) 937-7501; nvrweakly@aol.com.

Membership is subject to approval by the MPA Board of Directors. The Board considers applications for membership at its next meeting after notices have been printed in three issues of the *MPA Bulletin*.

Any MPA member with comments about applications should direct them to the MPA office in Columbia. □

## Please return Convention survey

If you have not completed the very brief Convention survey that was enclosed with the Oct. 9 *Bulletin*, please do so and return it to MPA. The survey asks for your input about the recent MPA Convention in Kansas City.

Even if you didn't go to the Convention, complete the appropriate questions on the survey. The purpose of the survey is to gather information that will help MPA provide better Conventions that will attract more members.

You are encouraged to be a part of the Convention Committee, which meets in spring to discuss programs and activities for the annual meeting. You are always welcome to send your Convention suggestions to MPA.

## Put Amber Alert on your website

You can put an Amber Alert tickler on your website at no charge by going to [codeamber.org](http://codeamber.org) and clicking a link in the right column.

Amber Alert is the system for notifying people when a child is missing. The tickler displays alert information when an Amber Alert has been issued.

When no alert is in force, the tickler promotes itself and encourages others to put a tickler on their websites.

## We still need judges for Nov. 6

Sign up now to help judge the Colorado Press contest.

You can get \$10 off your 2004 Missouri Better Newspaper Contest entry fees for every person from your newspaper who helps judge Nov. 6 in Jefferson City.

Judging will begin at 8:30 a.m. at the Ramada Inn. Exit Highway 54 in the south part of town.

Call MPA at (573) 449-4167 or email judges' names to Lesa Litty at MPA, [litty@socket.net](mailto:litty@socket.net).

Continental breakfast and lunch will be provided to the judges. Judging should be completed by mid-afternoon.

# Missouri had POWs

New book describes life in 30 camps around state

Columbia — During World War II more than 15,000 German and Italian soldiers came to Missouri. This was no invasionary force; rather these were prisoners of war, part of a flood of almost a half-million men captured and sent to the United States, held here until the end of the war.

Life as a POW in the 30 camps scattered across Missouri was a surprisingly pleasant experience. The men ate well and were quartered under the same conditions as the Americans assigned to guard them, and the prisoners often enjoyed a great deal of freedom. The internees worked on local farms, often "guarded" only by a bored GI snoozing under a shade tree. They organized camp theater troupes, sports leagues, and orchestras, and some prisoners studied at the camp library for classes at the POW "university."

For residents of the mostly small towns where these camps were located, the arrival of enemy POWs engendered a range of emotions — first fear and apprehension, then curiosity, and finally, in many cases, a feeling of fondness for the men they had come to know and like.

In *The Enemy Among Us*, David Fiedler tells the story of entirely ordinary people who lived in extraordinary times. Fiedler is a writer living in Fenton. His articles on Missouri, its people, and its history have appeared in publications including *Missouri Life* and *The Missouri Conservationist*. Fiedler earned degrees in German and political science from Washington University and was a captain in the U.S. Army Reserve.

*The Enemy Among Us* (1-883982-49-9, \$29.95 cloth) is available at local bookstores or directly from the University of Missouri Press. Individuals placing orders should include \$4 shipping and handling for the first book and \$1 for each additional book. (University of Missouri Press, 2910 LeMone Boulevard, Columbia, MO 65201.)

## Concert series promotes 1st Amendment

The Michigan Press Association joined forces with the Michigan Association of Broadcasters this year to make sure the state's citizens realize that the First Amendment matters.

The yearlong campaign features a series of "Freedom Sings" concerts (featuring censored songs) on college campuses.

"Freedom Sings" is put on by the First Amendment Center and is a critically acclaimed multi-media experience featuring an all-star cast of musicians and an 'only-in-America' story line. The music tells the story of almost three centuries of banned or censored songs in America and invites audiences to take a fresh look at the First Amendment.



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# Report on world affairs

## Apply now for fellowship to bring foreign perspective to your newspaper

The World Affairs Journalism Fellowships are intended for experienced journalists and editors from America's community-based daily newspapers.

Fellows will conduct overseas research and then submit articles to their local papers in an effort to "internationalize" America's local press.

By supporting overseas research and writing projects for up to three weeks, the fellowships encourage the writing and selection of news articles, analysis, features, and commentary in the local press that will enhance American understanding of the relationship between local and international issues.

The program is jointly administered by the International Center for Journalists (ICFJ), the World Affairs Councils of America and the Newspaper Association Managers (NAM). The fellowships are funded by a grant from the John S. and James L. Knight Foundation in Miami and Ethics and Excellence in Journalism Foundation in Oklahoma City.

