

CALENDAR

April

- 25 — Deadline for Hall of Fame nominations
- 25 — Deadline for mailing entries in Better Newspaper Contest

May

- 1-2 — Missouri Society of Newspaper Editors / AP Managing Editors meeting, Quality Inn, Columbia
- 8 — MPA Past Presidents Dinner, Reynolds Alumni Center, Columbia
- 8 — Foundation Board Meeting, Reynolds Alumni Center, Columbia

June

- 12 — MPA/MPS Board meeting, Holiday Inn, Lake Ozark
- 13 — Ozark Press Association meeting, Clarion Hotel, Springfield
- 13 — MPA Porter Fisher Golf Classic, Sycamore Creek Golf Course, Osage Beach
- 13-14 — Show-Me Press meeting, Holiday Inn, Lake Ozark

July

- 10-11 — Central States NIE Conference, Stoney Creek Inn, St. Joseph

September

- 24-27 — National Newspaper Association Convention and Trade Show, Hyatt Regency Crown Center Hotel, Kansas City
- 26-28 — MPA Convention, Hyatt Regency Crown Center Hotel, Kansas City

PDF versions of the *Bulletin*, *Missouri Press News* magazine and meeting registration forms are available at mopress.com.



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

MISSOURI PRESS ASSOCIATION

BULLETIN

No. 1095 — 17 April, 2003

Help local teachers pay for NIE training this summer

Graduate credit offered through 2-day workshop

Missouri Press Foundation has developed a program for teachers to earn graduate credit for attending a summer seminar on Newspapers In Education. The course will be taught at the University of Missouri-Columbia. Teachers will learn how to use their local newspapers in the classroom to teach Missouri Show Me Standards.

An information sheet and form for the Ambassador Scholarship Program are in this *Bulletin*.



MPA's NIE program suggests newspapers offer a scholarship to one or more teachers to attend the two-day course. In exchange, the teachers will conduct local workshops to train others on ways to use the newspaper in the classroom. A scholarship costs from \$175, depending upon whether you want to pay for other expenses and the college credit.

Dawn Kitchell, MPA's NIE coordinator, said this project will give publishers someone qualified to present a workshop on using their newspapers to meet standards. Teachers also will become NIE ambassadors, helping newspapers advance NIE in other ways.

Newspapers also can send staff members to the seminar.

The University said that if response is good, it will consider adding this as an on-line course, which would increase the visibility of newspapers and NIE tremendously.

At least 20 people must register for the seminar to be held. The deadline to return the scholarship commitment forms is Tuesday, April 22.

If we have enough support to proceed, we will create an ad and news copy for you to use to promote the NIE course to local people who might be interested in attending.

For complete details contact Kitchell at (636) 390-2821 or kitchell@fidnet.com. □

Link goes to hospital HIPAA guidelines

The MPA website, mopress.com, has a link to the Missouri Hospital Association's guidelines for dealing with HIPAA and the release of patient information.

Click the **Important Links** button on the front page of mopress.com. Then click on **HIPAA Resources** to get to the Hospital Association's guidelines.

Privacy rules of the federal Health Information Portability and Accountability Act went into effect April 14. They apply to health care providers that transmit patient information electronically.

If you have trouble getting information from local sources because of HIPAA, MPA would like to be notified. □



Membership Application

This is the **Second Notice** of the application for Active Membership of *South County Mail*, a weekly newspaper published by Dave Berry at 111 Johnstown Drive, Rogersville, MO 65742; (417) 753-2800; southcountymail@cpimo.com.

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

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

NEXPO will be June 16-19 in Las Vegas

NEXPO/SuperConference will be held June 16-19 at the Las Vegas Convention Center.

NEXPO and the SuperConference have been integrated into a single event. For one price you get the NEXPO show floor, with more than 225 leading newspaper suppliers, plus 40 hours of SuperConference technical education.

Additionally, co-located with NEXPO/SuperConference are three idea-packed events:

- ✓ NAA Classified Conference, June 15-17.
- ✓ American Management Association one-day seminar tailored for newspaper production, "Meeting Deadlines in a Multiple Project Environment," June 18.
- ✓ American Press Institute "Best Practices in Media Convergence" workshop, 1-5 p.m. June 16 and 17.

All of this comes with NAA's money-back registration-fee guarantee: If you don't find attending NEXPO/SuperConference worth the price, NAA will refund your registration fee.

For more information or to register, visit nexpo.com. □

Governor, UM president on editors' May 1-2 agenda

Dr. Elson S. Floyd, the new president of the University of Missouri, will speak Friday, May 2, at the meeting of the Missouri Society of Newspaper Editors / AP Managing Editors. The president of Northwest Missouri State University, Maryville, Dean Hubbard, is being invited to be on the program with Floyd to talk about the proposed NWMS – UM merger, the future of the University system and higher education in Missouri.

Register now for the annual MSNE/APME convention to be held Thursday and Friday, May 1-2, in Columbia. Use the enclosed registration form or download one from mopress.com. (The session on Hispanics in Missouri has been cancelled because the presenter cannot attend.)



