

CALENDAR

October

- 5-11 — National Newspaper Week. Free material to promote the week is available at kypress.com/nnwkit.
- 11 — Missouri Press will host Nebraska football fans at a pre-game party in the Hearnes Fieldhouse. 3:30 p.m..

November

- 6 — MPA judges Colorado Press Association newspaper contest, 8:30 a.m., Ramada Inn, Jefferson City.

December

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

January 2004

- 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.

Cockrum leaves MPA

Shawn Cockrum, assistant to the executive director of MPA, has left the association for a job with the Jefferson City School district.

Cockrum, who lives in New Bloomfield, was with MPA a year.



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

MISSOURI PRESS ASSOCIATION

BULLETIN

No. 1106 — 9 October, 2003

Please fill out Convention survey

Enclosed with this *Bulletin* is a survey asking for your input about the recent MPA Convention in Kansas City.

Even if you didn't go to the Convention, you can 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.

Please take just a few minutes to fill out the survey and fax or mail it to MPA.

Each year the staff gets a number of comments and questions about the contest. How are the classes divided? Why do some smaller papers have to compete against the biggest papers? Why don't we have a category for this or that?

You can help make the contest better, too. The contest committee will meet early next year to review the rules. You are welcome to be a part of that committee. If you don't want to be on the committee, send your contest suggestions to MPA and they will be presented to the committee.

In either case, contact the MPA office.

Political ad blitz!

Attend the meeting near you to learn facts to help sell to campaigns

A series of free, two-hour meetings is under way 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 are being presented at nine sessions throughout the state. The first meeting was Oct. 9 in Columbia.

The Missouri Press staff will use the survey results to help sell newspaper advertising to candidates. Newspapers will be encouraged to familiarize themselves with the findings and use them to sell advertising to local candidates.

Results of the survey were presented during the MPA Convention in Kansas City. They will be shared with every newspaper in Missouri and will be explained during the series of meetings.

All meetings will be 1-3 p.m. at: Columbia, Oct. 9; Kirksville, Oct. 10; Harrisonville, Oct. 16; Cameron, Oct. 17; Rolla, Oct. 23; Springfield, Oct. 24; Troy, Oct. 30; Hannibal, Oct. 31; and Cape Girardeau, Nov. 7. Locations of the meetings will be provided to those who register.

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



Category omitted from winners list

The list of winners in the October issue of *Missouri Press News* magazine and in the contest tabloid omitted the category Best Special Section, Dailies, Class 2.

Here are the results of that category:

1st: Kansas City Star: Football 2002

2nd: St. Louis Post-Dispatch: Jack Buck

3rd: Kansas City Star: Baseball & Beisbol

HM: St. Louis Post-Dispatch: 09-11-01

HM: Springfield News-Leader: Start the Presses.

School asks paper not to ID students

A publisher has notified MPA that the local school superintendent has asked the newspaper to no longer identify students in photos published in the newspaper. The school official cited a federal education / privacy regulation that prohibits photographing students without permission.

The school still wants the newspaper to take photos, but it wants any identification to be made alphabetically rather than "left to right" or in some other manner that identifies individual students.

If your local schools have restricted your reporters and photographers in any way, please let MPA know how you are handling the situation.

Photoshop book recommendation

Newspaper technology consultant and trainer Kevin Slimp recommends the book "Adobe Photoshop 7.0 Classroom in a Book" from Adobe Press. It is among his list of six essential books.

The \$45 book includes a CD with material that can be used as you go through the lessons.

Gun law hides names

By JEFF WELLS
Columbia Missourian

Missouri's new concealed-gun law prohibits law enforcement from releasing the names of people with permits to carry hidden handguns, and Boone County Sheriff Ted Boehm doesn't like it.

"This is completely opposite of other laws that are on the books," Boehm said. "If they're going to open one up for public record, they need to open them all."

Boehm was referring to a long-standing law that for years has left open to public scrutiny the lists of people who apply for permits to simply buy handguns. But the new concealed-gun law, which takes effect (Oct. 11), protects the identity of those who hold permits to carry a concealed gun by making it a misdemeanor for law enforcement to reveal the names of conceal-and-carry permit holders.

State Rep. Larry Crawford, R-Centertown, said the closed-record provision is included in the concealed-gun law because of "concerns that publicizing who has a license could lead to those people being targeted for theft of their guns."

Luis Tolley, spokesman for the Brady Campaign, a leading gun control group, explained that advocates of the law are trying to prevent the public from learning who is licensed to carry hidden guns.

