

## CALENDAR

### 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
- 12-14 — Show-Me Press 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

### 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* and *Missouri Press News* magazine, plus registration forms and meeting details are available on [mopress.com](http://mopress.com).



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

MISSOURI PRESS ASSOCIATION

# BULLETIN

No. 1096 — 1 May, 2003

## Before taking office, elected board members met secretly

### Group of St. Louis officials broke 'spirit' of Sunshine Law

After their election, but before taking office, four new members of the St. Louis School Board met at least twice in secret to discuss board business, according to a report by the *St. Louis Post-Dispatch*.

If they already were in office, their meetings would have had to be advertised and open to the public to comply with state open meetings laws.

"Their actions are probably not consistent with the spirit of the law," said Scott Holste, spokesman for Attorney General Jay Nixon.

Vincent C. Scheomehl Jr., Robert Archibald, Ronald L. Jackson and Darnetta Clinkscale ran on a ticket supported by Mayor Francis G. Slay. They won the April 8 election by a wide margin. They elected themselves board officers at their first public meeting.

Since taking office later in April, the four form a majority on the seven-member board.

Schoemehl, who was mayor of St. Louis for 12 years, said the private meetings were necessary because the candidates had not had ample opportunity to discuss their priorities. □

## Airport's fee for newsracks upheld

Atlanta's airport is allowed to assess a reasonable fee to newspaper publishers for the use of newsracks at the airport.

The federal appeals court in Atlanta ruled that because the airport is statutorily mandated to be self-sufficient, it can assess fees of \$20 monthly for each newsrack. The *Atlanta Journal-Constitution*, *The New York Times* and *USA Today* sued the city over the fee.

In its newsletter *LawLight*, The Zinser Law Firm hoped for an appeal to the Supreme Court. Publishers should consider making the newsrack issue a franchise issue to fight at all costs, the article said. □

## City offered cop cars for \$1 a year

The publisher of the *Cameron Citizen-Observer*, Jamey Honeycutt, reported to MPA recently that his City Council had been offered police cars for \$1 a year.

A company offered to lease police cars to Cameron for only \$1 per year for three years. In exchange, the company would have the right to place advertising on the cars.

Honeycutt said he called his newspaper's owner, Smith Newspapers, which had reports of the offer in other communities.

If a similar deal comes to your community, contact Missouri Press. □



## Membership Applications

This is the **Third 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.

This is the **First Notice** of the application for Sustaining Membership of *The Weekly News*, published by Chuck Haney at P.O. Box 618, Chillicothe, MO 64601, phone (660) 707-1820, khaney@greenhills.net.

Newspapers not meeting regular active MPA membership requirements, persons in allied fields (suppliers, vendors), or any information capacity, advertising and public relations are eligible for Sustaining Membership.

Sustaining members are entitled to all the benefits of MPA except holding elective office and entering MPA contests.

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. □

## Websites offer information, photos

The Department of Defense has a website — dod.gov — with information on military actions and the conflict in Iraq. It has good photos you can download.

Check dhs.gov, the website of the Department of Homeland Security, for the latest news on that issue.

Check the daily coverage of embedded reporters at The Poynter Institute's site, poynter.org. That website has a wealth of information on all manner of journalism issues. □

# Ozark Press will meet June 13 in Springfield

Ozark Press Association's annual meeting will begin at 8:30 a.m. Friday, June 13, at the Clarion in Springfield with registration, coffee and pastries. At 8:55 a.m., national SPJ President Robert Leger of the *Springfield News-Leader* will present a joint session on ethics.

After that, two concurrent sessions will be held during each portion of the day.

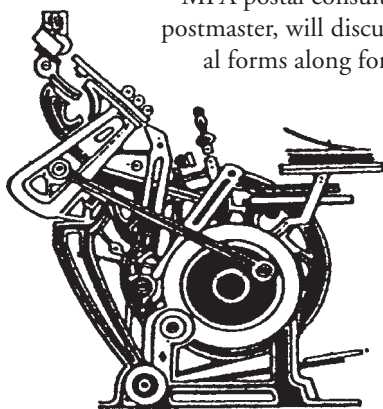
### 10 a.m.

— MPA attorney Jean Maneke will present a session on Sunshine Law issues.

— A corporate human resources director will present a session on employees and workplace issues.

### 11 a.m.

— MPA postal consultant Ron Cunningham, along with the Springfield postmaster, will discuss postal issues and answer questions (bring your postal forms along for questions).



