

## CALENDAR

### January 2004

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

### February

- 26 — MPA judges Tennessee Ad Contest

### March

- 1-5 — Newspaper in Education Week  
17-20 — NNA Government Affairs Conference, Wyndham Washington DC  
18 — MPA judges Tennessee Newspaper Contest

### April

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

### May

- 6 — Past Presidents & Spouses Dinner, Country Club of Missouri, Columbia

### June

- 3-5 — Show-Me Press Association meeting, Holiday Inn, Lake Ozark  
24-25 — Central States NIE Conference, Springdale, Ark.

### July

- 21-23 — The Living Textbook, Newspaper In Education Teacher Workshop, UMC

### September

- 9-11 — 138th Annual MPA Convention & Trade Show, University Plaza Hotel & Convention Center, Springfield  
15-18 — 118th Annual National Newspaper Association Convention, Denver, Colo.



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

MISSOURI PRESS ASSOCIATION

# BULLETIN

No. 1110 — 23 December, 2003

## NW Press will meet soon

### Public officials invited to Sunshine Law session

The 114th annual meeting and training seminars of Northwest Press will be held Jan. 15-16 in St. Joseph. Registration begins at 1 p.m. Thursday, Jan. 15, poolside at the Ramada Inn, Frederick Avenue and I-29.

Cost will be \$25 per newspaper or business plus \$60 per person for all activities and meals. People who will not attend all meals will pay \$25 for registration plus for the meals they will attend.

A registration form is enclosed. Register today, and call the hotel to get a room. The hotel phone number is on the form.

Thursday's program will be on advertising, circulation and alternate ways to generate revenue.

Winners of three cash prizes in the Great Ideas contest will be announced at a 6 p.m. Thursday reception and dinner at La Dolce Vita.

Friday's activities will begin at 8:30 a.m. with the business meeting and update from Doug Crews, MPA executive director, and Jean Maneke, MPA Legal Hotline attorney.

The morning program will be "How to Make the Sunshine Law Work Better for Everyone." This session will be open to the public and invited governmental officials.

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

The afternoon program will have 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.



## Join ad programs before year's end

Any active member newspaper interested in participating in the statewide classified or 2x2 program should contact Jennifer Plourde or Mike Sell at the MPA office before Jan. 1 to be eligible for the next payment.

Papers already in the program do not need to call.

Newspapers must run six consecutive months before receiving a payment for the statewide classifieds. The 2x2s are paid yearly based on how many months the newspaper participates.

Call (573) 449-4167 or email [jplourde@socket.net](mailto:jplourde@socket.net) or [msell@socket.net](mailto:msell@socket.net).

The 2x2s and statewide classifieds are available on the MPA website for downloading — [mopress.com](http://mopress.com).

If you download the ads and want to be removed from the hard-copy mailing list, please contact Jennifer.

The classifieds also can be e-mailed in text format or as a PDF. Call Jennifer with your e-mail address.



## Missouri Bar lists resources

The Missouri Bar has produced a listing of resources available to help reporters as they explain our changing legal and judicial systems to the public.

A list has been compiled of Missouri Bar committee representatives whose committees deal with specific areas of the law. These resources can provide background, insight and context into legal issues, and are available to help you. Also listed is a roster of telephone numbers for various courts around the state.

The role of these contacts is to furnish accurate and objective information about the legal aspects of transactions and proceedings. These contact persons will not do legal research, give legal advice or provide other legal services.

If a question does not fall within the subject areas of the listed committees, please call the Communications Department of The Missouri Bar at (573) 635-4128. A Missouri Bar staff member will attempt to locate a knowledgeable source of information for you.

## Pulitzer names Amari to news post

ST. LOUIS (AP) — Jane Amari, editor and publisher of *The Arizona Daily Star* in Tucson, has been named vice president of news by Pulitzer Newspapers Inc.

Amari, 56, will continue in her current position.

Amari joined the *Daily Star* in 1999. Under her leadership the newspaper has achieved five straight years of circulation growth, and has won numerous journalism awards, including first place for general news excellence from the Arizona Newspaper Association for 2001 and 2002.

Amari has more than 36 years of newspaper experience, including 31 years in management positions at more than 15 newspapers.

In addition to the *Daily Star*, Pulitzer Inc.'s newspapers include the *St. Louis Post-Dispatch* and 12 other dailies.



# You're invited to Bar breakfast to be held Jan. 30 in Columbia

## Funding of Missouri judicial system will be central topic

The Missouri Bar will host a Missouri Bar/Media Breakfast at 8 a.m. Friday, Jan. 30, at Stoney Creek Inn, 2601 S. Providence, Columbia.

Missouri Bar President Bill Corrigan Jr. and several judges from the Supreme Court of Missouri will discuss funding of the courts and possible consequences of proposed budget cuts.

Local judges and attorneys will participate.

The registration invitation to the breakfast says that everything said at the breakfast will be on the record, so you can take pictures and quote what you hear.

Members of the media can attend the breakfast free.