Up to 12 fellows from the United States will be selected and provided support to develop projects that will lead to articles in their home newspapers or in other U.S.-based publications. The articles will shed light on global issues that have a direct impact on their local communities. The World Affairs Journalism Fellowships are competitive, and fellows are selected and recruited according to several criteria.

Preference will be given to applicants from daily, community-based newspapers that do not have overseas correspondents and that would be unlikely to have the resources to support an overseas reporting assignment for a member of their local news team.

The deadline for applications is December 12. The World Affairs Journalism Fellowship Selection Committee will meet in February for the selection of fellows. After selection, participants will take part in a mandatory week-long orientation program in Washington, D.C., during the week of May 16, 2004. Following this session, the fellows will continue to refine their project proposals with the assistance of the fellowship administrators and will travel overseas on their individual one- to three-week assignments between May and September 2004. Articles based on work done through the fellowship should be published by mid-November, 2004.

While overseas, each fellow will receive transportation and living expenses. Expenses will be based on the actual cost of traveling to and living in each country while carrying out the approved project. The program does not support spouses or companions on the overseas assignments.

For more information contact The World Affairs Journalism Fellowships [wajf@icfj.org](mailto:wajf@icfj.org). A link to the site has been placed on the MPA website, [mopress.com](http://mopress.com).

## Get latest Acrobat Reader for downloads

### Free software will eliminate some problems with MPA files

If you receive PDF files of advertising or other material from Missouri Press or ad agencies, be sure you have the latest version of Acrobat Reader on your computer.

You can download the latest version from a link on the MPA website.

Acrobat Reader is a free program from Adobe. It allows you to open PDF files, but not to create them.

A number of papers have reported having problems downloading PDF files from the Missouri Press website. Most of those problems go away when the latest version of Acrobat Reader is used.

If you need help, contact Mike Sell, Connie Whitney, Jennifer Plourde or Mary Dempsey at Missouri Press.



## Knight grant for newsroom training

Reston, VA - The John S. and James L. Knight Foundation has awarded the American Press Institute \$1 million to strengthen over the next three years the capacity of American newsrooms to train and to learn. The project will be conducted in conjunction with the American Society of Newspaper Editors.

By increasing a newsroom's ability to develop its people professionally, the "Learning Newsroom" concept will be tested at a dozen newspapers of varying sizes. Specifically, it will (1) create models for shaping a newsroom's culture so that interactions at and between levels are constructive and educational, and (2) develop targeted, on-site learning programs appropriate for specific skill areas.

The project is part of Knight Foundation's \$10 million Newsroom Training Initiative to improve journalism skills nationwide, announced at the 2003 ASNE Convention in New Orleans.

## Army using CDs to find recruits

The U.S. Army has mailed thousands of music CDs to entice high school juniors and seniors to join. It is part of Leo Burnett USA's Army of One campaign.

The CD has audio tracks from emerging popular artists, descriptions of army programs and web-connected chat sites with recruiters. It has a personal profile for potential recruits to fill out and email.

Another feature of the CD is an Army Music Video Creator that lets the students create their own videos to accompany audio tracks.

An official with the company that created the CD said the Army spends millions on advertising, so its issue is not awareness or impressions. The Army wants to determine the viability of a potential recruit and the time that a recruiter should spend with that person.

—DM News: The Newspaper of Record for Direct Marketers

# Sales training essential

## Few papers dedicate resources to improving staff

By Jeff Green

Media Solutions Consulting Group

Compared to other media, you have to wonder how well newspapers equip and train new salespeople to represent the industry in the advertising marketplace. The vast majority of my clients, even large newspapers, have no one in advertising dedicated to training and few formalized training programs for new or existing salespeople.

Training for new salespeople most frequently entails some meetings with a sales manager, a list of accounts, a day or so with one of the other salespeople to learn their bad habits, followed with a baptism by fire in the field.

At my last two employers and at a small minority of current clients, I have persuaded newspaper management to make the commitment to a dedicated training resource for the advertising department. At medium and smaller newspapers, a full-time advertising trainer is a pipe dream, but we have had great success finding trainers with former employees, who have elected to become homemakers or have retired, but want to remain involved on a part-time basis.

Training resources in advertising should focus on three areas:

1. Orientation training for new salespeople.
2. Ongoing training for existing salespeople.
3. Management development training for new and potential sales managers.

Orientation training should take no less than a week and should include an introduction to company history and culture, along with task specific training on the procedures necessary to develop, sell and place advertising with your newspaper.

Historically, I have found that sales managers resist the idea of having no access to new salespeople for the first week of their employment, but the alternative is to inflict untrained rookies on your accounts. The cost in credits and customer frustration can easily and rapidly exceed training investments.

Ongoing training for existing salespeople should focus on improving selling skills, building product knowledge and cementing sales approaches against competing media.

Finally, salespeople with management potential should be targeted for ongoing leadership development training to ensure that when sales management openings occur, there is a pool of available talent ready for internal promotion.

