

CALENDAR

September

- 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.

October

- 5-11** — National Newspaper Week. Free material to promote the week is available at kypress.com/nnwkit.
- 11** — Missouri Press will host Nebraska football fans at a pre-game party in the Hearnese Fieldhouse.

December

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

January 2004

- 15-16** — Northwest Missouri Press Association annual meeting, Ramada Inn, St. Joseph

March 2004

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

April 2004

- 1-2** — Missouri Society of Newspaper Editors, Sheraton Westport Hotel, St. Louis.
- 15-16** — Missouri Advertising Managers' Association, Sheraton Westport Hotel, St. Louis.

September 2004

- 9-11** — 138th Annual MPA Convention & Trade Show, University Plaza Hotel & Convention Center, Springfield



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

MISSOURI PRESS ASSOCIATION

BULLETIN

No. 1105 — 23 September, 2003

Sell campaign ads!

Meetings will provide helpful survey results

A series of free, two-hour meetings will begin in October to inform MPA members about the results of a survey on campaign advertising that was conducted in July and August.

MPA commissioned Pulse Research, an independent market research firm based in Portland, Oregon, to conduct an in-depth survey of Missourians who are registered to vote. The survey focused on political advertising.

Results of the survey will be presented at nine sessions throughout the state beginning Oct. 9 in Columbia.

The Missouri Press staff will use the survey results to help sell newspaper advertising to candidates. Newspapers will be encouraged to familiarize themselves with the findings and use them to sell advertising to local candidates.

Among the survey's questions and the "agree — strongly agree" responses:

- There are too many political ads on radio and television: 70%.
- I don't believe what politicians say in their ads: 79.5%.

Only live speeches by the candidates ranked higher than newspaper ads as the most helpful kind of political advertising, according to the survey. Except for live speeches, nearly twice as many people said newspaper ads are more believable than any other medium.

Results of the survey will be presented during the MPA Convention in Kansas City. They will be shared with every newspaper in Missouri and will be explained during the series of meetings.

Meetings will be 1-3 p.m. at: Columbia, Oct. 9; Kirksville, Oct. 10; Harrisonville, Oct. 16; Cameron, Oct. 17; Rolla, Oct. 23; Springfield, Oct. 24; Troy, Oct. 30; Hannibal, Oct. 31; and Cape Girardeau, Nov. 7. Locations of the meetings will be provided to those who register.

A meeting registration form is enclosed. Use it to sign up for the meeting you would like to attend. Email, phone or fax the information to Lesa Litty at MPA: litty@socket.net; (573) 449-4167; fax 874-5894.

File Form 3526 with 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.



Application for MPA Membership

This is the **Third 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. □

Kansas Press executive resigns

Jeff Burkhead has resigned as executive director of the Kansas Press Association, effective Sept. 18. Ken Bronson, a former KPA president and Kansas newspaper executive, has been appointed interim director while a search is conducted for a new director.

Burkhead agreed, at the request of the KPA board of directors, to tender his resignation. Burkhead had been executive director since December 2000.

John D. Montgomery, current president of the KPA board and editor-publisher of *The Hays Daily News*, said the board would conduct a nationwide search for a new executive director.

Get free FOI pieces

The Knight Ridder/Tribune News Service is offering Freedom of Information opinion pieces that are free to all newspapers. A new FOI op-ed piece is posted weekly.

If you have questions about this project, go to krtdirect.com/public/FOI.htm or call Fred Povey, managing editor of the KRT News Service at 202-383-6089, or send him e-mail at fpovey@krtinfo.com.

Observe special week



THE NEWSPAPER . . .
A Nation Talking To Itself

Missouri Press Association encourages its member newspapers to participate in National Newspaper Week, Oct. 5-11. The theme is "The Newspaper — A Nation Talking To Itself."

MPA is sponsoring NNW for its members, so its member newspapers can 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 is 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.

Connect your town to the world

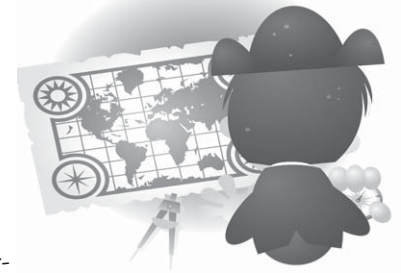
World Affairs Journalism Fellowships are intended for experienced journalists and editors from America's community-based daily newspapers. The goal is to give them an opportunity to establish the connections between local-regional issues and what is happening abroad.

