

CALENDAR

September

- 13** — Missouri v. Eastern Illinois football; 10 a.m. pregame reception in Hearnese Fieldhouse, 1 p.m. kickoff.
- 24-27** — National Newspaper Association Convention and Trade Show, Hyatt Regency Crown Center Hotel, K.C.
- 26** — MPA/MPS Board Meeting, 3 p.m., 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.

March 2004

- 17-20** — NNA Government Affairs Conference, Wyndham Washington DC.

Send form to P.O. by Oct. 1

By Oct. 1 you need to deliver to your post office USPS Form 3526 Statement of Ownership, Management and Circulation.

A copy of that statement or the information contained in it must be published in your newspaper during October. Daily papers and other publications issued more frequently than weekly need to publish the information by Oct. 10. Publications issued weekly or less frequently must publish the information sometime during October.

You can get a Form 3526 from your post office or from the USPS website, usps.com.

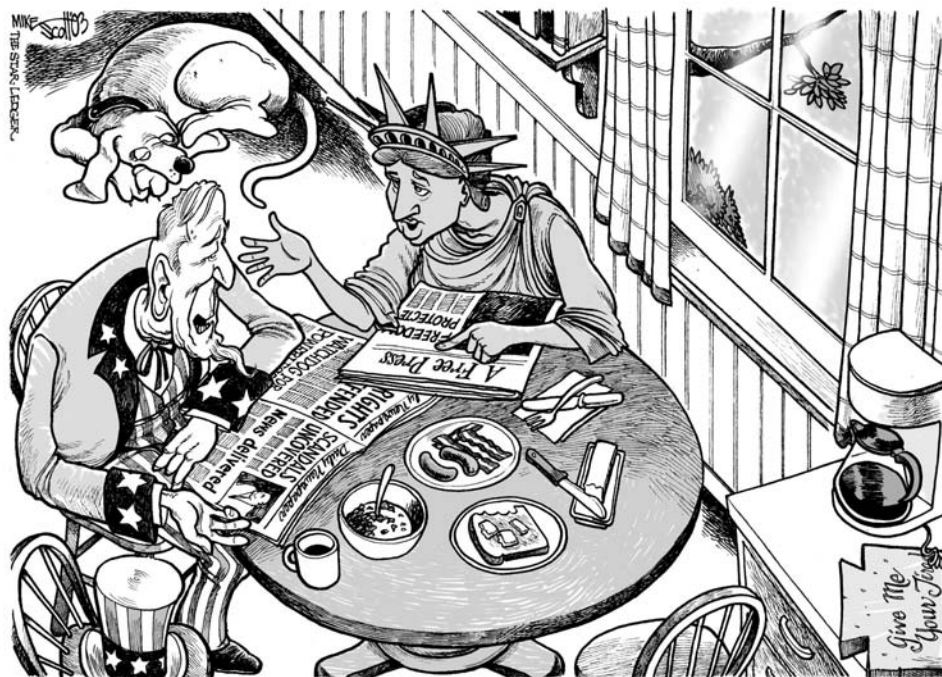


Share this information with your staff, but do not otherwise disseminate.

MISSOURI PRESS ASSOCIATION

BULLETIN

No. 1103 — 28 August, 2003



The Newspaper: A Nation Talking to Itself

Get free material online

Observe National Newspaper Week Oct. 5-11

Plan now to participate in National Newspaper Week, Oct. 5-11. The theme is "The Newspaper...A Nation Talking To Itself."

Missouri Press Association is sponsoring NNW for its members, so your newspaper may use the NNW materials available online.

All the things you need can be found on the Kentucky Press Association website: <http://www.kypress.com/nnwkit>.

Included on the site are a Presidential Proclamation, the National Newspaper Week logo in various formats, editorial cartoons emphasizing the newspaper's role in a democracy, things to do to observe the week, public notice ads, articles about a free press and much more.

Additional articles may be submitted before Oct. 5, so visit the website often.

We are indebted to David Spencer of Kentucky Press for assistance in getting the material posted on the KPA website again this year and to Philip Berkebile of the Texas Daily Newspaper Association for his work in arranging for a presidential proclamation. John O'Brien, executive director of the New Jersey Press Association, is this year's NNW chairman.



