

CALENDAR

January 2005

- 20 — MPA and MPS Boards,
1:30 p.m., Stoney Creek Inn,
St. Joseph
20-21 — Northwest Missouri
Press Association, St. Joseph

March

- 9-12 — NNA Government Affairs
Conference, Wyndham Washington

- 31-April 1 — Missouri Society
of Newspaper Editors / AP
Managing Editors meeting

April

- 14-15 — Missouri Advertising
Managers' Association
15 — Southeast Missouri Press
Association

June

- 24-26 — Show-Me Press
Association annual meeting,
Holiday Inn, Lake Ozark

September

- 22-24 — 139th Annual MPA
Convention & Trade Show,
The Lodge of Four Seasons,
Lake Ozark
28-Oct. 1 — NNA Convention,
Milwaukee

Save your \$50

Newspapers do NOT have to subscribe to AIS Viewer service for a \$50 annual fee from USPS to replace Hard Copy Carrier Route Information System sheets updated every 60 days via mail.

USPS has moved the date to end Hard Copy CRIS forward to Oct. 1, 2005, and has promised to find a solution that will allow small newspapers to get it beyond that.

So the National Newspaper Association wants everyone to ignore any mailings from USPS regarding the AIS viewer, and rely on CRIS and/or USPS .com as reported in the November Pub Aux column by Max Heath with improvements that provide route info.

Legislative Alert on Page 7!

Missouri Press Association Bulletin

No. 1130 — 16 December, 2004

Run 'Hunter's Heart' in January

Join other Missouri newspapers and get young readers into your newspaper

You've still got time to sign up for the January beginning of the serial story "A Hunter's Heart." Dawn Kitchell, MPA's Newspaper In Education director, wants as many Missouri newspapers as possible to run the story beginning in January. The story is FREE if you join this effort. Until March it will be available only to Missouri newspapers.

Involving young readers with your newspaper will give your newspaper new readers, and it will help give the newspaper industry another generation of readers. Recent research proves that kids will keep reading newspapers if we get them into the fold now!

Written by Kay Hively and illustrated by Billie Gofourth-Stewart, "A Hunter's Heart" is a historical fiction short story based on the legend of Old Drum, a hound dog from Warrensburg. Children will be proud to learn the origination of the phrase, "A man's best friend is his dog."

"A Hunter's Heart" is created in a 4-col. by 10.5-inch camera-ready format. Three promotional ads are provided that you can use to promote the story. They require only that you insert the date the story will begin appearing in your paper.

Each of the eight chapters includes two learning extension activities related to Missouri Show-Me Standards, which will make your school teachers happy.

You must begin publishing the story in January to receive "A Hunter's Heart" free. To participate, return the enclosed contract to Lesa at MPA, fax (573) 874-5894.



Public notice index now posted on mopress.com

Your newspaper provides the citizens in your communities with important information on topics ranging from abandoned property to zoning changes. Individuals, businesses and governmental entities often are required by law to publish information in newspapers.

Missouri newspapers publish thousands of these notices each year. It is important that publishers and their employees understand the requirements outlined by state law.

MPA now provides an index of all public notices required by state law. The information is available on the MPA website, mopress.com. Once you know the statute number that affects a publication requirement, you can use the web-based search feature to find the specific wording and requirements of the law.

If you have any questions about this Guide, please contact mpawebmaster@socket.net.



Jock Lauterer to speak at MPA Convention

Journalism educator Jock Lauterer will be a speaker at the 2005 MPA Convention, which will be held at The Lodge of Four Seasons, Lake Ozark.

His topic will be: COMMUNITY JOURNALISM: The Toughest Job You'll Ever Love.

Ninety-seven percent of all American newspapers are "small newspapers," where staffs practice a style of journalism very different from the major metro's or TV. What is this thing called "community journalism" and why is it vital to the maintenance of community life and civic engagement?

The speaker, the author of the current text on the subject and a former community newspaper editor-publisher, promises to recharge your batteries while reminding you of why what you do is so important.

Bring along your questions, too.

The 139th Annual MPA Convention and Trade Show will be Sept. 22-24.