Jeff Green is president of Media Solutions Consulting Group, a Tampa-based consulting company specializing on the revenue side of the newspaper business. He can be reached at 813-229-5997 or [jeff.green@mediasolutionscgroup.com](mailto:jeff.green@mediasolutionscgroup.com).

## Tech institute March 11-13 in Knoxville

KNOXVILLE, Tenn. — The popular Institute of Newspaper Technology will be held March 11-13, 2004, on the University of Tennessee campus in Knoxville.

The intensive training program brings newspaper professionals up-to-date on the rapidly changing technology front, with classes in Photoshop, Quark, InDesign, Creator, Acrobat, web technologies, and more. It returns attendees with product and troubleshooting suggestions for more efficient pagination and work flow.

Attendees will be instructed on their native Mac or PC platforms in new, state-of-the-art computer laboratories housed at the University of Tennessee College of Communication and Information Sciences.

The previous two sessions of the Institute filled, so visit [newspaperinstitute.com](http://newspaperinstitute.com) for registration information and get signed up.

Inquiries about the session may be directed to [kevinslimp@newspaperinstitute.com](mailto:kevinslimp@newspaperinstitute.com).



## KC Star has pizza partner

*The Kansas City Star* and Pappa John's Pizza have partnered to help local schools raise money with Back to School with Papa John's School Nights.

The newspaper sets up a Papa John's night once a month for a participating school. On that night, when anyone orders pizza and mentions the school, 15 percent of the sale is donated to the school.

The paper prints flyers for the kids to take home explaining School Night to parents. Papa John's mascot, Mr. Slice, stops by the school to promote the campaign.

Early in the school year, on several Sundays, every Papa John's Pizza delivery and carry out order received a free copy of *The Star*.

## Star beginning new ad system

*The Star* is in the process of implementing a new Ad Delivery system called AdDesk. This will replace email and ftp for file transmission. Advertisers will use AdDesk to upload their files through their internet browsers.

There are many benefits to this system including: it quickly notifies advertisers if there is a problem with a file, it provides internal notification to their account executives that a file was received, it is FREE, there are no file size restrictions, it is faster than email and it is more secure than FTP.

## Paper sells copies of front pages

A newspaper in New England sells reprints of the front page to readers who want to commemorate a special day, such as the birth of a child. Pages are printed in color on poster paper and mailed in tubes.

A full-size page reprint sells for \$25, an 11x17 reprint for \$18. The headline can be customized to include the baby's name for an additional \$15.

Extra copies for grandparents and others cost \$10 each.

## Advertising / Marketing Notebook

# Promote those coupons!

## Tell readers how much they can save

When the *Sun Herald* in Charlotte Harbor, Fla., (morning, 39,332) started listing the names and page locations of local coupon advertisers in a box at the bottom of page one, a lot of advertisers who weren't doing coupons started doing them because they wanted to be on the front page.

Just below the daily coupon list is the "2003 Sun Coupon Value Meter," which lists that day's savings and keeps track of the total monetary savings offered by coupons to date.

Coupon advertisers appreciate the newspaper's efforts.

In Biloxi, Miss., every Friday and Saturday *The Sun Herald* (morning, 49,227) runs a quarter page ad titled "Coming This Sunday." It promotes the top stories from the newsroom, the *Parade* magazine feature and the approximate coupon value of the Sunday paper (estimated because the paper has seven preprint zones).

The ad also provides a list of the stores and businesses that will be running the coupons.

In Riverside, Calif., *The Press-Enterprise* runs a 10-inch ad inside the paper every Saturday to call attention to the value of the coupons coming in the Sunday paper. Only full-run coupons in the paper and in the inserts are counted.

In addition to showing readers how much they could save if they used all of the coupons, these features show advertisers that their coupons are being promoted.

An Audit Bureau of Circulation rule that prohibited newspapers from stating the sum total of value of their coupons in the Sunday paper was rescinded about 20 years ago.

—*Presstime*

## Spread word about internet ad scam

This alert has been making the rounds in press association bulletins. Tell your staff and perhaps run a brief item to alert your readers.

Be aware of internet companies that take ads from newspapers, place the ads on the internet and then send bills to the advertisers.

In tiny print at the bottom of the bill it says you are not obligated to pay this bill, or words to that effect.

This scam is similar to a "yellow pages" scam that sends invoices for ads that were not ordered.

As in any transaction, tell your bookkeepers to pay no unfamiliar bills that do not have a purchase order from your newspaper associated with them. Likewise, do not pay for material that was not ordered.

If you have turnover in your accounting and advertising departments, be sure all newcomers are aware that scammers are out there and active.

## Schools sell ads on buses to raise money

Tight budgets are forcing governments to compete for advertising dollars.