Rooms at the Quality Inn in Columbia, site of the meeting, are \$49 a night (that was the early registration rate, but ask for it when you register). Cost of the meeting is just \$70, which includes dinner Thursday and lunch Friday.

The program will begin at 1:30 p.m. Thursday, May 1, with "Getting Your Words Worth: Writing and Editing for Impact," featuring syndicated columnist and writing coach Rick Horowitz.

Thursday evening the group will hit the Isle of Capris Casino in Boonville for dinner.

Friday's program begins at 8:15 a.m. with the business meeting. Anna Romero with the Missouri Interscholastic Press Association will speak briefly at the meeting and new officers will be elected.

University Presidents Floyd and Hubbard will speak after the business meeting.

MPA attorney Jean Maneke will present her annual update on legal issues.

Preceding lunch will be a program titled "Editors of Today Meet Editors of Tomorrow," in which editors and a group of college journalism students discuss their expectations of one another in today's newspaper environment.

Gov. Bob Holden will address the group and answer questions during lunch, which will include presentation of 2002 APME News Writing Awards. □

Put someone in Hall of Fame

When the Hall of Fame induction program rolls around this fall, some of you will wonder why "so-and-so" isn't in the Hall of Fame.

The answer is simple: Nobody nominated "so-and-so."

You've heard the maxim "The squeaky wheel gets the grease." Some irony attaches to the situation when those who squeak hold the grease gun.

The Hall of Fame Committee doesn't nominate people for induction. It chooses inductees from among people nominated by MPA members.

"So-and-so" isn't in the Hall of Fame because you didn't nominate him or her.

Nominations of people who are not chosen for induction remain in the running for two more years. After that time, the person who submitted the nomination may resubmit the nomination.

April 25 is the deadline for submitting nominations for the MPA Newspaper Hall of Fame. A nomination form is enclosed with this *Bulletin*, or you can download one from mopress.com.

If someone you know or know about needs to be in the Hall of Fame, get your nomination in before April 25. □



Missouri Press Association /
Missouri Press Service

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www.mopress.com

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Springfield forums to explore restoring trust in news media

Extension, SPJ sponsoring three discussions May 19

University of Missouri Outreach and Extension and the Society of Professional Journalists will hold a Public Issue Forum in Springfield on how to restore the public's trust in the media.

The free Public Issue Forums, which will last about two hours each, will follow a deliberation-style format. Forums are scheduled for 10 a.m., 2 p.m. and 6:30 p.m. on Monday, May 19, in Springfield-Greene County Library District's Library Center auditorium, 4653 South Campbell, Springfield.

"Good journalism is vitally important for a strong democracy, but studies and surveys show that Americans increasingly do not trust the news media," said David Burton, civic communication specialist, University Outreach and Extension. "We must restore citizens' trust in the media for our democracy to function well, and these forums are one way to discover how that can be done."

The forum will follow a format established as part of the National Issues Forums that allow for deliberation about public issues and then create a common public voice that can help to determine public policy.

"Deliberation, rather than debate, lets us talk about concerns, weigh drawbacks and tradeoffs, and find a shared sense of direction before making decisions. NIF is non-partisan and does not advocate a specific solution or point of view," said Burton.

According to Burton, the issue book that will be used at this forum, "News Media and Society: How to Restore the Public Trust?" suggests three approaches to repairing the relationship between the news media and the American people.

"Each approach offers different perspectives on what has damaged citizens' trust. Each presents various ways to address those problems. The ideas and suggestions come from citizens and experts across the country. The input received at these forums on May 19 will depend solely on the ideas and concerns expressed by those in attendance," said Burton.

Joint sponsors of the first Public Issue Forum in the Ozarks includes University of Missouri Outreach and Extension, Springfield-Greene County Library District, Southwest Missouri PRO Chapter of the Society of Professional Journalists and KSMU.

To register for the forum, call University Outreach and Extension at (417) 862-9284 or e-mail Burton at burtond@missouri.edu with the time you plan to attend. Although the event is free, registration will help ensure that enough materials are available.

For those interested in organizing their own Public Issue Forums, or learning how to lead a deliberation, a training session will be held June 4 - 6 at the Southwest Research Center near Mt. Vernon. For more information on that event call (417) 862-9284 or visit this website: ssu.missouri.edu/commdev/pubdelib/pubdelib.html. □

MPA helping with Foundation auction

The National Newspaper Foundation Silent Auction will be held during the National Newspaper Association Convention, Sept. 24-27, in the NNA Trade Show at the Hyatt Regency Crown Center Hotel, Kansas City.

Missouri newspapers are being asked to participate by contributing items and by bidding. NNA needs auction items and buyers.

Missouri Press Association will help coordinate the auction.

Items may be sent to the MPA Office, 802 Locust St., Columbia, MO 65201. Please send your auction item(s) as soon as you can.

Questions regarding the auction may be directed to Lesa Litty at MPA, (573) 449-4167, litty@socket.net. □



Pub Aux calls for entries in quarterly photo contest

Publishers' Auxiliary, the monthly publication of the National Newspaper Association, is calling for entries for its third quarterly photo contest of 2003.

