

CALENDAR

September

13 — Missouri v. Eastern Illinois football; 10:30 pregame reception in Hearnes 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.

New tax law allows purchase write-off

As of July 1 Missouri employers can take full advantage of the recently enacted "Jobs and Growth Tax Relief Reconciliation Act of 2003."

One provision in the package allows employers to write off 30-50 percent of the purchase price of equipment in the first year of ownership. Purchased property that is less than \$100,000 may be totally deductible in the purchase year.

Employers can take advantage of these deductions on both state and federal returns. Accelerated depreciation regulations will expire within a few years without further legislation.



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

MISSOURI PRESS ASSOCIATION

BULLETIN

No. 1102 — 7 August, 2003

Vote for 'Best of Show'

New activity at Convention Awards Luncheon

When you attend the MPA Convention Awards Luncheon in September, be sure to vote for the Best of Show winner from among the entries in the photography categories of the Missouri Press Foundation Better Newspaper Contest.

This is the first year for this honor, which is intended simply to have some fun and give extra recognition to a photographer. Each guest will be allowed one vote. The winner will be announced during the awards program.

The Awards Luncheon reception will begin at 11:30 a.m. Saturday, Sept. 27, in the Hyatt Regency Crown Center Hotel.

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. Newspaper staff members will be invited to the podium to receive their awards and pose for a contest photograph.

Gold Cups will be awarded at the end of the program, and tabloids with the judges' comments will be distributed. Results also will be posted on the MPA website after the Convention.



NNA invites you to Trade Show at no charge on Friday, Sept. 26

The National Newspaper Association's Trade Show will be open on Friday, Sept. 26, from 10:30 a.m. - 4 p.m. at the Hyatt Regency Crown Center Hotel in Kansas City.

NNA is inviting all Missouri Newspaper publishers, staff members and their guests to attend the Trade Show at no cost on Friday, Sept. 26. For free admission you must have an NNA or MPA name tag.

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.

We encourage you to attend the Trade Show. With help from Missouri Press Association, the NNA Foundation will hold its annual Silent Auction in the Trade Show. NNA Foundation has agreed to donate a portion of its proceeds from the Silent Auction to the Missouri Press Foundation.

So stop by, visit the Trade Show booths and bid on auction items to assist the Missouri Press Foundation!



Application for Active Membership from Summersville

This is the **Second 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.

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. □

Send auction items to MPA office

Items are needed for the Silent Auction at the NNA Convention in September. MPA members are encouraged to provide valuable items to the fund-raiser. Missouri Press Foundation, in exchange for coordinating the auction for NNA, will share 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.

Missouri newspapers are being asked to participate by contributing items and by bidding at 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.

Cameron publisher has near-disaster experience

Burglars got 6 G-4s, two cameras but slithered away without taking network server

Jamey Honeycutt, Publisher
Cameron Newspapers Inc.

Early in the a.m. on a July Monday, burglars broke into the newspaper and made off with 6 Mac G-4's and a couple of cameras. Thankfully they left our server in the middle of the floor. We believe it was the next to go but apparently something spooked them before they could get it out the door.

Our classified and business computers were left untouched.

Our insurance was very good and we had new computers the next day and didn't miss a beat, primarily since we had spare computers and the burglars had left the server with all of our info.

The burglary was an eye-opener and I want to share it with all our fellow papers. We learned much about ourselves and how near disaster we were. I believe most papers are 5 minutes from being out of business.

Our nearest backup was three months old, and while we could have picked up the pieces and had all the templates and ads, new items as well as recent photos would have been gone if the server would have been stolen or destroyed (fire, flood, tornado).

I have published a number of newspapers and none had an extremely efficient back-up plan, or security plan. Take a few minutes to evaluate your network, how information is saved and how many places it exists. Understand that if a crook wants in your building, they will get in but you can make it harder for them.

All G-3 and G-4 computers have a security loop on the back that will accept a standard bicycle cable lock. That can be attached to the desk in a fairly discrete and economical fashion. Servers can be placed out of view, in a closet or behind a door or high on a wall. Back-ups need to be automatic and if not daily, at least weekly.

