

CALENDAR

July

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

September

13 — Missouri v. Eastern Illinois football; pregame reception, 1 p.m. kickoff.

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

26-27 — Missouri Circulation Management Association meeting, Holiday Inn, Lake Ozark. Golf Friday, sessions Saturday.

December

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

Send items for Foundation auction

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.□

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



MISSOURI PRESS ASSOCIATION

BULLETIN

No. 1099 — 26 June, 2003



NNA, MPA Conventions Sept. 24-28 in Kansas City

A terrific opportunity approaches. Get to Kansas City in September and take advantage of it.

Missouri Press Association's annual Convention will follow the annual meeting of the National Newspaper Association. As NNA's activities wind down, MPA's will get started. Both gatherings will be in the Hyatt Regency Crown Center Hotel.

Meeting and registration information for both meetings has been mailed to your newspaper. It's also enclosed with this Bulletin, and is online at mopress.com.

As a member of MPA, you can register for both meetings on the same form. Use the same form if you want to register for only one of the meetings.

NNA's meeting will begin Wednesday, Sept. 24, and end Friday, Sept. 26. MPA's Convention will begin with a welcome reception at 9 p.m. Friday, Sept. 26. Workshop sessions, the Awards Luncheon and the Hall of Fame Banquet will be Saturday.

Sunday's activities will be breakfast in the hotel and an afternoon baseball game between the Royals and Chicago White Sox.

Read the articles about both Conventions in the July issue of *Missouri Press News* and get your registration forms filled out and sent in. If you delay, you'll miss the convention hotel rate and may not get a room in the Hyatt Regency.□

MPA football reception at Sept. 13 game

Missouri Press will welcome members and their guests to the Mizzou football game against Eastern Illinois Sept. 13. Kickoff is 1 p.m. MPA's hospitality party will begin a couple of hours earlier.

Mizzou sophomore quarterback Brad Smith is on the pre-season Hiesman Trophy watch list. Senior weak-side offensive tackle Rob Droege is on the Outland Trophy and Lombardi Trophy watch lists.

Your newspaper will receive tickets in exchange for advertising of equal value from the MU Athletic Department. You can use your tickets for your family or staff, give them to local advertisers or turn them over to Missouri Press for distribution to advertisers and associates.

Watch for details and respond promptly.□





'American Profile' a supplement

American Profile, a magazine being carried in community newspapers, has been ruled a "supplement" by the Postal Service. It no longer needs to carry the name of the newspaper on its cover.

Previously, *American Profile*, *USA Weekend* and *Parade*, were considered a "part of section" under postal rules. That meant they had to show the publication title on the front of the magazine.

Since *American Profile* targets small-circulation newspapers, frequent and costly plate changes were required on massive press runs to add each host newspaper's name, which added to the cost charged each newspaper.

With its ruling as a supplement, or "work for hire," it no longer has to contain the name on the cover. □

Chamber warns of false invoices

The Missouri Chamber of Commerce, in its newsletter *Missouri Business*, warns to beware of calls or invoices from a Regional Chamber of Commerce.

Many businesses have received calls from people identifying themselves as the businesses' regional chamber of commerce. Callers verify the businesses' contact information, after which the businesses receive invoices for membership. Sometimes they receive second notices.

The invoices have a return address in Washington, D.C., which is a MailBoxes, Etc. address.

Alert your staff to this scam. If you receive material from this group or from others that you don't recognize as legitimate, contact the Federal Trade Commission, ftc.gov/ftc/consumer.htm, or the Postal Service, usps.com/postalinspectors/fraud/welcome.htm. □

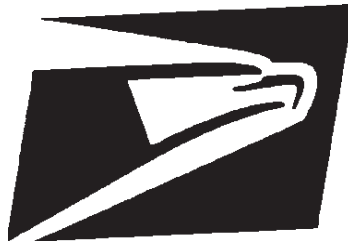
When governments fear the people there is liberty. When the people fear the government there is tyranny. -Thomas Jefferson, third US president.