— Cliff Schiappa, assistant bureau chief of The Associated Press Kansas City bureau, will discuss what makes good newspaper photography.

Following lunch in the atrium, members will honor recently deceased members of OPA, hear from an MPA representative and elect officers and board members for the coming year.

Before returning to sessions, drawings for door prizes also will be held.

"To help keep registration costs low, we're asking for generous publishers/editors to contribute something from their newspapers or communities for the drawing.

We'll list them in the program if they respond by the deadline," said OPA President Helen Sosniecki of *The Lebanon Daily Record*.

### After lunch:

— Dalton Wright, chairman of the MPA committee working on increasing election advertising in 2004, will conduct one session.

— Maj. James Hutton from Fort Leonard Wood's Public Affairs Office will discuss covering war and the military from the homefront.

### Final sessions:

— Roundtable discussions on news and circulation, which will end around 3:40 p.m.

"Traditionally, the roundtables have been news and advertising, but in the days of declining readership in the industry, this is a good opportunity to share what works and doesn't in gaining — and keeping — readers," Sosniecki said.

The OPA board also asks that members bring a few copies of their publications for sharing on an exchange table.

Registration is \$40 for an OPA member newspaper and one employee and \$25 for each additional employee. Registration from non-OPA member newspapers is \$40 for each person. Registration deadline is May 28.

For more information contact Sosniecki at (417) 532-9131.

Rooms have been set aside at the Clarion (800-756-7318) for those wishing to stay overnight on June 12 or June 13 at a convention rate of \$59.95 per night plus tax. Please make reservations on your own before June 1, requesting the OPA rate. □



# Show-Me Press invites you to Lake Ozark on June 12-14

## Porter Fisher Golf Classic will be Friday, June 13

Missouri Press Association /

Missouri Press Service

802 Locust St.

Columbia, MO 65201-7799

(573) 449-4167; FAX (573) 874-5894

www.mopress.com

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

**FIRST VICE PRESIDENT:** Gary Sosniecki, *Lebanon Daily Record*

**SECOND VICE PRESIDENT:** John Spaar, *The Odessan, Odessa*

**SECRETARY:** Kevin Jones, *St. Louis American*

**TREASURER:** Vicki Russell, *Columbia Daily Tribune*

**DIRECTORS:** Dane Vernon, *Eldon Advertiser*

Wendell Lenhart, *Trenton Republican-Times*

William L. Miller, Sr., *Washington Missourian*

Steve Oldfield, *Adrian Journal*

Shelly Arth, *The Marshall Democrat-News*

Jack Whitaker, *Hannibal Courier-Post*

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

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

### STAFF

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**Connie Whitney:** cwhitney@socket.net

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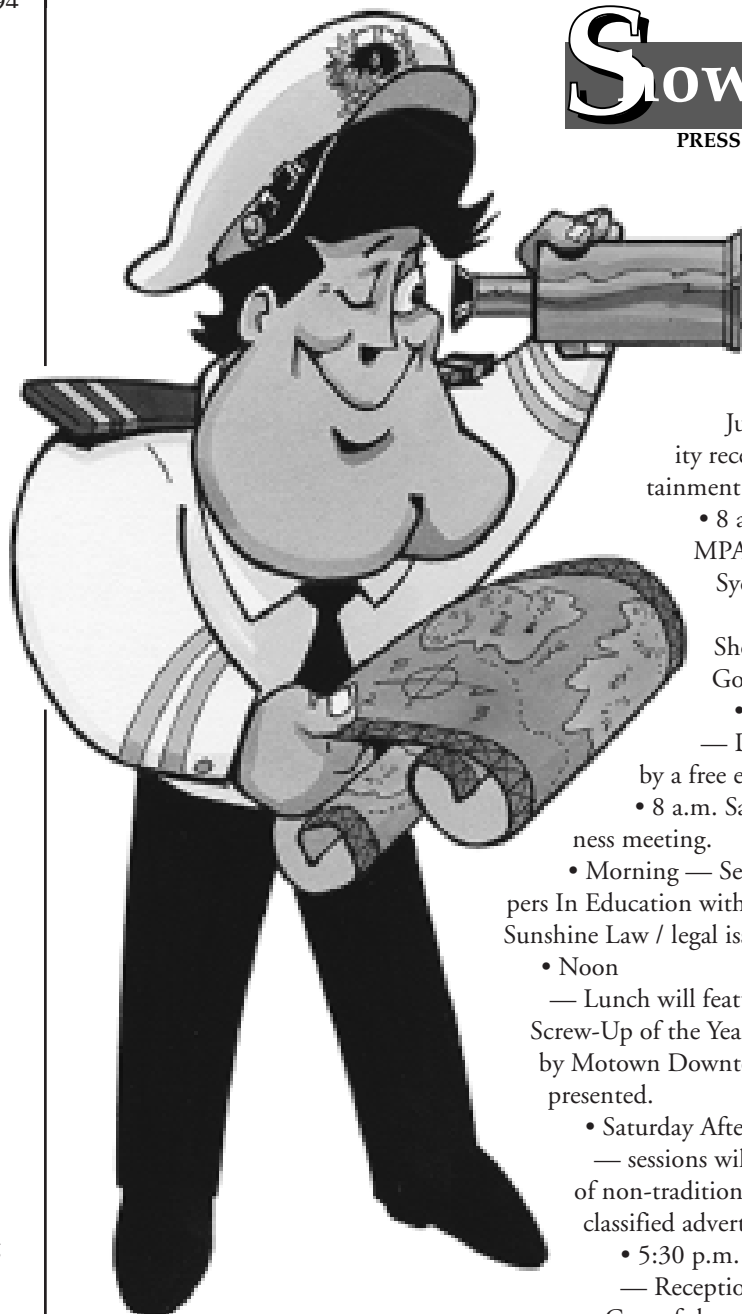
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# Show-Me