NEXPO will be March 19-22 in Dallas

NEXPO will be held March 19-22 in Dallas. This is the Newspaper Association of America's trade show. Combined with NAA's Marketing Conference and CONNECTIONS, the meeting becomes the mega-conference Newspapers '05.

NEXPO is where newspaper operations and technology professionals attend expert-led sessions on everything from press and materials and pre-publishing to information technology, digital media, packaging and distribution, environmental, health and safety.

You can find out all the details and get registration information at naa.org/newspapers05.

'Privilege' report online

The Media Law Resource Center has published a "White Paper on the Reporter's Privilege" to help journalists understand and write about the reporter's privilege litigation that is going on in courts today.

You can find the entire report on the website medialaw.org. Get a hard copy by emailing a request to kchew@ldrc.com.

Make your pledge today!

Foundation Builders need everyone's support

Sign up for Missouri Press Foundation's Foundation Builders program before the first of the year. A pledge form is enclosed.

Foundation Builders, which began in 2001, has been extended by the Foundation board of directors through 2008.

Those who participated in the first phase of Foundation Builders are urged to extend their pledges of newspaper ad revenue or personal contributions. Renewed four-year pledges will help the Foundation continue its internship and training programs.

The internship program that started this summer is an example of how your pledges to Foundation Builders has worked. Money from the Foundation matched wages for interns at 16 Missouri Press member newspapers.

The Foundation has given more than \$60,000 in scholarships to college students and journalism educators. It has sponsored meetings and training around the state on issues critical to newspapers.

Newspapers can participate in Foundation Builders by pledging the equivalent of a quarter page of advertising revenue every three months, six months or 12 months for four years. Missouri Press Service will withhold from advertising checks an amount equal to your newspaper's pledge. MPS's commission also will go to the Foundation.

Individuals and companies can pledge \$100 or more each year for four years. The Foundation will accept credit cards.

The Foundation board of directors encourages you to join Foundation Builders. Pledgers will receive a beautiful desk clock to note their contributions.

Contact the Foundation at (573) 449-4167 for more information, or fill out the appropriate section of the pledge form and mail or fax it to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201; fax (573) 874-5894.



Please return your Rate Request Form

If you have not yet returned your 2005 Rate Request Form to Missouri Press, please complete and return it immediately.

Missouri Press needs to know if you are going to raise your rates at the beginning of 2005. We need up-to-date rates for all newspapers so we can provide accurate quotes to advertisers and agencies.

Help MPS sell advertising for you by completing the form and returning it by Dec. 31.

Missouri Press needs current information from every newspaper, because bad information from just one newspaper could result in a lost ad order for several newspapers.



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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Sign up for NW Press meeting

Registration form enclosed for Jan. 20-21 session in St. Joseph

Enclosed is a registration form for the Northwest Missouri Press Association meeting at the new Stoney Creek Inn in St. Joseph. The meeting will be Thursday and Friday, Jan. 20-21.

The convention will begin Thursday afternoon with a session about generating revenue. Friday's sessions will be on news-editorial and InDesign. Another session will feature a soldier returned from serving in Iraq.

The awards banquet will close the meeting Friday night.

Prices for the convention will remain the same as last year. Registration, which doubles as membership dues in Northwest Missouri Press Association, is \$25.

That covers all people from a newspaper or company. Cost of all meals and activities is \$60 per person.

Stoney Creek Inn is at 1201 N. Woodbine Road, north of the Ramada Inn, the meeting site for the

past few years. Exit I-29 at Fredrick Avenue, go one block west and turn north on Woodbine. Rooms cost \$70. Call (800) 659-2220 to reserve a room.



Sun Publications sold to holding group

American Community Newspapers LLC said on Dec. 9 that it had sold the assets of Sun Publications of Overland Park to ACN Holding LLC, a group led by Spire Capital Partners, Wachovia Capital Partners and senior management of the previous owner.

Spire Capital Partners is a private equity fund that invests in the media and communications industries. Wachovia Capital Partners is the principal investing affiliate of Wachovia Corp.

ACN, a group of mostly weekly suburban papers, is led by Gene Carr, who will retain his role as chief executive officer. It operates primarily in the Kansas City, Minneapolis-St. Paul and Dallas areas.

