

CALENDAR

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
- 26-27 — Missouri Circulation Management Association meeting, Holiday Inn, Lake Ozark

Circulation meeting Sept. 26-27

The Missouri Circulation Management Association will meet Friday and Saturday, Sept. 26-27, at the Holiday Inn, Lake Ozark. This is the same meeting date as the annual MPA Convention, which will be held in Kansas City.

All MPA member newspapers interested in circulation are asked to consider sending someone to the MCMA meeting.

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.□



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

MISSOURI PRESS ASSOCIATION

BULLETIN

No. 1098 — 6 June, 2003

Newspapers reach about 80% of adults each week

Newspapers in the top 50 markets reach nearly eight out of 10 adults over the course of a week, according to the Spring 2003 Competitive Media Index from the Newspaper Association of America.

“Nearly 80 percent of adults are making a conscious decision each week to pick up a newspaper – that kind of reach is hard to beat,” said NAA President and CEO John Sturm. “Newspapers don’t happen to be ‘on’ when you’re in the room. If you’re reading a newspaper, you’re engaged in it – and eight in 10 people choose to be engaged each week.”

In addition, CMI reports that more than half of all adults in the top 50 markets are reading a newspaper every weekday; 55.1 percent reported by the Spring 2003 CMI, compared to 55.4 percent in the fall 2002. Each Sunday, 63.1 percent of adults in those markets read a newspaper, down slightly from 63.6 percent reported in the Fall 2002 CMI.

“This daily appetite for newspapers tells advertisers that newspapers are delivering the reader base that advertisers value, particularly in a difficult economic climate,” Sturm noted.□

Convention material out next week

A packet of information and registration material for the 2003 MPA Convention will be mailed to you next week. Be watching for the details about the Sept. 26-28 meeting at the Hyatt Regency Crown Center, Kansas City.

Political ‘letters’ may be party plants

Party getting free space to attack opposition

Newspapers should be aware that the Missouri Democratic Party and possibly other parties are providing form letters for people to send to newspapers.

The state Democratic Party’s website has several suggested letters for people to put their names on and forward to their local newspapers. Their theme is an attack on Republican budget proposals.

Although providing form letters is not a new tactic of interest groups, publishers and editors may want to review their policies about letters to the editor. When your staff person calls to verify the author of a letter, have your staffer ask the letter writer if the letter is original or if it came first from some other source.

If the letter is simply a pass-along from a political party or interest group, you might want to suggest the writer buy advertising space. You might also want to add a sentence to that effect to your letters policy that you publish in your “letters” section.□



Membership Application

This is the **Third 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.

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. □

2003 AP Stylebook available online, as PDF, book

The 2003 edition of the *AP Stylebook* is now available, in both print and electronic forms.

The Associated Press offers subscription-based online access to the *Stylebook*. It can be ordered by credit card at apbookstore.com for an annual fee (\$20 for individuals; site license subscriptions vary according to the number of users).

The online *Stylebook* provides searchable, instant access, with updates, and allows the addition of a user's own entries to create a private stylebook.

The downloadable PDF or HTML versions of the *Stylebook* are available for a one-time site license fee. Requests for these electronic versions can be made at apbookstore.com or by e-mail to apstylebook@ap.org.

Cost of the spiral-bound book remains \$7.75 a copy for AP members; \$10.50 to college bookstores, and \$12.50 to others. Shipping charge is \$4 for up to nine books, \$8 for 10 or more.

Send orders to Stylebook, The Associated Press, 50 Rockefeller Plaza, New York, NY 10020. The book can also be ordered online by credit card, at apbookstore.com. □

Big city newspapers can be broadcasters

FCC relaxes cross-ownership rules; critics fear concentration of media

WASHINGTON (AP) — Federal regulators relaxed decades-old rules restricting media ownership June 2, permitting companies to buy more television stations and own a newspaper and a broadcast outlet in the same city.