Spending \$100 on cables and locks, hiding a machine or two or even spending \$500-\$1,000 on an additional machine to handle back-ups (which can be taken home or stored in a fire-proof safe) will save you tens of thousands of dollars in lost revenue, equipment and headaches.

We were lucky and it only cost me a small deductible, but it could have been a huge nightmare.

On another subject, OS X works with nothing. You have to upgrade to Quark 6 and almost every other program you use as well. All new printer drivers must be downloaded. While new G-4's will boot up in Classic 9 and run the older versions of Quark, etc., it is a hassle and slows the computer to run dual systems. As you have to purchase new equipment beware of the struggles you will encounter. From what I have seen there is no way around it other than upgrading software. Several classified programs aren't compatible either.

Until they get caught up to OS X we are flowing our classifieds on the sole remaining G-4 that runs OS 9.2.1. If it were to crash I would be up a creek.

Plan for tomorrow and use my experience as a wake-up call.

A sign of the times, in an office: Would the person who took the step ladder yesterday please bring it back or further steps will be taken.



**Missouri Press Association /
Missouri Press Service**

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Columbia, MO 65201-7799
(573) 449-4167; FAX (573) 874-5894
www.mopress.com

- PRESIDENT:** Dave Berry, *Bolivar Herald-Free Press*
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NNA REPRESENTATIVE: Gary Beissenherz, *The Concordian, Concordia*

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Circulation people will gather at lake Sept. 27

Golf on Friday, Sept. 26, for early arrivers

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.

Here's the complete agenda.

Friday, Sept. 26

1 p.m. — Golf at Sycamore Creek.

8 p.m. — Join other circulation people for supper at a favorite restaurant.

Saturday, Sept. 27

8:30 a.m. — Introductions.

9:00 a.m. — Building Circulation Teams Through:
— Communications — Delegation — Leadership
(Discussion and practice of techniques).

10:30 a.m. — Break.

11:00 a.m. — Roundtable discussion of your successful promotions. (Please bring one or two promotional ideas, flyers and/or advertisements that have worked for you.)

12 noon — Lunch on your own.

1:30 p.m. — Mailing Requirements for Periodicals.

2:30 p.m. — Break.

3:00 p.m. — Open Forum (Bring your questions/suggestions to discuss and present different viewpoints and solutions.)

4:00 p.m. — Election of officers.

5:00 p.m. — Ajourn.



Focused effort reduces churn for daily

The *Herald Bulletin* in Anderson, Ind., (morning, 25,147) created a program called ROCKERS, or Reduce Our Churn; Keep Every Reader's Subscription.

Customers receive a thank-you card, a magnet that includes contact information for various departments at the paper, and a coupon to sign up for automatic payment. Each customer receives a phone call from a rep who checks on first-day delivery service.

A call is made in the second week to see how delivery is going and to ask for payment if it hasn't been received. Twelve days before expiration an alert letter goes out.

The program has reduced service errors and churn and resulted in more payments ahead of expiration.



Publications help recruit, train, retain

Three publications are available from the American Society of Newspaper Editors that will help your newspaper recruit, train and keep journalists in the office.

"Why Choose Journalism?" is a recruiting tool that will help you spread the word about the rewards and challenges of a career in newspapers.

"The Learning Newsroom" is a comprehensive guide to establishing and maintaining a training and development program for newsrooms and lays out a new model for continuous learning and growth among journalists.

"To Whom it May Concern: Retaining Minority Journalists — Before it's too Late" provides tools to form better and deeper relationships with journalists of color.

The publications can be ordered by contacting ASNE at (703) 453-1122 or asne@asne.org. Visit ASNE online at asne.org.

Beware of fake credit union scam

Jefferson City — Attorney General Jay Nixon has warned Missourians to not fall victim to a scheme created by a fake credit union in Canada. Consumers have responded to an ad aimed at those with credit problems by wiring money to the fake credit union and have received nothing in return.