Roy Biondi will be publisher of the Kansas City Group, which is comprised of 10 weekly newspapers and operates in the region as Sun Publications, which includes weekly newspapers, *Kansas City Jewish Chronicle* and *Kansas City Nursing News*.

Sun Publications last month announced it hired Biondi, who was publisher of *The Times Herald* in Olean, N.Y., to succeed Mark Lane, who left Sun in September.

Do you charge to print obituaries?

Does your newspaper charge to print obituaries?

If so, would you please email to Missouri Press a brief explanation of your guidelines for publishing death notices and obituaries? Email your responses to kford@socket.net. Include your name and what newspaper you represent.

Thanks for your assistance.



Gannett looking at possible purchase of Pulitzer Inc.

ST. LOUIS (AP) — Gannett Co., the nation's largest newspaper publisher, has announced it may bid for Pulitzer Inc., the company exploring a possible sale some analysts expect to fetch \$1.5 billion. Gannett chairman, president and CEO Douglas McCorkindale said the company would be fiscally disciplined, unwilling to overpay.

"What we are seeing are some very aggressive prices on stand-alone properties, off the charts from our point of view," McCorkindale said Dec. 8 during the UBS AG media conference. "On the television side, the asking prices seem to be quite a bit higher than what we think are reasonable."

Gannett's 21 television stations include St. Louis' KSDK-TV.

Pulitzer, with \$423 million in revenue last year among the smallest newspaper companies with publicly traded shares, announced last month it has retained Goldman, Sachs & Co. as financial adviser and would explore "a range of strategic alternatives," including a potential sale.

Pulitzer operates a dozen dailies and the Suburban Journals of Greater St. Louis, a group of 38 weeklies and niche publications.

NNA seeks proposals

The Huck Boyd National Center for Community Media at Kansas State University and the National Newspaper Association Foundation will sponsor the 11th annual "Newspapers and Community-Building Symposium" at the NNA convention in Milwaukee Sept. 28-30, 2005. Send your one-page proposal by Feb. 18, 2005, to Gloria Freeland; A.Q. Miller School of Journalism and Mass Communications; 105 Kedzie Hall; Kansas State University; Manhattan, KS 66506.

Proposals will be evaluated in a blind review conducted by a committee made up of journalism educators and publishers. Research and case studies should be relevant to newspapers with less than 50,000 circulation.

If you have questions, please e-mail Gloria at: gfreela@ksu.edu.

Plans progressing in Washington for photojournalism Hall of Fame

Plans are moving forward on the establishment of a Missouri Photojournalism Hall of Fame in Washington, Mo. A planning committee has approved deadlines for submission of nominees, selection of the first class of inductees and an October 2005 induction ceremony in Washington.

The project, believed to be the first of its kind in the United States, will recognize outstanding photojournalists who have made or are making significant contributions to the advancement of excellence in the profession, and whose careers had or are having an impact in Missouri.

Sponsors of the project are the Missouri Press Association, Missouri Press Foundation, the Missouri School of Journalism, the city of Washington, the Washington Area Chamber of Commerce and the *Washington Missourian*.



Photos like this one from the Missouri Photo Workshop website will be displayed in the Hall of Fame.

The Hall of Fame will be in the historic core of Washington, located on the Missouri River about an hour from downtown St. Louis.

In addition to photos by Hall of Fame members, plans call for other photo exhibits, some of them traveling displays. Prize-winning photos from Missouri newspapers and photos taken in towns and cities in the state during the annual

Missouri Photo Workshop will be among exhibits.

Criteria for nominees are being prepared by David Rees, associate professor at the School of Journalism; Cliff Schiappa, Kansas City, regional photo supervisor for The Associated Press; and Doug Crews, Columbia, executive director of the Missouri Press Association. They will assemble the panel of judges who will screen nominees and select Hall of Fame members. By-laws also are being prepared.

Deadline for submission of 2005 nominee applications will be June 1, 2005, and selections will be made by Aug. 1, 2005.