NNA asks for better Periodicals handling

Heath says moving carrier sorted bundles to automated plants will slow delivery

The President's Commission on the United States Postal Service should take three steps to further newspapers' use of the mailstream in the future, according to NNA's Postal Committee Chairman Max Heath. Heath, vice president for circulation/postal at Landmark Community Newspapers, Inc., testified May 28 before the Commission.

First, it should recommend continued use of publisher work-sharing, especially to encourage well-prepared locally entered mail. Heath discouraged development of USPS plans to move carrier route sorted mail from local entry into centrally located automated plants, where mail would be prepared in bundles for mail carriers. Newspaper delivery will work better if newspapers continue to enter locally and receive discounts for their contributions, Heath said.



Second, it should recommend required use of a Periodicals Standard Operating Plan in all mail sorting facilities, to improve service and reduce complaints.

Finally, it should recommend legislation to limit Negotiated Service Agreements that involve incentives for volume extended to one or a few large mailers. The legislation should require examination of the impact upon competitive markets, particularly upon small mailers, Heath said.

"One of the most time-consuming jobs in my role as NNA's chief volunteer expert on postal matters is helping newspapers solve delivery problems," he said. "These problems generally involve delivery outside the county, since within-county newspapers are usually carrier route sorted, sequenced, and drop-shipped into the local offices and are easily handled the same day received. It is not unusual to find the same malady afoot wherever the problems are: the plants are not using the Postal Service's own Periodicals Standard Operating Plan."

Heath said the plan requires plants to handle Periodicals mail with First-Class mail whenever possible, to ship it in identifiable containers and to keep it segregated from other mail classes. Failure to do so slows down the time sensitive mail. □

National no-call sign-up to begin

The Federal Trade Commission will open registration to the national no-call list nationwide earlier than previously announced.

Online registration for the nation will begin July 1. Telephone registration for states west of the Mississippi River also will begin that day.

Telephone registration will begin for the entire nation a week later.

The FTC had announced previously that an eight-week rolling sign-up period would begin in July.

Some groups, including the Direct Marketing Association, have sued to prevent implementation of the national Do Not Call program.



Missouri Press Association /

Missouri Press Service

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FCC ownership ruling faces rollback effort by senators

The Senate Commerce Committee moved to reverse much of the Federal Communication Commission's recent relaxation of media ownership rules, casting bipartisan votes to restore limits on TV network size and prohibitions on cross-ownership of newspapers and broadcast stations.

As part of the same bill, senators voted to force radio companies to sell stations that exceed new local market limits proposed by the FCC, even if the stations were legally acquired under the looser guidelines in effect until the FCC's June 2 ownership decisions.

The action sends the issue to the Senate floor, where supporters are hopeful of passage. No legislative action is final without concurrence of the House, and few were predicting what fate the bill would meet there.

The bill, sponsored by Sen. Ted Stevens (R-Alaska), Sen. Byron Dorgan (D-N.D.) and others, passed on a voice vote in the 23-member Commerce Committee chaired by Sen. John McCain (R-Ariz.).

— *From MediaWeek* □

Bar has handbook for elderly

Put a notice about this in your newspaper to serve your older readers.

The 12th edition of the Missouri Bar's "Senior Citizens Handbook" is available free. The 62-page booklet provides a broad overview of laws and programs affecting older Missourians.



Sections explain practical aspects of laws, including entries on renters' responsibilities and another on how homeowners should guard against predatory lending.

Other sections explain employment rights, Medicare, and the rights of nursing home patients.

To receive a free copy of "Senior Citizens Handbook," contact The Missouri Bar, (573) 635-4128; email brochures@mobar.org, or write to: The Missouri Bar, P.O. Box 119, Jefferson City, MO

65102.

The handbook is available on the bar's website, mobar.org.