THE NEWSPAPER...
A Nation Talking To Itself



Applications for MPA Membership

This is the **Third Notice** of the application for Active Membership of *The Summersville Beacon*, published by Summersville Publishing Enthusiasts, Sharon Vaughn, Publisher, at P.O. Box 272, 205 Richards St., Summersville, MO 65571; phone (417) 932-4700; email sbeacon@train.missouri.org.

This is the **First Notice** of the application for Sustaining Membership of *The Pathway*, published by Don Hinkle, Bob Baysinger and Allen Palmeri for Missouri Baptist Convention, 400 E. High St., Jefferson City, MO 65101; (800) 736-6227, email dhinkle@mobaptist.org.

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. □

Oct. 3 AP training has openings

A few openings remain for the "Reporters Boot Camp" from 9 a.m. to 4:30 p.m. Friday, Oct. 3, at the *Columbia Daily Tribune* office. The boot camp is sponsored by the *Tribune* and The Associated Press.

The \$35 fee covers the workshop, lunch and refreshments. The boot camp is an intense one-day workshop specifically aimed at reporters and editors who came to journalism through non-traditional means and who would benefit from a hands-on training session on the basics of journalism.

The boot camp will be led by veteran Kansas newspaperman and University of Kansas journalism professor Tom Eblen, who has successfully led similar workshops in other states. St. Louis AP correspondent Jim Salter will assist.

Those with questions or who want to sign up should contact Salter at (314) 241-2496, or by e-mail at jsalter@ap.org.

Contest judges needed Nov. 6 in Jefferson City

Judges are needed to help judge the Colorado Press Association's newspaper and advertising contest on Thursday, Nov. 6, in Jefferson City. Judging will begin at 8:30 a.m. at the Ramada Inn. Exit Highway 54 in the south part of town. The hotel is on Jefferson Street, which parallels the highway on the north side.

A sign-up sheet is enclosed. Fill it out and fax it to MPA (573-874-5894) or email your judges' names to Shawn Cockrum at MPA, scockrum@socket.net.

If you sign up before Oct. 1, you'll get a coupon for \$10 off your entry fee in next year's MPA Better Newspaper Contest.

A continental breakfast and lunch will be provided to the judges. If you cannot arrive by 8:30, get to the Ramada Inn as soon as you can.

Town approved to push for casino amendment

Successful petition drive would place proposal on November 2004 ballot

JEFFERSON CITY (AP)— Supporters of the latest effort to expand casino gambling in Missouri have received state approval to begin gathering the petition signatures needed for a November 2004 vote.

The proposed constitutional amendment would authorize a casino in Rockaway Beach on Lake Taneycomo. Casinos currently are limited to the Mississippi and Missouri rivers.

The ballot proposal would allow a casino only in Rockaway Beach, not in nearby Branson or other towns located along the White River.

Officials in Rockaway Beach, population 275, say gambling could help revive the local tourism economy. They already have lined up Southwest Casino and Hotel Corp. to develop the project. Business groups in Branson oppose the proposed casino.

A proposed constitutional amendment needs signatures equal to 8 percent of the votes cast in the 2000 gubernatorial election in six of the state's nine congressional districts.

If approved by statewide voters, the casino approval still would need to pass a local vote and receive approval from the Missouri Gaming Commission.

Missouri currently has 11 riverside casinos, which pay a 20 percent tax on their adjusted gross receipts, plus a \$2 per-person fee for each two-hour gambling session. Most of the tax money is distributed as part of the state's basic aid to public schools, although portions also go to local governments and other state programs.

The state auditor's office projects that a Rockaway Beach casino would generate \$40 million to \$49 million annually for the state and \$10 million to \$12 million for local government. But none of that tax revenue would go to the state's basic school fund.

Instead, the ballot proposal calls for half of the money to go to "priority school districts" on a per pupil basis for capital improvements and the other half to go toward higher salaries for "all high quality teachers employed in priority schools."

In December, Blunt's office approved for circulation an initiative petition allowing customers of public utilities to generate electricity through alternative means, such as solar cells or windmills, and sell it to the utility.