If you would like to attend, register no later than Jan. 12 by faxing the names of everyone who will attend, their newspaper and their email addresses to

(573) 638-2279, or send the information to Jack Wax, Media Relations Director, The Missouri Bar, PO Box 119, Jefferson City, MO 65102-0119.

# Free session on business journalism March 2 at *St. Louis Post-Dispatch*

A free one-day business journalism workshop will be held March 2 in St. Louis. It is open not only to business journalists, but to journalists covering other beats who wish to learn more about business.

The "High Intensity Business Journalism" program covers critical areas such as balance sheets, SEC filings, private companies and finding business in all beats.

This workshop is sponsored by the Donald W. Reynolds National Center for Business Journalism at the American Press Institute in Reston, Va., and will be hosted by *The St. Louis Post-Dispatch*. It will be held at *The St. Louis Post-Dispatch*, 900 N. Tucker Blvd.

Register for the workshop by going online at [americanpressinstitute.org/bizjournalism\\_or](http://americanpressinstitute.org/bizjournalism_or) contact Angela Coyle, Reynolds Project Coordinator, at (703) 715-3332.

This is the first of three one-day workshops to be held at this location during 2004. Those who attend all three will receive a Certificate of Completion from the Reynolds Center.

The Reynolds Center is funded by a grant from the Las Vegas-Nevada based Donald W. Reynolds Foundation. It will hold 60 one-day workshops around the country in 2004 and in February will launch the [BusinessJournalism.org](http://BusinessJournalism.org) website specifically for business journalists.

The March 2 workshop will begin with sign-in and coffee reception at 8:30 a.m. It will adjourn at 4:30.

The next two workshops will increase in complexity. Workshops are open to all journalists who wish to know more when reporting business issues in all beats.





Missouri Press Association /  
Missouri Press Service

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

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*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

**Mary Dempsey:**  
Website Associate



# Rust among buyers of Zimmer stations

## Virginia company major owner of Mississippi River Radio

CAPE GIRARDEAU — Zimmer Radio Group plans to sell 17 of its 32 stations to the newly formed Mississippi River Radio, the companies said last week. Financial terms of the deal were not disclosed.

Rust Communications, also based in Cape Girardeau, is among the investors in Mississippi River Radio. Rust owns and operates more than 50 newspapers, including the *South-east Missourian* in Cape Girardeau and several others in Missouri. Rust will invest in up to 20 percent of the equity of Mississippi River Radio.

Stations being sold are in Cape Girardeau, Poplar Bluff and Sikeston/Malden in Missouri, and in Carbondale/Marion in Illinois.

Zimmer Radio Group, based in Cape Girardeau, is owned by brothers Don, James, John, Jerry, Tom and David Zimmer. Thirteen of its remaining 15 stations are in Missouri; the other two are in Lawrence, Kan.

“We searched for a company that would continue our focus on the local community and retain our philosophy of public service,” James Zimmer said.

The principal shareholder in Mississippi River Radio is Virginia-based Max Media, which operates radio and television stations in smaller markets. The deal must be approved by the Federal Communications Commission.

## Another ‘security’ exception sought

### Currently open industry data would be closed to public

JEFFERSON CITY (AP) — Missouri’s homeland security adviser is proposing a new exception to the state’s open records law that would keep secret any security information provided by private entities to state or local governments.

Security Adviser Tim Daniel says the proposal would provide the same secrecy already afforded to government security plans or to private security plans that are shared with the federal Department of Homeland Security.

The proposal is expected to be considered during the legislative session that starts Jan. 7. Jean Maneke, Missouri Press Association’s legal hotline adviser and a Sunshine Law expert, expressed concern about adding another exception to the open records law.

The state’s open records law applies only to governmental bodies, not to businesses and other private entities. But Daniel said some documents voluntarily provided by businesses to the state currently could be shared with the public under the Sunshine Law.

What Daniel wants to keep secret are documents detailing security plans of businesses such as AmerenUE’s Callaway Nuclear Plant near Fulton, or any materials describing the security technologies they use.

If the public had access to the information, “it would reveal or provide clues that a bad guy could use to defeat that technology,” he said.

Daniel labels more than 65 private Missouri properties as “critical assets” that are potential terrorist targets, including the Callaway Nuclear Plant.

In response to the Sept. 11, 2001, terrorist attacks, the Legislature added three Sunshine Law exceptions in 2002. Those closed information about government security systems and structural plans; government computer and telecommunications operations that could lead to unauthorized access or disruptions; and government credit card numbers, personal identification numbers and access codes used in electronic transactions.



## Paper scammed with full-page ad

A full-page ad for down comforters that ran in *The Seattle Times* was an apparent fraud, the newspaper reported. It said the ad appeared genuine, except that it did not contain the name of the company.

A Tacoma, Wash., call center hired to take orders said several hundred people responded to the ad, which offered two king or queen down comforters and four down pillows for \$49.95.

*Times* officials said the \$40,500 cashier's check sent to pay for the ad was counterfeit. The call center reported it was out at least \$3,000 for its work.

Scams and frauds come in many varieties.

Alert your staff to that fact and remind them periodically to beware of them.