The Parks and Recreation Dept. of Salem, Mass., puts advertisements on the hole markers at the municipal golf course. Proceeds are used for course maintenance.

School buses in a Massachusetts community recently began carrying 1x3-foot advertisements for services such as auto repair, exercise gyms and real estate.

A new state law authorizes ads on up to 25 percent of the outside surface of a school bus. The school hopes to raise up to \$70,000 with the ads.

To attract advertisers, the school offers package deals to advertise in the high school fieldhouse and the athletic stadium as well.



## Wisdom from the country

These Farm Bits came from the Nebraska Press *Bulletin*, although that may not be the original source.

- Fences need to be horse high, pig tight and bull strong.
- Life is not about how fast you run or high you can climb, but how well you bounce.
- Life is simpler when you plow around the stumps.
- Words that soak in are whispered, not yelled.
- To know how country folks are doing, look at their barns, not their houses.
- Don't sell your mule to buy a plow.
- Don't corner something meaner than you.
- Man is the only critter who feels the need to label things as flowers or weeds.
- It doesn't take a very big person to carry a grudge.
- You can't unsay a cruel thing.
- Every path has some puddles.
- When you wallow with pigs, expect to get dirty.
- Don't name a pig, calf or goat you plan to eat.

## Eight imperatives for readership

The Readership Institute's report, "The Power to Grow Readership," available at [readership.org](http://readership.org), says publishers can change the way newspapers are read and can encourage consumers to pick up papers more often, spend more time with them and read them more completely.

It lists eight critical imperatives:

1. Push customer service into the excellence zone.
2. Improve high-potential content.
3. Focus on a particular kind of very local news.
4. Make the newspaper easier to read and navigate.
5. Improve advertising content and design.
6. Build a positive brand that's relevant to readers.
7. Promote same-day and upcoming content in the paper.
8. Build a constructive culture attuned to readers.

# A few tips to help you get through day better

Here are some thoughts from another press association bulletin that your staffers should know.

- Never let your worst competitor set your price. Cutting prices means you need more volume to generate the necessary profit.
- Don't ever allow your newspaper to be considered "cheap" because of price cuts. Cut prices creatively and maintain your newspaper's image.
- We're all busy. Learn to say no to requests for help when you must. It is true that busy people get things done, but there is a point when we get too busy and nothing gets done well.
- Learn to manage your time effectively. Limit the length of casual conversations. Set aside a specific time to do all of the busy little chores that crop up during the day that don't need to be handled immediately.
- Don't say "no" to a customer. Work something out. Negotiate. Customers pay the bills.

- Testimonials are powerful sales tools. Collect them and use them to close sales. Be prepared with a list of testimonial letters or references.
- Put time and quantity limits on special offers to create a sense of urgency.
- If you're working on a large project that will take time, present calendars that require action by specific dates to create the necessary urgency.

**Read a newspaper regularly.**

There's never a bad time to read a newspaper. Besides keeping you current, newspapers can take you on exciting journeys, open your eyes to new worlds and sometimes even make you laugh. So always remember to bring a newspaper - wherever you go.

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## Promote!

You can download this ad and others like it to promote reading of your newspaper. Go to the website of the Newspaper Association of America to get the ads, [naa.org](http://naa.org). If you use the ad, don't forget to put the name of your newspaper in the space near the bottom.

## New Metro service

Metro Creative Graphics, Inc. has a new editorial features search and retrieval system. The Metro Editorial Library gives editors a solution for locating copyright-free features to develop themed sections or to use as timely filler within ROP pages.

The Editorial Library is located within MetroCreativeConnection®, the gateway to the subscriber-based family of Metro's creative services. The Editorial Library, however, may be accessed at no charge by anyone at any publication.

Editors from publications that do not currently subscribe to Metro's creative services can gain access to the Editorial Library after a one-time registration from Metro's homepage, [metrocreativegraphics.com](http://metrocreativegraphics.com).

For further information about any of Metro's services call 1-800-223-1600 or visit [metrocreativegraphics.com](http://metrocreativegraphics.com).



## One meeting left in series on advertising

One meeting remains in the series of free, two-hour sessions to inform MPA members about the results of a survey on campaign advertising that was conducted in July and August.

MPA commissioned Pulse Research, an independent market research firm based in Portland, Oregon, to conduct an in-depth survey of Missourians who are registered to vote. The survey focused on political advertising.

Results of the survey have been presented at a series of sessions throughout the state. The final meeting will be Nov. 7 in Cape Girardeau. It will be held in the Media Lab of the *Southeast Missourian*, 301 Broadway.

Newspaper staffers are being encouraged to familiarize themselves with the findings and use them to sell advertising to local candidates.

Email, phone or fax Lesa Litty at MPA if you would like to attend the Cape Girardeau meeting, litty@socket.net; (573) 449-4167; fax 874-5894.