**Missouri Press Association /
Missouri Press Service**
802 Locust St.
Columbia, MO 65201-7799
(573) 449-4167; FAX (573) 874-5894
www.mopress.com

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

STAFF

Doug Crews: Executive Director, dcrews@socket.net
Mike Sell: Advertising Director, msell@socket.net
Kent M. Ford: Editor, kford@socket.net
Connie Whitney: cwhitney@socket.net
and **Jennifer Plourde:** jplourde@socket.net
Advertising Sales and Placement
Karen Philp: kphilp@socket.net
Receptionist, Bookkeeping
Lesa Litty: Member Services, Meeting Planning, litty@socket.net
Sue Heifner: Ad Sales sheifner@socket.net
Shawn Cockrum: Assistant to the Executive Director scockrum@socket.net



You still can contribute to NNA's silent auction

Missouri Press Foundation will share proceeds

You still have time to contribute an item for the Silent Auction at the NNA Convention in September. Missouri Press is coordinating the auction for NNA, for which Missouri Press Foundation will receive a share of the proceeds.

The National Newspaper Foundation Silent Auction will be held Sept. 25-26 in the NNA Trade Show at the Hyatt Regency Crown Center Hotel, Kansas City.

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

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

When you attend the MPA Convention Awards Luncheon, you'll get to vote for the Best of Show winner from among the entries in the photography categories. The Awards Luncheon reception



will begin at 11:30 a.m. Saturday, Sept. 27.

As in the past few years, Better Newspaper Contest awards will be presented alphabetically by newspaper. A list of each paper's awards will be projected on a screen, along with any winning photographs it entered.

Gold Cups will be awarded at the end of the program, and tabloids with the judges' comments will be available. The *Kirkville Daily Express* will print the tabs at no charge. Contest results also will be on the MPA website after the Convention.

The National Newspaper Association's Trade Show will be open Thursday afternoon, Sept. 25, and on Friday from 10:30 a.m. - 4 p.m.

NNA is inviting ALL Missouri Newspaper publishers, staff members and their guests to attend the Trade Show at no cost on Friday. You must have an NNA or MPA nametag to enter the Trade Show area free of charge. Please indicate on your registration form if you plan to attend NNA's Trade Show, or contact Lesa Litty at MPA's office to sign up your newspaper.

Visit the Trade Show booths and bid on auction items to assist the National Newspaper Foundation and Missouri Press Foundation.

Get signed up for circulation meeting

The annual meeting of the Missouri Circulation Management Association (MCMA) will be Saturday, Sept. 27. A golf scramble will be played Friday.

MCMA's theme is "Necessary Tools for Circulation Success." Meeting registration costs \$20, which includes MCMA dues. No meals are included in the meeting. All meals will be on your own.

Hotel rooms at the Holiday Inn cost \$89.

Call or email Ken Carpenter in Kansas City to register for the meeting and golf outing, (816) 454-9660, ext. 3100; kenc@townsendprint.com. His address is Dispatch-Tribune Newspapers, 7007 N.E. Parvin Rd., Kansas City, MO 64117.

Get to Lake of the Ozarks early for a golf outing on Friday, Sept. 26. Tee-off will be at 1 p.m. at Sycamore Creek Golf Club for a two-person scramble.



Football tickets mailed this week

Football tickets for the Sept. 13 Mizzou Tigers game against Eastern Illinois have been sent to newspapers participating in the advertising tradeout.

Along with the tickets is a reception buffet order form. If you and guest are going to attend the reception, please notify MPA immediately how many will attend.



Cost is \$5 per person.

MPA's hospitality party will begin at 10 a.m. in the Hearnes Fieldhouse. It will close at 12:30 p.m.; kickoff is at 1.

You will see the first game played on the new FieldTurf on Memorial Field.

You may want to walk over to the nearby construction site of the new basketball arena, which is on schedule to be completed for the 2004 basketball season.

Columbia Note: If you have a tradition of having a meal at The Heidelberg while you're in Columbia, you'll have to find another place. The restaurant across 9th Street from the School of Journalism burned recently.

Bar seminar in St. Louis

MPA members might wish to attend a Missouri Bar seminar titled "Winning in Court and in the Media" to be held Sept. 19 at Embassy Suites Downtown, St. Louis.

Ken Jones, publisher and editor in chief of *Missouri Lawyers Weekly*, is the program chairman.



While the program is designed for lawyers to earn continuing education credit, a number of the sessions would be of interest to journalists.

For information, go to http://www.mobar.org/commerce/sem_display.cgi?ID_f=433.

Websites hurting readership

Subscription, single-copy sales decline for some

Editor & Publisher online

The latest Sales & Site Survey from Dallas-based Belden Associates shows that newspaper websites may be beginning to hurt print readership.

Last summer, Belden found that websites weren't cannibalizing print subscriptions, single-copy purchases, or readership patterns. But successive quarters have shown subtle changes that suggest web use may now be causing some erosion of print readership.