## Frequent Flyer deal makes money

*The Sun Chronicle* in Attleboro, Mass., attracted 155 ads and more than \$60,000 with a recent Frequent Flyer advertising promotion. It uses the promotion about six times a year.

Advertisers get their ads printed in five papers from Wednesday through Monday — Saturday excluded — for less than the regular price for three ads. Ads also run in the paper's shopper that is mailed to non-subscribers.

## Great source for industry news

The website [mediainfocenter.org](http://mediainfocenter.org) has current news on media and media management from more than 1,000 worldwide media and general publications.

The Media Management Center is allied with Northwestern University's Kellogg School of Management and Medill School of Journalism. It's development was sponsored by the John S. and James L. Knight Foundation.

The site is free and has no advertising or pop-up messages.

## Advertising / Marketing Notebook

# Network expands focus

## NNN will seek cooperation from members

The Newspaper National Network LP in New York, a multinepaper national advertising service, is putting more emphasis on customization. Much closer cooperation among the networks's NNA partners will be necessary, said Jason E. Klein, NNN president and CEO.

Newspaper National Network LP is a unique marketing partnership that is 85% owned by the top 23 newspaper companies in America and 15% owned by the Newspaper Association of America.



Since Klein joined NNN in February, the firm has changed its logo, launched a new tag line — "We Make Newspapers National," redesigned its website — [nnnlp.com](http://nnnlp.com), refined its mission, expanded to 15 the number of advertising categories it tries to reach, and beefed up its management team.

Until recently NNN focused its sales efforts on categories that did not advertise heavily in newspapers: computer hardware/software, factory automotive, food/beverage, health/beauty aids, high technology, and prescription pharmaceuticals. Sales have risen from \$63 million in 1996 to \$202 million in 2002.

Klein wants to double revenue by streamlining and automating NNN's internal operations, spreading the gospel of customization from NNN's partners to the rest of the industry, and making newspapers as easy a national buy as TV and magazines.

New categories of focus of NNN will be: Apparel and general merchandise; auto accessories, business products, credit cards, government, home electronics, household furnishings, insurance and national restaurants.

—New England Newspaper Association *Bulletin*

## Night owls tune in after prime time

NEW YORK (AP) - Young television viewers haven't disappeared, contrary to the worries of many network executives. Many of them are simply watching TV later.

Savvy cable executives have responded to the increased late-night viewership, and may even have accelerated the trend.

Prime time is defined as 8 to 11 p.m. (Eastern Time) for the broadcast networks. Such cable channels as MTV, Comedy Central, FX, Bravo and VH1 effectively start their prime time at 10. The 10 p.m. hour is popular for cable because there's less broadcast competition. Fox, the WB and UPN - all young-skewing networks - air local news then. ABC, CBS and NBC tend to show either dramas or newsmagazines, which gives, say, Comedy Central a good counterprogramming opportunity.

Another new development is cable channels rerunning their best shows after midnight.

Night owl viewership, from 1 a.m. to 6 a.m., increased 35 percent for people aged 18 to 34 between 1999 and 2003, according to Nielsen Media Research.

During the same period, prime-time viewership decreased 3 percent in that age group. It's been more concentrated this year: viewing for young men is down 7 percent since last fall. People in this age group do a little more than one-quarter of their TV-watching during traditional prime time, down 10 percent in four years, Nielsen said.



## NNA will hold ad contest in 2004

COLUMBIA — In order to recognize the importance of advertising in community newspapers and the creativity and quality of these ads, the National Newspaper Association is initiating a Best of Advertising contest that will highlight and reward the efforts of newspaper ad reps and graphic designers.

Several categories from the Better Newspaper Contest have been moved to the Best of Advertising Contest, in addition to new categories being added.

Running concurrently with NNA's Better Newspaper Contest in 2004, the new ad contest will honor ads in several categories.

The contest is open to all NNA member newspapers in good standing.

The call for entries and rules for the contest will appear in the January and February issues of *Publishers' Auxiliary*, and will be available on NNA's website after Jan 4.

Several circulation divisions in the 2004 Better Newspaper Contest are revised, and a new open category, Obituary Writing, has been added.

The Best of Newspapers in Education Contest, entering its second year, will have a revised entry structure, allowing for both NNA members and non-members to participate in 2004, a first for NNA.

For more information e-mail to [contest@nna.org](mailto:contest@nna.org), or telephone (573) 882-5800.

## Publishers expect moderate ad gains

NEW YORK (AP) — Newspaper publishers gave upbeat assessments recently for the advertising outlook, expressing optimism that the economic rebound will fuel moderate but steady growth in 2004.

Speaking at annual investor conferences hosted by investment banks UBS and Suisse First Boston, several publishers predicted growth in the mid-single digits in newspaper advertising next year.

## Advertising / Marketing Notebook

# Newspaper ad spending forecast up 4.1% in 2004

## National, employment seen as leaders

VIENNA, Va. - The amount of money marketers spend on newspaper advertising is expected to increase by about 4.1 percent in the coming year, according to the 2004 forecast for the newspaper business, published in the January issue of *Presstime* magazine. *Presstime* is the flagship publication of the Newspaper Association of America.