Newspaper ads promote a business calling itself "Century Credit Union." Nixon stressed the Canadian operation has no link to the legitimate Century Credit Union, which is based in St. Louis.

"These are scam artists who are using the name of a legitimate financial institution to fool consumers who are looking for help," Nixon said.

In addition to the consumers being the victims of fraud from such scams, Nixon said newspapers that run the ads also may fall victim if they are paid with stolen credit cards or other fraudulent devices.

Consumers with complaints or questions may call the Attorney General at 1-800-392-8222.

Restoring trust in media topic of Springfield forum

UM Extension, Women Voters will host Sept. 18 discussion

A forum will be held Sept. 18 on Restoring the Public's Trust in the News Media. University of Missouri Outreach and Extension and the Springfield chapter of the League of Women Voters will co-host a Public Issues Forum 7-9 p.m. in the Frisco Room at The Library Station, 2535 N Kansas Expressway, Springfield.

The event is free and open to the public.

The issue book being used suggests three approaches to repairing the relationship between the media and Americans. Each approach offers different perspectives on what has damaged citizens' trust and presents ways to address those problems.

Participants will deliberate the different approaches as a group. David Burton, civic communications specialist, University Outreach and Extension, will serve as moderator.

Finding ways to restore the public's trust in the news media is the purpose of a public deliberation program developed by the Ketting Foundation and being delivered in southwest Missouri by University of Missouri Outreach and Extension.

"Both organizations strongly believe that restoring the nation's trust in the news media is vital to the continued success of our democracy," said Burton.

About 15 members of the Springfield chapter of League of Women Voters were introduced to public issues forum July 19. The event was so well received, and generated so much discussion, that the organization agreed to co-sponsor and plan a public issue forum on the same topic.

"There appears to be almost universal agreement that the failure of America's news media is a serious challenge to the functioning of our democracy. What we try to discover at these forums are reasons for the failure and common ground for policies on how it can be fixed," said Burton.

For details on the Sept. 18 issues forum, or to pre-register, contact the University Outreach and Extension Center in Greene County at (417) 862-9284.

Don't run ads for internet gambling

By JOHN G. MALCOM
U. S. Department of Justice

Advertisements for internet gambling and offshore sportsbook operations mislead the public in the United States into believing that such gambling is legal, when in fact, it is not.

With few exceptions, state and federal laws prohibit the operation of sportsbooks and internet gambling within the United States, whether or not such operations are based offshore.

Internet gambling and offshore sportsbook operations that accept bets from customers in the United States violate Sections 1084, 1952, and 1955 of Title 18 of the United States Code, each of which is a Class E Felony.

Additionally, pursuant to Title 18, United States Code, Section 2, any person or entity who aids or abets in the commission of any of the above-listed offenses is punishable as a principal violator of those statutes. The Department of Justice is responsible for enforcing these statutes, and we reserve the right to prosecute violators of the law.

Media outlets should know of the illegality of offshore sportsbook and internet gambling operations because, presumably, they would not run advertisements for other illegal or prohibited activities.

—Publishers' Auxiliary



Put newsracks where people are

Single copy sales rack locations need not be permanent. Watch for special events where large groups will gather: Farmers markets, air shows, conventions, fairs, sports tournaments, campgrounds.

Service the racks only on days that people will be there. Move these temporary racks frequently to locations of new events.

Use hawkers in places such as congested parking lots, ticket lines at stadiums and in campgrounds.

—Ken Bronson's
185 Circulation Ideas

E-auction popular with retailers

The *Sturgis Journal* in Michigan (morning, 7,000) sponsored an e-auction with local retailers, where items offered by the merchants were listed in the paper and readers bid for them online.

The *Journal* received the money bid for the items; the retailers received advertising space equal to the retail value of the merchandise.