The Hall of Fame will be under the umbrella of the Missouri Press Foundation. None of the sponsors has made a financial commitment at this point. Seed money will be a responsibility of Bill Miller, Sr., editor and publisher of the *Washington Missourian*.

"Because of the many wineries and other attractions in this area, including the riverfront, Washington has been growing as a tourist destination. The Hall of Fame will be an attraction for visitors while giving long overdue recognition to the outstanding photojournalists who have made an impact in Missouri," Miller said.

Broadsheet format succumbing to 'tabloid fever'

In Europe, so many newspapers are going tabloid that the Paris-based World Association of Newspapers refers to "tabloid fever" as a global phenomenon sweeping the streets and newsstands.

A recent Media Corp. News report cited the fact that readers — particularly young readers — want their daily read in a compact or tabloid form, in one piece and with quick reads that are also analytical or thought provoking. People want to carry around their newspaper and read it wherever they want.

Europe has led the way in the switch to tab format. Spain has no broadsheets left. In the United Kingdom, newspapers like the *Times of London* and *The Independent* have converted from broadsheet to tabloid. Both papers are seeing rises in sales.

—California Newspaper Publishers Association *Bulletin*



Jim Sawyer's book for reporters available

Missouri Press has completed production of "Newswriting Short Course" by Jim Sawyer and will distribute one copy of the workbook to each member newspaper.

Sawyer, who died of cancer in September 2003, prepared the booklet to help beginning news writers. It is adapted from an earlier workbook he compiled for use by civic groups and other organizations that want to get their news into newspapers.

"Newswriting Short Course" is a 42-page primer with easy-to-understand guidelines for organization and writing news stories, including examples and exercises.

Sawyer was retired from University of Missouri Outreach and Extension. He was active in Ozark Press Association, the International Society of Weekly Newspaper Editors and the Southwest Missouri Professional Chapter of the Society of Professional Journalists.

Additional copies of "Newswriting Short Course" are available from Missouri Press Foundation for \$5 each. Contact the Missouri Press Office in Columbia, (573) 449-4167, dcrews@socket.net.



Jim Sawyer's book will help beginning news writers.

Now's a good time to join Statewides

If your newspaper would like to participate in the Missouri Press Statewide Classified program or 2x2 Network, now is a good time to sign up. You'll qualify for a share of the revenue for the next period.

Contact Jennifer Plourde at Missouri Press if you would like to sign up or if you have questions: (573) 449-4167, jplourde@socket.net.

Any newspaper that is participating that would like to receive the Statewides or 2x2 ads electronically also should contact Jennifer.

Advertising / Marketing Notebook

Advertising rocks Missouri

Study shows industry's \$108 billion impact on state

December 6, 2004 – The advertising industry will help generate \$108 billion in the economy of Missouri next year, a new study found. The total economic activity generated by advertising – which includes direct spending, supplier spending and inter-industry activity – is estimated to account for a projected 20 percent of the state's \$548 billion economic activity and an estimated 429,763 jobs, or 15 percent of the state's workforce of 2.9 million.

These findings come from a new study conducted by Michael J. Raimondi of Global Insight, under the direction of Nobel Laureate in Economics Dr. Lawrence R. Klein, entitled the "Comprehensive Economic Impact of Advertising Expenditures." The study was conducted for The Advertising Coalition, which is comprised of nine national media and advertising trade associations.

The study estimates that the total revenue impact of advertising spending on the state next year will reach a projected \$108 billion. The total projected impact includes the direct impact on area sales of \$54 billion, the impact on supplier economic activity of \$24 billion and the impact on inter-industry economic activity of \$30 billion.

The estimated 429,763 jobs supported by advertising spending in the state are made up of 216,701 jobs from sales directly generated by advertising, another 94,178 jobs generated in suppliers of products and services to the direct sales employers, and 118,883 jobs from third tier inter-industry jobs created by the supply and direct sales activity.

"This landmark study demonstrates that advertising stimulates additional purchases by providing important and useful information to a broad range of purchasers in households and businesses - a critical function in a market economy" said Dr. Klein. "Advertising fulfills the critical role of informing and educating consumers about the many choices available to them in the marketplace. The dollar figures underscore the vital service and economic role this important industry plays in our daily lives."