"It's simple: The proponents of concealed-carry do not want to have news stories that a permit holder pulled a gun and shot someone. The improper use of concealed weapons is the strongest argument we have against these laws," Tolley said.

Charles Davis, executive director of the Freedom of Information Center at MU, believes the public has a right to know who carries concealed gun permits. A homeowner concerned about a bothersome neighbor, or parents wondering whether a baby-sitter is carrying a gun, he said, are examples.

"What legislators have essentially done is allow government only to have that data, so therefore the public has no way to answer any questions about the holder of these permits," Davis said. "This essentially says there is no public interest in knowing who has concealed weapons permits, and I would disagree fundamentally with that."

National Rifle Association spokeswoman Kelly Hobbs explained that there is no reason to release the names of permit holders. Doing that, she said, would encourage gun theft.

"There is no need for the public to know who has a permit," she said. "Research has shown that the principal reason right-to-carry laws deter crime is that criminals do not know who is armed."

But Boehm and other local law enforcement officials disagree.

"I think it's ridiculous," Boone County Sheriff's Detective Mike Stubbs said.

"If you're going to carry one, why shouldn't it be public information?"

Police Chief Randy Boehm (no relation to the sheriff) added his concern. "It seems to be a good idea to make these records public," he said.

Randy Boehm said closing the list of conceal-and-carry permit holders is more of a public issue than an issue of law enforcement. Officers will have access to the names, he said, and will be able to cross-check people under investigation for other matters to see if they have permits for hidden weapons.

The new provision could, however, present problems for officers on the job, Randy Boehm said.

During a traffic stop, for example, an officer might be uncomfortable if he believes a suspect has a concealed gun but the person claims otherwise or fails to produce a permit. Boehm, however, noted that officers are trained to approach every vehicle as if a weapon is inside.

Ted Boehm said he doesn't understand how the closed-record provision passed. "We need to start talking to people with common sense," he said.

The Associated Press contributed to this report.



**Missouri Press Association /
Missouri Press Service**

802 Locust St.
Columbia, MO 65201-7799
(573) 449-4167; FAX (573) 874-5894
www.mopress.com

PRESIDENT: Dave Berry, *Bolivar Herald-Free Press*

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Jack Whitaker, *Hannibal Courier-Post*

David Bradley, Jr., *St. Joseph News-Press*

NNA REPRESENTATIVE: Gary Beissenherz, *The Concordian, Concordia*

STAFF

Doug Crews: Executive Director, dcrews@socket.net

Mike Sell: Advertising Director, msell@socket.net

Kent M. Ford: Editor, kford@socket.net

Connie Whitney: cwhitney@socket.net

and **Jennifer Plourde:** jplourde@socket.net

Advertising Sales and Placement

Karen Philp: kphilp@socket.net
Receptionist, Bookkeeping

Lesa Litty: Member Services, Meeting Planning, litty@socket.net

Sue Heifner: Ad Sales sheifner@socket.net



Sign up to help judge

Those who chose Missouri winners need people to choose winners of their contest

MPA needs more members to sign up 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.

Missouri Press on Sept. 27 handed out hundreds of awards to dozens of newspapers in Kansas City. The winners were selected by people from Colorado who judged the MPA contest last summer.

Now it's our (your) turn. The Colorado people need people to choose their winners. How about lending a hand?

Call MPA at (573) 449-4167 or email judges' names to Lesa Litty at MPA, litty@socket.net. A form is enclosed if you prefer to fax the names.

Continental breakfast and lunch will be provided to the judges.

Judging should be completed by mid-afternoon.

Please help.

Tech Institute March 11-13 in Knoxville

KNOXVILLE, Tenn. — Kevin Slimp, director of the popular Institute of Newspaper Technology, announced that the seventh session of the hands-on training program 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.

A website will be available Oct. 15 to provide more information on this session of the Institute, at newspaperinstitute.com. Here, updates on class schedules and registration information will be found.

The previous two sessions of the Institute filled, so mark the dates on your calendar and visit newspaperinstitute.com in mid-October for registration information.

Inquiries about the session may be directed to kevinlimp@newspaperinstitute.com.

State sales tax holiday to be next August

Senate Bill 11, signed into law by Gov. Bob Holden on July 10, establishes a three-day statewide sales tax exemption for certain clothing, school supplies, personal computers, and computer software and supplies. The tax holiday will be in effect during a three-day period in August 2004.

Cities and counties may opt out of the tax holiday. If they do, consumers in those areas still will not pay state sales tax during the holiday.