The latest survey found that only 8% of online users bought more single copies, while 12% bought fewer. And 20% said they read the print edition less frequently, with 6% saying they read print more.

Belden cautions that its surveys are not national samples, and don't compare the same publications from quarter to quarter. Still, the consulting group collects the same data in each survey, and works to get a cross-section of newspapers of different sizes. Also, the online surveys don't consider the behavior of print subscribers who never use newspaper websites.

"We're not overly alarmed, but we think the industry ought to keep an eye on this thing," said Greg Harmon, Belden's interactive director. "I'm concerned about the readership number because readership is going to eventually affect purchasing behavior, whether it be single copy or subscriptions."

Belden isn't sure what's responsible for this trend, but the consultants have several theories. "We're watching the internet change quickly and how people use the internet is changing just as quickly," Harmon said. "We're seeing newspapers better able to deliver information online and users are more adept at using the web to find what they need."

On the plus side, 25% of non-print subscribers said they were somewhat or very likely to start a print subscription in the future. "It indicates that the visitor base is a pretty good tool for getting potential subscribers," Harmon said. "Publishers should give a little more thought to marketing print subscriptions on their sites."

Earn libel insurance discount at Convention

Hear about recent legal claims against publishers and how you can avoid similar claims in your newsroom.

Attendees at this session during NNA's Convention & Trade Show will receive a 5% discount on their NNA libel insurance premium.

Jay Ward Brown of Levine, Sullivan & Koch L.L.P. will be the presenter. Visit nna.org where you can register for the conference. See you Sept. 24-27 in Kansas City.

—Electronic Publisher's Auxiliary

Group elects Michigan editor president

Donna Remer, executive editor for *The Voice* and *Armada Times* newspapers, part of 21st Century Newspapers, Inc., a Michigan-based corporation, has been elected president of the International Society of Weekly Newspaper Editors (ISWNE). Remer succeeds Nancy Sliepicka, publisher of *The Montgomery County News* in Hillsboro, Ill.

Remer pointed to the editorial critique sessions sponsored by the Society as an example of how ISWNE members are working to improve the quality of editorial writing in community papers.

"Our community newspapers should be the modern equivalent of the town square," Remer said. "Here is where people come to get information and take part in the healthy discussion that is the hallmark of a free society."



Bar seeks more restrictions on ads of lawyers

The Board of Governors of The Missouri Bar has recommended that Rule 4-7.2 of the Rules of Professional Conduct be amended to add further restrictions on advertising by lawyers.

At its meeting on July 25, the Board approved proposed new language that would:

- ✓ Require an advertising lawyer or firm to disclose the location of the firm's principal office;
- ✓ Prohibit listing an office location unless a lawyer is there during specific times;
- ✓ Require all advertising paid for by a lawyer to include address information on the lawyer and other related information;
- ✓ Require an advertising lawyer to include a statement if the matter is likely to be referred to another lawyer or firm.

The proposed changes now go to the Supreme Court of Missouri, which has the authority to amend the Rules of Professional Conduct.

—The Missouri Bar

Madcap Germans show Italians who's most fun

Germany's *Bild* newspaper is organizing a free flight for Germans to the Italian resort of Rimini in an attempt to prove wrong the Italian minister who called Germans "hyper-nationalistic, loud and arrogant."

"*Bild* will show how friendly, cheerful and pleasant German holidaymakers really are," the top-selling daily said, continuing a campaign against the comments from Italian junior minister Stefano Stefani that prompted Chancellor Gerhard Schroeder to cancel his Italian holiday.

Bild staged a "beach demonstration" in front of the Italian embassy in Berlin with topless models on deckchairs to prove how "beautiful, sexy and charming" the Germans are.

—Electronic Publisher's Auxiliary

Advertising / Marketing Notebook

Ads promote papers

Characters from new PBS KIDS program

Share a newspaper with your pups! Use these free house ads.

Characters from the coming animated TV series "Clifford's Puppy Days" are featured in a new newspaper literacy ad from the Newspaper Association of America. The ads encourage parents to read the newspaper to their kids.

Premiering on PBS KIDS on Labor Day, "Clifford's Puppy Days" is produced by Scholastic Entertainment and follows Clifford's adventures before he became so big.