PRESS ASSOCIATION

Show-Me Press Association will meet Thursday-Saturday, June 12-14, at the Holiday Inn, Lake Ozark. The schedule:

- 4-6 p.m. Thursday, June 12 — Poolside hospitality reception. Dinner and entertainment on your own.
- 8 a.m. Friday, June 13 — MPA Porter Fisher Golf Classic, Sycamore Creek Golf Course. Registration forms for the Show-Me meeting and for the Golf Classic are enclosed.
- 6 p.m. Friday — Dinner at the hotel followed by a free evening.
- 8 a.m. Saturday — Breakfast / business meeting.
- Morning — Sessions will be on Newspapers In Education with Dawn Kitchell and the Sunshine Law / legal issues with Jean Maneke.
- Noon — Lunch will feature presentation of the Screw-Up of the Year Award and entertainment by Motown Downtown. Golf awards will be presented.
- Saturday Afternoon — sessions will be roundtable discussions of non-traditional revenue generators and classified advertising.
- 5:30 p.m. — Reception / Dinner.

Cost of the meeting is \$100 for an individual, \$175 for a family of up to four people, plus \$25 per person over four. Cost is \$75 per person for Saturday only. Hotel rooms cost \$92.

Information about hotel and meeting registration is on the registration form, which is enclosed can be downloaded from mopress.com. □



## Robert Woodworth re-elected by AP

SEATTLE (AP) — Two incumbents and four new members were elected to the board of directors of The Associated Press.

Re-elected to new three-year terms in all-mail balloting were Walter Hussman Jr., publisher of the *Arkansas Democrat-Gazette* of Little Rock, and Robert Woodworth, president and chief executive officer of Pulitzer Inc. of St. Louis.

New members are Jay R. Smith, president of Cox Newspapers Inc.; Gary Pruitt, chairman, president and CEO of the McClatchy Company; Douglas H. McCorkindale, chairman, president and CEO of Gannett Co. Inc.; R. John Mitchell, president and publisher of the *Rutland (Vt.) Herald* and the *Barre-Montpelier (Vt.) Times Argus*. □

## Create updated photo archive

While you and staffers are making your rounds, focus for a month on photographing your community and county.

Digital photography has made this an easy, inexpensive project. Simply dedicate flash cards to archive photos. Take pictures of places, buildings, businesses, people, schools, churches, etc. Then download these photos onto CDs and store them along with indexes of what's on the CDs.

These photos will come in handy more often than you might think, and you'll begin to develop a wonderful graphic archive of your community and its people.

Many of these photos can be used in the newspaper, too. If you concentrate on getting photos, you'll be amazed at how many you can get in a short time.

Photographs are a vital part of our newspapers' mission to record the history of our communities. With digital photography, we can either lose our photo archives by deleting all the photos we take, or we can enhance records by taking pictures of things we would not photograph if we had to pay for film and developing. □

# NNA calls for nominations

## Awards go to community journalists

The National Newspaper Association is calling for nominations for the 2003 Amos and McKinney Awards, which are the highest honors awarded to community journalists by the organization.