In the article, "Ready for Takeoff," NAA Vice President of Research and Business Analysis James Conaghan compares the burgeoning economic and advertising recovery to a jumbo jet rumbling down the runway: "The good news for 2004 is that both the economy and the advertising marketplace now have enough thrust to get back into the air."

Classified ad spending, which has been dragged down by the weakness in the recruitment category, is expected to increase by 4.5 percent. National and retail ad spending in newspapers, which was strong throughout 2003, should increase by 6.5 percent and 3 percent respectively, according to Conaghan.

In addition, optimism in the employment sector is good news for newspapers, writes Conaghan, and should bring gains in recruitment ad dollars "in the upper single digits for the full year."

"Even as the economy started to show the first signs of turning around last year, the jobless nature of the recovery meant that all employment classifieds lagged behind," said John F. Sturm, NAA president and CEO. "Whether we're talking about newspapers, online postings or the bulletin board at your neighborhood market, there just weren't many jobs available. Now that the jobs are returning, classified publishers will benefit, and newspapers have been as innovative as anyone in positioning themselves to capture much of that business."

In his article, Conaghan comments on the following categories:

**Real estate advertising.** If interest rates begin to float upward, the housing market is likely to relinquish its position as the economic growth leader. While real estate advertising should continue to be strong, it may not reach the level of percentage increases of the past three years.

**Auto.** While there is some concern that fewer people will be shopping for a new vehicle in 2004, a number of new models are being launched and marketed, which should result in more ad dollars in circulation.

**Retail.** Retail advertising stands to benefit from an improving economy and more job seekers returning to work. Preprints and smaller retail categories should lead the way.

**National.** In a year when the Olympics and the presidential election will likely crowd some advertisers out of the television market, newspapers should benefit from limited broadcast inventory. Categories such as travel and telecommunications should continue to do well.





## Get free news from state Capitol

Visit Missouri Digital News (MDN) at [mdn.org](http://mdn.org) throughout the legislative session for up-to-date news on Missouri government and public policy.

MDN is operated by the Missouri School of Journalism. Missouri Press Association members have permission to publish any story or information filed at [mdn.org](http://mdn.org).

MDN also carries live MP3 audio of Missouri's House and Senate and features links to legislative and state government, including bills and bill calendars. MDN also links to news headlines around the state.

Contact Phill Brooks at (573) 751-2888 for more information or if you have a request for a localized story from the Capitol.

## Put ads on birthday cards

Here's a non-ROP, money-making idea from an Illinois newspaper, presented on the Inland Press Association's website.

The Rockford, Ill., *Register-Star* has a year-long birthday card campaign. It sends 8.5 x 11-inch birthday "greeting cards" to area residents. On the back of the cards are full-page advertisements. The cards contain coupons from 10 advertisers.

The paper bought a database with information on Rockford residents between the ages of 25 and 65. It divided the list into groups — male, female, subscriber, non-subscriber. Advertisers can send only to men or women or to both.

Subscribers receive an EZ-Pay offer.

Non-subscribers receive a complimentary newspaper and an offer for a discounted subscription.

Carriers deliver the cards, but they can be delivered by mail. Carriers receive 5 cents for each card they deliver.

# 'Peter Pan' theme for latest promotional ad from NAA

Download b/w or color versions from [naa.org](http://naa.org)

This month's newspaper literacy ad features Jeremy Sumpter, as Peter Pan, and Rachel Hurd-Wood, as Wendy, stars of Universal Studios' coming film "Peter Pan." They are shown in the ad reading the "Neverland Times." The film was scheduled for release Christmas day.

The ad reads: "Discover the world. Read a newspaper every day." The copy continues: "The world jumps out at you when you read the newspaper. It's the best way to discover the world and stay on top of what's happening. Read the newspaper and see your world in a whole new dimension." The ad closes with the tagline: "It all starts with newspapers."

Ads are available to download at no cost in two-column, quarter, half and full-page sizes, in standard and 50-inch web formats, at [naa.org/display/peterpan](http://naa.org/display/peterpan). Adobe Acrobat is required to view the PDF files.

Helpful hint: To add your newspaper's logo and information on top of (and obscuring) the "Insert your newspaper logo here," place the ad on the page as usual, either directly or as an EPS image exported from the PDF.

**Important note:** Please do not make any changes to the ad except to include your logo.



### DISCOVER THE WORLD Read A Newspaper Every Day

The world jumps out at you when you read the newspaper. It's the best way to discover the world and stay on top of what's happening. Read the newspaper and see your world in a whole new dimension.

LOGO HERE

IT ALL STARTS WITH NEWSPAPERS.

[www.newsvoyager.com](http://www.newsvoyager.com)

THIS MESSAGE IS BROUGHT TO YOU BY THIS NEWSPAPER AND THE NEWSPAPER ASSOCIATION OF AMERICA.

## FCC begins enforcing do-not-call

The Federal Communications Commission has cited a company for the first time for allegedly violating the government's new anti-telemarketing restrictions, though it did not impose any immediate financial penalties.