Fellows will conduct overseas research and then submit articles to their local papers in an effort to "internationalize" America's local press. The fellowships are founded on the belief that local news is not limited to one's immediate community and that enterprising reporters and editors can find good international stories in their own backyards. The program is aimed at news managers, editors, commentary writers and other "gatekeepers" — those desk editors largely responsible for selecting news agency and correspondent-initiated stories.

By supporting overseas research and writing projects for up to three weeks, the fellowships encourage the writing and selection of news articles, analysis, features, and commentary in the local press that will enhance American understanding of the relationship between local and international issues.

The program is jointly administered by the International Center for Journalists (ICFJ), the World Affairs Councils of America and the Newspaper Association Managers (NAM). The fellowships are funded by a grant from the John S. and James L. Knight Foundation in Miami and Ethics and Excellence in Journalism Foundation in Oklahoma City.

Learn more about the program and how to apply for a Fellowship at icfj.org/worldaffairs.html.



APME creating national database of sources

The Associated Press Managing Editors has a project to create a national database of email addresses of local newspaper readers and news sources that may be made available to newspapers nationwide.

An editor in Spokane, Wash., Ken Sands, began building an email network more than two years ago to increase his newspaper's connection to its readers. Sands now is working with APME's Reader Initiative to create a national database of email addresses.

Twenty-seven newspapers are participating in the first part of the project. If you are interested in participating, contact Carol Nunnelley from APME, at credibility@ap.org.



Missouri Press Association /

Missouri Press Service

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New FCC rules hit snag

Senate votes to block change in ownership limits

The U.S. Senate approved a resolution on Sept. 16 to repeal media ownership rules critics say could lead to a wave of mergers and ultimately stifle diversity and local viewpoints in news and entertainment.

Defying a White House veto threat, the Senate voted 55-40 to undo changes to Federal Communications Commission regulations governing ownership of newspapers, television and radio stations. Those rules already have been placed on hold by a federal appeals court.

Opponents have chosen an unusual legislative path to try to overturn the rules. To succeed, the resolution — called a “congressional veto” — needs majority approval in the Senate and House as well as President Bush’s signature. If Bush vetoed the resolution, it would take a two-thirds majority in the House and Senate to override.

FCC Chairman Michael Powell said the resolution “would bring no clarity to media regulation, only chaos.”

“This is a harm the FCC’s new media rules were designed to avoid,” Powell said in a statement after the vote. He said the resolution would undo tighter restrictions on radio ownership, the one change that did not relax regulations.

In June, the Republican-dominated FCC voted 3-2 along party lines to ease decades-old ownership restrictions. The changes included allowing a single company to own TV stations reaching nearly half the nation’s viewers, broadcast stations and a newspaper in the same area.

Major media companies said the changes were needed because the old regulations hindered their ability to grow and compete in a market altered by cable television, satellite broadcasting and the internet.

But lawmakers from both parties and a broad range of groups criticized the changes, saying the FCC regulations gave large media companies too much control over what people see, hear and read.

The House dealt the FCC a surprising setback in July when it passed a broad spending bill that included a provision to block the commission from allowing individual companies to own TV stations reaching up to 45 percent of the nation’s viewers, instead of the current 35 percent. The Senate Appropriations Committee approved a similar measure on Sept. 4.

The White House also threatened to veto any final bill containing language that would roll back the national cap. Republicans who support the new rules hope that threat will help them strip the provision from a final House-Senate compromise bill.

On Sept. 3, a federal appeals court in Philadelphia temporarily blocked the rules from taking effect the following day as scheduled.

E&P going monthly as website expands

NEW YORK — *Editor & Publisher* in January will expand its print coverage, while shifting from weekly to monthly publication, and significantly enhance its website, E&P Online.

“This shift will enable us to keep pace with the changes in the news industry which, thanks to the internet, wants information now, not next week,” said Michael E. Parker, president of the Marketing/Media & Arts Group of E&P parent VNU. “E&P, essentially, will be changing to an hourly frequency while maintaining its award-winning print presence.”

The enlarged print edition of E&P will focus on industry trends, commentary and feature profiles, while news stories and other timely reports will be posted on E&P’s website as they happen.

—Editor & Publisher Online



Help judge Nov. 6, get \$10 discount

You can get \$10 off your Better Newspaper Contest entry fees for every person from your newspaper who helps judge Nov. 6 in Jefferson City.

MPA needs your help to judge the Colorado Press Association's newspaper and advertising contest. Judging will begin at 8:30 a.m. at the Ramada Inn. Exit Highway 54 in the south part of town.