Nominees must be working newspapermen (Amos Award) or women (McKinney Award) whose non-metropolitan newspaper is a member in good standing of the National Newspaper Association; exhibit continuing and significant contributions to community leadership and community journalism; exhibit community leadership through advocacy and involvement in his/her community; and exhibit dedication to the advancement of the journalism profession through participation in state and national associations.

The Amos Award was established in 1938 to honor General James O. Amos, a pioneer Ohio journalist and an early-day member of the National Editorial Association. The Emma C. McKinney Memorial Award was created in 1966 to honor Emma McKinney, co-publisher and editor of the *Hillsboro (Ore.) Argus* for 58 years.

The awards will be presented during the NNA Convention in September in Kansas City. For information, or a nomination form, contact Terri Loughrey in the NNA office at (573) 882-5800 or [terri@nna.org](mailto:terri@nna.org). □

## 'Money Tour' June 5 in St. Louis

### MPA members get 15% discount; register before May 10

BEAT THE COMPETITION FOR PRECIOUS ADVERTISING DOLLARS – Learn how as the “Newspaper Money Tour” continues June 5 in St. Louis.

Following its success in Princeton, NJ, the tour is continuing its program that is filled with actionable ideas about research, training, packaging and promotion - ideas that you can implement immediately! Look what past attendees are saying about the Money Tour.

“Great seminar! A lot of useful ideas.”

Nancy Smith, *Burlington County Times*, NJ.

“Great content on packaging multi-media buys.”

Dennis Rodier, *Trenton Times*, NJ.

“I am going back to my paper with several new ideas to implement right away.”

Renee Puchalski, *The Scranton Times*, PA.

This event is being presented by four of the most respected names in the newspaper industry – Mike Blinder, President, The Blinder Group, Multimedia Sales Specialists; S.W. “Sammy” Papert III, Chairman & CEO, Belden Associates; Carol Richer, President, Sales Training Plus; and Marsha A. Stoltman, President, The Stoltman Group.

#### Special Offer for Missouri Press Association Members:

Sign up now for The Newspaper Money Tour, June 5, 2003, Holiday Inn St. Louis Airport North, and receive a 15% discount off of current price (\$275 before May 10; \$295 thereafter and at the door).

Details are at [money-tour.com](http://money-tour.com).

Register today by calling The Stoltman Group at 609-588-8703. Identify yourself as a Missouri Press Association member to receive this special discount. □



## June opportunities

- 1 — Children Awareness Memorial Day: childaware@aol.com
- 1 — National Cancer Survivors Day: ncsdf.org
- 4 — National Hunger Awareness Day: secondharvest.com
- 5 — UN: World Environment Day: un.org
- 6 — D-Day Anniversary; 1944
- 7 — Belmont Stakes: nyracing.com
- 7 — National Trails Day: americanhiking.org
- 8 — Abused Women and Children's Awareness Day: childaware@aol.com
- 8 — Race Unity Day: us.bahai.org
- 12 — National Automotive Service Professionals Day: asecert.org
- 12 — Nursing Assistants Day: cna-network.org
- 13 — Dollars Against Diabetes (DAD'S) Day: bacweb.org
- 13 — Friday the Thirteenth
- 14 — Family History Day: wellcat.com
- 14 — Flag Day
- 15 — Family Awareness Day: childaware.aol.com
- 15 — Father's Day
- 20 — Take Your Dog to Work Day: petsit.com
- 21 — Pick Up Some Litter Day: parenfaire.com
- 22 — America Kid's Day: childaware@aol.com
- 23 — Let It Go Day: wellcat.com
- 26 — UN: International Day Against Drug Abuse: un.org
- 28 — National Celebrate Your Marriage Day: marriagebliss.com

### Just for laughs

**My mind is like a steel trap, rusty and illegal in 37 states.**

**My wife says I never listen to her, or something like that.**

**Age is a high price to pay for maturity.**

## Advertising / Marketing Notebook

# C stores first choice of single-copy buyers

## Swing some deals with local retailers

Single-copy buyers pick up more newspapers at convenience stores than from any other source, so circulation people strive to build stronger relationships with these retailers.

These buyers stop in the same store four or more times a week to buy a paper and a cup of coffee. Newspapers and convenience store managers realize the activity and work on promotions to encourage it: Buy a cup of coffee and a reduced-price newspaper. One study showed single-copy buyers spend an extra \$4.68 on other goods when buying a paper, \$6.20 when buying a Sunday paper.