You might want to take this service a step further and print copies of the handbook for your readers who request it. □

Enter 'legal journalism' competition

The Missouri Bar is accepting nominations for its annual "Excellence in Legal Journalism Awards."

Media representatives are invited to identify members of the news media – either within their own organization or elsewhere – who have performed exceptional work within the general contest criteria. Self-nominations are also permissible. Individual reporters or entire news organizations that have done notable work in improving public knowledge of the legal system are eligible.

Nominations should be for items printed between July 1, 2002, and June 30, 2003.

The awards will be presented on Oct. 3 during The Missouri Bar Annual Meeting in Columbia.

The deadline for receipt of nominations is Aug. 1. Send nominations to: Gary Toohey, Director of Communications, The Missouri Bar, P.O. Box 119, Jefferson City, MO 65102-0119. □



Serial stories widely popular

Missouri Press Foundation's serial stories have taken off on a national level. More than 344 stories have been sold to 131 newspapers in 20 states.

The Lewis and Clark story "Here They Come!" has proven very popular. Beginning in July the Foundation will offer a new companion piece to the story.

The "Discovery Journal" is a 28-page student section that allows young readers to become explorers themselves. It features quotes from Lewis and Clark's journals, factual background to extend learning, pages on which to paste each chapter of the story from the newspaper and plenty of room for young readers to write about their own discoveries.



Samples of "Here They Come," "Discovery Journal" and all Foundation serial stories can be found at mopress.com. The link to the journal samples is in the "Here They Come!" story description. □

NIE improves students' work

Using newspapers as a teaching tool in the classroom improves student performance on standardized tests, according to a study conducted for the Newspaper Association of America Foundation by Dan Sullivan, a professor at the University of Minnesota in Minneapolis.

The study measures the impact of NIE programs and found that:

- ✓ Students in schools with at least some NIE programs did better on standardized reading tests than those in schools with no NIE programs.
- ✓ Low-income, minority, and non-native English-speaking students benefit significantly from NIE programs.
- ✓ Students at middle schools and high schools with a high concentration of those demographics (and that have significant NIE programs) scored higher than their counterparts at schools without such programs. □

Go to St. Joe for NIE

Missouri meeting will follow Central States meeting

This year's Missouri Newspapers In Education Conference will be held Friday, July 11, in St. Joseph.

We have a wonderful opportunity this year to combine part of our program with the Central States NIE Conference — a regional gathering of NIE professionals.

You have two options: You may attend the Friday meeting only. The morning program will be a combined program, the afternoon program will be specific to Missouri.

Or, you may attend both days and participate in the Central States program on Thursday as well. Central States provides a wonderful opportunity to share ideas and learn from other newspapers of varying sizes. Please note the choices for each on the registration form.

Thursday evening everyone is invited to a reception at the Pony Express Museum, hosted by Missouri Press Association. In addition to museum tours, Kay Hively will be our special guest. How exciting to have Kay in this museum as we approach the third anniversary of Missouri Press Foundation's release of "Hannah's Diary."

The Central States program will include presentations by some well-known NIE folks: Al Wilson, creator of Pigskin Geography, and Andy Harris, a sponsorship guru who is helping many newspapers raise money for their NIE programs.

Friday's program will include a presentation by our own Shawn Cockrum on ways to integrate NIE into your newspaper's website, information picked up at this year's regional and national NIE conferences and, of course, our 2003-2004 MPA NIE programs!

A registration form is enclosed. A pdf version of it is on the first NIE page at mopress.com. For more details contact Dawn Kitchell at (636) 390-2821 or kitchell@fidnet.com. □



Promote class to local teachers

You can help promote the NIE summer seminar at UMC to local teachers by simply running an article or an ad about the program or by offering to help pay for a teacher to attend the seminar.

MPA 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 others on ways to use the newspaper in the classroom.



But you don't have to sponsor a teacher to help make this project a success.