Items that will be exempt from sales taxes include: Clothing having a taxable value of \$100 or less; all retail sales of school supplies not to exceed \$50 per purchase; all computer software with a taxable value of \$200 or less, and all retail sales of personal computers or computer peripheral devices not to exceed \$2,000.



Digital photos can be recovered!

Here's a tip that may save you some digital photo headaches. It concerns recovering photos that may appear to be lost.

The information comes from Mike Lyon, an Iowa publisher and chairman of the Iowa Newspaper Association's Technology Committee.

Lyon downloaded a list of things that can cause the loss of images from a digital camera or a flash card. All of the causes go to the operator; most involved removing the card prematurely or failing to turn off the photo transfer software before disconnecting. Low batteries can cause problems, too.

Lyon suggests a software program called Data Rescue. In just a few minutes he downloaded the program for \$29 from datarescue.com and recovered photos that one of his staffers couldn't get off a flash card.

If you don't want to buy software, at least keep in mind the fact that photos that seem to be lost can be recovered in many instances. Look to the internet for help.

Protect your computer system

A columnist for the *Columbia Daily Tribune* has some recommendations for protecting your computer from infiltration and attack. The columnist, Scott A. May, is a technical support manager for Hi-Tech Software.

May suggests downloading a free copy of Ad-Aware from Lava-soft. It can scan your entire system and remove renegade material. If you want to buy a version of this program it will monitor and clean your system constantly so junk never reaches your hard drive.

A program called Fireball from RedCannon analyzes all inbound and outbound traffic for bad activity. It protects your system from data leaks, attacks and some browser pop-up ads. It also assesses the vulnerability of your system and suggests operating system updates.

Fireball costs \$49.95. You can download a free trial copy.

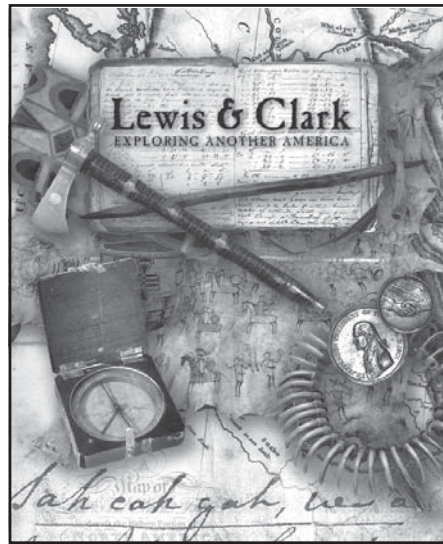
Your readers will buzz over Lewis & Clark tab

If you have not yet ordered your Lewis & Clark material, you still can. It's free for MPA member newspapers.

Two Lewis & Clark features are being promoted. One is a series of stories about the Missouri connection to the expedition. The other feature is a supplement (tabloid insert) with a teacher's guide.

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.



Go to mopress.com to see samples of all the Lewis & Clark material. Your readers will love it!

✍ Lewis & Clark: Exploring Another America

The 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. 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 that ties the past to the present with your newspaper.

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

These features are designed as Newspaper In Education products, but you don't have to use them that way. You can simply run them as general interest features if you wish. You can even sell sponsorships.

A third Lewis & Clark feature, a Kay Hively fictional serial story, also is available. A small fee is charged for that feature.

All of the features can be ordered over the MPA website, mopress.com, or by contacting Dawn Kitchell, MPA's NIE coordinator: dawn.kitchell@sbcglobal.net.

✍ Lewis & Clark's Missouri

Many already have ordered the free Lewis & Clark's Missouri series. This 8-part series commemorates the 200th anniversary of the expedition from the Missouri perspective.

People who picked up awards for their newspapers at the MPA Convention received CDs with this Lewis & Clark feature on them.

✓ Go to mopress.com when you need to register for an event, get information about a program or details about a meeting. Use your MPA website to link to other newspapers around the country and to get great information from national newspaper organizations of all kinds.



Post-Dispatch has 4-section, 3,300-item auction

Readers of the *St. Louis Post-Dispatch* hit the jackpot in September. The paper inserted four broadsheet sections containing more than 3,300 items readers could bid on.

Readers could bid from Sept. 25-Oct. 2 by telephone or email.

The paper promoted the project as Auction Express: Auction Catalog: 8 Days of Unique Shopping.

Items in the auction ranged from new homes to new SUVs to jewelry to vacations in Hawaii.

The sections contained small or half-page descriptions of each item, including a photo, retail value, and details about the product. Retailer logos also appeared in the spaces.