An article in *Presstime* magazine suggests that newspapers become members of convenience store organizations in their states and sponsor activities at the organization's meetings.

An executive of Speedway SuperAmericaLLC, a 2,000-store chain, said: "It's our goal to be the destination for newspaper buyers. If anything, newspapers have been reluctant to promote as heavily and as often as we'd like. Discounting the cost may cut down on profitability for them, which I can understand, but we're very pro-newspapers." □



## Bike trail guide a hit

The Summit County Bike Trail Guide reached nearly \$50,000 in revenue last year.

Such advertisers as resorts, Realtors, bars, restaurants and bike shops like the annual section, which targets local trail users as well as visitors.

The *Summit Daily News* of Frisco, Colo., distributes 45,000 free copies of the guide all across the region.

Editorial content tells of 27 bike rides over trails and country roads, directions to them and biking-related events and races.

The section with glossy color cover hits around Memorial Day, the beginning of the biking season.

—The Inlander □

## Even hunting can be an ad winner

A newspaper in Durango, Colo., *The Herald*, produced a politically correct and environmentally friendly special section on hunting that generated new revenue.

Catering to the needs of sportsmen in the region and to visitors, the section contained hunting rules and regulations, game cooking techniques, population research results, safety measures and the sport's impact on the community.

*The Herald* took care to present the material in a way acceptable to hunters and anti-hunters. Not a single negative comment came from readers. Advertisers liked the traffic and sales the section generated.

—The Inlander □



## Lewis & Clark series now on website

Here They Come!, our new story by Kay Hively, is ready! Samples are posted on the website as well as a contract for this story. It is 12 chapters, unlike the others which all are eight chapters, and the pricing is different, so print off the contract for pricing or contact MPA's NIE coordinator, Dawn Kitchell.

The response to the serial already has been overwhelming. More than a dozen newspapers

outside Missouri

have contacted

Dawn about

the avail-

ability of

the story.

Keep in

mind that

the serial story is

historical fiction. Kay

has done a wonderful job of wrapping each chapter around historical elements, but the story is fiction.

If you have any questions about any NIE project or feature, contact Dawn Kitchell, (636)390-2821; kitchell@fidnet.com.□



## Law Day feature on Louisiana Purchase

The Law Day 2003 NIE Feature is posted at mopress.com. It is a quarter-page feature that delves into the legality of the Louisiana Purchase. It can be published by itself or as a fifth part to the Louisiana Purchase series.

Those of you who have not downloaded the Louisiana Purchase NIE Series, it is now password protected so you'll need to contact Dawn Kitchell or Shawn Cockrum at MPA for that password. It's still free for Missouri newspapers, but we are making it available to newspapers outside of Missouri for a donation to Missouri Press Foundation.□

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

# If local news sells, why not feature it?

## Why do old stories get the banner headlines?

If local news sells newspapers, why do we still get banner headlines over state, national and world stories we've heard about on radio and seen on TV already?

Jeff Green of Media Consulting Group met with one of his client's editorial board and analyzed a week's worth of newspapers. (Weekly papers, which really do focus more exclusively on local news, could do this with two month's worth of papers to see how well they are covering their communities.)

Green's group had these questions in mind.

- What stories in our paper were on TV or radio yesterday?
- What stories in our paper were also in the nearby regional daily?
- Does our paper fully reflect what is happening in our community down to little league, community events and small businesses?
- How do we play local and wire stories on our section fronts?

Green's group came to these conclusions:

- Much of what we play strongly on section fronts is old news.
- We're not nearly as local as we think we are.
- Reporters who may be transient don't develop community roots or sources.
- It's easier and cheaper to run wire copy than to generate well-written and well-edited local news.

Green's client agreed to work on getting more exclusive, local news into the paper and to give exclusive local news the play it deserves.□

# Paper should be significant

## Public spiritedness can pay big dividends

Consultant Tony Jones of New York believes newspapers need to be significant to their communities.

By that he means a newspaper needs to have a general public perception that it is a lot more than the paper it's printed on, that it's more like a local institution.

One way newspapers can do this is by producing or sponsoring local events. Partnerships with other local businesses can minimize or eliminate cost of events.

The thing to remember is that the "significance" of the event increases in inverse proportion to the perceived degree of self-interest the newspaper has in it. A candidate forum has a higher degree of public-spiritedness than a bridal fair that is an extension of the advertising department.