It is open to any photographer on the staff of an NNA member newspaper. Each photographer may submit one photo per contest. There is no entry fee.



Photos should be from within the last calendar year. Submit a print, TIFF or JPEG file.

Each entry must have: the name of the photographer, newspaper name (including city and state), date of publication and the cutline information. Deadline for the contest is June 10. The winner will appear in the July 2003 issue. The first-place winner will receive an NNA coffee mug. Entries will not be returned. By entering, you agree that *Pub Aux* has the right to publish the photo.

Mail entries to Pub Aux Photo Contest, P.O. Box 7540, Columbia, MO 65205-7540. TIFFs and JPEGs should be e-mailed to stan@nna.org.□

Daily to a.m., drops Sunday, Monday

GREAT BEND, Kan. (AP) — The *Great Bend Tribune* changed from afternoon to morning publication March 29.

The newspaper also announced that it will publish Tuesdays through Saturdays, dropping its Sunday and Monday editions. The Sunday edition will be replaced by a Weekend Edition, to be published Saturdays.

Eighteen of the 44 daily newspapers in Kansas are published in the afternoon.

The *Tribune* has been published for 127 years.□

Want to visit Ireland?

Weeklies group will be there July 2-6

Here's the latest news about the 2003 ISWNE conference in County Galway, Ireland, July 2-6. David Burke of the *Tuam Herald* is conference chair.

Conference fees: 425 Euro for adults and 350 Euro for children, if paid by May 1. After that, the rate increases by 50 Euro. The final deadline to register is June 1. Payment must be in Euro, but Burke will accept Visa or MasterCard (no American Express).

As of Feb. 3, one American dollar was worth 1.07 Euro.

The conference officially begins at 1 p.m. on Wednesday, July 2, with lunch provided. That evening, you'll gather at a local art gallery and bookshop and be greeted by the mayor of Galway. You'll then walk a short distance to the King's Head, one of the city's oldest pubs. Legend has it that the building was given to a Galwegian for beheading England's King Charles I in 1649. Want to read more? Visit thekingshead.ie.

On Thursday, you'll travel to a medieval hall in Burke's hometown of Tuam for an evening of Irish stew and traditional music, song and dance.

Friday will be a touring day. You'll board two coaches and head for the vast mountainy land of Connemara (connemara.net) to the west of Galway, accompanied by an archeologist. David promises plenty of sheep and a lovely countryside of mountains, lakes, bays and beaches. Lunch will be at Kylemore Abbey, the only Irish home of the Benedictine Nuns. Built originally as a castle in 1868, the estate features a Victorian walled garden, restored Abbey reception rooms, a miniature Gothic church, tranquil walks, craft shop, pottery, and restaurant. Visit kylemoreabbey.com for more details.

Conference sessions will include discussion of the Northern Irish peace process, the Irish economy, which is just now coming down after a record boom, and the growing problem of binge drinking among young people. There will be a presentation on two sports unique to Ireland, Gaelic football and hurling. There will be lots more, and details will gradually be leaked to keep your interest whetted.

ISWNE's editorial critiques will take place Saturday morning, with a possible talk on design to follow.

Saturday afternoon is free for exploring Galway. The city centre is a 15- to 20-minute walk from the National University of Ireland, Galway (NUIG), where you'll be housed in four-bedroom apartments. The awards banquet will take place at the university Saturday evening.

For more information, including details about car rental and airlines, go to the ISWNE website, mssc.edu/iswne/, click on the Conferences link and then on the 2003 Conference.

You can get information by contacting Burke at the *Tuam Herald*, davidburke@tuamherald.ie, or Dr. Chad Stebbins at ISWNE headquarters at Missouri Southern State College, Joplin, stebbins-c@mssc.edu, (417) 625-9736.□

ISWNE website:
mssc.edu/iswne/

Kansas Press has public notice website

Kansas Press Association unveiled KansasPublicNotices.com during the KPA Convention April 10-12 at the Capitol Plaza Hotel in Topeka. The website will serve as a central repository for Kansas public notices, and provide citizens with one resource to access public notices published in participating Kansas newspapers. The service is free for newspapers and the public.

The searchable site was developed by identis.com, a Kansas company that specializes in the development and hosting of newspaper websites.□



Unexpected results from online content fee

The Emporia Gazette in Kansas discovered something unexpected when it began charging for online content: Circulation grew and the paper's Newspaper In Education program got wealthy.

The program is simple:

All print subscribers receive free subscriptions to *The Gazette's* website. If people from out of town subscribe, they pay the normal mail subscription rate. If they don't want a paper mailed and just want the online edition, *The Gazette* asks if the printed paper can be donated to area schools.

Subscribers feel good about reading the news about Emporia and helping the city's schools.

Results after one year: Subscriptions from all over the country; the NIE program is completely supported by online subscribers; circulation numbers have jumped to what they were two years ago.

If you have a website devoted to local news, and you don't charge for it, you might want to consider a program like *The Gazette's*.