The Republican-controlled Federal Communications Commission voted 3-2 — along party lines — to adopt a series of changes favored by media companies. These companies argued that existing ownership rules were outmoded on a media landscape that has been substantially altered by cable TV, satellite broadcasts and the internet.

Critics say the eased restrictions would likely lead to a wave of mergers landing a few giant media companies in control of even more of what the public sees, hears and reads.

The decision was a victory for FCC chairman Michael Powell, who has faced growing criticism from diverse interests opposed to his move toward deregulation.

The FCC said a single company can now own TV stations that reach 45 percent of U.S. households instead of 35 percent. The major networks wanted the cap eliminated, while smaller broadcasters said a higher cap would allow the networks to gobble up stations and take away local control of programming.

The FCC partially ended a ban on joint ownership of a newspaper and a broadcast station in the same city. The provision lifts all “cross-ownership” restrictions in markets with nine or more TV stations. Smaller markets would face some limits, and cross-ownership still would be banned in markets with three or fewer TV stations.

The agency also eased rules governing local TV ownership so one company can own two television stations in more markets and three stations in the largest cities such as New York and Los Angeles.

The FCC kept a ban on mergers among the four major TV networks: ABC, CBS, NBC and Fox.

“The more you dig into this order the worse things get,” said Michael Copps, one of the commission’s Democrats. He said the changes empowers “a new media elite” to control news and entertainment.

The rule changes are expected to face court challenges from media companies wanting more deregulation and consumer groups seeking stricter restrictions.

The government adopted the ownership rules between 1941 and 1975 to encourage competition and prevent monopoly control of the media.

The critics of eased rules include consumer advocates, civil rights and religious groups, small broadcasters, writers, musicians, academicians and the National Rifle Association. They say most people still get news mainly from television and newspapers, and combining the two is dangerous because those entities will not monitor each other and provide differing opinions.

Large newspaper companies such as Tribune Co. and Gannett Co. wanted the “cross-ownership” ban lifted.

“The relaxation of the rules will allow newspaper-owned broadcast stations to offer more and better local news and public service programming,” said John Sturm, president of the Newspaper Association of America. “Local audiences will be the big winners.”

Lawmakers have split mainly along party lines. Some lawmakers critical of the FCC have proposed legislation to counter relaxed regulations. □



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 Odessa, 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

Doug Crews: Executive Director,
dcrews@socket.net

Mike Sell: Advertising Director,
msell@socket.net

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

Connie Whitney:
cwhitney@socket.net

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

Advertising Sales and Placement

Karen Philp: kphilp@socket.net
Receptionist, Bookkeeping

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

Sue Heifner: Ad Sales
sheifner@socket.net

Shawn Cockrum: Assistant
to the Executive Director
scockrum@socket.net



Job ads, links to newspapers get most mopress.com action

Work continues to make site simple for members to use

Web surfers are mostly interested in available jobs and how to locate the websites of Missouri newspapers, according Shawn Cockrum, web manager for the Missouri Press Association.

The mopress.com website, which launched a major redesign in December, received almost 14,000 visits during May, with almost 40 percent of those being directed to "Job Bank/For Sale" information.

Other popular sites were those that led to lists of newspaper websites and newspapers by county. The website has links to MPA member newspapers (either to the paper's website or e-mail address), and provides free classified advertising to its members. Missouri Press Service has also helped boost website traffic by delivering display, classified and the 2X2 ad network via the web.

"Our plan is to make the mopress.com site a tool that our members just can't live without," Cockrum said. "We are in an age when almost everybody has done some sort of surfing or experimenting on the web, but we still have a great deal of folks out there who are a little timid when it comes to trying to download or exchange information. That's why we are trying to make sure everything works and is simple before we become exclusively web-based as far as ad placement and delivery."

The Newspapers in Education site is also among the most visited, receiving 322 hits last month. Visitors to the NIE site can download the popular series stories, Lewis & Clark stories and the new Book Buzz feature.