One newspaper runs a series of informational seminars each year. Hospitals or banks, for instance, provide experts to discuss health issues or personal finances. A few weeks later, the paper publishes a section about the seminar.

Small papers around the country sponsor performances by one of the military bands that cross the country every year. Spelling bees, parades, auctions and athletic events are popular.

The rules for success apply here: do it well, do it visibly and above all do it unselfishly. The payoff is an enlarged sense of the newspaper's public-spiritedness.

—Publishers' Auxiliary□



## Help promote teacher workshop

Even if your newspaper does not want to sponsor a teacher, you still can participate in the NIE summer seminar by promoting it to local teachers.

MPA's NIE program suggests newspapers offer a scholarship to one or more teachers to attend the two-day course at UMC. In exchange, the teachers will conduct workshops in your area to train oth-

ers on ways to use the newspaper in the classroom.

But you don't have to sponsor a teacher to help make this project a suc-



cess.

You can use the ad and news copy from MPA to promote the NIE course to local people who might be interested in attending.

If you want to sponsor a teacher, a scholarship form can be printed from the NIE section of [mopress.com](http://mopress.com).

For complete details contact Dawn Kitchell at (636) 390-2821 or [kitchell@fidnet.com](mailto:kitchell@fidnet.com).

## National foundation seeks auction items

The National Newspaper Foundation Silent Auction will be held during the National Newspaper Association Convention, Sept. 25-26, 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](mailto:litty@socket.net).

# Raise NIE money with Lewis & Clark Guide

*Missouri Life* magazine is publishing a Lewis & Clark Discovery Guide to Missouri celebrations of the Corps of Discovery. The 40-page four-color magazine will sell on newsstands for \$4.50. You can sell these guides over your counter for a profit of \$3.50 per guide.

You may sign up to participate by calling, e-mailing or visiting the website: [missourilife.com/nie](http://missourilife.com/nie), or you can contact Missouri Life directly at: [greg@missourilife.com](mailto: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 MPA's Newspaper In Education coordinator Dawn Kitchell, (636)390-2821; [kitchell@fidnet.com](mailto:kitchell@fidnet.com).

*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 back on each one you didn't sell.

Your only non-reimbursed expense will be shipping any unsold guides back to *Missouri Life*.

*Missouri Life* has created a quarter-page ad you can download and use to promote the guides. A copy of the ad was in the April 17 *Bulletin*. □

## Easier PDF format being phased in

The publishing and graphic industry is moving toward the PDF/x-1a format, a subset of the Portable Document Format, for the exchange of digital advertising.

PDF/x-1a is less error-prone than PDF or other digital files, simplifies workflow, reduces file size and more easily accommodates cross-media publishing needs, according to an executive with Quality House Graphics in Long Island City, N.Y.

All fonts and graphics are embedded in a PDF/x-1a file, so all color must be spot or CMYK. Files are less prone to errors in printing because trapping and other choices are limited.

More restricted file format means fewer ways to shoot yourself in the foot, the executive told *Presstime* magazine. By cutting down the number of choices, you cut down the number of things that can go wrong. Anyone can print a PDF/x-1a format ad without mistakes, from ad agencies to metro newspapers to small weeklies.

To make the change, printers will need a PostScript 3 RIP and a software add-on to create the tags.

*Time* magazine already requires all ads to be submitted in PDF/x-1a format. □

## Be sure email warnings are authentic

Microsoft advises users of its products to beware of email notices that warn of flaws in software that suggest a patch is required. The company said people who receive such alerts should check [microsoft.com/security](http://microsoft.com/security) to see if the alert is authentic.

Microsoft said authentic alerts do not provide information but refer users to its website for details. Phony email warnings themselves could contain viruses. Before opening any attachments on these emails, check the Microsoft website. If the warning is not posted there, chances are it's phony. □



## 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

#### NEWSPAPER EDITOR/STAFF WRITER:

Community newspaper in the Metropolitan Kansas City area needs an experienced editor/reporter. Help strengthen a growing publication with new contacts, concern for the best interests of the community. Four-year degree in Journalism with experience in editing, reporting, proofing and writing. Pagination skills, excellent photography skills. Interpersonal skills and the ability to connect with and join the community you will serve. Competitive salary, benefit package and the opportunity to advance. Send resume and salary requirements to: Attn: HR - Editor/Staff Writer - PO Box 12338 - Kansas City, MO 64116 or fax to (816) 414-3330. EOE 4-22

**EDITOR:** After almost 18 years, our editor is leaving, effective July 1. Editing, 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@osagecom.missouri.org](mailto:voss@osagecom.missouri.org).