## 'Ride-Along' rules change

Effective Sept. 4, DMM E260.1 was revised to permit the physical dimensions of a Periodicals Ride-Along Piece to exceed those of the host publication when properly enclosed in a complete wrapper.

Only one Ride-Along piece may be attached to or enclosed with a copy of Periodicals mail. The Ride-Along rate must be paid on each copy in the mailing, not addressed pieces.

Ride-Along pieces eligible under E260 must be eligible as Standard Mail pieces. See the Postal Service's Domestic Mail Manual for complete details.



# Did we mention it's FREE!

Good content drives readership. This stuff is good!

Two FREE Lewis & Clark features are available to your newspaper. Both features are available on CD, but you can get hard copies if you prefer. If you want printed copies of the supplement, you'll pay a nominal fee for printing and shipping.

Both features can be ordered over the MPA website, [mopress.com](http://mopress.com), or by contacting Dawn Kitchell, MPA's NIE coordinator: [dawn.kitchell@sbcglobal.net](mailto:dawn.kitchell@sbcglobal.net).

### Lewis & Clark's Missouri

This 8-part series commemorates the 200<sup>th</sup> anniversary of the expedition from the Missouri perspective. You can download this feature directly from [mopress.com](http://mopress.com).

### Lewis & Clark: Exploring Another America

This 16-page special section focusing on the themes of the national exhibit will be available to Missouri newspapers in November. An order form is on-line at [mopress.com](http://mopress.com).

You may order the free CD with the files for your newspaper to print, or you may order printed copies of the section in boxes of 500 for \$100 per box, including shipping. A companion teacher guide will be provided free with either format.

This supplement and teacher guide are being sold nationwide and will be available in January to newspapers outside of Missouri.

## Various postal reviews required

By Ron Cunningham  
MPA Postal Adviser

The U.S. Postal Service is required to perform various reviews on Periodicals mailers.

- Annual Verification of Advertising: The postmaster or designee will measure advertising annually and compare it to what you report on PS Form 3541.
- Periodicals Postage Payment Review: The postmaster will complete this review once each calendar year. The postage payment review is conducted when the mail is presented at the post office.

You will be notified the issue that is to be reviewed, and you will be required to present presort documentation that indicates the number of pieces sorted to each presort level in the mailing for which a delivery discount or presort rate is claimed.

When you are notified of this review, ask the postmaster what kind of documentation is required. Ask for a copy of Handbook DM-202 (Postage Payment Review) to learn just how this review will be done.

You have a right to be present when this review is done at your post office.

- Periodical Eligibility Review: This review is completed only on new Periodical publications and publications with paid circulation of 60 percent or less of distribution. This review is similar to the old Postmaster/Publisher Joint Review that was done in years before 1995.

The location of this review is the publication's office. The post office will ask for print orders, invoices showing the number of copies printed, mailing labels or lists, records of newsstand and other single-copy sales and any records that show how the publication is distributed.

You may be contacted by a postal employee and informed this review is scheduled. If you are not a new publication and your paid subscription circulation is over 60 percent, contact me.

Ask your postmaster for a copy of Handbook DM-203 (Periodicals Eligibility Review) to learn how the Postal Service completes this review.

If you have any questions on any review that the Postal Service schedules, please contact me at (417) 849-9331 or [postalhelp@aol.com](mailto:postalhelp@aol.com).



## Marketplace

MPA members can place ads free of charge. The fee for non-members is 25¢ per word (\$5 minimum). Display ads, \$6 per column inch.

Email ads to [kford@socket.net](mailto:kford@socket.net).

## HELP WANTED

**CIRCULATION Systems Administrator:** Seeking top circulation software manager/analyst. 24,000-circulation daily. BS in Computer Science or equivalent experience, three years circulation experience, management experience, proficiency in Crystal, Access and Excel software, knowledge of Oracle and DSI circulation software a plus. Good benefits and midwest lifestyle in a progressive town. Mail or email (no phone calls) resume and cover letter with salary requirements and history to: Dirk Dunkle, Circulation Director, Columbia Daily Tribune, 101 N. 4th Street, Columbia, MO 65201. 10-28

**ADVERTISING MANAGER:** We are looking for someone to lead our Advertising Department. This position is responsible for Retail Display, Classified Display, Special Sections, and Online Advertising sales efforts. Community involvement is very important. You will need to have good sales ability, time management, organization and be a team player. Good compensation and benefit package with a growing company. Please send resume and cover letter to Rick Horn, Publisher, Wellington Daily News, 113 W Harvey Ave. Wellington, KS 67152 or email [publisher@wellingtondailynews.com](mailto:publisher@wellingtondailynews.com). 10-23