Metro offers new auto photos

New York, NY — Metro Creative Graphics, Inc. is pleased to announce the adoption of the eVox Automotive Image Library(TM), the latest addition to MetroCreativeConnection(R).

Through a special arrangement with eVox Productions, subscribers to the Metro Automotive Photo Library will have unlimited online access to the most comprehensive collection of high-quality photographs of cars, SUVs, vans and trucks for the model years 2000 to the present.

Each vehicle has a dormant silhouette clipping path (mask) that can be activated in Adobe Photoshop(R). There, files can be saved in CMYK for printing, as either TIFF or EPS with the clipping path, in the user's desired size and resolution, up to 300 dpi. In addition, Metro subscribers have use of the MetroCreativeConnection Project Organizer to save selections and share or perform multiple downloads.

For information and pricing of the Metro Automotive Photo Library, contact Metro Customer Relations at 1.800.223.1600 or e-mail service@metro-email.com.

Advertising / Marketing Notebook

What does PASS mean?

Ads could become 'standard' again

This item appeared in a recent issue of Arkansas' *APA Member Bulletin*. APA executive director Dennis Schick wrote it in his column.

"We received another call the other day asking what PASS stands for. That is the term given to the new column widths for the narrower 50-inch web size.

"PASS stands for Preferred Advertisement Submission Size. It is actually a misleading term, because there are no sizes of ads themselves, but of column widths. But if everyone knows it means the standardized column width for the narrower page width, then it's OK.

"As for SAU, that's the term given to the wider column width, which was the industry standard for many years. Standardization was talked about for many years, and the SAU was adopted back in 1981 ... standardizing the newspaper column width (each one 2-1/16th-inch wide). ... The more correct term should be SCW (Standard Column Width).

"Now, after nearly two decades of standardization, the move to a narrower width over the past four years has 'un-standardized' the industry all over again.

"But as those newspapers which print newspapers have gone to the narrower width, all the newspapers they print have

gone that route, too. ... One of these days all newspapers will make the switch and we'll be standardized again.

"Virtually all other advertising media are standardized. Thirty seconds is the same around the world. A standard billboard is the same from coast to coast. An 8-1/2 x 11 sheet of paper is the same everywhere.

"Why can't all newspapers be standardized, too?"

PASS v. SAU

Both terms misleading. They indicate standard ad column widths, not standard ad sizes.

Power headline critical for print ads

Headlines are just as important in newspaper ads as editorial copy, and too many ads fail due to weak headlines, according to Bob Berting of Berting Communications in Indianapolis.

Berting suggests that ad headlines should intrigue, entice or raise the interest of readers. Sans-serif type works best, and the type should be dramatically larger than any other type in the ad.

"You only have a few seconds to help readers form an opinion of your ads," Berting said. "Write headlines in the present tense. Use short words. Avoid abbreviations. Use precise words."

Berting suggests:

- Tie headlines to graphics.
- Use screaming headlines to maintain impact.
- Avoid headlines in all caps because they are hard to read.
- Spell carefully. Errors will prevent readers from going further into the ad.
- Put headlines in quotation marks because they increase recall an average of 28%.

The business logo should not be the headline, Berting said. A small logo can be in the upper portion of the ad, but it should not distract from the headline.



AP appoints new KC bureau chief

NEW YORK (AP) — The Associated Press has made four executive appointments at the state level, naming three current chiefs of bureau to larger territories and promoting an assistant chief of bureau to bureau chief.

Beth Grace, Sally Carpenter Hale, Clay Haswell and Anthony Marquez will assume new responsibilities as chiefs of bureau in Kansas/Missouri, Pennsylvania, California/Nevada, and Southern California, respectively.

The openings were created when four veteran bureau chiefs were promoted to regional vice presidents.

Grace, 44, moves from Albany, N.Y., bureau chief to chief of bureau for Kansas and Missouri, based in Kansas City. She succeeds Paul Stevens, previously appointed vice president for AP's Central region.

Grace joined the AP in Columbus, Ohio, in 1985 after working as a reporter for two Ohio papers. She became news editor in Columbus in 1993 and assistant chief of bureau five years later. In 2001, she moved to Albany, where she was responsible for upstate New York. A native of Sewickley, Pa., Grace is a graduate of Bethany College in West Virginia.

Telemarketing execs' numbers on do-not-call list

The *Hartford Courant* reported Sept. 30 that the home telephone numbers of a Direct Marketing Association executive and the CEOs of teleservices provider companies were on the federal do-not-call list.