Visitors to the mopress.com site can also download or view recent editions of the *Bulletin* and *Missouri Press News* magazine. □

'Special interest' cases open

Edited from *The Detroit News*

The Department of Justice has told the U.S. Supreme Court and the Sixth U.S. Circuit Court of Appeals that it is changing its policy on immigration proceedings that may raise sensitive national security or law enforcement issues.

Shortly after the Sept. 11, 2001, terrorist attacks, U.S. immigration judges were bound by a rule that closed court proceedings to the public in so-called special interest cases.

Special interest cases were those "deemed to have a substantial relationship to the government's investigation into terrorism."

Now, the department says the proceedings may be closed by an immigration judge based on information filed by the government, under seal.

When federal judges close cases amid such circumstances, they generally state the terms of their decision in court, on the open record. Interested parties can appeal the decisions.

Len Niehoff, the lawyer who represented *The Detroit News* in the Michigan case, said all that media outlets had been asking throughout the proceedings in both cases was that requests to close immigration proceedings occur individually, as opposed to carving out an entire area of cases that would be beyond the public purview.

"Look, if the government has good reason to close a case, and an immigration judge can articulate that in court, then it probably should be closed," he said. "But, as a judge once wrote in one of the older cases in this area, 'You can't burn down the house to roast the pig.'"

—Michigan Press Association □



Foundation offers 'Book Buzz'

Book Buzz, a column written by Chris Stuckenschneider, *Washington Missourian*, is available to your newspaper through Missouri Press Foundation. The May and June columns are free. You can sign up to continue receiving the column for a small fee, based on circulation. In addition to the column, information also is available on ways to develop the project in your community.

Book Buzz can be as simple as a community service of providing information on new books for young readers. The *Missourian* asks young readers to write reviews of the books. It publishes one review for each of the three book suggestions, and puts more reviews on its website.

Each month's Book Buzz column focuses on a reading theme. May's theme was Mother's Day. Go to mopress.com to download the column. □

Group sells papers in 12 cities

Community Newspaper Holdings, Inc. has sold its publishing operations in 12 cities to Horizon Publications. Terms of the transaction were not disclosed.

Horizon will acquire CNHI's operations in Plymouth, Ind.; Broken Bow, Neb.; Antlers, Guymon and Poteau, Okla.; Kane, Punxsutawney, Ridgway and St. Mary's, Penn.; and Big Spring, Borger and Sweetwater, Texas.

Dirks, Van Essen & Murray, a newspaper merger-and-acquisition firm in Santa Fe, N.M., represented CNHI in the transaction.

CNHI sold the *Moberly Monitor-Index* to Liberty Group Publishing in 1999.

CNHI president and CEO Mike Reed stated, "We have determined that the primary focus of CNHI ... will be to concentrate on the operation of daily newspapers with circulation of 20,000 or more."

CNHI operates 96 daily newspapers with over 1 million daily circulation as well as 63 non-daily and 161 specialty publications in 20 states. □

Tips for better cutlines

Strong cutlines enhance photos, readers' understanding

These suggestions for cutlines come from a column by a journalism teacher at the University of South Carolina, Doug Fisher. He's a former AP editor. South Carolina Press ran the column in its *Bulletin*.

- Write to the photo's focus point. You don't have to track left-to-right if the focus of the photo doesn't.
- "A \$500 check that Chamber of Commerce President Judy Smith, left, hands to Kiwanis Club President John Howard will provide toys for needy children." Cutlines for check-passing photos should provide information other than the obvious.
 - Check the details. Know the facts. Identify people, things and places accurately.
 - Don't say "is pictured" or "is shown." Readers are looking at the photo.
 - Don't describe someone as glum, happy, frustrated or a dozen other adjectives that lead the reader to wonder how you know that. If the photo shows it, let the photo speak for itself. If not, let it be.
 - Don't get cute unless the photo warrants it, and if you are being cute, understatement often is best.
 - Use correct grammar. Be sure subjects and verbs agree, and use the correct verb tense. Use present tense with action in the photo, past or future tense for action that occurred before or will occur.
 - Be careful with archive photos, which can create time inconsistencies. File photos should be identified as such so readers understand any strange details.
 - Respect your readers. Don't waste their time with the obvious. Write strong cutlines that enhance their understanding. □