**NEWS ROOM OPENING:** Immediate full-time position for a newsroom leader who can help create a lively, reader-friendly newspaper in south central Kansas. Successful candidates must meet deadlines, work flexible schedule with some evening and weekend coverage required. Excellent writing, copy editing skills, digital photography and knowledge of AP style essential, along with creative eye and proficiency in Quark. Must work in a team environment and understand the importance of community news and sports. Please send resume and cover letter to Rick Horn, Wellington Daily News, 113 W Harvey Ave. Wellington, KS 67152 or email [publisher@wellingtondailynews.com](mailto:publisher@wellingtondailynews.com). 10-23

**NIGHT/WEEKEND EDITOR:** The *Northwest Arkansas Times* in Fayetteville, Ark., seeks a copy editor to edit news stories for content, spelling and grammar. The position requires strong editing skills, a journalism background and an excellent grasp of newspaper writing, accuracy and clarity. Knowledge of libel issues and Associated Press style are critical. Candidates will be required to perform well on a copy editing test. An ability to work well with reporters is vital. The full-time position will require nighttime and weekend work and provides opportunity for growth in newsroom leadership for the right candidate. A background in newspaper

reporting is preferred. Experience and skill with Quark Express is desirable. Candidates should promptly send resumes, clips and other information to NWAT copy editor opening, C/O Melinda Lenda, Human Resources, Community Publishers Inc., P.O. Box 1049, Bentonville AR 72712. 10-13

**AD SALES/Darkroom Technician:** Full-time position available at The Mountain Grove News-Journal. Strong skills in sales, time management, design, & multi-tasking needed. PageMaker and Photoshop experience helpful. Good PR skills a must. Duties will also include some page layout, proof-reading and darkroom work. Must have reliable transportation. Salary plus commission. Benefits available. Send resume to The News-Journal, P.O. Box 530, Mountain Grove, MO 65711 or pick up application at 150 E. First Street, Mountain Grove. 10-13

**REPORTER** for a five-day daily newspaper (Mon.-Fri.) in Kansas. Please send resume to [FO](mailto:FO). Box 513, Russell, KS 67665. 10-13

**ADVERTISING MANAGER:** Management over print and online sales team, coordination of special promotions and publications. Accounting skills a plus, customer-service skills a must. Competitive salary, excellent dental and health plan, company-sponsored 401k benefits, vacation and sick leave. Send resume, professional references and salary history in care of the Missouri Press Association, Box L, 802 Locust, Columbia, MO 65201. 10-6

**PRESSROOM SHIFT SUPERVISOR:** Tribune Publishing Company, a growing daily newspaper and commercial printing operation, is currently seeking a pressroom shift supervisor. You will supervise production of 48-unit Goss Universal 45, 16-unit Harris 845, and 12-unit DGM 410 presses. Responsibilities include providing feedback concerning production problems to press manager, quality control, accurate job proofing, periodic quality checks during each press run, overseeing waste management, advising manager of personnel matters, providing preliminary personnel reviews, and assigning and overseeing equipment maintenance on assigned shift. You will work closely with pre-press and customer service representatives. Send resume and salary history or apply in person to Columbia Daily Tribune, Attn HR, 101 N. 4th Street, Columbia MO 65201 or email to: [srinehart@tribmail.com](mailto:srinehart@tribmail.com). EOE/Drugfree Workplace. 9-30

**PRESS OPERATORS:** Tribune Publishing, a dynamic daily newspaper, diverse commercial printing operation, and regional print site for the New York Times, is accepting resumes from experienced press operators. A minimum of 4 years experience with the operation and maintenance of a web offset press is required. Goss experience helpful, but not mandatory. Possible lead operator position available for qualified candidate. Our facility features 48-unit Goss Universal 45, 16-unit Harris 845 and 12-unit DGM 430 press lines. We offer a desirable lifestyle and benefits, which include competitive salary, medical and dental, employee gymnasium, and retirement plan. Send resume and salary history to Tribune Publishing Company, Attn HR, 100 N. 4th Street, Columbia MO 65201 or email to: [srinehart@tribmail.com](mailto:srinehart@tribmail.com). EOE/Drugfree Workplace. 9-30