—Presstime

Page gives kids free ads

Kids can place free ads to swap or sell items in a classified page created by the *Westerly Sun* in Rhode Island (afternoon, 9,840). Age-appropriate advertising sponsors pay for the twice-monthly page, which offers kids' classified ads and an "FYI" column, where kids write short articles.

—Presstime

'Draw Your Dog' contest a hit

The *Bristol Press* in Connecticut (evening, 12,125) sponsors a "Draw Your Dog" contest in August. Part of a special marketing section, last year's contest received more than 100 entries and generated additional ad revenue.

—Presstime

Advertising / Marketing Notebook

Auto spending up

Newspapers getting larger share of budgets

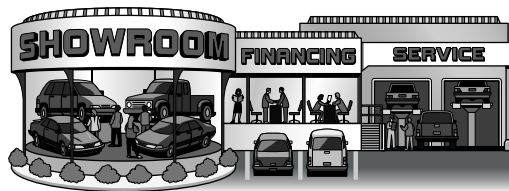
The incentives war spurred increased automotive ad spending in newspapers in 2002, and the trend is likely to continue, says an article in *Automotive News*.

Manufacturers and dealers are devoting more of their ad dollars to newspapers. Manufacturers, who spend a fraction of their ad budgets on newspapers, are re-evaluating how they advertise in them.

"Newspapers convey information that does not come across well in full-page magazine ads or 30-second TV spots," said Tom Carney, director of marketing at American Suzuki

Motor Corp. "We're trying to raise our image, promote our brand and change attitudes about Suzuki. Newspapers are an integral part of our plan; people use them to buy products."

Said George Murphy, senior vice president of global marketing at the Chrysler group: "Newspapers work



best when you have your very basic 'Let's compare our vehicle to other vehicles,' and we'll line up the attributes. We're doing that now in print big time — straight product comparisons. People read that."

—New England Newspaper Association *Bulletin*

Price cuts, free ads equal more revenue

The *Palm Beach Post* in Florida doubled private-party classified revenue in spite of reducing some prices and introducing free ads.

The strategy provides readers with "run until sold" auto ads and free ads for items under \$150. Free three-line ads run for three days and appear in a new category called "The Marketplace."

The auto ads are sold as 10-time packages for \$59.95. Customers must call back within seven days of expiration to renew the ad for 10 more days at no charge if the vehicle remains unsold. After the second free renewal, the deal requires a 10 percent reduction in the asking price for the auto. The price must be reduced on each subsequent renewal.

Accompanying the new program was a redesign of the classified section and a month-long marketing campaign, which included humorous radio spots and an aggressive house ad campaign.

—Inland Press Association, *The Inlander*

Create mail pieces for direct marketers

If your production shop and printing plant can create colorful and odd-shaped items, get into the direct advertising mail business. Your Postal Service is promoting it, and your advertisers will use it. You might as well be the one producing the mail pieces.

Check out *Memo to Mailers* at the USPS website, usps.com. Under the Forms and Publications link read "A New Shape of Mail" in the July 2003 issue.

While you're there, check out "A 'friendly' note for you." You'll love this one.

The Postal Service is developing a service called Friend-to-Friend Mail (FTF) for direct-mail advertising. Its first test of the service is complete and is being evaluated.

It appears FTF works like this: A retailer sends a postcard with an offer to a customer. The card is a pass-along piece that the initial recipient can resend postage free. (MoPress)



NAA Convention speakers bullish on newspapers

Heard at NAA's Convention in Seattle as reported in *Presstime* magazine:

✍ "We are grateful to the news industry; it is the greatest grass-roots link between Penney's and the consumer. (Newspapers) are the largest part of our ad budget because (they) produce for us."

—Allen Questrom, chairman and CEO, J.C. Penney Co. Inc., Plano, Texas.

✍ "The two (newspaper departments) that absolutely must work together are content and promotion... We must create content which connects with the audience and use promotions to sell it."

—Tim Kenney, Tribune Publishing Co., Chicago.

✍ "Editors need to realize that their newspapers are boring. We need to make government (news) interesting and tell people why it really matters to them."