**SPORTS WRITER:** Cameron Citizen-Observer seeks a sports writer. Writing stories, pagination of sports pages and coordination of special sports sections. Ability to meet deadlines, cooperate with managers, copy edit and have knowledge of Quark and pagination. Bachelor's degree or experience required. Great pay and benefits. Call or write Darin Sparks, editor, Cameron Newspapers, P.O. Box 498, Cameron, MO, 64429; [editor@citizen-observer.com](mailto:editor@citizen-observer.com); (816) 632-6543, 8 a.m. to 5 p.m. Mon. through Fri. 4-17

**DESIGN EDITOR:** 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. 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 preferred. Send cover letter and resume to René Rau, Design Editor Search, School of Journalism, 120 Neff Hall, Columbia, MO 65211. E-mail questions to Reuben Stern, search committee chair, at [sternr@missouri.edu](mailto:sternr@missouri.edu). EOE. ADA accommodations, call (573) 884-7278 (V/TTY) 4-16

**KNIGHT PROFESSIONAL-IN-RESIDENCE EDITING FELLOWSHIP:** University of Missouri School of Journalism: You're a newsroom assigning

editor or team leader who loves the work but longs for the time and chance to pursue new ideas. Or you're a senior reporter who'd like to try your hand at editing without permanently surrendering your byline. 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. You'll also work with Missouri's Knight Center in Editing to help define and develop programs. 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 [banaszynskij@missouri.edu](mailto:banaszynskij@missouri.edu). Send a resume and cover letter summarizing your experience and interest in a fellowship. Please include a 1,000-word autobiographical essay that defines your journalistic vision, a separate 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 institution encourages applications from women and minority candidates. ADA coordinator, (573) 884-7278 (V/TTY). 4-16

**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](mailto: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](mailto:debbies@cpimo.com), fax: 417-326-8701. EOE (3-26)

**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](mailto: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](mailto: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](mailto:nbass@springfi.gannett.com) Fax: 417-836-1230. Equal Opportunity Employer. We recognize and appreciate the benefits of diversity in the workplace. People who share this belief or reflect a diverse background are encouraged to apply. 3-6

**SALES MANAGER** needed for rural weekly newspaper in the Missouri Bootheel. Individual should 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

### 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

**TIME TO SELL:** Due to health reasons. Family-owned 1800-circulation weekly community newspaper with legal status. Located in southwest Missouri. Potential for growth. Will sell with or without the building. Serious inquiries only, please. Send inquiries to: Seneca News-Dispatch, PO Box 1110, Seneca, MO 64865. 10-31

# Show-Me

PRESS ASSOCIATION

# Annual Convention

June 12-14, 2003

Holiday Inn, Lake Ozark

**REGISTRATION:** If you register as a family of up to four people, pay only \$175 total (\$100 for individuals) for all sessions and meals. If you have more than four in your family, pay \$25 for each member over four. If you register only for Saturday programs and meals, pay a \$75 Partial Individual registration fee. **EVERYONE:** Please indicate the number of people to attend each event. This is critical for meeting and meal planning. Thank you.

How Many

**Cost**

Family Reservation (\$175 up to 4 people +  
 \$25 each for more than 4 people) \_\_\_\_\_

Individual Reservation (\$100) \_\_\_\_\_

Partial Individual (\$75) \_\_\_\_\_

**Thursday, June 6**

4-6 p.m. Early Bird party in poolside Hospitality Suite

**Friday, June 7**

MPA Porter Fisher Golf Classic at Sycamore Creek

3 p.m. Registration in Hospitality Suite

6 p.m. Dinner at Holiday Inn

Evening on your own

**Saturday, June 8**

8 a.m. Breakfast Business Meeting

9 a.m. NIE with Dawn Kitchell

10:30 a.m. Legal Issues with Jean Maneke

Noon Awards Luncheon

1:30 p.m. Non-Traditional Revenue Roundtable

2:30 p.m. Classified Advertising Roundtable

6:30 p.m. Dinner at the hotel

**TOTAL** \_\_\_\_\_

Name(s) \_\_\_\_\_

Affiliation \_\_\_\_\_



Mail your registration form and check to Sandy Steckly, Secretary-Treasurer, Show-Me Press, Cass County Democrat-Missourian, PO Box 329, Harrisonville, MO 64701. Make hotel reservations with the Holiday Inn, (573) 365-2334 or (800) 532-3575. The room rate is \$92 per night if you mention the Show-Me Press meeting. Check-in time is 4 p.m. Register now because the hotel will be full of lake visitors.