You can print or download an ad from the NIE section of the MPA website to promote the NIE course to local people. Different versions of the ad are available to reflect your newspaper's level of involvement.

If you want to sponsor a teacher, a scholarship form can be printed.

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

TEACHER TRADER
SCHOLARSHIP OPPORTUNITY

We're offering an area teacher the opportunity to attend a two-day college course for K-12 teachers on using the newspaper as a resource in the classroom.

8am to 5pm - JULY 31 & AUGUST 1
The Living Textbook - Integrating the newspaper into the K-12 CURRICULUM
University of Missouri, Columbia

The course will cover media literacy and will look at ways to integrate the newspaper as a resource in language arts, social studies, civics, science, technology and art. It will address ways to use the newspaper to improve standardized test scores and to achieve competency in areas required by the Missouri State Standards.

This newspaper is providing this opportunity as part of a statewide Newspaper In Education Teacher Advancement Scholarship Program. As part of the agreement between newspapers and educators that sponsors the program, we will share their knowledge at a Newspaper In Education teacher workshop.

Course expenses and two nights housing for scholarship recipients will be provided by the newspaper. Participants must also take the course for one hour of graduate credit as well.

Teachers interested in this scholarship opportunity should send a letter with contact information, grade level, subject you teach and a brief description of why you would like to attend this course. Send your letters to:

add your newspaper name, address and deadline for application

For more information on this summer seminar for educators, visit www.madirect.missouri.edu/catalog or call (636)390-2821



Ads aren't free, but they're cheap

If you have slow days in the classified department, do what *The Missoulian* in Missoula, Mont., did. Have a Happy Hour Special — 3 lines for 5 days for \$5.

Most of the ads *The Missoulian* got were not from usual customers. People used the special to get rid of odd, low-priced items. The paper excluded several classifications from the special: help wanted, business opportunities and 900 numbers.

Each advertisement could be run for only five days. The Happy Hour Special lasts only a few hours on the slowest classified days. In-paper promotions invite readers to "Join Us Today For Happy Hour."

The project moves people to act now, it keeps the classified people busy and it's a good introduction to the classified section, the paper reports.

-NAA's *Big Ideas* □

Ads aren't cheap, they're free

The *Daily Hampshire Gazette* in Northampton, Mass. (evening 19,986) made a popular feature out of giving away classified advertising.

"Aunt Clara's Closet" is a long-time promotion that allows anyone to sell an item for \$25 or less with a free three-three-day ad.

The feature has several benefits:

- It attracts people who don't usually place classified ads, and impresses many with the friendly voice at the other end of the line when they call.

- It brings many readers to the classified section.

- Many callers place double ads. When they place an Aunt Clara ad, they also place a separate, paid ad.

-NAA's *Big Ideas* □

Advertising / Marketing Notebook

Auctions take work, but they make money

Trade merchandise for advertising

Community Newspaper Holdings Inc. has begun hosting online auctions, and the Johnstown (Pa.) *Tribune-Democrat* generated \$107,000 at its first auction in May. Johnstown Publisher Pamela Mayer said advertisers loved the program, and the auction generated new leads for both subscribers and advertisers.

CNHI worked with CityXpress to create and manage the auction. Advertisers were asked to donate items to be auctioned. The newspaper promoted the auction with house ads and with cross-promotions on a local radio station. Items to be auctioned were listed on the website.

As the auction began, customers logged onto the *Tribune-Democrat's* website to bid on the items. The newspaper kept all of the proceeds from the sales. When an item sold, the sponsoring advertiser was given an advertising credit. The amount of the credit was determined by the value of the auctioned item.

For example, if a local furniture store donated a couch to the auction, the store and the newspaper agreed on the retail value of the couch, and the newspaper established a reserve price for the couch. The bid had to be higher than the reserve or the couch would not be sold. If the couch were valued at \$500, the reserve might be \$250. As long as the couch sold for more than \$250, the advertiser would be given a \$500 advertising credit. Advertising sales reps were paid a commission based on the item's sale price — the higher the sale price over the reserve, the higher the commission.