—*The Inlander* □

Apple touting power of new free web browser

Users of Jaquar, Mac OS X 10.2, may want to check out Safari, a new free web browser from Apple that is reported to be faster than Explorer or Navigator.

The free download includes a utility to report websites that don't work well with Safari. It has the ability to block popup ads from appearing and it has Google in its toolbar, making searches a snap.

Safari also has several automatic operations that make downloading a variety of files and images faster and easier.

Safari is available at apple.com. □



Offer your readers Lewis & Clark guide

Raise money for your NIE program

Dawn Kitchell, MPA's NIE coordinator, has found an opportunity to raise funds for your NIE program!

Missouri Life magazine is publishing a Lewis & Clark Discovery Guide, which basically is a travel guide to Missouri Lewis & Clark celebrations.

The guide is a 40-page four-color magazine. It will sell on newsstands for \$4.50. *Missouri Life* has offered us the opportunity to sell these guides over our counters for a profit of \$3.50 per guide.

You may sign up to participate by calling, e-mailing or visiting the website I'll provide. The first week of May, hot off the presses and two weeks before they hit news stands, *Missouri Life* will ship you a box of 100 guides. (You may request more boxes.)

Inside the box will be an invoice for \$100 — \$1 for each guide.

You may sell the guides for up to \$4.50 (plus taxes you would need to collect). If you sell all 100, you'll make \$350.

If you don't sell all 100, you have until Aug. 31 to ship the remaining guides back to *Missouri Life*, which will refund \$1 on each one you didn't sell.

Supplies will be limited, but as long as they last you may request more guides from *Missouri Life* magazine in boxes of 100.

Missouri Life created a quarter-page ad you can download and use to promote the guides. A copy is enclosed.

This new guide, published by *Missouri Life* magazine, follows the Missouri River to the Iowa border just as the explorers of 1804 did. Detailed maps, created by the U.S. Army Corps of Engineers, feature every campsite Lewis & Clark made along the river. The maps show the present river along with the course of the river in the mid-1800s.

Also included in the Discovery Guide:

- ✦ A full calendar of events of every major festival and Lewis & Clark event through May 2004.
- ✦ A directory of places to stay and great places to eat up and down the trail.
- ✦ Colorful photos with a special Foreword by Dr. Bob Archibald, chairman of the National Lewis & Clark Bicentennial and executive director of the Missouri Historical Society.
- ✦ Special Introduction by James Denney, historian for the Missouri State Archives.

(Suggested for ad: For a limited time, this guide is available through your local newspaper. Thanks to the generosity of *Missouri Life* magazine, profits from the sale of The Lewis & Clark Discovery Guide in your community will benefit Newspaper In Education youth literacy programs. The guide is \$4.50 plus tax and can be purchased at your newspaper:

[logo and address]

[Begin date if necessary])

You can sign up through a special web page created for us: missourilife.com/nie. Or you can contact *Missouri Life* at: greg@missourilife.com; (800) 492-2593, ext 106.

If you e-mail, please provide the following information: Newspaper name, contact name, phone, e-mail and mailing address.

If you have more questions, contact Dawn Kitchell, (636)390-2821; kitchell@fidnet.com. □



Paper constantly looks for diversity in coverage

A Pittsburgh newspaper constantly reminds its staffers to think of their diverse population and ways to reflect it in their photos and news coverage.

Community leaders who represent groups such as Black or Asian Americans, Muslims, Hispanics, the handicapped, etc. are invited to visit the newspaper to discuss ways to improve coverage and ensure accuracy.

The internet has sources for help: The National Association of Black Journalists, nabj.org; The Asian American Journalists Association, aaja.org; The National Association of Hispanic Journalists, nahj.org; The Native American Journalists Association, medill.nwu.edu/naja/; The American Society of Newspaper Editors, anse.org; The Newspaper Association of America, naa.org.

—Pennsylvania Newspaper Association □

Video on openness being kept secret

The Department of Defense (DOD) has produced a training video that instructs its staff on how to handle requests under the federal Freedom of Information Act (FOIA). The video is secret.

DOD said the video contains excerpts from copyrighted films and can't be shown without their owners' permission. That permission is being sought, DOD said. □

160 papers can be printed from web

NewspaperDirect allows its growing list of clients, including Intercontinental Hotels, Norwegian Cruise Lines and Singapore Airlines, to print digital images of more than 160 newspapers, from the *Miami Herald* to *Le Monde*.

For an average of \$3 you can get the entire paper, ads and all, on 11-by-17 paper. □

Don't stop promoting when times are tough

Do what you tell advertisers they should do

By JEFF GREEN

Media Solutions Consulting Group

It's time to put publishers on the spot and play: "True Budgeting Confessions." In the last couple of years, how many of you have cut newspaper promotion and research budgets as a means of getting by in tough times?

You probably also made those cuts at the same time that you were encouraging your advertising director to convince clients that those who continue to advertise in a recession come out of it with a stronger customer base and above average sales increases.

Short-sighted cutbacks in marketing investments hurt the newspaper franchise, an industry that under promotes even in good times. But I don't hold publishers and corporate executives completely responsible.