Each judge will receive a coupon worth a \$10 discount on entry fees for the 2004 Missouri Press Better Newspaper Contest.

Contact MPA at (573) 874-5894 or email judges' names to Shawn Cockrum at MPA, scockrum@socket.net.

Continental breakfast and lunch will be provided to the judges.

Judging should be completed by mid-afternoon.

Be a Husker host for Oct. 11 game

More than 60 members of the Nebraska Press Association will be in Columbia for the University of Missouri Tigers vs. Cornhuskers football game on Saturday, Oct. 11.

Missouri Press Association will host a tailgate party for the Husker fans.

Game time is not set, but the tailgate party will begin approximately two hours before kick-off. The party will be held in the Hearnes Center Fieldhouse, east of the football stadium.

'Flight' tab is free

NASA's "Celebrating a Century of Flight" supplement is available to download free from the National Coalition for Aviation Education website. If you wish to receive it on a CD, the cost is \$25 for production and shipping.

The material includes a teachers' guide for a Newspaper In Education program and other material you can use to help get local sponsors for the supplement.

Download the material from this address: aviationeducation.org/html/filelibrary/index.htm.

Dailies launch free tabs

The *Washington Post* started its free daily tabloid called *Express* in August. *Express* distributes 125,000 copies a day.

Express is one of a half-dozen giveaway dailies around the country aimed at getting young people and others to read newspapers. Most of the new papers are tabloids carrying large photographs and short stories drawn primarily from wire services and websites. They can be read in 15 minutes or so, the time it takes to ride a subway to work.

The youth-oriented dailies represent the latest initiative by the newspaper industry to combat decades of declining circulation and to remain relevant to advertisers in an increasingly fragmented media market.

"The big headline for the industry is, 'Niche Products Will Be Increasingly Important,'" said Christopher Ma, publisher of *Express*. The new papers "point in an important direction for existing newspaper publishers in their ability to aggregate mass audiences for advertisers and new ways to reach people."

Express is distributed on weekdays at Metro stations in Washington by 130 hawkers. Copies also are available in 500, boxes but officials said the hawkers, dressed in yellow aprons and hats, are more effective.

Express, averaging between 20 and 24 pages, has plenty of advertising including promotions from automobile dealers and department stores, the economic backbone of traditional dailies. This is due in part, said Ma, to *Washington Post* ad sales representatives who sell space in both papers.

Like other giveaways, *Express* has a skeleton staff of fewer than 24 people. It is printed at two *Washington Post* plants 45 minutes before the *Post's* first edition, though this means *Express* sports pages don't offer scores from some night games.

Post executives have acknowledged they launched *Express* in part as a defense against Metro International, a Swedish company that has eyed Washington and other U.S. cities for expansion. Metro currently has 25 papers in 16 countries including editions in Boston, Philadelphia, Toronto and Montreal.

With losses stemming from its rapid expansion during the past eight years, *Metro* has postponed plans for future papers until it has a stronger balance sheet. "The group will not launch any new editions until such time as the existing editions are profitable," said Vigo Carlund, chairman of the board of directors.

Because of their no-frills operations, most free dailies require less advertising to be profitable than traditional papers.

It will be several years before traditional papers know if their youth-oriented offspring are successful. A report for the Newspaper Association of America showed the percentage of 18- to 34-year-olds who regularly read a daily paper had fallen to 28 percent by 2000, down from 36 percent three years earlier.

NAA developing brand statement



NEW YORK — The Newspaper Association of America's Display Federation is developing a newspaper brand statement that would be used to reinforce the medium's value to advertisers. This follows a 2002 ad campaign by the NAA that aimed to sell creative directors at ad agencies on the virtues of newspapers.

"The theory is, we're skipping a step," said Mort Goldstrom, NAA advertising vice president. "...The message we give advertisers about why they should buy newspapers is important, rather than starting out with how much an ad costs."

Once the federation decides on a brand statement, it will figure out who in the ad-buying community to target with the message, and how. It has not sought NAA funding for the project, Goldstrom said.



Be sure Sunday rates reflect higher circulation

By Jeff Green
Media Solutions
Consulting Group

Here's a quick test for daily newspapers to administer as they contemplate rates for 2004.

Take your daily rate and divide by your daily circulation to obtain a CPM (cost per thousand). Now do the same with the Sunday rate and Sunday circulation.

If you are fully valuing your advertising product, the CPMs should be the same. In most rate analysis projects we do for our clients we find that the Sunday CPM is lower than daily, which means the newspaper is undervaluing its additional Sunday circulation. In fact, roughly 70 percent of the 200 plus newspapers we have benchmarked this year have this pricing inequity.