Mayer said the *Tribune-Democrat* found that approximately 75 percent of the bidders in the auction were not subscribers to the newspaper. Their contact information, provided when they registered to bid, generated new subscription leads. Detailed data from CityXpress provided bidders' ZIP codes — a valuable tool for selling the next auction to advertisers. And local businesses were introduced to the value of advertising online.

Mark Cohen, vice president of CNHI's Hoosier Division, is planning an eight-day, multi-property auction later this year. Eleven newspapers, both dailies and weeklies, will participate in the auction. He expects to establish a partnership with a local radio station to promote the auction outside normal newspaper readership. CityXpress will provide training to the sales staff, as well as house ads promoting the auction. In Johnstown, CityXpress staff members also accompanied the newspaper sales reps on the first calls to advertisers.

The *Tribune-Democrat* asked each advertiser to display the donated item in the store so bidders could inspect the item. Advertisers reported increased sales because of the increased traffic. As winning bidders picked up their items after the auction, they often would buy something else in addition. One woman who bid on jewelry bought a matching bracelet when she picked up her auction item.

Mayer said the newspaper plans to host another auction next year or every other year. And although the program was a big success, she said the auction required a great deal of preparation and coordination.

**Newspaper's
first auction
generated
\$107,000**



Take the adventure of a lifetime...
read a newspaper every day and
become your own legend!

Before Sinbad sets sail for the Seven Seas, he spends his mornings reading a newspaper
as his buddy Spike sits by his side! Encourage reading - it prepares you for each day!

INSERT YOUR NEWSPAPER LOGO HERE

It all starts with newspapers.

www.newspapers.com

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

'Sinbad' promotes newspaper reading with new ad

VIENNA, Va. — The title character from the coming DreamWorks animated feature film "Sinbad: Legend of the Seven Seas" is the latest movie character to appear in a literacy ad from the Newspaper Association of America to tout the benefits of reading a newspaper.

The ad shows Sinbad, who is voiced in the film by Brad Pitt, reading "The Seven Seas Chronicle," as his loyal dog Spike looks over his shoulder. The ad's headline reads "Take the adventure of a lifetime...read a newspaper every day and become your own legend!" The copy continues, "Before Sinbad sets sail for the Seven Seas, he spends his mornings reading a newspaper as his buddy Spike sits by his side! Encourage reading - it prepares you for each day!"

The ad is available in two-column, quarter, full and half-page sizes, in color or black-and-white, for standard and 50-inch web formats. It can be downloaded at naa.org/display/sinbad and is timed to coincide with the nationwide release of the film on July 2. □



Work to regain classified

Focused effort, new programs show results

By Jeff Green

Media Solutions Consulting Group

At nearly every newspaper I visit, classified managers are lamenting a decline in private-party and commercial liner ad counts. This is a concern because the conventional wisdom is that liner ads, particularly private-party ads, are the lifeblood of the classified marketplace. If your newspaper no longer qualifies as "the marketplace" for classifieds, it is that much more difficult to attract highly profitable display ads.

Some programs to consider for your newspaper:

✦ **Revisit Pricing** – The private-party business is very price sensitive. If you overprice, sellers will find other advertising vehicles or decide to donate their goods to charity instead. Many newspapers have free or lower-priced ads for items advertised under certain dollar price points. "Guaranteed Results" programs, where the ad runs until the item sells, also can be successful, although you will need to install some safeguards to catch professional dealers.

✦ **Auctions** – Some classified managers believe they have been impacted by the online auction model of Ebay. A number of newspapers have created their own auction sites. There have even been some reports in the trade press of newspapers partnering with Ebay as local affiliates.

✦ **Promote** – Classified private party responds extremely well to promotion, but most newspapers promote only within the classified pages. At a minimum you should have a regular schedule of classified promotion ads in your ROP pages. Even greater success comes from investing in other media.