Newspaper marketing executives, promotion managers, researchers, circulation managers and advertising managers have to share the blame. The reason why marketing and promotion budgets get cut is because publishers are not convinced that those investments have anything other than a negative impact on the bottom line.

In our audits of newspaper clients we find that promotion and marketing dollars are frequently spent haphazardly without a plan, measurable objectives or even internal communication with news, advertising or circulation.

Likewise research departments are frequently slow to convert the research data or studies they do purchase into usable, targeted sales materials for advertising or into strategic imperatives for news and circulation.

There are ways to structure your organization or to manage an existing organization to improve the efficiency and results of your expenditures.

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

April 22 seminar at *Post-Dispatch* on reporting various safety issues

A seminar titled "Reporting Health Safety: From Torts To Terrorist Threats" will be held at the *St. Louis Post-Dispatch* beginning at 8 a.m. Tuesday, April 22.

This seminar is designed to help reporters provide critical information about claims and risks of bio-terrorism. The faculty includes experts on such deadly risks as airborne toxins and gases, food and water contaminants as well as those who can put into focus the use of risk analysis as a reporting tool.

The faculty will address health risk from a local journalist's perspective, assess the economic impact of torts and examine coverage of a complex investigative report, using the largest source of liability cases in history, asbestos.

Registration fees are waived for working journalists but you must register to attend. Call Willow Christer at 626-584-0010 or go to www.facsnet.org.

—Paul Davis, Programs Director, FACS, Pasadena, CA.
(626) 584-0010 email davis@facs.us. □



'Book Buzz' feature available

A youth literacy project that is enjoying wide support in Washington is now available to other newspapers thanks to a special arrangement between *The Missourian* and Missouri Press Foundation.

In September, *The Missourian* began publishing a monthly book column offering suggestions on quality books for readers preschool through eighth grade. A feature of the column is a call for book reviews from young readers, creating dialogue on reading within the newspaper.

Civic groups, businesses and individuals got involved in *The Missourian's* efforts, providing funding to put the selected books in public and school libraries. Local merchants are selling the books.



The column, Book Buzz, is written by Chris Stuckenschneider, a columnist for *The Missourian*.

Beginning in May, Book Buzz will be available to newspapers through Missouri Press Foundation. The May and June columns will be available at no charge.

Newspapers may sign up to continue receiving the column for a small fee, based on circulation. In addition to the column, information also will be available on ways to develop the project in your community.

"Book Buzz can be as simple as a community service of providing information each month on new books for young readers," Stuckenschneider said.

The first Book Buzz column will be posted on the Missouri Press website for free download April 25. Each month's column focuses on a reading theme. May's theme is Mother's Day.

For more information on Book Buzz, contact Stuckenschneider at (636)239-7272 or cstucky@yhti.net. □

Archivist will preserve your old newspapers

Missouri Press Association:

I am Curator of Newspapers and Periodicals at the American Antiquarian Society in Worcester, MA. The Society (AAS) and its great newspaper collection were founded in 1812 by Isaiah Thomas, a newspaper printer and publisher. After Thomas retired in 1802 he started collecting newspapers' files, books, pamphlets, broadsides, etc. to help write History of Printing in America. In 1812 he helped found AAS and deposited his massive collection here.

The purpose of AAS is to document and preserve American history, society, and culture through what it has printed. The newspaper collection is the largest anywhere for early American imprints. We still have Isaiah Thomas' original files. He obtained many from the original printing offices, plus he took out advertisements in newspapers throughout the country asking for anything from long runs to individual issues.

I often open a bound volume and find Thomas' hand-written note at the beginning detailing where and when he bought it and how much he paid for it. On one of the blank leaves, I found a bookplate that was engraved by his good friend, Paul Revere. If you look at the front of the first volume we have of *The Pennsylvania Gazette* printed by Benjamin Franklin, he notes he bought a run of 1735 to 1775 in 1800 for \$180 (quite a lot of money for that time).

We have carried on that tradition and have actively sought out newspapers to add to the collection. Currently we have over 2,000,000 issues in 15,500+ titles sitting on over 5 miles of shelving. Our emphasis is on collecting the originals, not microfilm. We strongly believe it is important to preserve the original because it is an artifact of the period and contains evidence not captured on film.

Our collection is housed in climate-controlled stacks on shelves specially designed to hold newspapers (in our older stacks, the rollers are brass). If the issues are loose or the binding is bad, we place them in archival-quality folders and boxes. AAS also has a conservation lab so that work can be done in-house to do cleaning and repair work when necessary.

We are open to the public and make the collections available for research. A steady stream of scholars, students, genealogists, local historians, and researchers visits us every day. Out of the 50 different collections we have here, the newspaper collection gets the most use with one out of every six requests submitted.

Now as to why I am writing you. While we do have a great collection, there is much room for improvement. We have less than 10% of all newspapers published within our scope. Thanks to a recent expansion of our stacks, I now have several hundred empty shelves for newspapers.