The ad features Clifford's friend Emily Elizabeth reading the newspaper to Clifford the puppy. The ad's headline reads "Get your paws on a newspaper today and read about adventures big and small!" The copy continues "Even when Clifford was a tiny puppy, Emily Elizabeth loved to read to him every day. Encourage your pals to read a newspaper and learn all the news that's worth barking about," and closes with the tagline "It all starts with newspapers."

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 <http://www.naa.org/display/clifford>.



Get Your Paws on a Newspaper Today and Read About Adventures Big and Small!

Even when Clifford™ was a tiny puppy, Emily Elizabeth™ loved to read to him every day. Encourage your pals to read a newspaper and learn all the news that's worth barking about.

ENTER YOUR NEWSPAPER LOGO HERE

It all starts with newspapers.

www.newspaperink.com
THIS MESSAGE IS BROUGHT TO YOU BY THE NEWSPAPER AND THE NEWSPAPER ASSOCIATION OF AMERICA. Scholastic is committed to supporting literacy. Visit scholastic.com/clifford.

2Q newspaper ad spending up 1.6%

Newspaper advertising expenditures for the second quarter of 2003 totaled \$11.1 billion, an increase of 1.6 percent over the same period last year, according to preliminary estimates from the Newspaper Association of America. Overall, the results are good news for newspapers.

The national advertising category led the way with a 12.8 percent gain, to \$2.1 billion in the second quarter, boosted by gains in telecommunications, factory automotive and coupon marketing.

Retail advertising spending edged up 1.7 percent to \$5.3 billion, helped along by increases in food store and building material store ads.

Classified slipped 3.9 percent to \$3.6 billion. Within the classified category in the second quarter, real estate ad spending had the largest percentage gain, up 9.0 percent to \$904 million.

Automotive advertising continued to grow, gaining 1.7 percent to \$1.2 billion. Recruitment advertising dropped 15.0 percent to \$956 million as the U.S. economy continued to lose jobs during the quarter. All other classifieds slipped 11.2 percent to \$594 million.



Newspaper groups like postal report

The National Newspaper Association and the Newspaper Association of America applauded the President's Commission on the U.S. Postal Service for a report recommending changes to USPS.

"The commission has recommended many steps that we think will help the Postal Service survive the decline of first-class mail, and to provide universal service for years to come," said NNA President Jeff M. David.

"We agree that the Postal Service's mission should remain focused upon delivery of newspapers, letters, parcels and other traditional mail pieces. And we heartily agree that the Postal Service cannot have sole say over its service standards.

"We are encouraged that the commission has not recommended privatization of USPS," said David, "but that it has urged a closer examination of the mailbox monopoly, as there are many community newspaper publishers that could assist in deliveries of key products in the future."

In a letter to the President's Commission, NAA President and CEO John F. Sturm said, "While we may not agree with all the recommendations, we stand ready to work closely with Congress and USPS to improve the country's postal system."

David said NNA was disappointed that the commission did not recognize several dangers to the newspaper delivery mission in its recommendations.

"We continue to believe Negotiated Service Agreements (NSAs) should come with a hazard warning to the Postal Service," said David. "Overuse of them will push small mailers out of the marketplace and therefore out of the mailstream. This is particularly true in the sensitive advertising markets. The Postal Service and its larger direct mail partners can have a devastating impact upon local mailers. If NSAs are going to happen, the Postal Service must truly embrace the instruction to improve work-sharing opportunities for local mailers."

Dillard's plans to reduce spending on newspapers

Says fewer of its customers being reached

LITTLE ROCK, Ark. (AP) — Dillard's Inc. has been a consistent newspaper advertiser in promoting its 329 stores across 29 states. But the department store chain says it has been pulling back on what it spends and trying to better target high-dollar shoppers.

In an earnings conference call Aug. 20, in which the company announced it lost \$50.4 million for its second quarter, company chief financial officer James Freeman confirmed that Dillard's is changing its ad strategy.

"That particular medium (the newspaper) is reaching less and less of our customers," Freeman said.

The company didn't detail how much it shaved from its newspaper advertising, but it cut \$23.2 million from the broader advertising, selling, administrative and general expenses category. Spending went from \$531 million a year ago to \$507.8 million in 2003's second quarter.

Freeman said Dillard's would increase what it spends on advertising when it sees results from new efforts in fashion advertising and efforts to build its brands. Freeman noted that some newspaper chains, which he did not name, have suggested fashion advertising packages that the

Look what
America
NOTICED!

- School district budgets
- Property auctions
- Public hearings
- Local tax changes
- Adoptions

Find out about these and more in your local paper!
Participate in Democracy.
Read your Public Notices.