Mark Mulholland at the Victoria (Texas) *Advocate*, reports that they tracked an 11 percent liner ad count increase during a six-week promotion last fall that was supported by in-paper ads, radio, local broadcast and cable TV.

✦ **Used Cars** – Back in my Winston-Salem days, we ran a very successful private party automotive promotion called the "Buck-A-Day Used Car Deal" that was sold on a non-refundable 30-day schedule.

Cindy Carr at the *Northeast Mississippi Daily Journal* in Tupelo has taken a similar program to used car dealers willing to list the majority of their inventory with her. She reports that they are currently running 265 of these ads every day generating close to \$10,000 per month.

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.

Get papers into apartment complexes

The *Kalamazoo Gazette* in Michigan has a program that converts apartment dwellers, who often buy single copies of the paper, into subscribers.

Working with the apartment complex owners, the *Gazette* includes a subscription to the newspaper in the rental agreement. Tenants have options: delivery every day, weekends only, Sunday only or decline the paper, in which case they get a rent refund.

Apartment managers don't want to handle any paperwork, so the newspaper does it all, including refunds to tenants who don't want the paper.

Subscribers get the paper at a discount, and for every dollar a resident spends on a subscription, the newspaper provides a dollar credit to the apartment complex to advertise in the *Gazette*.

The paper has 70-90 percent penetration in the apartment complexes.



You can boost paper's credibility

All newspapers can increase their credibility by:

- Making it easier for readers to reach the newspaper staff.
- Listen to readers and respond to their concerns.
- Explain why you do what you do.
- Keep your staff talking about credibility.
- Focus on improving instead of the mistake. (Talk about how a mistake happened in an effort to prevent similar mistakes.)
- Take a broad look at the story to see who and what it affects.
- Learn more about your community.
- Challenge traditional writing and presentation styles.
- Run corrections early and prominently.
- Identify patterns of success and struggle.
- Avoid sensationalism.
- Respect those involved in traumatic events.
- Maintain independence from groups and advertisers.

—From a column
by Arlene Morgan.□

Circulation meeting

The Missouri Circulation Management Association will meet Friday and Saturday, Sept. 26-27, at the Holiday Inn, Lake Ozark.

A two-person scramble golf tournament will begin at 1 p.m. Friday. A social get-together will be held that evening.

Sessions will be held 9 a.m.-5 p.m. Saturday. Topics will be announced later.

Those with topics they would like to have discussed can contact Ken Carpenter, MCMA President, Dispatch Tribune Newspapers, 7007 NE Parvin Rd., Kansas City, MO 64117; (816) 454-9660, ext. 3100; kenc@townsendprint.com.

All MPA member newspapers interested in circulation are asked to consider sending someone to the MCMA meeting. More information will be provided later.□

North Carolina law says carriers are contractors

New argument in worker compensation cases

The North Carolina General Assembly has passed a law that will clarify that newspaper carriers are independent contractors for workers compensation purposes.

Newspaper carriers historically have been considered independent contractors. Two years ago, however, a newspaper carrier was involved in an automobile accident while delivering newspapers and sued the newspaper for workers compensation benefits.

The North Carolina Industrial Commission, in a two-to-one opinion, ruled that the carrier should have received workers comp benefits and been classified as an employee. The newspaper took the case to the state court of appeals, but ended up settling out of court with the carrier.

This new law will add a rebuttable presumption to the Workers' Compensation Act if the newspaper carriers, operating under certain criteria, should be considered independent contractors. The carriers would be considered independent contractors if they perform services in the sale of newspapers or magazines to ultimate consumers under an arrangement where carriers or distributors purchase the newspapers from a publisher at an arranged cost and in turn re-sold to customers. This law will not prevent carriers from suing for workers comp benefits in the future, but it will stop ambiguity in determining their employment status. In the case of a lawsuit, the burden of proof would be on the carrier to rebut this presumption and prove that an employer/employee relationship exists.