Is there any way your organization can help AAS in letting its members know if they have old files of their newspapers and are concerned about long-term preservation, conservation, and access of them, they will find a good home for those files here? I can guarantee that we will care for them for generations to come.

Here is the web page for the collection: americanantiquarian.org/newspapers.htm.

If you have any questions, please don't hesitate to contact me.

Sincerely,

Vincent Golden

Curator of Newspapers and Periodicals

American Antiquarian Society

www.americanantiquarian.org

185 Salisbury St., Worcester, MA 01609-1634

vgolden@mwa.org; (508) 471-2148



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

EDITOR: After almost 18 years, our editor is leaving to go back home to California. We are looking for the right person to fill this position, effective July 1. We have a full-time sports editor who helps with the news, along with two part-time reporters. The editor's job will include not only editing, but also reporting and photography. The person who takes this job will have to live in Osage County. We invite you to take a look at both the paper and the county. We think there are a lot of positives. If you are interested, contact Jerry Voss, Publisher, Unterrified Democrat, P.O. Box 109, Linn, MO 65051; (573) 897-2109; email voss@osagecon.missouri.org.

DESIGN EDITOR: The Missouri School of Journalism is searching for an editor to help oversee the design of the Columbia Missourian, a six-day community newspaper managed by professional faculty and staffed by journalism students. We're looking for a person who is a content manager first and editor always, while working with all departments to create the perfect front page or eye-popping features sections. You will teach copy editing and design while practicing it daily. Requirements: five-plus years 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. Send cover letter and resume 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. EOE. ADA, (573) 884-7278 (V/TTY). 4-16

KNIGHT PROFESSIONAL-IN-RESIDENCE EDITING FELLOWSHIP: As a professional-in-residence at the University of Missouri School of Journalism, you'll help edit The Columbia Missourian, a daily community newspaper. The Missourian, led by professionals and staffed by talented student reporters, photographers, designers and graphic artists, is a perfect laboratory for innovation and ambition. We have the resources, freedom and desire to dare new things. If you want to take risks, polish your skills and help shape the journalists of tomorrow, this is the place to put your talent and leadership to the test. You'll receive a stipend of \$45,000 for an academic year. Apply to René Rau, Knight Professional-in-Residence Editing Fellowship, Missouri School of Journalism, 120 Neff Hall, Columbia, MO 65211. For more information, call Jacqui Banaszynski, Knight Chair in Editing, at (573) 882-4573, or e-mail [\[missouri.edu\]\(mailto:missouri.edu\). Send a resume and cover letter summarizing your experience and interest in a fellowship. Include a 1,000-word autobiographical essay that defines your journalistic vision, a 1,000-word proposal for the kind of work or project you'd like to do as an editor at The Missourian, and samples of six stories you wrote or edited. EOE. ADA \(573\) 884-7278. 4-16](mailto:banaszynskij@</p>
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PRESS OPERATORS: Springfield commercial printer, Missouri Color Web, needs heat and cold web press operators, assistant press operators, roll tenders and unskilled press labor for third shift in the near future. Competitive pay, bonus, excellent benefits. Send description of work experience to: Human Resources, PO Box 330, Bolivar MO 65613, fax 417-326-8701, email, debbies@cpimo.com. Call 417-326-6770 for a job application. EOE (3-26)

REPORTER: Community Publishers of Missouri is accepting resumes for a reporter at the Buffalo Reflex. Applicants should be able to cover a wide range of stories, including features, and sports. Photography is also important. Pagination skills are a plus. Please send resumes and samples of work to: Human Resources, Community Publishers, PO Box 330, Bolivar, MO 65613, email: debbies@cpimo.com, fax: 417-326-8701. EOE (3-26)

SALES MANAGER needed for rural weekly newspaper in the Missouri Bootheel. Individual should be have a great personality and be self-motivated. Experience is a plus, but we will train. Send resume and three letters of reference to: Ad Sales, P.O. Box 456, Portageville, MO 63873.3-5

COURTS REPORTER: The *Northwest Arkansas Times* wants to put an energetic and aggressive reporter with journalism training and an interest in civil and criminal courts to work covering legal cases in Washington County. The right candidate will display an intense interest in the judicial system, be well-organized and capable of developing sources on the beat. We want a journalist who can write compelling stories about the criminal and civil court cases that examines all aspects of crime, from victim and offender to prosecutors and judges. We want someone who understands that these cases are about people, not just process. The successful candidate will display a fundamental understanding of the court system and an ability to learn about the law and its application. Candidates may apply by sending published clips, a resume and cover letter to NWAT courts beat, C/O Melinda Lenda, human resources, Community Publishers, Inc., P.O. Box 1049, Bentonville AR 72712. (3-26)

DIRECTOR OF ADVERTISING SALES: The Illinois Press Association seeks a Director of Advertising Sales to lead a five-person staff. With more than 600 newspaper members, the IPA is one of the largest in the country. It seeks to expand its revenue base and its advertising service to its membership. If you believe in the power of newspapers and are committed to excellence, we want to talk to you. All applicants must have a proven track record of advertising success and must be able to develop new advertising strategies. Competitive salary and

benefits, plus incentives. Email letters of application and resumes to dbennett@il-press.com or mail to: Search Committee, Illinois Press Association, 900 Community Drive, Springfield, IL 62707. 3-21