—David Stoeffler, Lee Enterprises Inc., Davenport, Iowa.

✍ "Growth comes from new categories of revenue. Growth will not come from simple upselling, but from building new categories of revenue that fit the value of the media."

—Clark Gilbert, Harvard Business School.

✍ "Satisfaction with service is a critical driver of subscriber loyalty."

—Bill Johnson, NAA Director of Circulation Marketing.

✍ "The Bon Marché uses, and will continue to use, a robust mix of media: newspapers, television, radio and direct mail. Newspaper is the largest of our media mix. Primarily, we utilize newspapers to drive customers into our stores as a result of sale advertising."

—Daniel Edelman, chairman, CEO, The Bon Marché, Seattle.

Increase rates strategically

Price space/product according to its worth

By JEFF GREEN

Media Solutions Consulting Group

Most newspapers implement annual rate increases with the most common effective dates being late or early in the year. Thus, most newspapers are currently in the rate increase planning stage.

Far too many advertising directors simply apply across-the-board percentage increases. Setting new rates this way only compounds mistakes that may have been made by their predecessors.

Economics 101 asserts that a demand curve establishes the relationship between what a newspaper charges for advertising and the amount advertisers are willing to invest at that rate. Newspaper managers used to assume that there was one demand curve for retail and another for classified. This assumption produced simple rate structures, but ended up overpricing some segments and underpricing others.

In the late 1980s, the industry began to recognize that many demand curves existed. Lower pricing in real estate brought business back from rack distributed niche products. Full-page and color packages dramatically grew automotive. And, until recently, employment advertising volumes seemed unaffected by high rate increases.

Thus, category cards were born. We now see category cards expanding in classifieds, and making an appearance in furniture, financial, telecommunications, movie and other retail classifications.

Newspapers, however, have frequently ignored the price structures of their competitors. Newspapers have either overpriced lightweight pieces – losing them to direct mail – or underpriced heavier pieces, thus leaving money on the table. A comparison chart of shared mail postage rates to average preprint page counts is available at no charge by contacting me at the address below.

The implications for newspaper marketing departments is a proliferation of rates and cards that complicates production and leads to small press run requirements for certain category cards.

Progressive newspapers have posted all their rates on the web and direct inquiries to their sites. Many newspapers also have combined their marketing, deadline and mechanical information into a marketing folder with individual category rates printed on single sheets. They insert rate sheets as appropriate to a specific advertiser.

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@mediasolutionscsg.com.

Campers gobble up papers at breakfast

The circulation manager for the 21,600 *Daily News* in Bowling Green, Ky., sells papers to a local campground. The campground buys 50 papers a day and gives them to visitors, but the sales manager also drives through the grounds and sells discounted papers on week-end mornings.

In addition to the aromas of open-air breakfast, the manager said he enjoys watching people hurry toward him, anxious to buy their papers.

—*Presstime*



Press in Japan sets speed record

A TKS newspaper printing press recently achieved and maintained a printing speed of 96,000 copies per hour at the Nagano (Japan) Production Center of *Shinano Mainichi* newspaper.

The Shaftless ColorTop 7000CD press had been running consistently at the rated speed of 85,000 cph. Because of increased demands, the company tested a higher speed and now consistently runs at 96,000 cph.

—New England Newspaper Association *Bulletin*

Business news training offered

Affordable and in-depth business training is available through the Reynolds Business Reporting Seminars sponsored by the Southern Newspaper Publishers Association Foundation. Seminars are held across the South at no charge to newspapers.

Check the website snpa.org for seminar dates and locations and to download registration information. □

Deseret News ends p.m. edition

The Deseret News in Salt Lake City delivered its final afternoon edition June 6. The paper, owned by the Church of Jesus Christ of latter-day Saints, joined *The Salt Lake Tribune* as a morning newspaper.

—*Presstime*

Website offers photos

Newspapers looking for a source of photographs for news or features may want to check out the website gettyimages.com.