Using public records, the *Courant* got the home numbers of the teleservice company officials and ran them on the no-call website.

There was no mechanism on the do-not-call website to check that the person registering a number was the person to whom the number was assigned. Anyone could have registered the numbers of others.

Presidential campaign a topic for AP meeting

The 57th annual AP Kansas/Missouri Publishers and Editors meeting in Kansas City is set for Dec. 7-8 at the Fairmont Hotel. People from AP member newspapers will receive registration information and are invited to attend.

The 2004 presidential race highlights the Monday (Dec. 8) morning program, featuring Walter Mears, author of a newly released book chronicling the past 11 presidential campaigns he covered as an AP political correspondent, and veteran AP political reporter Mike Glover of Des Moines, previewing the Jan. 19 Iowa caucuses.

The keynote luncheon speaker Dec. 8 will be Tom Curley, the new president and CEO of The Associated Press, who will speak at the David R. Bradley Memorial Luncheon.

You'll get your first chance to meet Beth Grace, the newly appointed chief of bureau for Kansas and Missouri who comes from the AP's Albany bureau, where she was chief for the past three years.

Sunday night, Dec. 7, Kansas City native Laura Rauch, a well-traveled AP photographer, will display and discuss outstanding photographs she's taken from all over the world.

Canadians read local newspapers

TORONTO /CNW/ - If you are an avid reader of your community newspaper, you are not alone. The results of the world's most comprehensive print study are in, and the Canadian Community Newspaper Database Corporation (ComBase) study shows that 71.5% of English-speaking Canadians read community newspapers! ComBase President Elena Dunn and board member David Stanger released national data in Toronto Oct. 7.

"For years the community newspaper industry has known Canadians read their community paper. Now we have the hard data to prove it," says Dunn. "Community newspapers have the highest mass reach of any medium. This is incredible data for our 326 founding member newspapers."

The community newspaper industry is a billion dollar business representing over 1,000 titles and 11.2 million copies per week. The study shows a 70% household penetration — a higher reach than any other medium.

In each province, at least 20% of readers surveyed were exclusive readers of community newspapers.

The ComBase survey is three years in the making and gives the most detail ever as to what newspapers Canadians are reading, how often they read them, and exactly who the readers are. The survey measures over 700 newspapers and magazines in more than 400 markets across the country, providing objective, third-party readership information to media planners and buyers.

For more information on ComBase and Canada's most comprehensive media study, visit combase.ca.

✓ If your newspaper has a nice color photo that you would like to share with the world from the front page of the MPA website, email it to Kent Ford at kford@socket.net.



ABC releases more than 250 reader reports

A wealth of findings is available to the industry for the first time with the release of more than 250 Reader Profile reports. The Audit Bureau of Circulations was recently invited to present a research white paper to the Advertising Research Foundation at its annual Week of Workshops. Covering credible, comparable readership data from more than 20 different research suppliers being actively used by newspapers, the aggregate information has been derived from 180,000 telephone interviews in 160 different markets covering 60,000,000 readers.

Key findings revealed and discussed in the white paper include:

- Serious credibility issues remain with some unverified newspaper readership studies.
- Readers-Per-Copy is not a constant factor across all markets. Using a national 2.3 readers-per-copy average is inaccurate 87% of the time. Using a national average could be underestimating the total readership by 62% or overestimating it by as much as 42%.
- Newspapers are having no problem attracting women readers, including those with full-time jobs.
- Younger demos are reading the newspaper, just not with the same frequency as other segments.
- Newspapers are an excellent medium to connect with four-year college grads as well as households with incomes of \$75,000 or more.

Midstates meeting to be in Milwaukee March 5-7, 2004

The Great Lakes / Midstates Newspaper Conference, Inc., will hold its 58th annual Newspaper Production Conference Friday-Sunday, March 5-7, at the Wyndham Milwaukee Center Hotel.

More information will be available as the program develops.

NNA elects president

Colorado publisher succeeds Jeff David

KANSAS CITY, Mo. (NNA) — Robert Sweeney, publisher and editor of Villager Newspapers in Denver, CO, was elected president of the National Newspaper Association during the association's 117th annual convention and trade show here.

Sweeney succeeds Jeff David, publisher of the *Livingston Parish News* in Denham Springs, La.

Also elected to NNA's executive committee was Mike Buffington, editor of the *Jackson Herald* in Jefferson, GA, as vice president. Buffington had been treasurer of the association. Elected as treasurer was Jerry Reppert, publisher of the *Gazette-Democrat* in Anna, IL. Reppert had been Region 5 director for the association.