**DESIGN EDITOR:** The Missouri School of Journalism has an immediate opening for an experienced designer to join our faculty and become a leader in design at the Columbia Missourian, the world's only six-day community newspaper managed by professional journalists and staffed by students. Our ideal candidate has significant design experience as well as strong copy editing skills. We're looking for a person who is a content manager first and editor always, someone who enjoys working with all departments to create the perfect front page or eye-popping features sections. You will teach copy editing and/or design while practicing it daily. This could be the perfect opportunity for someone with several years of newspaper design experience to move up into management. Requirements: Five years of experience, willingness to work nights, demonstrated teaching or coaching skills in the newsroom or classroom, Quark or other computer design program proficiency. Master's degree preferred (though not required). Columbia, Mo., is a vibrant, sophisticated college town halfway between Kansas City and St. Louis. It has been ranked one of the top places to raise a family in several national surveys. Please send cover letter, resume and design samples to René Rau, Design Editor Search, School of Journalism, 120 Neff Hall, Columbia, Missouri 65211. Email questions to Reuben Stern, search committee chair, at [sternr@missouri.edu](mailto:sternr@missouri.edu). The University of Missouri is an equal opportunity/affirmative action employer. To request ADA accommodations, please contact our ADA Coordinator at (573) 884-7278 (V/TTY). 9-23

## JOB WANTED

**REPORTER:** Determined, well-balanced journalist looking to break back into the business. I am a recent college graduate with a desire to tell the stories that move Missourians. Award-winning writer has covered it all, from sports to investigative news, while serving as Editor-in-Chief of a major collegiate newspaper. I'm looking to grow with a forward-looking publication that is dedicated to telling Missouri's story, and will do what it takes to make sure that the public is informed. Please contact via email at [sportsguynb@aol.com](mailto:sportsguynb@aol.com) or via mobile phone at (314) 307-6794. Preference to St. Louis-based publication, but willing to relocate to anywhere news is happening, if the situation is right. 10-6

## FOR SALE

**OWN YOUR OWN WEEKLY** newspaper. Small southeast Iowa publication, a great starter, \$60,000. Also three other small central Iowa weeklies for sale. John E. van der Linden, broker, P.O. Box 275, Spirit Lake, IA 51360 (712) 336-2805. 10-22

**FREE LIST:** 17 Weeklies for sale, grossing from \$60,000 to \$600,000; 2 new listings in central Iowa and southwest Michigan. John E. van der Linden, broker, P.O. Box 275, Spirit Lake, IA 51360 (712) 336-2805. 9-30

Go to [mopress.com](http://mopress.com) when you need to register for an event, get information about a program or details about a meeting.



# Seeing, believing and selling

By John Foust, Raleigh, NC

Decorating is my wife's hobby. When it comes to fixing up a house, Suellen is way ahead of anybody you'll see on those fancy television shows.

Once, when I returned from a three-day business trip, she said, "You missed the excitement."

Figuring I'd better not jump to conclusions, I cautiously replied, "Huh?"

"I painted the front door."

"But it's still white."

"It is now, but it's been two other colors in two days," she said. "First, I painted it deep red, to pick up the earth tones in the roof. Then I painted it black, to match the shutters. Then I painted it back to white, to match the trim. White is better."

I backed down the steps to get a better view. Given her explanation, I had to admit that the door looked great.

Of course, she could have saved time by imagining a red or black door. But even with her artistic eye, the only way to know for sure was to paint it. Once she saw that white was the right color, she gave it a second coat and was ready to move on to the next project.

There's a lot of common sense behind Suellen's paintbrush. Seeing is believing.

The same goes for print advertising. Why not help prospects see how ads will look in their natural habitat – on the printed page?

Don is an ad manager who likes realistic presentations. "Radio reps do it all the time," he told me. "They play demos, so prospective clients can hear commercials like they would sound on the radio."

Don encourages his sales team to use showmanship. "Our medium is tangible," he said. "You pick it up, you turn the pages, you stop when something catches your eye. So it's logical to include the actual paper in a



**John Foust** conducts on-site advertising training for newspapers, press associations and advertisers. His "Basics of Layout and Copy" video is being used by newspapers from coast-to-coast. For information, call or write: John Foust, PO Box 97606, Raleigh, NC 27624, USA; email: [jfoust@mindspring.com](mailto:jfoust@mindspring.com); Phone (919) 848-2401.

presentation. Walk through our office and you'll probably see a couple of people producing spec layouts on newsprint – and then putting those ads into the paper. There's nothing high tech about it. All it takes is a little glue or tape."

Does it work?

"Like a charm," Don said. "When you hand the paper to the person on the other side of the desk and say, 'Find your ad,' it gets them involved. Selling is easier, when they see what their ad will look like on a real page." He's right. An ad which is mounted on a blank sheet of paper doesn't set up a comparison. But if that ad is solidly designed – and if it is positioned on a particularly cluttered page – it dramatizes the principles of good advertising.

"It helps us create better ads for presentations," Don explained, "because we have to outshine all the other ads on the page. If a larger ad is being presented, an entire section of the paper is used. For a smaller ad, one page is usually all that's needed."

Sounds like a good way to open the door to more sales. No matter what color that door is painted.

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# InDesign 2 beats Quark XPress 6

By Edward F. Henninger  
OMNIA Consulting

You won't have much of a choice about updating. But you will have a choice on where you go from here. That choice could frame the future of your newspaper for years to come.