REPORTER: The Sedalia Democrat is seeking a reporter to provide hard-hitting, evocative enterprise stories and work on projects. The successful applicant will fill a fifth reporting position in our 15-person newsroom. The Democrat, a Freedom Communications paper, offers an open, creative newsroom, good pay and excellent benefits. Reply with a letter, resume, clips and references to: Oliver Wiest, editor; P.O. Box 848; Sedalia, MO 65302-0848. editor@sedaliademocrat.com; (800) 892-7856. 3-6

WRITER: The Guidon is currently seeking a qualified individual to fill the position of Section Writer. This individual covers subjects as assigned and writes and produces articles for the weekly edition. Previous journalism experience is required. A college degree in journalism and/or equivalent related work experience is preferred. We offer a competitive wage plus an excellent benefits packages. This includes paid vacation in the first year, sick leave, 401(k), medical, dental, hearing and vision insurance. Advancement opportunities are available. Qualified candidates should apply to: Springfield News-Leader, Attn: Human Resources Department, Guidon Writer, 651 Boonville, Springfield, MO 65806; e-mail: nbass@springfi.gannett.com Fax: 417-836-1230. Equal Opportunity Employer. We appreciate the benefits of diversity in the workplace. People who share this belief or reflect a diverse background are encouraged to apply. 3-6

JOB WANTED

MANAGING EDITOR / REPORTER: Managing editor for weekly newspaper seeking job in St. Louis area due to husband's relocation. Excellent skills in writing, managing, copy editing, designing and photography. Experienced in putting together special supplements. Produced two special publications. Very organized and excellent at multi-tasking. Knowledge of PageMaker, QuarkXPress and Photoshop. Held positions as a reporter, advertising manager, managing editor, features editor and editor-in-chief at twice-weekly college newspaper. Call Delaney Haley at (913) 486-2746. Resume, clips and references available upon request. 3-12

FOR SALE

NORTHERN MISSOURI county seat weekly: Averaging \$90,000 gross, well equipped with good building "on the square." Must Sell. \$55,000. John E. van der Linden, broker, P.O. Box 275, Spirit Lake, IA 51360. PH: (712) 336-2805. 4-9

NEW LISTINGS: Small weekly in growth area west of Des Moines; southeast Iowa small town weekly; medium-sized eastern Missouri weekly; several northern Missouri weeklies; other weeklies in 6 states. John E. van der Linden, broker, P.O. Box 275, Spirit Lake, IA 51360. PH: (712) 336-2805. 4-9



Readership Conference inspires report from Cape Girardeau editor

By HEIDI HALL
Managing Editor

Cape Girardeau *Southeast Missourian*

(This is Hall's report on the NAA Readership/Future of Newspapers Conference that was held recently in Orlando, Fla.)

WHAT SELLS NEWSPAPERS?

1. Local news.
2. National events.
3. Arts and Leisure (including dining out).
4. Entertainment and Travel.
5. State, world, etc. ...

WHAT CAUSES SUBSCRIBERS TO BE LOYAL? (descending order).

1. Good circulation service.
2. Their demographic profile: college grads over 55 are the largest group.
3. Placement of the newspaper near the home and timeliness of delivery.
(Lots of folks at the conference said they're backing up the delivery guarantee from 6 a.m. to 5:30 a.m.)
4. Content.
5. Good organization of the newspaper. (More referees, promos and consistent location of items like obits, movie times, etc.)
6. Communication with the newspaper through phone calls, more. ("Is your service OK?")
7. Advertising on other media like radio and TV.
8. Auto payment through credit cards.

Some ways to get people to read your paper that you might not be trying.

1. More health, health, health news.
2. More investigative reporting.
3. A younger, more content-packed weekend section.

4. Promos every day for what's coming the next day.

5. Newsroom nights out or morning coffees where you meet with people in the community and ask them what they want.

6. More narratives.

Lots of papers are starting special newspapers for young people (if we don't get them somehow, we'll die out.)

1. The *Free Lance-Star* in Fredericksburg, Va., has "It," written by teens, for teens. They found the teens through their NIE program, and the kids write for pizza.

2. The Lansing, Mich., paper has "Noise" for ages 18-30. It is dense with information, written and designed with personality (language is edgy), web driven through contests and polls, heavy focus on

Newsroom Culture (panel discussion).

1. The Duluth (Minn.) *News-Tribune* did a survey and found that most employees would not recommend their friends work there. It was generally negative. They decided to set specific goals and institute some morale-building activities, like sharing the books with employees and having one breakfast with the publisher for all people whose birthdays are in a month.

2. The Dayton (Ohio) *Daily News* found that most people were pretty happy but resistant to change, whereas the management wanted to do more convergence.

They organized groups to decide where they wanted to go as a newspaper and found champions at all levels of the organization to help bring about change. They

celebrated their successes more.