This is normally the result of one or more of the following factors:

- In years when Sunday circulation grew more than daily the paper took an equal percentage rate increase on both products.
- A number of smaller papers still have the same rate daily and Sunday.
- Lots of smaller and medium papers charge the same color rate irrespective of the day of the week.
- Some papers don't have a Sunday rate or per line Sunday add-on in classified.

Whatever the reason, these papers have the opportunity to increase Sunday rates by more than daily to achieve CPM parity. In some papers, where the inequity is large (we have seen examples as large as 20 percent), it may take several years of larger Sunday increases to get where you need to be.

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.

Advertising / Marketing Notebook

Booze ads may change

Industry seeking 70% adult audience

WASHINGTON (AdAge.com) — Brewers and distillers have announced major changes to their advertising guidelines on the heels of two new reports on underage drinking from the Federal Trade Commission and the National Academy of Science.

In the biggest change, the Distilled Spirits Council of the U.S. and the Beer Institute announced they will only buy advertising in media that has an audience that is 70% adult, up from the current 51%. The new figure could mean some TV shows and magazines might have fewer beer ads and could make attracting a teen audience less desirable to media programmers, but both alcohol groups said the ad changes would be very limited.



The beer industry several years ago pulled its ads off MTV and each group said most of its alcohol ads already reach the 70% target.

Congress asked the FTC to see if alcohol marketing had significantly changed since its 1999 report suggesting more needed to be done in self-regulation to pre-review alcohol ads, a recommendation the industry rejected. Congress this time asked the FTC "to study the impact on underage consumers of the significant expansion of new ads for liquor-branded 'alcopops.'"

Alcopops, or flavored malt beverages, have emerged as major products in the past couple of years and were thought to be popular with underage drinkers.

The FTC said its report "found no evidence of [alcohol companies] targeting underage consumers." It added that alcohol companies had demonstrated improvement since the 1999 report in making sure their ads were better targeted toward adults.

The National Academy report, meanwhile, said alcohol ads are reaching youth and are presented "in a style that is attractive" to young people.

The academy recommended the government launch a media campaign explaining the danger of underage drinking to adults; alcohol industry associations set industry standards barring messages "that have substantial underage appeal"; and the entertainment industry consider alcohol content in determining ratings.

The academy also recommended "top priority" be given to raising beer taxes.

Get news about media on website

Instant, one-stop access to cutting-edge media management news from more than 1,000 worldwide media industry and general publications is at your fingertips through the newly launched www.MediaInfoCenter.org.

The comprehensive site from the Media Management Center at Northwestern University also provides real-time listings of the top 100 U.S. media stocks and an index of their performance. In addition, it has industry-specific and cross-media metrics for: newspapers; TV, cable and DBS; magazines; interactive media; film; music and radio. Using this information, visitors can compare revenues, market share and other industry, market and demographic information.

The news stories on the site come daily from FluentMedia, an information service of Tribune Company.

The Media Management Center is allied with Northwestern University's Kellogg School of Management and Medill School of Journalism. The Center educates senior-level executives from all of the media industries through seminars and publications. It also does research on some of the most challenging issues confronting the media industries today.



Research groups join forces

Reston, VA –New Directions for News, an independent media research think tank, has combined operations with The Media Center, a division of the American Press Institute (API).

An agreement between the two organizations creates a leading research and training institute on the issues shaping change, innovation and strategies impacting the future of news, information and media.

The combined organization, The Media Center/NDN, expands the research agenda and training programs that have been conducted by both organizations. Programs include seminars, symposia and strategic planning initiatives.

Andrew Nachison, director of The Media Center since 2000, remains director of the combined organization. Dale Peskin, executive director of New Directions for News since 2001, becomes co-director of The Media Center/NDN.

New Directions for News was founded at the University of Missouri in 1987 by Jean Gaddy Wilson to identify change and to provide new directions for the news industry. For the past four years, NDN has been affiliated with the Institute for New Media Studies and the School of Journalism and Mass Communication at the University of Minnesota. The affiliation will continue, along with The Media Center's alliance with Ifra's Newsplex at the University of South Carolina and relationships with several publishing industry groups, including the Newspaper Association of America, Online Publishers Association and the Online News Association.

Other major sources of funding of the combined organization include the John S. and James L. Knight Foundation, the Donald W. Reynolds Foundation, the Ethics and Excellence in Journalism Foundation, the Pulitzer Foundation and Hearst, Cox and Scripps Howard newspapers.