CPM Funding Inc., which does business as California Pacific Mortgage, was accused of making eight telemarketing calls to people who had put their phone numbers on the national do-not-call registry. The FCC sent the company a warning letter last month and reviewed its response before issuing the citation.

The FCC has sent warning letters to 40 companies, putting them on notice that they are being investigated for possible violations. The FCC and the Federal Trade Commission share authority to enforce the new telemarketing rule. The national registry now has more than 55.4 million phone numbers on it.

Enforcement of the do-not-call rule was delayed from its scheduled Oct. 1 start because of court battles. It is still being challenged by telemarketing trade groups in the U.S. Court of Appeals for the 10th Circuit on freedom-of-speech grounds. The FTC and FCC have permission to begin enforcement while the rule is being reviewed.

—[washingtonpost.com](http://washingtonpost.com)



## Group promotes public notices

ARLINGTON, VA — The Public Notice Resource Center (PNRC) was created by American Court and Commercial Newspapers (ACCN) in 2003 to educate the public about the value and importance of public notices in participatory democracy. Preserving the role of an independent, non-governmental vehicle for public notices — such as local newspapers — is a prominent part of the Center's mission.

PNRC's president, Mark W. C. Stodder, publisher of *The Daily Reporter*, Milwaukee, said, "Our hope in founding the center is that it will become a primary resource not only for those publishing notices, but also for those reading them, and those making policy decisions about disseminating this invaluable information to the public," Stodder said. "This, in turn, will greatly enhance the visibility and awareness of these notices among those most affected by their publication: the public itself."

PNRC has published a booklet titled "Public Notice, An American Tradition" that explores the background of public notices and their importance in public policy today.

Rishi Hingorany, executive director of the Center, is the principal author of the booklet.

"Not very many people are aware of the crucial role played by public notices in this country," Hingorany said. "In many instances, their ready accessibility is taken for granted, which underscores the necessity of this booklet. I truly hope it demonstrates the vital importance of public notices to its readers. Participatory democracy as we know it today depends upon public information."

The PNRC was created in 2003 by American Court and Commercial Newspapers, Inc., a national publishers group, to study trends and disseminate information about public notice.

Copies of the Public Notice booklet cost \$5.

For information go to [pnrc.net](http://pnrc.net). Public notice ads also are available at that site.

# What's 'new' in your paper?

Do your readers already know the stories you're running?

No. 1108 — 13 November, 2003

## CALENDAR

### MISSOURI PRESS ASSOCIATION

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



I'm gonna look in the classifieds and find me a ride.

I'll show 'em what cowboy up really means.

### Promote yourself!

Missouri Press has emailed to members a group of small ads to use as fillers to promote the reading of newspapers. If you did not receive the PDF file, please contact the MPA office and the ads will be emailed to you. If you want hard copies, let us know and we'll mail them to you.

# BULLETIN

Missouri Press Association Bulletin, November 13, 2003, Page 2

Missouri Press Association Bulletin, November 13, 2003, Page 3

Missouri Press Association Bulletin, November 13, 2003, Page 5

Missouri Press Association Bulletin, November 13, 2003, Page 6

### Advertising / Marketing

### Notebook

Group needs support of all newspapers in its area; outsiders welcome, too!

Ad Managers' meeting (continued on page 2)

# Postal rate chairman



## 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

### HOME-DELIVERY DISTRIBUTION MANAGER:

Responsibilities include managing the day-to-day newspaper distribution operation, as well as supervising the dock manager, district managers and support staff. If you are a sales and service professional who can guide and coach an outstanding staff to grow circulation and provide impeccable service, you should act today. The chosen candidate will have a proven history of increasing responsibility and sales promotion results. Minimum of three years circulation and managerial experience required, along with great problem solving skills, experience with delivery and independent contractors. We are a well-established, family-owned Midwest daily and offer outstanding pay, benefits, and performance incentives. Send resumé and cover letter, including salary requirements to: Columbia Daily Tribune, Attention Personnel, 101 N. Fourth St., Columbia, MO 65201 or email to [srinehart@tribmail.com](mailto:srinehart@tribmail.com). EOE/Drugfree Workplace. 12-17

**SPORTS EDITOR:** The Rolla Daily News (pop. 16,400; circ. 5,212) is looking for a sports editor to cover all levels of local sports to include high school, college and summertime community competitions. Send resumé and samples to Publisher Steve Sowers, PO Box 808, Rolla, MO 65402, or fax (573) 341-5847, or call toll-free (888) 882-2468. 12-8

**PAGE BUILDER:** The Benton County Daily Record seeks a full-time pagebuilder with strong Quark and PhotoShop skills as well as the desire to be part of a growing newspaper. Training in newspaper design preferred. Evening and weekend work required. Fax resumé and cover letter to (479) 271-3744 or mail to Melinda Lenda, Community Publishers Inc, PO Box 1049, Bentonville, AR 72712. 12-5