For more information, and a link to the bill text, click on ncpress.com and follow the legislative information links for Senate Bill 776.

North Carolina Press Association□

Go to mopress.com when you need to register for an event, get information about a program or details about a meeting.

What about other J schools?

Syracuse gets grant for third building

Syracuse University will use a \$15 million grant from the Samuel I. Newhouse Foundation to build a third building for its journalism and communications program. Construction of the building for the S.I. Newhouse School of Public Communications is expected to begin in fall 2004, the 40th anniversary of the school's opening.

Texas A&M considering dropping department

Texas A&M is considering elimination of the school's journalism department, according to the college's dean. Budget cuts may strip 40 percent of the department's funding at a time when its curriculum is outdated and faculty understaffed.

College of Liberal Arts Dean Charles Johnson told *The Bryan-College Station Eagle* that abolishing the department would be a last resort.

Oklahoma building new home for college of journalism

The University of Oklahoma in April broke ground on the \$17 million future home of the Gaylord College of Journalism and Mass Communication.

Funding comes from the Edward L. Gaylord family of Oklahoma City, which in 2000 presented OU a \$22 million gift, \$14 million of which was earmarked for the new journalism and mass communications building.□



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

REPORTERS: Immediate opening for 2 general assignment reporters. The Benton County Daily Record is an all-local daily newspaper in the 6th fastest growing market in the nation. We need aggressive reporters who love the newspaper business and want to be a 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 479-271-3788. 6-18

PRESS OPERATORS: Springfield, Mo., commercial printer needs heat or cold web press operators, asst. operators, roll tenders and prepress techs. Competitive pay, bonus, excellent benefits in a clean, new work environment. Send description of work experience to: Press Positions, Attn: Human Resources, PO Box 1049, Bentonville, AR. 72712, fax 479-271-3788, email, melindal@commpub.com or call 479-271-3749 for an application. EOE 6-18

SPECIAL PROJECTS SALESPERSON: The St. Joseph News-Press seeks a sharp individual in the retail sales area. Focus on planning, goal-setting, and the achievement of new business will be paramount. Develop new business through new and innovative ideas to generate new revenue outside of the standard retail and classified norm; be responsible for creating and implementing new ideas to sell by yourself or training the sales staff for their participation; develop a plan for increased revenue. Positive customer service attitude; two years of outside sales experience; college degree in business or marketing; and the ability to identify and/or create new sales opportunities. Send resumé with salary history to: Tony Luke, Retail Sales Manager, P.O. Box 29, St. Joseph, MO 64502, or email to: tonyl@npgco.com. 6-11

EDITOR: Regional editor for six newspaper chain in West Central Illinois one hour from St Louis. We publish award winning newspapers in a fast paced environment and a fast growing area. Ideal candidate would have two to five years experience in community newspapers. Call Julie Boren, publisher, 217-285-2345. 6-10

REPORTER: Immediate opening for the entertainment/health beat position at award-winning suburban daily. Applicants should have proven writing experience, be able to fill in on any beat, and capable of working in a fast-paced environment. Please send resumé and clips to Dale Brendel, general manager, The Examiner,

Independence, MO 64050, or email to dbrendel@examiner.net. 6-16

REPORTER: The Rolla Daily News (pop. 16,400; circ. 5,212) has an immediate opening for a general assignment reporter and feature writer. Please send resumé and samples to Publisher Steve Sowers, P.O. Box 808, Rolla, MO 65402, or fax to (573) 341-5847, or call toll-free (888) 882-2468. 6-4

AD SALES REP: The Rolla Daily News (pop. 16,400; circ. 5,212) has an immediate opening for an advertising sales representative. Please send resumé or contact Publisher Steve Sowers, PO Box 808, Rolla, MO 65402, fax to (573) 341-5847, or call toll-free (888) 882-2468. 6-4