To learn more about coming seminars, research and services of The Media Center/NDN, visit: www.mediacenter.org and www.ndn.org.

Why read to your child?

1. It's fun for them to spend time with you.
2. It's fun for you to spend time with them!
3. Parents are the most important role models in a child's life. When parents read, they illustrate that they believe reading is a valuable activity.
4. Reading is linked to language development.
5. You can snuggle together. When you hold them and give them this attention, they know you love them.
6. The more very young children are exposed to reading, the sooner they will become familiar with the word in print, an important step toward reading on their own.
7. Exposure to print helps young children identify letters and words.
8. Reading to children stretches their attention span, an important prelude to school success.
9. Reading expands vocabulary.
10. Research shows that reading to them helps children do better in school.
11. Children who are read to end up in fewer remedial classes in school.
12. Their self-esteem rises.
13. You broaden your child's experiences. Many children may never have felt the tug of a catfish on a fishing rod, or tasted the salty spray of ocean waves. Reading about things we haven't experienced alters the way we see the world.
14. Reading is a wonderful source of pleasure and relaxation, escape and adventure.
15. Reading is, according to the U.S. Department of Education, the single most important activity a parent can do to help promote a child's success in school.

SNA, API join in training project

Suburban Newspapers of America (SNA) and the American Press Institute (API) are partnering to provide training to newspaper people.

Any SNA member who registers through SNA for a co-sponsored program is entitled to a 10% tuition discount, subject to limited restrictions.

A center for media-leadership development and training since 1946, API enters the partnership with SNA to improve community newspapers' access to its cutting-edge programming in all aspects of the business, from reporting and news delivery to the business of running a media organization and the future of news.

SNA is an association of approximately 2,000 suburban and community newspapers in North America.

"We're delighted with this new affiliation, simply because it means that more newspaper people may be able to take advantage of API's powerful seminars," said William L. Winter, Ph.D., API president. "SNA and API are natural allies in the effort to spread the reach and impact of quality training."

"We are very excited to partner with API on this initiative," said Nancy Lane, SNA's executive director. "The sponsored seminars will be of great value to the members of SNA. This agreement also furthers our current partnership with API that includes contest judging and newspaper critiques."

Beyond seminar co-sponsorship, the API-SNA alliance calls for increased cooperation in partner events, such as participation in annual conferences and trade-show attendance, and greater coordinated marketing.

API is an independent, not-for-profit 501c(3) educational center with headquarters in Reston, Va. Founded in 1946 as the leadership-development and skills-training arm of the news industry, the Institute offers about three dozen weeklong residential seminars annually for professionals in all newspaper departments.



South Dakota editor youngest Quill winner

At age 26, Jeremy Waltner is the youngest winner of the Golden Quill editorial writing award in the 48-year history of the International Society of Weekly Newspaper Editors (ISWNE).

Waltner, news editor of the *Freeman* (S.D.) *Courier*, received the 2003 award July 5 at ISWNE's annual conference in Galway, Ireland. His editorial, titled "Act in memory of Nicole Sikkink," called for responsibility and healing after a Freeman teen drowned in an automobile accident.

"This work stands out because of its passion, its care, and its writing quality," said judge Ray Laakaniemi, a retired journalism professor from Bowling Green State University. "The writer leads us through the healing process, through the alcohol-related aspect, and into forgiving and moving on. Repeating the phrase 'in memory of Nicole Sikkink' is bound to stick in the minds of the readers. It made this an editorial I could not forget, even weeks after I read it the first time."

ISWNE received 144 entries for its Golden Quill competition and honored Waltner and 11 other editorial writers with the Golden Dozen award. The group included seven from the United States, four Canadians and an Irishman.

The winning editorials, along with the judge's comments, can be found at grassrootseditor.org.

Use mopress.com for MPA material

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 the Marketplace page also are on the mopress.com website. MPA members, as always, get free Marketplace ads.

Work around 'do not call'

Are you ready for Oct. 1 activation of list?

By Jeff Green

Media Solutions Consulting Group

Minutes before writing this column I completed two simple steps that will have a profound influence on newspaper circulation marketing:

First I logged on to donotcall.gov and registered my home phone and two cell phone numbers. Then I opened the resulting e-mails from the site and confirmed the registrations on the "National Do Not Call List." After Oct. 1 those numbers cannot be called by telemarketers without the possibility of a fine of up to \$11,000 per infraction. Now my

dinner hour with the family will finally be protected from those annoying calls from *The Tampa Tribune*, *The St. Petersburg Times*, *USA Today*, *The New York Times* and *The Wall Street Journal*. And, I'm not alone. Over 23 million numbers have been registered so far and the numbers climb exponentially each day. (Actually, *The Times* and *The Tribune* will probably still call using the exception for current or recent customers.)