ACCN
Missouri Press Association

Ads promote public notices

The National Newspaper Association and the American Court and Commercial Newspapers are making available five ads for papers to run promoting the use of Public Notices. Four of the ads are one-column wide, the fifth is two columns. You can download the ads through a link on the front page of the MPA website, mopress.com.

chain finds attractive.

"There's a number of things we're testing and evaluating," Freeman said, including direct mail and advertising in fashion magazines.

John Kimball, senior vice president and chief marketing officer for the Vienna, Va.-based Newspaper Association of America, said newspapers are working with the store chain to develop advertising targeted toward the fashion conscious.

"When it comes time to ring a cash register, they know that's where newspapers shine," Kimball said.

Freeman said Dillard's feels newspaper ads have not been successful because "it's hard to get through the noise" of other advertisers.



Advice by the piece

✍ Always read stuff that will make you look good if you die in the middle of it.

✍ If you can't be kind, at least have the decency to be vague.

✍ If you lend someone \$20, and never see that person again, it was probably worth it.

✍ It may be that your sole purpose in life is simply to serve as a bad example to others.

✍ Never buy a car you can't push.

✍ If ignorance really were bliss, there would be more happy people.

✍ Some mistakes are too much fun to make only once.

✍ To be truly happy, learn to enjoy the scenery on a detour.

Homebuyers turn more to internet

Employment was the first major newspaper classifieds sector to be seriously savaged by online competitors. Now comes homes/real estate.

According to the latest edition of Peter M. Zollman's Classified Intelligence Report, "The internet has surpassed newspapers as a primary information source for home searches, according to a new study by the National Association of Realtors.

"The survey shows that 71% of homebuyers used the internet in their search during the first quarter of 2003, up from 41% in the last NAR survey in 2001. And in response to the question, 'What resources did you use in your home-search process,' 65% of respondents listed the internet, while 49% mentioned newspapers.

"Two years ago, 43% of respondents listed newspapers as a primary information source while 43% listed the internet as a primary source."

—Electronic Publisher's Auxiliary

Should 'papers' turn digital?

Where does internet fit into industry's future?

The internet is changing the newspaper industry in significant ways, and meeting the challenge will require innovative thinking across all departments, according to newspaper executives who attended the 2003 Southern Newspaper Publishers Association New Media Conference.

New competitive challenges are threatening the traditional business model newspapers have relied upon for years, and newspaper companies have both enormous possibilities as well as enormous challenges ahead of them. Strategies for meeting the new challenges were the subject of discussion.

"My impression has been that our industry still grossly underestimates the impact the internet is going to have on our business processes," said Gregg K. Jones, co-publisher of the Greeneville (Tenn.) *Sun* and president of Jones Media.

Some executives are shifting their focus from "legacy thinking" or "print-centric" thinking to "web-centric" thinking. They are challenging their staffs to design new business models with an emphasis on the web, rather than the press.

—Southern Newspaper Publishers Association

(Editor's contrary note) For a newspaper company to refocus its effort away from the press and toward the web could be a crippling or fatal decision. Advertising sustains the newspaper industry.

What makes newspaper advertising so powerful is that it is an invited intrusion into the homes and lives of consumers. With virtually every other medium, including the internet, advertising is a bother, an interruption of the entertainment.

A newspaper press is a tool for the creation of countless products that can carry advertising into the hands and homes of customers.

This is not to say that a powerful website, internet services and online information and advertising do not have places in a newspaper's business. They certainly do, but they should not divert focus off the press.

A good website and a good newspaper can be powerful partners, but a newspaper company would be making a mistake diverting its efforts away from its press.



DC papers battle for young commuters

The Washington Post Co. launched a free tabloid newspaper in early August that is handed out weekdays during morning rush hour at Metro stations as part of an effort to attract younger readers and stave off competition.

The one-section commuter paper, called the *Express*, includes short, mostly wire-service news and entertainment summaries, and it is run by a small staff in the washingtonpost.com newsroom in Arlington.

Journal Newspapers to *The Washington Post*: Drop dead. The publisher of the *Journal*, a newspaper chain in the Washington suburbs, said he was "astounded" to learn *The Washington Post* targets commuters with a new weekday tabloid called the *Express*, a name he says the *Journal* owns.

"We're going to sue their [backside] off," said Ryan Phillips, president and publisher of the *Journal*. Later, he said he was consulting his lawyers about alternatives.