Help fund your NIE program by selling 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, or you can contact *Missouri Life* directly 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 MPA's Newspaper In Education coordinator Dawn Kitchell, (636)390-2821; 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*. □



July events for creating ads

Use these events in July to create promotions for your advertisers or your newspaper.

- 2 — Halfway Point of Summer
- 4 — Independence Day
- 5 — International Day of Cooperatives; www.un.org
- 7 — Father Daughter Take a Walk Together Day
630-232-0425
- 19 — National Parks Day
www.pch.gc.ca
- 19 — Cow Appreciation Day
www.billingsfarm.org
- 20 — National Ice Cream Day
- 20 — Moon Day, 1969
- 20 — Special Olympics Day
www.specialolympics.org
- 24 — Cousins Day
siblingsday@earthlink.net
- 27 — National Korean War Veterans Armistice Day
- 27 — Parents' Day

Anti-Boredom Month
www.boringinstitute.com

National Culinary Arts Month
www.acfchefs.com

National Foreign Language Month
847-963-0570

National Hot Dog Month
www.hot-dog.org

National Ice Cream Month
202-737-4332

Dog Days (7/3-8/11)

Freedom Week (4-10)
ISFGW@bellsouth.net

National Farrier's Week (7-13)
lesspub@aol.com

National Therapeutic Recreation Week (13-19)
www.nrpa.org

National Independent Retailers Week (21-27)
www.profitsplus.org

National Salad Week (25-31)
mba@vbe.com □

Advertising / Marketing Notebook

Post-Dispatch hopes to improve ad process

The *St. Louis Post-Dispatch* hopes to reduce errors, improve productivity and save money with the ad production tracking system called AdTracker. *Newspapers & Technology* magazine reported the paper was to begin using AdTracker in May.

AdTracker follows the ad production process step-by-step, from submission and assembly to composition and archiving. It pulls commonly used ad elements from an archive, reduces paperwork and alerts appropriate personnel when production of an ad falls behind.

Customers receive ads for proofing as PDF documents rather than as hard copies delivered to their offices by courier. That saves money and gives clients more time to review ads.

Other features of AdTracker automate ad production and processing chores.

Database Publishing Systems (dps-ct.com) offers AdTracker. □

Cell phone use by employees could be costly to company

In a Pennsylvania case, a Smith Barney broker who allegedly was talking on his cellular phone dropped it, bent down to get it, ran a red light and killed a motorcyclist.

Smith Barney agreed to pay \$500,000 to the motorcyclist's family, which sued the firm for contributing to the accident.

Despite the company's big settlement, it argued that the accident occurred outside the scope of employment, at 9:30 on a Saturday night. And the firm didn't own the phone or the car. (*Robots v. Smith Barney, L-D.Pa. No. 97-CV-2727*)

If you expect staffers to use car phones for business, be sure to write a policy that requires them to pull over while they talk. And be sure to consult your legal adviser for more information and advice.

—From *The Monthly Motivator*;

a publication of *Baden Employee Selection & Development Services*. □

Ad spending in papers up slightly

VIENNA, Va. - Newspaper advertising expenditures for the first quarter of 2003 totaled \$9.9 billion, a 1.8 percent increase over the same period a year earlier, according to preliminary estimates from the Newspaper Association of America.

Retail advertising spending rose 2.5 percent to \$4.7 billion, national ad spending increased 3.7 percent to \$1.8 billion and classified was off 0.2 percent to \$3.5 billion.