A large sunburst graphic with many sharp, pointed rays radiating from the center, framing the text.

**Sunshine**

**Award**

**Nomination**

**2003**

**Nominate someone**

**for this**

**prestigious award.**

You are encouraged to nominate a citizen of Missouri or an official of a city, school, county or the state who has demonstrated support for the Missouri Sunshine Law and an understanding of its importance.

Winners will receive plaques in September at the 2003 MPA Convention at the Hyatt Regency Crown Center Hotel in Kansas City.

Simply send your nominee's name and address, along with a letter explaining why you are nominating the person and documentation and evidence supporting your nomination, to: Missouri Press Association, Sunshine Award Nomination, 802 Locust St., Columbia, MO 65201-7799.

The deadline for nominations is June 27, 2003. (Nominees who were not chosen in 2002 will be renominated automatically in 2003.)

# The Buck Starts Here...



Community newspaper management and more!



**NNA's 117th Annual  
Convention & Trade Show  
September 24-27, 2003**

**Hyatt Crown Center  
Kansas City, MO**

Special Guest Appearances by  
Gov. Bob Holden (invited)  
Thomas Jefferson  
Harry S. Truman

## **Educational Sessions**

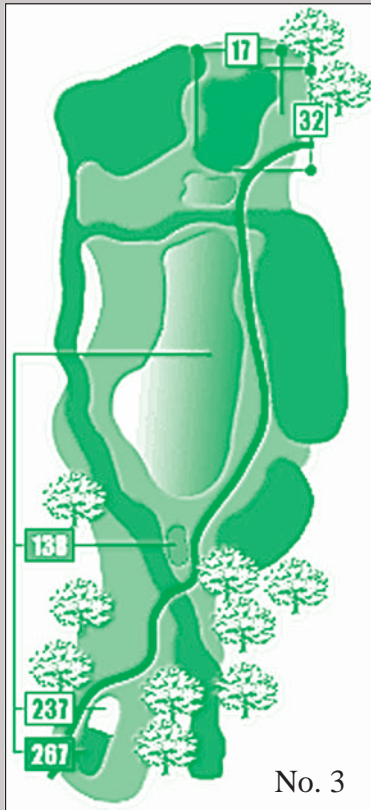
- ◆ Money Making Ideas
- ◆ Postal Regulations:  
What To Expect Next
- ◆ Newspaper Management
- ◆ Preparing for the Sale
- ◆ The family business
- ◆ & More!

## **Networking & Social Events**

- ◆ Opening Reception—  
Nelson Atkins Museum of Art
- ◆ Arabia Steamboat Museum  
and Kansas City Barbeque
- ◆ Trade Show with the latest  
and the greatest!
- ◆ President's Banquet

For more information and program updates, visit  
[www.nna.org](http://www.nna.org) or call NNA at

# **1-800-829-4662**



No. 3



No. 2



No. 13

2003 MPA

# Porter Fisher Golf Classic

8 a.m. Shotgun; 2-Person Scramble

Friday, June 13; Sycamore Creek Golf Club, Osage Beach

## Please Consider a Contribution

Would you or your newspaper consider a \$25 or \$50 contribution to the tournament prize/expense fund? If so, make a check to Missouri Press Association and send it to MPA or bring it to the golf course.

Thank you.

Be at the golf course by 7:30 to pay your fees and prepare for the shotgun tee-off. **Do NOT send money to Missouri Press.** If you do not have a foursome, you will be assigned to one. Send your registration to: Missouri Press Golf, 802 Locust St., Columbia, MO 65203; fax to (573) 874-5894; or email your name(s) to kford@socket.net.

Name(s): \_\_\_\_\_

Co. / Newspaper: \_\_\_\_\_

Address / Phone: \_\_\_\_\_

# \$45

(Pay at clubhouse, do not send money to MPA.)

**Greens Fee,  
Cart, Lunch,  
Longest Putt,  
Longest Drive  
Prizes;  
Winners  
Trophies & Prizes**

**Directions:** Turn north off Highway 54 on Lake Road 54-56 (Nichols Road). Clubhouse is about a mile up the road on top of a hill on your right. Lake Road 54-56 is near the hospital, west of the Grand Glaize bridge and just east of Route KK. The intersection has been rebuilt since last year.