—Electronic Publisher's Auxiliary



Marketplace

MPA members can place ads free of charge. The fee for non-members is 25¢ per word (\$5 minimum). Display ads, \$6 per column inch.

Email ads to kford@socket.net.

HELP WANTED

EDITOR / PUBLISHER: Need person with strong reporting skills, photography for northeast Missouri county seat newspaper. Salary, plus group hospital insurance. Contact Dennis Williams, Clarence Courier, PO Box 10, Clarence, MO 63437. Phone 660-699-2344 or email: clarencecourier@mcmsys.com. 8-25

MANAGING EDITOR for small weekly and semi-weekly group located north of Denver. Must have solid reporting background and quality writing skills with at least five years experience. We offer excellent benefits including pension, health insurance and 401K. Opportunity for advancement and located only 30 minutes from the Rocky Mountains and downtown Denver. Salary 30-35K. Fax resume to Terry Gogerty 303-659-2901. 8-22

PRINT DIRECTOR: Multi-million dollar, award-winning, cold-web commercial printing company seeks an experienced Print Director. This family owned corporation includes a daily newspaper and is a regional print-site for The New York Times. State-of-the-art facility includes CTP; 48 unit Goss Universal, 16 unit Harris, and 12 unit DGM 430 presses. Must have extensive commercial printing experience and knowledge of all production areas, including prepress, press, bindery and shipping. Candidate must have excellent management, budgeting, leadership and computer skills, and must be team-oriented. Competitive salary based on experience and qualifications. Send a resume and cover letter with salary requirements to Tribune Publishing Company, Attn: HR Dept., PO Box 798, Columbia, MO 65205 or fax to 573-815-1531 or email: srinehart@tribmail.com. EOE / Drugfree Workplace. 8-14

REPORTER: The Examiner, an award-winning suburban daily, has an immediate opening for a talented, hard-working writer/reporter on the cops/courts beat. Journalism degree or equivalent required. Apply to Executive Editor Dale Brendel at [\[examiner.net\]\(http://examiner.net\), or by mail to 410 S. Liberty, Independence, MO 64050. 8-22](mailto:dbrendel@</p>
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PUBLISHER: Six-day daily newspaper in East Central Indiana, full production facility, seasoned stable staff. We are searching for candidates with successful sales background and strong leadership skills. We offer advancement opportunity as well as excellent compensation and benefits package. If you have a proven track record in attaining budget objectives and an interest in joining a growing, family-owned newspaper group, please send resume including salary history to: Joan R. Williams, Community Media Group, P.O. Box 10, West Frankfort, IL 62896, or email to ricketw@neondsl.com. 8-18

EDITORIAL PAGE EDITOR: The Northwest Arkansas Times, a locally oriented newspaper serving Fayetteville and Washington County, Ark., seeks a thoughtful journalist to serve as editorial writer and editorial page editor. Responsibilities include producing daily local editorials based on discussions with the newspaper editorial board and original research, writing a weekly column, coordinating letters to the editor and columns by staff and freelance writers, interacting with people in the community in a variety of ways. Some newsroom copy editing required. The job requires quick learn-

er about local issues, logical thinker who possesses an ability to understand complicated issues and advocate well in writing the newspaper's editorial position. An ability to explain and defend the newspaper's editorial perspective is vital. If you can show an ability to write persuasively and accurately, please submit a cover letter, resume and relevant writing samples to: Melinda Lenda, Community Publishers Inc., PO Box 1049, Bentonville AR 72712. 7-24

AD MANAGER: Advertising Manager for independent group of weekly newspapers near Kansas City. Work for a family-owned company that values self-starters, team players, sales integrity, and long-term customer relationships. Work with a small but professional staff. You should have strong skills in design, sales, managing people, organization, time management, and multitasking. Quark, Creator and Freehand experience helpful. Competitive compensation. Developed market. Supportive, hands-on owners. No transients, please. We want someone ready to settle in for a while. Send resume and letter explaining your goals and elaborating on your accomplishments to Phil McLaughlin, Miami County Republic, Box 389, Paola, KS 66071. You can ALSO send them by email to republic@grapevine.net. 7-29



Join your MPA friends and associates Sept. 26-27 at the Hyatt Regency Crown Center Hotel for the annual MPA Convention. NNA will meet here Sept. 24-26.