Within the classified category in the first quarter, real estate ad spending continued to be strong, increasing 8.6 percent to \$832 million. Automotive gained 1.9 percent to \$1.1 billion. Recruitment advertising was \$932 million, a decrease of 10.8 percent over the last year. All other classifieds were up 3.4 percent to \$565 million. □



McClatchy sells ad service

NEW YORK (AP) — The McClatchy Co. reached separate agreements to sell the assets of The Newspaper Network Inc. to The Associated Press and Vertis Inc.

The Newspaper Network, which McClatchy treasurer R. Elaine Lintecum said had about \$12 million in 2002 revenues, facilitates the planning, pricing and placing of advertising in newspapers around the country.

The AP will purchase TNN's advertising processing operation, which is responsible for placement and billing processes, complementing AP's existing ad processing business, AP AdVantage. Both processing operations are located in Sacramento, Calif.

Separately, Baltimore-based Vertis will purchase the sales, marketing and media planning assets of TNN and operate it under The Newspaper Network name.

AdVantage will manage Vertis' TNN placement and billing services after the deal is closed.

AP has operated AdSEND since 1994 and transmits about 1 million advertisements a year to newspapers in the United States. AP entered the ad processing business in late 2001 with the acquisition of the Newspaper Industry Communications Center (NICC) from the Newspaper Association of America.

Vertis is an international marketing and advertising firm that combines advertising, direct marketing, media, imaging and progressive technology. □

Weekly to launch

Two former Gannett Co. Inc. executives plan to launch a weekly newspaper in September. *Pyng* will target young adults.

Participating newspaper partners will print the weekly. In exchange, the newspapers will keep revenue from local advertising and a portion of the \$1 cover price.

Pyng, a 48-page color tabloid, is incorporating as a non-profit entity, which executives say will enable them to sell ad space at deeply discounted rates. □

Game produces punny words

Each year the *Washington Post's* Style Invitational asks readers to create new words by adding, dropping or changing one letter in an existing word and providing a new definition. John O'Brien of the New Jersey Press Association shared some of the winners.

Intaxication: Euphoria at getting a tax refund, which lasts until you realize it was your money to start with.

Reintarnation: Coming back to life as a hillbilly.

Giraffitti: Vandalism painted very, very high.

Sarchasm: The gulf between the author of sarcastic wit and the person who doesn't get it.

Hipatitis: Terminal coolness.

Dopeer Effect: The tendency of stupid ideas to seem smarter when they come at you rapidly. □

Ozone hearing June 26 in JC

The Missouri Air Conservation Commission will hold a public hearing on 8-Hour Ozone Standard Boundary Recommendation and a request to renew the rule variances for the pilot project to simplify the permit system for the printing industry.

The hearing is scheduled Thursday, June 26, at 9 a.m., Room 490, Truman State Office Building, Jefferson City.

The commission will hear testimony related to the following actions:

— 8-Hour Ozone Standard Boundary Recommendation:

In Dec. 2002, Gov. Holden received a letter from the U.S. EPA requesting his recommendation regarding the attainment or non-attainment status of areas within the state of Missouri for the 8-hour ozone standard. His recommendation is due to the U.S. EPA in July 2003.

The Department of Natural Resources with input from St. Louis and Kansas City local communities, is developing a boundary recommendation document. The department has hosted several meetings with the potentially effected counties and metro areas seeking input. The purpose of the public hearing is to present a recommendation for public comment which the Missouri Air Conservation Commission can consider before approving a recommendation for the Governor's consideration.

— Rule Variance Renewal for "PrintSTEP" Pilot Project:

To continue operation of this pilot project requires a continuation of variances for rules 10 CSR 10-6.060, Construction Permits Required, and 10 CSR 10-6.065, Operating Permits. An update on the project will be presented in conjunction with a request to continue the variance.