Job listing gets most action

June numbers for mopress.com activity

MPA's website, mopress.com, had the following traffic in June. Figures in parentheses refer to the seven-day period ending July 11.

- Successful requests: 15,492 (720)
- Average successful requests per day: 387 (102)
- Successful requests for pages: 12,742 (618)
- Average successful requests for pages per day: 318 (88)

Top 15 pages visited:	184: 2X2 Ads	Monthly requests:
1480: Jobs/Marketplace	151: About Us	June 15,492
531: Ad Download area	127: Mike Alden Column	May 13,731
470: List of papers	126: Mo Press Magazine	April 13,401
417: Members list	120: Bulletin	March 18,793
353: Statewide Classifieds	105: Links	Feb. 29,179
291: Papers by county	94: NIE Serial Stories	Jan. 12,587
232: NIE Main Page	93: Association News	

Website has help for religion writers

If you're looking for a quality religion source for an article, there is an organization in Columbus, Ohio, that can help.

The purpose of the Religion Newswriters Association is helping journalists to achieve balance, insight and context in covering religion in the news.

RNA encourages excellence in religion reporting among the secular news media.

Religionwriters.com offers a resource library with hundreds of links, an online directory, archived story ideas, a FAQ on religion reporting and more.

—Ohio Newspaper Association

Design workshop Sept. 4-6 in D.C.

The Society for News Design's 25th Annual Workshop and Exhibition is scheduled for Sept. 4-6 in Washington, D.C.

The workshop will feature an opening reception at The National Zoo and a keynote address by former *Washington Post* executive editor Ben Bradlee, the leader of the newspaper from Watergate to the early 1990s.

Sessions will run on all three days covering topics such as infographics, ad design, new media, attracting young readers, graphically capturing the big story and basic design tips.

For further information or to register for the event, log on to snd.org or contact SND at (401) 294-5233 or snd@snd.org.

USPS Delivery Unit Summary enclosed

Several questions have come up in reference to what a Delivery Unit Summary should contain or look like. A Delivery Unit Summary should be provided to the Post Office when address cards are submitted for sequencing.

Walk sequence rate mailings (any periodical carrier route rate) must be sequenced using USPS data issued within 90 days before the mailing date. The sequencing date will be the date the Postal Service signed the Delivery Unit Summary.

A copy of a Delivery Unit Summary is enclosed.

—Ron Cunningham, MPA Postal Consultant



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

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 learner 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 multi-tasking. 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

SPORTS EDITOR: The Rolla Daily News (pop. 16,400; circ. 5,212) is looking for a sports editor to cover all levels of local sports to include high school, college and summertime community competitions. Please send resume and samples to Publisher Steve Sowers, P.O.

Box 808, Rolla, MO 65402, or fax (573) 341-5847, or call toll-free (888) 882-2468. 7-1

COPY EDITOR: The Quincy Herald-Whig, a 23,000-circulation daily newspaper that covers West-Central Illinois and Northeast Missouri, is seeking a copy editor/page designer. We're looking for someone with energy who will enjoy the challenge of taking a role in all operations on the copy desk - from Page 1A design to editing local copy. Good editing and headline writing skills are a must. Experience in Quark XPress is recommended. The Herald-Whig is an M-F afternoon, Sa-Su AM daily. Here's your chance to work desk and still have nights free. The copy desk rotates weekend shifts. Send a cover letter, resume and clips to Executive Editor Mike Hilfrink, Quincy Herald-Whig, 130 S. Fifth, Quincy, IL 62301; Fax (217) 221-3395; or call (217) 223-5100; e-mail: whig@whig.com. 6-24

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, at 217-285-2345. 6-10

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. Excel-lent benefits package including group health and dental insurance, 401K and 401K match, profit sharing and paid time off. Send resume 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, bonuses, 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. Develop new business through new and innovative ideas; 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 resume 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

✓ 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.

✓ If your newspaper has a nice color photo that you would like to share with the world from the front page of the MPA website, email it to Shawn Cockrum (scockrum@socket.net).

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