PDFs easier with Acrobat 6

View color separations quickly; print separations directly

By Kevin Slimp

This has been quite a month for publishing software. My mailbox has been filled almost daily with new titles and new versions of popular software and hardware for newspaper designers. Most months I give a lot of thought concerning which product to feature in this column. This month was a “no brainer.” Adobe released Acrobat Professional 6.0 and the resulting cheers from the publishing community will be heard for months and years to come.

Adobe was kind enough to allow me to serve as a beta tester for Acrobat 6.0, meaning I’ve had several months to test its new features. Most notably, version 6.0 is easier to use than the previous versions, although most of the things newspaper users do with Acrobat haven’t changed drastically. It’s also not a single product anymore. When you go to your favorite online software vendor, you will find three versions of Acrobat. Publishing professionals will find it necessary to shell out a few extra dollars for the Professional version, which runs \$139 to upgrade from a previous version. Not kitten feed, mind you, but well worth the investment in a 6.0 upgrade.

Two features alone make 6.0 Profes-

sional worth the price. Possibly the most impressive is the ability to view color separations quickly while viewing a PDF document in Acrobat Professional. This can be especially helpful when trying to locate color problems which

show up in the printing process. Last week a press association sent a problem file to me. The file contained a gray area which came out as black on the press. The advertiser insisted they had designed the file correctly and wanted a reprint. Upon inspection of the PDF file using the color separations feature, it was easy to see that

the gray area had been saved as an RGB graphic instead of grayscale. More impressive than the ability to view color separations is the ability to convert spot colors to CMYK using this

function.

Another feature which makes printing PDF files much easier is the ability to print color separations directly from Acrobat Professional 6.0. CMYK and spot colors can be printed as separations or composite directly from the print dialog box. In addition, spot colors can be converted to CMYK with the click of a

button. This is especially helpful to folks printing from a Level-2 Postscript device. While Level-3 RIPs have always separated PDF files in CMYK separations, users with older printers were required to place the PDF file in another program to print out the separations from earlier versions of Acrobat.

Hundreds of new capabilities means there’s a lot more to Acrobat Professional

than can be covered in one column. However, the program is very intuitive and users will find themselves learning to use these features with little effort.

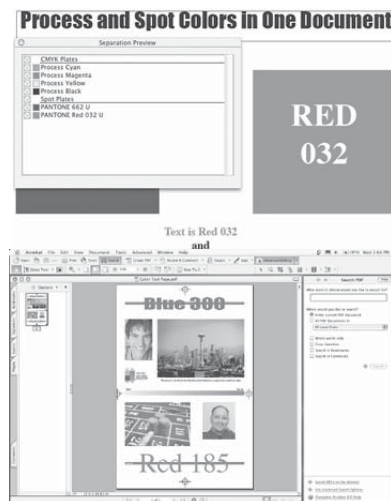
Other functions of this new version include an up-

graded capability in the forms creation area. While not used by most newspapers, one of Acrobat’s most impressive features is its ability to turn any document into an online form. I convert all the forms I use in my office into PDF files, which can be filled out online using Acrobat or Acrobat Reader.

Excited? You betcha. Acrobat Professional is something for the publishing professional to get excited about. For more information concerning Acrobat Professional, visit adobe.com.



Kevin Slimp serves as director of the Institute of Newspaper Technology, a training program for newspaper professionals sponsored by the University of Tennessee and Tennessee Press Association. In addition, Slimp speaks at newspaper conferences throughout the United States and Canada. His previous columns can be found at www.kevinslimp.com.



Judges Needed!

The Missouri Press Association needs your help in judging the Colorado Press Association's Better Newspaper and Advertising Contest.

When: Thursday, November 6, 2003

Where: Jefferson City Ramada Inn
1510 Jefferson St.
Jefferson City, Mo.
Hotel phone: (573) 635-7171

Time: 8:30 a.m. until the judging is complete (mid-afternoon)

A continental breakfast and lunch will be provided to all judges.

As a special thank you for signing up to judge before Oct. 1, you will receive a coupon for \$10 off entry fees for next year's Missouri Better Newspaper Contest!

This will be a large contest requiring many judges in all areas. Please complete this form and return it to:

Shawn Cockrum
Missouri Press Association
802 Locust St.
Columbia MO, 65201
Fax: (573) 874-5894

or e-mail your name, your newspaper's name and phone to:
scockrum@socket.net

NAMES: _____

NEWSPAPER: _____

PHONE: _____

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