The above documents will be available for review at: Missouri Dept. of Natural Resources, Air Pollution Control Program, 205 Jefferson St., Jefferson City, 573-751-4817; Kansas City Regional Office, 500 NE Colbern Road, Lee's Summit, 816-622-7000; St. Louis Regional Office, 7545 S. Lindberg, Suite 210, St. Louis, 314-416-2960; Southwest Regional Office, 2040 W. Woodland, Springfield, 417-891-4300.

Citizens wishing to speak at the public hearing should notify the secretary to the commission, 573-751-7840. Written comments are requested. Deadline for submitting written comments is 5 p.m. July 3. Send two copies of comments to Chief, Planning Section, Air Pollution Control Program, P.O. Box 176, Jefferson City, MO 65102-0176. □



Programs do postal paperwork

By **RON CUNNINGHAM**
MPA Postal Consultant

A number of computer programs will calculate and print your postage statements. They range from simple to complex, priced accordingly.

The Postal Service has on its website — USPS.com — most postage statements and forms that Periodicals mailers use. They include statements that can be accessed and printed to be completed manually later.

Also at this site is Postage Statement Wizard, which allows you to complete your statements online and print them. All of the math calculations are done for you and if the numbers you enter do not add up it will tell you.

It took me less than five minutes to complete and print a completed form. Even the drop shipment form (PS Form 8125) is located there.

Go to USPS.com, click Find a Form, then Postage Statement Wizard Forms, then Postage Statement Wizard, select your class of mail or plant verified drop shipment and complete the form.

If you like this procedure, bookmark the appropriate web page so next time you don't have to click through to it.

If you have questions about using Postage Statement Wizard, contact me at (417) 883-4598 or Postalhelp@aol.com.□

Mailers Conference in October at lake

If you want to learn more about mailing, you might want to attend the Fall Mailers Conference Thursday and Friday, Oct. 16-17, at Tan-Tar-A Resort, Osage Beach.

The conference, which includes a golf tournament on Wednesday, Oct. 15, is sponsored by the Central Missouri Postal Customer Council. A trade show will feature vendors of all types of mailing equipment and services. Sessions will cover a broad range of mailing and postal topics.

For information look at the website centralmopcc.missouri.org.□

Court scolds Kansas agency for denying safety records

TOPEKA, Kan. (AP) — A state agency acted in bad faith by withholding railroad crossing safety records from *The Garden City Telegram* and must pay some of the newspaper's legal expenses, the Kansas Supreme Court ruled May 30.

But an attorney for the newspaper expressed dismay because the court said the Department of Transportation must reimburse the newspaper only for legal fees incurred "until the time litigation commenced." The *Telegram* filed an open records lawsuit in 1998.

The attorney, Mike Merriam, said those legal expenses might amount to only a few hundred dollars. He called the decision "a disgrace" because it could allow agencies to avoid paying most legal fees, even if they withhold records in bad faith.

One line in the court's opinion said the *Telegram* is entitled to have legal fees covered "before suit was filed." Another part of the opinion said KDOT's actions only "when it denied *Telegram* access" should be considered. Yet another part pointed to "prelitigation conduct."

Steve Delaney, the newspaper's publisher and editor, said he is not sure how much of the paper's legal expenses would be covered. The Supreme Court returned the case to district court to determine the amount.

He added, "It seems clear the Supreme Court reaffirmed what we've been saying all along, that KDOT was acting in bad faith, stonewalling our efforts to gain access to a legitimate public record."

The newspaper sought safety ratings for all the crossings in Finney County following the June 1998 death of Heather Becker, a 20-year-old Holcomb resident. She was driving on a dirt road west of Garden City and was hit by a train while trying to cross railroad tracks.

The department had maintained it couldn't release the records under a federal law that says such ratings are not admissible as evidence in lawsuits.

Three years ago, a Shawnee County District Court judge ruled KDOT had to release the records, and the agency did not appeal that decision. However, the department did appeal when the judge concluded it was required to pay more than \$13,000 of the newspaper's legal expenses.