Circulators and circulation telemarketing vendors are wringing their hands, but as a newspaper consultant I think this is a good thing. Telemarketing pressure starts are a drug for many circulation departments despite the fact that roughly 25 to 40 percent of these starts never pay the first invoice. Nearly any analysis of circulation retention finds that telemarketing pressure starts are the least likely to renew. So even though the initial cost per order for telemarketing starts is low, their long-term value to the newspaper is lower yet. They also contribute mightily to circulation churn.

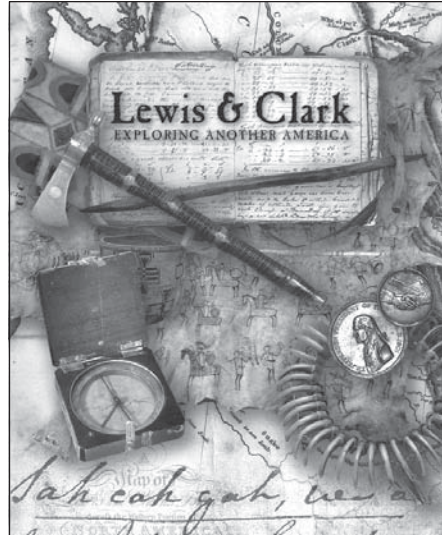
The new government regulations are going to force the industry to focus on

more expensive, but more valuable order sources like direct mail, kiosks, preauthorized samples and door-to-door selling. They will increase the emphasis on Customer Relationship Management (CRM) and retention techniques involving preauthorized credit card billing and bank drafts. In short they will compel us to increase the sophistication of our circulation marketing efforts.

Many newspapers are going to see a short-term impact on circulation numbers, but the medium term rewards will be less churn and a more stable circulation base.

The question for publishers: "Has your circulation department planned for Oct. 1 or are you still on drugs?"

Jeff Green is president of Media Solutions Consulting Group, a Tampa-based consulting company specializing on the revenue side of the newspaper business. He can be reached at 813-229-5997 or jeff.green@mediasolutionscg.com.



Lewis & Clark material is FREE!

Order the "Lewis & Clark Exploring Another America" supplement and a series of nonfiction stories about the expedition on mopress.com. An order form for the supplement is enclosed.



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

REPORTER: Full-time business writer. Reporting and writing business stories of local interest. Solid deadline-oriented newswriting experience or a journalism degree. Health insurance, vacation pay, sick pay and 401(k). Send resume and clips to the Columbia Daily Tribune, Attention: Personnel, P.O. Box 798, Columbia, MO 65205. EOE/Drug-free Workplace. 9-2

PRESS OPERATORS: Springfield, Mo., commercial printer seeks heat and cold web press operators. Competitive pay/bonus, excellent benefits in a clean work environment. Send description of work experience to: Press Positions, Attn: Human Resources, PO Box 330, Bolivar MO 65613 or fax 417-326-8701. EOE. 9-2

REPORTER: The Examiner 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 dbrendel@examiner.net, or by mail to 410 S. Liberty, Independence, MO 64050. 8-22

PRINT DIRECTOR: 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

PUBLISHER: Six-day daily newspaper in East Central Indiana, full production facility, seasoned stable staff. We are searching for can-

didates 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 rickiw@neondsl.com. 8-18

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. 9-2

ADVERTISING SALES: Sales representative for The Landmark, Platte County's fastest growing paid circulation newspaper. Must be willing to develop new accounts. Top commission paid. Contact Ivan Foley at ivan@plattecountylandmark.com, phone 816-858-0363

or by mail at PO Box 410, Platte City, MO 64079. 9-17

REPORTER: The Platte County Landmark has an immediate opening for a hard-working reporter. Part-time position, 25-35 hours per week. Photography skills helpful. Contact Ivan Foley at, ivan@plattecountylandmark.com, phone 816-858-0363, or by mail: The Landmark, PO Box 410, Platte City, MO 64079. 9-17

JOB WANTED

DETAIL ORIENTED office/customer service person seeks challenging position. Experience with billing, collections, office management, handling customers, taking orders, Word and Excel. Excellent organizational, communication and customer service skills. Excellent references. Shirley Holdmeier, Columbia, MO, (636) 358-3166, holdmesh@hotmail.com. 9-17