**GENERAL ASSIGNMENT REPORTER:** The Benton County Daily Record is an all-local daily in the 6th fastest growing market in the nation. We need an aggressive

reporter who loves the newspaper business and wants to be part of our growing team. Photography experience preferred. Excellent benefits package including group health and dental insurance, 401K and 401K match, profit sharing and paid time off. Send resumé and clips to: Melinda Lenda, Community Publishers, Inc., PO Box 1049, Bentonville AR 72712 or fax 479-271-3744. 12-5

**DO YOU LIKE SPORTS?:** The Benton County Daily Record, a daily in fast-growing northwest Arkansas, is accepting applications for a full-time sports reporter to cover prep sports and community sports in Benton County. Previous writing experience required. Fax resumé and cover letter to (479) 271-3744 or mail to: Attn: Melinda Witt, Community Publishers Inc., PO Box 1049, Bentonville AR 72712. 12-5

**AD SALES:** Experienced Advertising Sales Representative needed. Great rapidly growing market, great commission. Contact Randy Battagler, Lee's Summit Post-Tribune, Raytown Post, 816-353-5545. 12-3

**REPORTER:** The Lee's Summit Post-Tribune, a weekly newspaper near Kansas City, Mo., is looking for a hard-working, enterprising general assignment reporter to join our news team. Experience is preferred, but we are willing to train a recent graduate with the desire to make it in this business. The Lee's Summit Post-Tribune joins the award-winning Post franchise in the rapidly growing Kansas City area. This position will include covering a variety of beats and assignments as well as taking photographs. Good pay and great benefits. Please send your resumé, qualifications and clips to Jeff Fielder, editor, P.O. Box 9338, Raytown, MO 64133. 11-12

## JOB WANTED

**EXPERIENCED EDITOR,** writer, reporter and graphic designer looking for a position in the Kansas City metropolitan area. I have experience with dailies and weeklies in various positions, and I can also take photographs with digital and film cameras, and I have extensive knowledge of the following software programs: Quark Xpress, Adobe Photoshop, Microsoft Office programs, Pagemaker, and other software. Please call Matt at (816) 753-4023. 12-22

**PRODUCTION DIRECTOR:** Hands-on metro-newspaper operations executive with extensive innovative ideas in efficiencies, scheduling and implementation of production processes. Background as daily production director and technical management. Expertise includes process color management, project management, systems analysis, general management and customer satisfaction. Looking for a small hometown newspaper to call home for the next 20 years. 317-838-7260 or [print-productionmgr@yahoo.com](mailto:print-productionmgr@yahoo.com). 12-02

## FOR SALE

**NEWSPRINT:** 64 rolls of 27" newsprint available, \$495/ton. Southeast Kansas. Bruce Royce, The Chanute Tribune, 800-794-9392, or [bruce@chanute.com](mailto:bruce@chanute.com). 12-23

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# Design trends for 2004

Edward F. Henniger  
OMNI Consulting

Oobla-di, oobla-da. Another year near its end and a new year on its way.

As 2003 turns to 2004, it's a good time to look at some of the events and trends we can anticipate in our industry in the new year.

I do not pretend to be a fortuneteller. These are educated guesses. Some may be obvious. Others may make you wonder. With any luck, a few will make you squirm.

Here goes:

1. When newsprint prices shoot up in 2004 — industry analysts say the hike will be about 15 percent — you can kiss your stocks pages goodbye. Those dailies that still kill trees to duplicate stock price information available elsewhere will see the wisdom in using that valuable newsprint for other purposes. One editor friend of mine is already placing honor rolls on his newspaper's website, and has heard very little squawking so far. His reasoning: 1) it saves him valuable news space; 2) it makes his website more important to his readers.

2. The impact of "impact," the readership study from the Readership Institute at the Media Management Center of Northwestern University ([www.readership.org](http://www.readership.org)). If you aren't aware of this study and its findings and recommendations, you need to be — now. The study looks at the total newspaper and covers such topics as customer service, advertising content, promotion and local news. When it refers to design, its focus is on ease of reading and navigation. What a radical concept, making the paper easier to read!

3. OS X. If your newsroom and all other departments are totally Windows, you can skip this one. Otherwise, the impact of the new Macintosh operating system will soon spread throughout your operation. OS X is much more powerful and packed with features that will improve staff efficiency many times over. It's much faster and its networking capabilities are stronger and much more stable. What's more, key OS X-level soft-

ware is also more powerful. If your Mac newsroom doesn't have OS X yet, it will soon — there's no such thing as a new Mac without it. Yes, this will create initial expenses but: 1) there's no avoiding the future; 2) the outlay will quickly be recouped in improved efficiency and capabilities.

4. InDesign. Here's a piece of software that fully captures the capabilities of OS X. QuarkXPress version 6, disappointingly, is a makeover of Quark 5, which was a universally ignored and unpurchased makeover of Quark 4. Many publishers are giving Adobe InDesign a close look. In its latest CS (Creative Suite) version, InDesign is now even more tightly integrated with Adobe's Photoshop and Illustrator software.