3. At the *Norman* (Okla.) *Transcript*, they had

a voluntary, building-wide meeting after hours at a local utility company and formed groups to recommend changes in all parts of the paper. They were encouraged to come up with ideas and reassured they wouldn't be penalized for failures.

Some demographics of interest (speech by Peter Francese, founder of *American Demographics* magazine).

1. More than half of all white-collar workers have the internet at work.

2. Boomers are heading into the 55-64 age group — traditional newspaper readers — but Boomers aren't traditional newspaper readers.

3. Generation Y — oldest one is 24 — is as big as the Boomers. But they don't read newspapers, either.

4. You can't have one product for everyone as more people demand specific information. Zoning helps.

SOUTHEAST MISSOURIAN

things to do, lots of faces and voices of the target group, local music scene.

3. And, of course, the *Chicago Tribune* has the *Red Eye* for young, urban commuters. It has hard news but written in an irreverent style, plus lots of what "Noise" has. The articles are short and like candy.

How to get more minority readers.

Basically, they want what other readers want ... plus they want to see themselves in your product. In a survey, what emerged as something to make minorities read your newspaper is it is "easy to read." That means it is "a relaxing experience," with more entertainment and features. (Whites tend to skew more toward business and government news than minorities.)

When you don't have these readers and want to build them, you've got to go to them. Lots of newspapers are starting Spanish-language publications.



5. You must have NIE at your newspaper, or you have no chance of attracting kids.

Technology Predictions (by Ralph Terkowitz, Vice President of technology for the *Washington Post*).

1. Consumers will use the Internet even more because of broadband. It will be “always on” instead of a minor hassle to get on.

2. All employees will have high-speed internet access.

3. Ebay is taking over classified ads, so it’s better to have your classified focus online.

4. TiVO is destroying brand identity for TV because you go to specific shows you like instead of networks.

5. Cars will begin shouting out ads on the radio triggered by where you are. (For instance, you pass a Jiffy Lube and a Jiffy Lube ad plays.)

6. More people will be getting news from their personal mobile devices.

A Particularly Cool Idea.

A paper in New Jersey does a “Meet Your Neighbor” feature and asks for people to volunteer for an interview. The reporter takes a picture, does a little Q&A and then gets the subject’s contact information.

Because the person volunteered, one can assume he is at least an occasional reader. And then, when focus group time comes, they tap those people for help.



Story Ideas Inspired by the Conference.

1. A monthly Lifestyles feature localized from something in *American Demographics* magazine. We need a catchy, permanent title for that feature.

2. A big investigation on West Nile this spring like Milwaukee

did on chronic wasting.

3. A Lifestyle story on the best places to take a date in town. We could even match up three sets of singles and send them out.

4. A day with a day care inspector, espe-

cially considering Claire McCaskill’s audit last year.

5. A submitted section called “Why I Love America” or something like that for the Fourth of July.

What Heidi Thinks of All This.

1. We’re doing a whole lot of what they talked about, which is good. About a third of our newsroom participates with our website somehow.

We reefer, reefer, reefer and do lots of promotion. We increasingly strive for diversity. We’re local, local, local.

2. BUT, there’s plenty we’re not doing. I’d like to set specific goals with your help... Of course, circulation will have to help us with this, because the seminar showed good content isn’t enough.

3. Also, with the new press, we’ll be able to make our newspaper easier to navigate. Things like “Dear Abby” and obits will be in one place every day.

4. Our A&L section is our most popular one, but it could have items that more consistently appeal to a younger audience. We are going to figure out a way to tap into that market. □

NAA sponsors student ad contest

Entries will promote readership; teach value of newspapers

NEW YORK – Students at the nation’s top ad schools were challenged to create an integrated advertising campaign promoting newspaper readership by young people in the 2003 One Show College Ad Competition. The competition is being sponsored by the Newspaper Association of America.

The College Ad Competition is part of The One Show, an annual competition for print, broadcast and interactive advertising and graphic design work. The One Show is conducted each year by the New York City-based One Club for Art & Copy, the nation’s most prestigious non-profit advertising creative organization.

The competition challenges students to develop a campaign that engages young adults and persuades them that print and

online versions of daily newspapers can add value to their lives. The winning campaign was voted on by a jury of two dozen top ad agency creative directors from across the country who met in New York in mid-March to pick winners in all The One Show competitions. The winning student campaign will be announced during The One Show Festival, held in New York the week of May 4.

The Gold winning team will receive \$3,000, Silver winners \$2,000 and Bronze winners \$1,000. The One Club expects to receive more than 500 entries, of which three will win Pencils and another 30 will achieve finalist status.

“The NAA wants to ensure that the next generation of advertising creatives not

only understands the value of newspapers as an advertising medium, but that they also use their talents to promote newspapers as sources of information and entertainment,” said Mary Warlick, executive director of The One Club.

“Given the quality of some of the student ads and design work we’ve seen here at The One Club, we’re confident the competition will produce a campaign that resonates with today’s media-saturated young people.”

Headquartered on Madison Square Park in New York City, The One Club is the only non-profit organization in the United States dedicated to professional development of advertising’s creative community. □