FOR SALE

NEW LISTING: Excellent central Iowa weekly. County official and city official for 8 area cities. Average gross \$175,000. John E. van der Linden, broker, P.O. Box 275, Spirit Lake, IA 51360. (712) 336-2805. 9-19

GROWING WEEKLY in Des Moines western suburbs. John E. van der Linden, broker, P.O. Box 275, Spirit Lake, IA 51360. (712) 336-2805. 9-19

Lewis & Clark features available

Information: MPA at (573) 449-4167 or on mopress.com

1. Lewis & Clark's Missouri: Eight camera-ready features relating historical facts about the Corps of Discovery. It's FREE to MPA newspapers.

2. Lewis & Clark Exploring Another America: 16-page tabloid supplement with stories about the journey, including maps. It's FREE to MPA newspapers that order it on a CD. (See order form enclosed to get pre-printed supplements.)

3. Lewis & Clark Teachers' Guide: 12-page guide to be used with Exploring Another America to help teachers connect the Lewis & Clark story to current events. It's FREE to MPA newspapers who want it on a CD. (If you order pre-printed inserts, the Teachers' Guide will be emailed to you as a PDF file.)

4. "Here They Come" fictional series of 8 stories about how children might have perceived the Lewis & Clark expedition as it arrived at their villages. Order online for a nominal fee.)



Urgency in advertising

By John Foust

Eastern North Carolina averages a couple of snows a year, with most accumulations being only a few inches. But occasionally, we get a ten or twelve incher, which is huge by our standards. When that happens, driving becomes a real adventure.

One of my biggest snow adventures happened years ago, when I got stuck on the edge of downtown. I was on the way to work, driving the first car I ever owned. Everything was fine, until I approached a hill which was clogged with cars sliding at every possible angle. It looked like the bumper car ride at the State Fair.

Figuring it was a good time to develop a backup plan, I decided to take a detour on a side street. But as soon as I turned the wheel, the car spun out and wedged itself against the curb. I was stuck. Really stuck. No matter what I tried, the car wouldn't budge.

There was a gas station a few blocks away. So I trudged through the winter wonderland and bought a set of snow chains. As I recall, I was just in time to buy their "last set."

Looking back on that cold January day, I remember how my priorities were rearranged in a few short seconds. I had to have those chains. I had to have them right away. And I was not in a po-

sition to bargain or shop around.

The point of all this is to illustrate the impact of urgency. As consumers, many of our buying decisions are based on the immediacy of our needs, whether real or perceived. Smart advertisers understand this and are always looking for ways to motivate their prospective customers to buy now.



John Foust conducts advertising training for newspapers. His ad workshop video "Basics of Layout and Copy" is being used by newspapers from coast-to-coast. For information, call or write: John Foust, PO Box 10861, Raleigh, NC 27605, Phone (919) 834-2056.

Let's look at a few ways to create urgency in your advertising:

1. PRICE.

Everyone wants to save money and get a good deal. Price appeals can take several forms, including sales, free offers, quantity discounts, coupons, and dollars/cents-off discounts.

2. LIMITED TIME.

Deadlines create a powerful sense of

urgency. Just ask a husband who forgot it's the afternoon of his wedding anniversary. A deadline becomes even more urgent when combined with special prices or a trial offer. Every offer should have a cut-off date. Urgency disappears if consumers think the offer will be good forever.

3. LIMITED SUPPLY.

Just think of what happens at your local grocery store when severe weather is in the forecast. Price is no object, when people need bread and milk.

4. TRIAL OFFER.

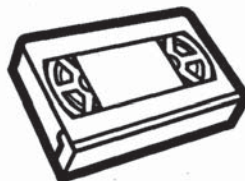
This appeal is especially effective for higher-priced items. It reassures customers that they can get a refund if they don't like the product. Put their minds at ease and they'll be more likely to buy now.

5. BENEFITS OF BUYING NOW.

This appeal relies on the product itself to generate sales. It promises an immediate payoff ("buy chains now and drive") and at the same time suggests what might happen if a buying decision is delayed ("or wait for the snow to melt").

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Video training for your ad staff



For years, the *Basics of Layout and Copy* video has helped newspaper staffs create ads that get big results. Contact John Foust today for information.

John Foust Advertising Training PO Box 97606, Raleigh, NC 27624 USA
Phone: 919-848-2401, E-mail: jfoust@mindspring.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: _____

E-MAIL: _____



Sell More In '04 FREE Regional Workshops

Don't miss this excellent opportunity for networking and sharing of ad ideas!