CIRCULATION DIRECTOR: Midwest daily seeks key manager for staff of 40. Strong leader and motivator, excellent organizational and analytical skills, ability to delegate and manage results through division managers, excellent communication skills, extensive computer software knowledge, budgeting experience, examples of successfully managing a complex operation, at least 5 years of circulation management. Send resumé and salary history to: Columbia Daily Tribune, Scott Rinehart, 101 N. Fourth St., Columbia, MO 65201 or email to srinehart@tribmail.com. 6-3

EXECUTIVE DIRECTOR: The Maryland, Delaware D.C. Press Association, 160 daily and weekly newspaper members, seeks an Executive Director. Applicants should have: proven leadership and management skills; 5 yrs experience in newspapers, association mgmt or related fields; excellent written/oral communication and interpersonal skills; and ability to achieve business-plan objectives. Detailed knowledge of newspaper industry preferred. Competitive salary and benefits. Send resumé by July 15, 2003, to MDDC Press Assn., 2191 Defense Highway, Suite 300, Crofton, MD 21114-2487, or e-mail to search@mddcpress.com. EOE 6-4

AD ACCOUNT EXECUTIVE: Great opportunity to join growing sales department of a niche newspaper serving the greater Kansas City area. Prior display advertising experience desired. Base salary, commission and bonuses. Send resumé, salary requirements and references to The Daily Record, 405 E. 13th St., KCMO 64106. EOE. 6-4

NEWS REPORTER: Cover legal, business news and feature stories. 1-3 years experience. Photo exp. +. Assist with other newspaper tasks, layout and design. Knowledge of Quark, Photoshop and Illustrator a +. Send clips, resumé to Publisher, The Daily Record, 405 E. 13th Street, Suite 101, KCMO 64106. EOE. 5-12

REPORTER: Daily newspaper in southwest Missouri seeks versatile reporter to handle general news and lifestyles stories. Our new staff member will be free to find his or her own stories and features in a position that will be extremely flexible. Page layout skills are needed, with some basic photography ability a plus. Contact Managing Editor Ron Graber, The Carthage Press, 527 S. Main St., Carthage, MO 64836 or email rgrab@carthagepress.com. 5-8

carthagepress.com. 5-8

NEWS EDITOR: The Kirksville Daily Express needs a news editor. Benefits, including health insurance and chance to advance in Liberty Group Publishing. Send resumé and clips to Larry Freels, Publisher, PO Box 809, Kirksville, MO 64501. 5-8

JOB WANTED

SPORTSWRITER for 9,000 circulation New Mexico daily seeking sports writing position at larger daily, preferably with a sports staff of three or more people. Strong writer and copy editor, with adequate layout skills. Contact Dave Wagner at (505) 742-0202 (home), or (505) 763-6991, or email dave_wagner@link.freedom.com. 6-9

FOR SALE

JUST LISTED! Bi-weekly with sister county seat weekly, 4-unit press, in beautiful community, EBITDA of \$250,000+. Also, two Missouri weeklies with gross revenues of \$440,000 ready for on-site owner. Call our office today. National Media Associates, Edward Anderson, Broker. (417) 336-3457 or email: Brokered1@aol.com. 6-9

GROUP OF THREE small weeklies, Southwest Missouri, legal, combination section, grossing over \$75,000. Owner selling due to health. Write: Tri-County News, P.O. Box 514, Strafford, MO 65757; email: randydale587644@aol.com. 6-5

HUMOR COLUMNIST: Columnist currently running in the Sparks (NV) Tribune seeks to add humor to your paper. This 700-word weekly column gives baby boomers a laugh as one of their own takes aim at trends and the lighter side of growing old unwillingly. Only \$5/column, emailed to you at the beginning of the month. Read samples at: www.danshermanonline.com, email dan@danshermanonline.com or call (775) 746-2946. 5-16

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

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