Adobe has provided me with a copy of InDesign. Put InDesign, Photoshop and Illustrator together with InCopy and you have everything you need to create a total publishing system for your newsroom. Adobe's forums are excellent—as is their customer service. Quark, by contrast, seems insistent on committing slow suicide by continuing to ignore its users: Instead of updating its user forums, it appears Quark has done away with them altogether. Again, the initial outlay may be greater but the trend I see is clearly toward InDesign.

5. The death of "retro." I've seen retro as a fad, not a trend. In the early 90s, the fad was ovals and graduated screens. Why? Because pagination software allowed us to create these elements. Most times, they served no useful purpose — but we could do 'em. Retro was chic — emphasis on "was." I won't miss it and think readers won't, either. Readers don't want "chic" or "hot" or "in." They want a newspaper that's easy to navigate and easy to read, a newspaper that focuses on content.

6. The birth of some other design fad. Count on it.

7. Fewer jumps. Most readers hate 'em. Most editors apologize for them yet continue to use them. Most writers couldn't care less as long as they can continue to write long. Slowly, that is changing. Want to

make your paper immediately more reader friendly? Halve the number of your jumps. I won't hold my breath.

8. Shorter stories. I recently advised a client editor that the two most important advances he could make for his newspaper — long before the introduction of our redesign — was to set a length limit for stories and to demand an infobox with each story. So far, those changes are working well. We haven't announced them to readers but I'm confident they'll react positively when we do.

9. More infoboxes. Readers love 'em and they're so easy to create once you get into the habit. There's no good reason for not making these a must.

10. More graphics. New software is making these easier to conceptualize and create. Still, someone has to think of them. See the next item.

11. Additional staffing. As the economy continues to gain momentum, publishers who have had to make severe staff cuts will see that they cannot grow their product without regrowing their newsrooms. And they will be looking for more than another writer or editor. They will search for editors schooled in InDesign as well as Quark. They will look for reporters who can think visually. They will look for editors who talk more about packages than they do stories. They will look for editors who talk more about reading than they do about writing.

12. Continuing focus on visuals: design, charts, graphics, photography. Readers continue to tell us that these elements make their papers come alive. We are finally getting the message and reacting positively to it.

And that may be the most encouraging trend of all.

Edward F. Henniger is an independent newspaper consultant and the Director of OMNIA Consulting. Offering design expertise, consultation, redesigns, workshops. You can reach him at 803-327-3322. E-mail [go2omnia@aol.com](mailto:go2omnia@aol.com).



MEETING REGISTRATION  
**114th Annual Convention  
of the  
Northwest Missouri  
Press Association**

Jan. 15-16, 2004, Ramada Inn, St. Joseph, Mo.

Name: \_\_\_\_\_

Newspaper or Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Names of others attending: \_\_\_\_\_

Registration/membership fee is \$25 per newspaper or organization. The cost for all meals, workshops, etc. is \$60 per person. Pay one membership fee (\$25) for your company plus \$60 for each person attending. If you do not plan to attend all events listed below, pay \$25 plus the amount of the events you will attend.

	Cost Per Person		No. Attending	Amount
Registration / Membership \$25			_____	_____
ALL ACTIVITIES	\$60	x	_____	_____
OR:				
Thursday, Jan. 15				
"Great Ideas" Seminar	FREE	x	_____	_____
President's Party	\$25	x	_____	_____
Friday, Jan. 16				
Luncheon & Seminars	\$15	x	_____	_____
Banquet / Awards Program	\$30	x	_____	_____
			Total	_____

**HOTEL:** Register with the Ramada Inn, I-29 and Frederick Ave., St. Joseph; (816) 233-6192.  
Reserve a room at the Convention rate of \$68 per night until Dec. 31.  
Mail this form with your check made to Northwest Missouri Press Association, to: Chris  
Boultinghouse, Treasurer, Mound City News, P.O. Box 175, Mound City, MO 64470.



# Solve your advertisers' problems

Advertising that works for one client won't necessarily work for the next one.

**Mike Blinder**

**The Blinder Group**

There are two phrases I use often in my sales training:

The first is: "Prognosis without diagnosis is malpractice." The second is the definition of the word altruism: "A regard for others as a principal of action; the opposite of egoism and selfishness." Putting both of these thoughts together is how I attack effective selling each and every day.

In my business, I want to be perceived as an "altruistic care giver." One who is more concerned about solving the problems of others as opposed to just serving my own needs. And more importantly, I am someone who could not possibly solve another's problems without first knowing what they are.

Let me offer you an example of my own selling style and how it applied to my business at a recent presentation. I was asked to go to New York City for a brief meeting to "pitch" my company's services to a major media-related provider. This one meeting could represent a huge amount of potential business for my company, helping us seize new markets, as well as posture us for sizable growth over the next few years.

I had little to go on prior to my arrival, only having time to research the company's website and ask a few questions of a colleague who recommended me.

Upon arrival, I learned that the top three executives wanted me to perform a presentation about my

company. They were the final "decision makers" who could decide to hire me or not.

When the "moment of truth" occurred, I had a perfect environment. A power point was ready to go on my laptop that had credible information on what my company can accomplish in achieving large revenues for our clients. I had all eyes riveted on me and was told I had about an hour to sell these three gentlemen on working with me.