Missouri Press Association is making a concerted effort to sell more Political Advertising in 2004. The MPA's Sell More Political task force and the Missouri Press Board of Directors hired Pulse Research of Portland, Oregon, to conduct a Missouri State-Wide Political Survey in July/August 2003.

It's time to unveil the survey. The findings are exciting! The survey offers candidates and campaign managers timely, research-based documentation of the issues that are most important and least important to Missouri voters.

Plan to send one or more of your newspaper staff members to a regional workshop. Missouri Press will "arm" attendees with information they can use on Main Street, selling more political ads (and other types of advertising, too).

Each workshop will begin at 1:00 and end at 3:00 p.m.

Choose a workshop:

- Thurs., Oct. 9: Columbia
- Fri., Oct. 10: Kirksville
- Thurs., Oct. 16: Harrisonville
- Fri., Oct. 17: Cameron
- Thurs., Oct. 23: Rolla
- Fri., Oct. 24: Springfield
- Thurs., Oct. 30: Troy
- Fri., Oct. 31: Hannibal
- Fri., Nov. 7: Cape Girardeau (pending)

Deadline: Register ASAP, or 3 days prior

The workshops are FREE, thanks to host publishers and Missouri Press Foundation.

✓ Checkmark the workshop you wish to attend, fill out the form and return to Missouri Press. We'll send you the location of the workshop and other information.

FREE! FREE! FREE! FREE! FREE! FREE!

-----Return this form to Missouri Press, 802 Locust St., Columbia, MO 65201-----

Fax to: 573-874-5894

email to: litty@socket.net

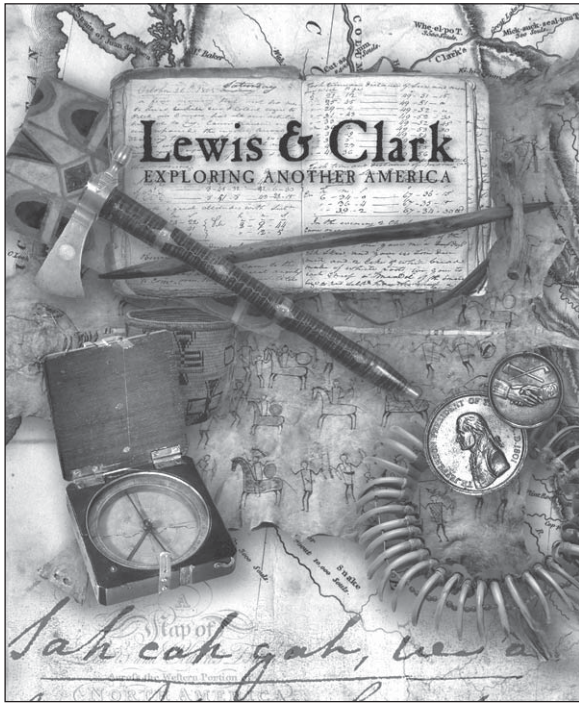
Name(s) of workshop attendee(s): _____

Name of newspaper: _____

Mailing address: _____

City, state, zip: _____

E-mail address: _____



Lewis & Clark Exploring Another America

Supplement and Teacher Guide ORDER FORM

The supplement and the teacher guide are FREE to MPA newspapers if you receive the material on a CD. If you want printed copies of the supplement, the cost is \$100 per box of 500. If you order pre-printed supplements, they will be shipped in mid-November and the teacher guide will be emailed to you as a PDF file.



Please send us the FREE CD of the Lewis & Clark Supplement and Teacher Guide. We will print the supplement ourselves. (The CD will be sent in November.)



Please send us ___ boxes of the Lewis & Clark Supplement at a cost of \$100 per box of 500 to cover the cost of printing and shipping. We understand the Teacher Guide will be emailed to us as a PDF file. (The supplements will be shipped in mid-November.)

To order, please mail, fax or email the following information to MPA.

Newspaper _____

Contact Name / Title _____

Address _____

Phone / Email _____

Return information to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201
Fax (573) 874-5894 / Email: scockrum@socket.net

Also don't forget about the two Lewis & Clark serial stories that can be ordered from Missouri Press.
A fictional serial story can be purchased for a nominal fee and downloaded from mopress.com.
A series of nonfiction articles about the Lewis & Clark Expedition
can be ordered FREE from Missouri Press Foundation.

For more information contact Dawn Kitchell, MPA NIE Coordinator, (636) 390-2821; dawn.kitchell@sbcglobal.net