Outgoing immediate past president Ken Rhoades was named as president of the National Newspaper Association Foundation. The NNAF is the educational arm of the association.

Sweeney is a third generation native of Craig, CO. He started his first paper in his hometown in 1961 with his wife, Gerri. The newspaper grew and expanded, becoming *The Craig Daily Press*. They sold the paper in 1979 to Howard Newspapers and moved with their four children to Denver. Within months, they started the *Villager Newspaper*,



which covered Cherry Hills and Greenwood Village on the southern tier of the Metro area. The paper occupies much of their time with the entire family participating in the publishing company.

Villager Newspapers, Inc. serves as the umbrella to seven Colorado publications, with three newspapers located in Western Colorado.

Elected to NNA's board of directors for three-year terms were: Elizabeth "Liz" K. Parker, co-publisher and executive editor for Recorder Newspapers, Inc. in Stirling, NJ, as Region 2 director (New Jersey, New York, Ohio and Pennsylvania); Reed Anfinson, publisher of the *Swift County Monitor-News* in Benson, MN, as Region 6 director (Iowa, Minnesota, North Dakota and South Dakota); Jon E. "Jeb" Bladine, president and publisher for the News-Register Publishing Company in McMinnville, OR, as Region 9 director (Alaska, Idaho, Montana, Oregon, Washington); Greg Tock, publisher of the *White Mountain Independent* in Show Low, AZ, as Region 11 director (Arizona, California, Hawaii, Nevada and Guam).

Continuing on the board are: Alan L. Baker, publisher of *The Ellsworth (ME) American* as Region 1 director (Connecticut, Massachusetts, Maine, New Hampshire, Rhode Island and Vermont); Jerry Tidwell, publisher of the *Hood County News* in Granbury, TX, as Region 8 director (Arkansas, Louisiana, Oklahoma and Texas); Tom Mullen, publisher of the *News Letter Journal* in Newcastle, WY, as region 10 director (Colorado, New Mexico, Utah and Wyoming); Doug Crews, executive director for the Missouri Press Association, representing the Newspaper Association Managers; Sam Spencer, executive vice president for Dolan Media Co., representing American Court and Commercial Newspapers, Jim Kelly, journalism professor for Brigham Young University, as an at-large director, representing college papers; and Jim Sterling, journalism professor and Missouri Chair in Community Newspaper Management for the University of Missouri-Columbia was reappointed as a director at large. Brian Steffens continues as executive director for the association.

Region 5 (Illinois, Indiana, Michigan and Wisconsin) is currently vacant.

An election will be held this year to fill this position.

Established in 1885, the National Newspaper Association is the voice of America's community newspapers and the largest newspaper association in the country.



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.

HELP WANTED

SPORTS EDITOR: The Courier-Post in Hannibal, Mo., needs a sports editor. High school sports are emphasized, with opportunities for college and pro sports coverage. We lead Northeast Missouri in local coverage. High proficiency with QuarkXpress and Photoshop are required. The job involves page layout, digital photography, editing and writing. Ability to coordinate big projects, such as annual football and basketball preview sections, is a must. Strong organizational and interpersonal skills needed. Salary commensurate with experience. Daily circulation around 9K, plus 1.25 million viewers check out our website each month (hannibal.net). The Courier-Post is owned by Morris Communication Company. Send resume and samples of your work to Editor Mary Lou Montgomery, Marylou.montgomery@courierpost.com. Please include page layouts, writing samples and a brief biography of where you've been, why you've moved and a bit of your sports coverage philosophy. 10-6

ADVERTISING MANAGER: Privately owned daily newspaper in Missouri seeks an energetic and organized individual to lead its sales team. Job includes management over print and online sales team, and duties also will include coordination of several special promotions and publications. Accounting skills a plus, customer-service skills a must. Position offers competitive salary, excellent dental and health plan, company-sponsored 401k benefits and generous annual vacation and sick leave, as well as the opportunity to work with a fast-growing company with a wide-range of diverse media products. 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 daily newspaper and commercial printing operation, seeks a pressroom shift supervisor. Supervise production of 48-unit Goss Universal 45, 16-unit Harris 845, and 12-unit DGM 410 presses. 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. EOE/Drugfree Workplace. 9-30