Within the coming months, if you use Macintosh computers for your pagination, you're going to have to switch to System X (as in "ten"). If you're not using Macs, you're still going to have to choose soon. Macs or Windows, Quark's new software is finally out and many newspapers will have to update — especially as their ad makeup departments begin receiving Quark 6 files from advertisers and agencies.

But updating doesn't necessarily mean upgrading. You have this choice: QuarkXPress 6 vs. Adobe's InDesign 2. I am not advising that you run out and buy InDesign over Quark 6. I am strongly recommending that you check out InDesign — see its many advantages over QuarkXPress 6 for yourself — before you buy.

For me — for many reasons — the choice is clearly InDesign.

I had not always felt that way. Like many of you, I was OK with QuarkXPress. Despite its negatives, I had come to terms with it. After all, it was powerful. It did the job. It worked OK with other software. And I had, over the years, become comfortable with its interface, especially its keyboard shortcuts.

But then I ran into Russell Viers. Russell is quite a character, quite a software consultant — and quite a fan of InDesign. I met Russell while we were offering workshops for the New York Press Association.

I just happened into the middle of Russell's workshop, and he was showing some of the exciting elements of InDesign. In less than five minutes, I heard myself exclaiming from the back of the conference room: "Quark is dead." Now, having had time to reconsider, well...I still think that's true.

Here's what Russell says about InDesign:

"Forget InDesign for a second, and forget about how feature-for-feature it beats Quark. Instead, think about how Adobe has changed our industry in the past two de-

acades with PostScript, PDF and Photoshop. Then think about InDesign and how it has grown in the past four years. Then look at what Quark has given us in the past four years. Then think about this — it's about time for InDesign to have an upgrade (to version 3). As for me and my money, I'll stick with Adobe and InDesign. Clearly, Adobe has a technological advantage in the war — and they have shown they are willing to use it."

For me, Russell sums up the differences in his first sentence: "...how feature-for-feature it beats Quark."

Some comparisons:

- InDesign offers unlimited undos. Quark does not. Quark 6.0 offers multiple undos. The default setting is 20, but you can increase it — if you have enough memory. The same is true with InDesign: all those undos take up memory.
- InDesign offers the option of dragging text and photos to your document from the Finder. Quark does — but only with an extension that's still not as strong as the native feature in InDesign.
- InDesign offers magnification to 4,000 percent. Quark is limited to 800 percent.
- InDesign offers high-resolution preview of objects such as TIFF and EPS files. Quark will too if you get the free plug-in. But Quark creates a cache image, which takes memory away from your system. You will need to throw them away on a regular basis or slowly lose hard drive capacity.
- InDesign offers the option of setting transparency for objects. Quark does not.
- InDesign offers automatic typographic adjustment by paragraph. Quark is still limited to line-by-line adjustment.
- InDesign offers stroke and fill of text. Quark does not.
- InDesign offers multiple views of the same document. Quark does not.
- InDesign offers conversion of your document page directly to a master page. Quark does not.
- InDesign offers dynamic resizing of the pasteboard, linked to the size of the document. Quark does not.
- InDesign offers editable keyboard shortcuts. Quark does not. (A bonus: InDe-

sign will let you select Quark 4 keyboard shortcuts — but why would you want to stick to your old habits with new software?)

- InDesign offers hanging punctuation. Quark does not.
- InDesign offers...

OK. OK. Enough. I could create a longer list of advantages for InDesign over Quark. A much longer list. And it would be unfair not to acknowledge that Quark has some advantages over InDesign in color handling and web capabilities. And Quark is the horse that got us this far.

But it's time to change horses. Quark is tired. Maybe even dead.

Some of you may be concerned about meshing InDesign with your front-end editorial and classified systems. Adobe and Baseview sources are reassuring, claiming that InDesign is compatible with most front-end systems or will be soon. If you need details, I suggest you contact Mike Zahorik at [mzahorik@adobe.com](mailto:mzahorik@adobe.com) or Gary Cosimin at [gcosimin@adobe.com](mailto:gcosimin@adobe.com). Adobe is aggressively marketing InDesign and both Mike and Gary will be happy to chat with you about making InDesign work within your system.

I'm willing to bet that the response you'll get from Mike and Gary will be better than any you've received from Quark Customer Service. Frankly, I consider "Quark Customer Service" an oxymoron. Example: try going to the Quark 6 user forum on the net. As of the release date of this column, the forum is still not there — and from what I can tell, it's not been there since March 5. What's there is: "Due to the upcoming restructuring of the Quark Web site forums will be temporarily unavailable. Forums will return in a reorganized format to better serve you." Well, not yet.

Another irony: the "Read Me" files for Quark 6 are in PDF format. That's PDF. As in Adobe PDF. As in Adobe InDesign.

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