In its unanimous decision, the Supreme Court said the federal law cited by KDOT is "remarkably clear" in not blocking disclosure of the records. In addition, the court pointed out, the Kansas Open Records Act begins with a statement that its purpose is to promote openness in government.

"As a government agency, KDOT is well aware of this strong public policy," Justice Lawton Nuss wrote in the court's opinion. "KDOT's denial of access was not only without a reasonable basis in fact, but it was also in bad faith."

The Supreme Court strongly criticized how KDOT handled the *Telegram's* request for the records, describing its responses as "inadequate," "hollow," and "particularly troubling," adding, "This conduct and attitude together establish bad faith."

"I hope it sends a message to public agencies," Delaney said.□

Display screen can be bent, rolled up

NEW YORK (AP) — Scientists have created an ultra-thin screen that can be bent, twisted and even rolled up and still display crisp text.

The material, only as thick as three human hairs, displays black text on a whitish-gray background with a resolution similar to that of a typical laptop computer screen. It can be rolled into a cylinder about a half-inch wide without losing its image quality.

E Ink is one of several companies working to develop electronic "paper" for e-newspapers and e-books, and other possible applications — even clothing with computer screens sewn into it.□



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

CIRCULATION DIRECTOR: Established midwest daily seeks key manager for staff of 40. This growing academic community provides a wonderful place to live while demanding excellent customer service and creative marketing strategies. The successful candidate will have a reputation as a 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, record of circulation gains and an interest in promoting the company within the community. Send resume and salary history to: Columbia Daily Tribune, Scott Rinehart, 101 N. Fourth St., Columbia, MO 65201 or email to srinehart@tribmail.com. 6-3

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 resume 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

EXECUTIVE DIRECTOR: The Maryland, Delaware D.C. Press Association, a nonprofit organization with 160 daily and weekly newspaper members, seeks an Executive Director. The Director works closely with the board of directors; manages operations of MDDC and its for-profit ad sales subsidiary; prepares and implements financial plans, including annual budget; facilitates the work of MDDC committees; coordinates and participates in lobbying activities; oversees conventions, contests, workshops, monthly newsletters and other communications; facilitates strategic planning; and hires and develops staff. Applicants should have: proven leadership and management skills; 5 years experience in newspapers, association management or related fields; excellent written/oral communication and interpersonal skills; and

ability to achieve business-plan objectives. Detailed knowledge of newspaper industry pre-ferred. Competitive salary and benefits. Send resume 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 resume, salary requirements and references to The Daily Record, 405 E. 13th St., KCMO 64106. EOE. 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 resume or contact 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

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, resume 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 rgraber@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

NEWSPAPER EDITOR/STAFF WRITER: Community newspaper located in the Metropolitan Kansas City area is looking to add an experienced editor/reporter to our team. Strong instinct for news and community reporting a must. Help strengthen a growing publication with new contacts, concern for the best interests of the community. This position requires someone with a four-year degree in Journalism with

proven experience in editing, reporting, proofing and writing. Pagination skills a definite must along with excellent photography skills. Interpersonal skills and the ability to connect with and join the community you will serve is also required. We offer a competitive salary, benefit package and the opportunity to advance. If interested please 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

FOR SALE

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 or 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

NEW LIST! Nineteen weekly newspapers and groups of weeklies, in 10 states and Canada, grossing from \$70,000 to \$600,000, several new listings; some prices reduced. John E. van der Linden, Box 275, Spirit Lake IA 51360. (712) 336-2805. 5-1

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.

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

All of the ads on this page also are on the mopress.com website. MPA members, as always, get free classified ads.

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 12

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

Friday, June 13

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 14

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 / Motown Downtown

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.

Ozark Press Association

2003 ANNUAL MEETING

8:30 A.M. - 3:40 P.M • FRIDAY, JUNE 13

Clarion Hotel, 3333 S. Glenstone, Springfield

You asked us to skip the golf, skip the social activities and give you a one-day annual meeting during the week with relevant sessions at a reasonable cost... that's what we've done!