PRESS OPERATORS: Tribune Publishing, a daily newspaper, commercial printing operation, and regional print site for the New York Times, is accepting resumes from experienced press op-

erators. A minimum of 4 years experience with the operation and maintenance of a web offset press is required. Our facility features 48-unit Goss Universal 45, 16-unit Harris 845 and 12-unit DGM 430 press lines. Desirable lifestyle, 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. 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. You will teach copy editing and/or design while practicing it daily. 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). Send cover letter, resume and design samples to RenÉ Rau, Design Editor Search, School of Journalism, 120 Neff Hall, Columbia, Missouri 65211. E-mail questions to Reuben Stern, search committee chair, at 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

REPORTER: The Washington Missourian, a prize-winning, twice-a-week newspaper in east central Missouri, is looking for a general assignment reporter. We are a 16,000 paid circulation newspaper in a rapidly growing area about 50 miles from downtown St. Louis. This challenging position will involve covering a variety of beats and assignments as well as taking photographs. Good pay and great benefits. Please send your resume, qualifications and clips to Ed Pruneau, managing editor, P.O. Box 336, Washington, Mo., 63090. 9-24

REPORTER: The Clinton Herald in Clinton, Iowa, is seeking a highly motivated reporter to cover the police and court beats and to write features as needed. This is considered a senior reporter position and candidate must have experience covering the courts beat. The candidate must be able to show ability to effectively seek out local news stories and also understand AP style. Send resume, clippings and references to Charlene Bielema, editor, Clinton Herald, 221 Sixth Ave. South, Clinton, IA 52733. 9-29

ADVERTISING SALES: Sales representative for The Landmark, Platte County's fastest growing paid circulation newspaper. Must be willing to develop new accounts. Top commission paid. Contact Ivan Foley at ivan@plattecountylandmark.com, phone 816-858-0363 or by mail at PO Box 410, Platte City, MO 64079. 9-17

REPORTER: The Platte County Landmark has an immediate opening for a hard-working reporter. Part-time position, 25-35 hours per week.

Photography skills helpful. Contact Ivan Foley at ivan@plattecountylandmark.com, phone 816-858-0363, or by mail: The Landmark, PO Box 410, Platte City, MO 64079. 9-17

SPECIAL PROJECTS SALESPERSON: The St. Joseph News-Press seeks a sharp, energetic individual to join our advertising sales team. A focus on planning, goal-setting, and the achievement of new business will be paramount. The Special Projects Salesperson will work with the Retail Sales Manger, construct a plan, and put the plan into action so as to generate revenue. Positive customer service attitude; two years of outside sales experience; ability to start projects and work successfully with limited supervision; ability to build positive relationships with your customer base; college degree in business or marketing; effective sales prospecting skills and the ability to identify and/or create new sales opportunities; knowledge, passion and understanding of newspaper advertising and the ability to share this idea with prospective clients. Please send resume with salary history to: Tony Luke, Retail Sales Manager, P.O. Box 29, St. Joseph, MO 64502, or email to: tonyl@npgco.com.

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 e-mail at 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

DETAIL ORIENTED office/customer service person seeks challenging position. Experience with billing, collections, office management, handling customers, taking orders, Word and Excel. Excellent organizational, communication and customer service skills. Excellent references. Shirley Holdmeier, Columbia, MO, (636) 358-3166, holdmesh@hotmail.com. 9-17

FOR SALE

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

NEW LISTING: Excellent central Iowa weekly. County official and city official for 8 area cities. Average gross \$175,000. John E. van der Linden, broker, P.O. Box 275, Spirit Lake, IA 51360. (712) 336-2805. 9-19

GROWING WEEKLY in Des Moines western suburbs. John E. van der Linden, broker, P.O. Box 275, Spirit Lake, IA 51360. (712) 336-2805. 9-19

Judges Needed!

The Missouri Press Association needs your help in judging the Colorado Press Association's Better Newspaper and Advertising Contest.

When: Thursday, November 6, 2003

Where: Jefferson City Ramada Inn
1510 Jefferson St.
Jefferson City, Mo.
Hotel phone: (573) 635-7171

Time: 8:30 a.m. until the judging is complete (mid-afternoon)

A continental breakfast and lunch will be provided to all judges.

As a special thank you for signing up to judge before Oct. 1, you will receive a coupon for \$10 off entry fees for next year's Missouri Better Newspaper Contest!

This will be a large contest requiring many judges in all areas. Please complete this form and return it to:

Lesa Litty
Missouri Press Association
802 Locust St.
Columbia MO, 65201
Fax: (573) 874-5894

or e-mail your name, your newspaper's name and phone to:
scockrum@socket.net

NAMES: _____

NEWSPAPER: _____

PHONE: _____

E-MAIL: _____



Sell More In '04 FREE Regional Workshops

Don't miss this excellent opportunity for networking and sharing of ad ideas!