At this moment, most salespeople would commit an egregious error and simply begin selling their product. That was the last thing I wanted to do. If I were to simply launch into a sales presentation at this time, I would be perceived as a self-serving doctor who writes prescriptions for ailments the patient may not have.

The tactic I decided to take was to make it clear that this was not a sales presentation. I stated plainly to the prospects before me that everything I have ever learned about sales told me that there was no way I could offer solutions to this company without first learning of their needs. I went on to state that there is no way I could possibly be of value without learning what challenges they were facing with local sales training, and what goals they had for having better systems in place.

I went on to say that I had a presentation I could make that would show them how our methods worked with other media companies, but in no way would I suggest that these methods would work here, un-

less I had time to learn more about their desires. To make a long story short, from that moment on, the meeting went exceptionally well. By the end of the hour, I was asked to extend my trip (if I could) and spend the rest of the day with senior management to learn more about the company.

I was even taken out that evening for a working steak dinner to learn more of what I could do to help them.

It is a fact — no matter how big or small the prospective buyer, they do not like to be sold. However, they love to buy! When somebody likes a product or service they say, "I bought it!" When they feel like they have been "ripped off" they say, "Somebody sold it to me!"

The harder a salesperson works at selling instead of problem solving, the more a prospective buyer's resistance grows.

Another fact is that everyone has "pain" in some form for which they need a good, credible prognosis. If everyone has "pain," not everyone will admit it, especially when they feel that someone is ready to "pounce" on their wallet.

For example, let's assume that you need a new jacket. Without it, you will look stupid and remain cold. There's the "pain." You want to improve your appearance and stay warm.

You decide to stop by a store during your lunch hour. You do not

**Solve problems** (continued on back)



## Solve problems (continued from reverse)

have much time, but there is a style you are looking for.

As you start shuffling through the racks of coats, an anxious, salesperson stops by and says in a non-concerned way, "Can I help you?" Your immediate response is, "Just looking." Even though a doctor was close by, you decided to ignore the potential diagnosis from an expert and perform the prognosis yourself.

So you dig through racks of coats, possibly not finding what you were looking for, and leave still cold and not in vogue. In short, you hid your pain from the salesperson.

Now, if that salesperson had demonstrated an honest, altruistic interest in helping you, you may have opened up, expressing your "pain", and gaining the help that would have you leaving a bit warmer and a lot more fashionable.

It's basic human nature to hide pain. First we will hide it from ourselves. Then we hide it from others. Every living creature avoids pain. However, people will find ways to use their minds to deny it exists.

Or even suppress it.

Potential advertisers don't walk around broadcasting their problems and fears. On the contrary, they do everything they can to hide them from view. They wrap their pain in protective layers of denial. If you've been in sales as long as I have, I am sure you are used to the "layers of smoke" you sometimes have to get through until you truly get a prospect to open up:

"We have too much business already."

"We are looking at hiring an ad agency."

"We have already committed all of our advertising dollars for the year,

so there is no use in meeting."

"Advertising doesn't work, we use word of mouth only."

The truth is that buyers have become wary of opening up to us, because we come across as people who really don't care. They are avoiding the people that are most able to help them advance their business.

The attitude we must take is that they are hurting themselves if they won't take the time to meet with us and open up about their goals and challenges.

A good salesperson must learn to probe and probe in order to get a buyer to feel good about opening up and revealing how they may be helped. Ask the right questions in the right way, and you'll help your prospect reveal the problems you can fix.

Here's a brief list of questions that can help get a prospect to "open up:"

"How did you get in this business?" ("Tell me more about your background?")

"Tell me about your competition and how they compare to you?"

"What are your seasonal variations?"

"Who are your regular customers?" (Age, income, area they travel from, etc).

"What new customers would you like to attract?"

"What items move the best and where are your best margins (profits)?"

"Where and when do you currently advertise? (What's working? What isn't?)

"Can I see some of your ads?"

"Why would I shop here or use your service?"

"Describe your business to me as you would want an average satisfied

consumer to describe it?"

"What changes have taken place in the market over the last year?"

"What do you have planned in the next 90 days for promotions, offers or special sales?"

"What are your closing ratios?"

"What is your average ticket (sale)?"

"Once you have a new customer, are you good at keeping him/her?" (How do you do that?)

"What's a new customer worth to you?"

Make a point about the industry in general. Perhaps you have a clipping from a trade magazine or some industry news. Then ask, "How does this information relate to your business on a local level?"

And most important — if you feel you are getting "hosed" with non-answers to the questions, ask after every answer: "What do you mean by that?"

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Mike Blinder is founder of The Blinder Group, Multimedia Sales Specialists, a firm that assist media companies in maximizing revenues through effective sales of their multimedia assets. Some of the world's most respected media companies currently employ Mike and his associates to design multimedia programs and provide sales training that has resulted in millions of dollars in new revenues. Mike is currently on a speaking tour for the Newspaper Association of America and has been featured all over the world at conferences hosted by INMA, SNPA, Inland Press and over 25 state associations, including Missouri Press Association.