We plan sessions on ethics, Sunshine Law issues, work-place/employee issues, postal issues, photography, capturing campaign advertising, covering a war/the military from the homefront plus roundtables on circulation and news. Plus, we plan to honor recently deceased members of OPA following our luncheon.

IT'S A BARGAIN — Only \$40 registration for your newspaper and one employee for OPA members, and \$25 for each additional registrant from your newspaper. Plus, we're even giving you a menu choice — roast sirloin of beef or chicken cordon bleu. (Be sure to note your choice below).

BRING COPIES OF YOUR NEWSPAPER — WE'LL SET UP AN EXCHANGE TABLE!

OPA ANNUAL MEETING REGISTRATION

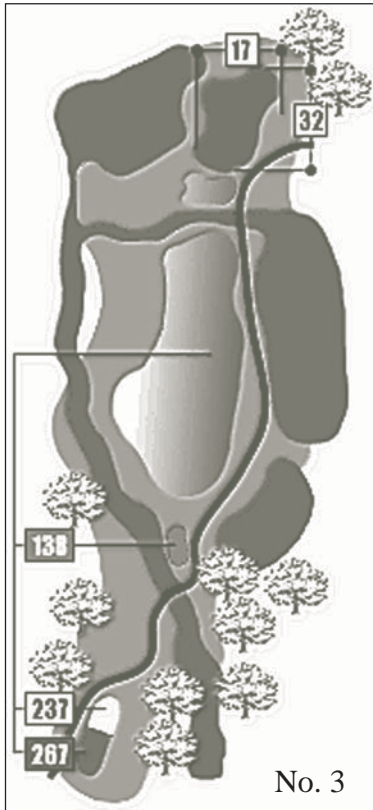
Newspaper_____		Chicken	Beef
First registrant_____	@ \$40	___	___
Second registrant_____	@ 25	___	___
Third registrant_____	@ 25	___	___
Fourth registrant_____	@ 25	___	___
Each registrant from non-OPA member newspaper_____	@ 40	___	___

Total enclosed:_____

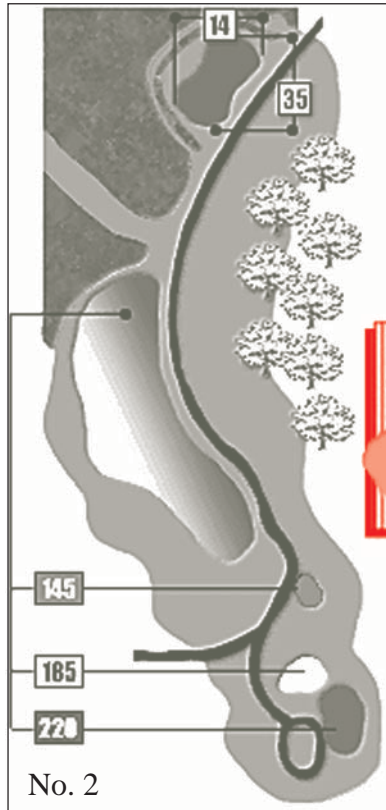
Can you donate something from your newspaper or town for a door prize? If so, tell us what and we'll list your newspaper in the program._____

**— Send registration with payment by May 28, 2003, to OPA, c/o Jeff Schrag,
The Daily Events, PO Box 1, Springfield, MO 65801 —**

A small block of rooms has been set aside 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, requesting the OPA rate. The Clarion requests reservations no later than June 1. Phone 1-800-756-7318.



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.



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, math, 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 Show Me Standards.

This newspaper is providing this opportunity as part of a statewide Newspaper In Education Teacher Ambassador Scholarship Program. As part of the agreement between newspapers and educators they sponsor, the participants will share their knowledge at a Newspaper In Education teacher workshop.

Course expenses and two nights housing for scholarship recipient will be provided by the newspaper. Participants may elect to 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, subjects 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 applications

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