Missouri Press Association is making a concerted effort to sell more Political Advertising in 2004. The MPA's Sell More Political task force and the Missouri Press Board of Directors hired Pulse Research of Portland, Oregon, to conduct a Missouri State-Wide Political Survey in July/August 2003.

It's time to unveil the survey. The findings are exciting! The survey offers candidates and campaign managers timely, research-based documentation of the issues that are most important and least important to Missouri voters.

Plan to send one or more of your newspaper staff members to a regional workshop. Missouri Press will "arm" attendees with information they can use on Main Street, selling more political ads (and other types of advertising, too).

Each workshop will begin at 1:00 and end at 3:00 p.m.

Choose a workshop:

- Thurs., Oct. 9: Columbia
- Fri., Oct. 10: Kirksville
- Thurs., Oct. 16: Harrisonville
- Fri., Oct. 17: Cameron
- Thurs., Oct. 23: Rolla
- Fri., Oct. 24: Springfield
- Thurs., Oct. 30: Troy
- Fri., Oct. 31: Hannibal
- Fri., Nov. 7: Cape Girardeau (pending)

Deadline: Register ASAP, or 3 days prior

The workshops are FREE, thanks to host publishers and Missouri Press Foundation.

✓ Checkmark the workshop you wish to attend, fill out the form and return to Missouri Press. We'll send you the location of the workshop and other information.

FREE! FREE! FREE! FREE! FREE! FREE!

-----Return this form to Missouri Press, 802 Locust St., Columbia, MO 65201-----

Fax to: 573-874-5894

email to: litty@socket.net

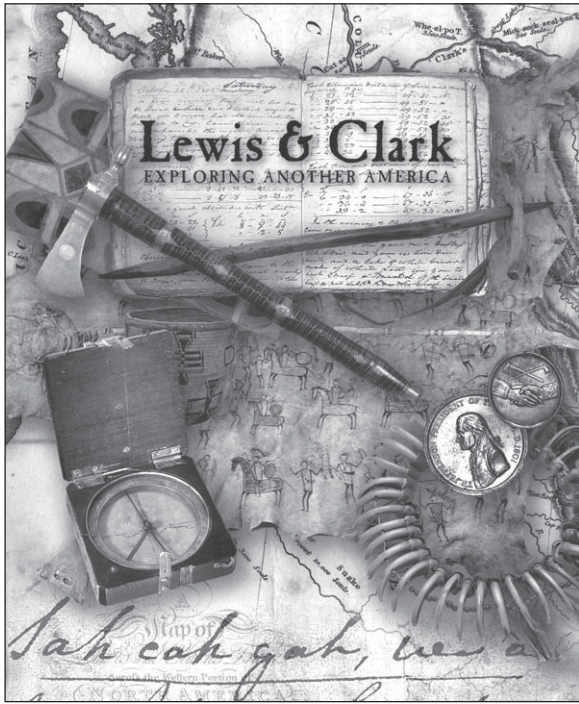
Name(s) of workshop attendee(s): _____

Name of newspaper: _____

Mailing address: _____

City, state, zip: _____

E-mail address: _____



Lewis & Clark Exploring Another America

Supplement and Teacher Guide

ORDER FORM

The supplement and the teacher guide are FREE to MPA newspapers if you receive the material on a CD. If you want printed copies of the supplement, the cost is \$100 per box of 500. If you order pre-printed supplements, they will be shipped in mid-November and the teacher guide will be emailed to you as a PDF file.



Please send us the FREE CD of the Lewis & Clark Supplement and Teacher Guide. We will print the supplement ourselves. (The CD will be sent in November.)



Please send us ___ boxes of the Lewis & Clark Supplement at a cost of \$100 per box of 500 to cover the cost of printing and shipping. We understand the Teacher Guide will be emailed to us as a PDF file. (The supplements will be shipped in mid-November.)

To order, please mail, fax or email the following information to MPA.

Newspaper _____

Contact Name / Title _____

Address _____

Phone / Email _____

Return information to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201
Fax (573) 874-5894 / Email: kford@socket.net

Also don't forget about the two Lewis & Clark serial stories that can be ordered from Missouri Press.
A fictional serial story can be purchased for a nominal fee and downloaded from mopress.com.
A series of nonfiction articles about the Lewis & Clark Expedition
can be ordered FREE from Missouri Press Foundation.

For more information contact Dawn Kitchell, MPA NIE Coordinator, (636) 390-2821; dawn.kitchell@sbcglobal.net