The Global Insight study measures the impact of advertising at multiple levels in the area economy. The study defines the relationship between the amount spent on advertising by businesses throughout the economy and the impact those expenditures have on economic activity and job creation in all states, metropolitan areas and congressional districts in the United States. Global Insight's comprehensive macroeconomic and industry models work to quantify the economic and employment impacts of advertising.

The study was prepared by Michael J. Raimondi, Executive Managing Director of Global Insight's IT/Telecom Consulting practice, under the direction of Dr. Klein, who is the Benjamin Franklin Professor Emeritus of Economics at the University of Pennsylvania. Dr. Klein was awarded the Nobel Prize in Economics in 1980. Professors Cynthia Saltzman and Vijaya Duggal of Widener University assisted Dr. Klein in preparing the analysis for this study.

The Advertising Coalition includes nine associations: the American Advertising Federation (AAF); the American Association of Advertising Agencies (AAAA); the Association of National Advertisers (ANA); the Grocery Manufacturers of America (GMA); the Magazine Publishers of America (MPA); the National Association of Broadcasters (NAB); the National Cable & Telecommunications Association; the Newspaper Association of America (NAA), and the Pharmaceutical Research and Manufacturers of America.



Sunshine emphasis planned in mid-March

ARLINGTON, VA—As the public's watchdog, community newspapers have an important stake in open government and should play a critical role in raising awareness among citizens and officials alike that freedom of information is not just a Washington, D.C., issue, National Newspaper Association President Mike Buffington, editor of The Jackson Herald, Jefferson, GA, said.

That is why NNA has endorsed Sunshine Sunday and its weeklong observance of issues surrounding the public's right of access to government information, Buffington said. He urged NNA community weeklies and dailies to pay close attention to the Sunshine events as a national coalition of media organizations prepares for a kickoff March 13, 2005.

Newspapers, magazines, online sites, and radio and television broadcasters will be provided material for feature editorials, op-eds, editorial cartoons, and news and feature stories that drive public discussion about why open government is important to everyone, not just to journalists.

NNA Executive Director Brian Steffens said NNA would provide information through the NNA website at www.nna.org as materials become available.

Download NAA ads to promote notices

In an effort to help newspapers educate their readers about the importance of public notices in newspapers, the Newspaper Association of America has an ad series you can download from naa.org.

State and local legislators throughout the country are talking about removing public notices from newspapers. Newspapers face the loss of hundreds of millions of dollars in revenue and an erosion of their core business franchise.

The submersion of public notice information into government-sponsored websites will also jeopardize the free flow of public information to all citizens. Use these ads to promote the importance of Public Notices in your newspapers. It is the public's right to know how their local and state governments are spending their tax dollars.

Public notice in peril

Website soliciting government agency business

The following is from the website enotices.com:

After over a year of research, numerous discussions with municipal and legislative leaders and thousands of dollars, we'd like to welcome you to the soft launch of Enotices.com with New Jersey and Michigan both featured on this system.

We specialize in publishing legal notices electronically. This soft launch is an effort to show municipalities and other units of government what services we can provide more efficiently and at a more fair cost to what they're used to paying now.

In this time of revenue reductions and the reduced cost of technology improvements, Enotices LLC will serve the notice publishing needs of communities across the country more efficiently than ever before. Enotices plans to save units of government at least 40 percent off of their current publishing costs. We will provide local residents with the means to receive legal notices when they want them in their email box, making reading these notices easier than searching in your local newspaper on a day when the notice might appear.

While newspapers across the country fight a behind-the-scenes battle to stop legislation allowing this, Enotices LLC plans to show government agencies exactly why websites like this and others are a better way to communicate with their constituents.

While newspapers will claim to be the best place for public notice publishing, Enotices has found the print publishing of notices to be ineffective and antiquated. When residents want information, they want it now. They also want their tax dollars to be used more efficiently. Our system is one way to accomplish this.

There have been 24 pieces of legislation introduced in 19 states in the past year targeting legal notices. Print media groups have fought this legislation as notice publishing is an 800 million dollar market nationwide.

We will show proof of the continued growth of Internet usage as well as the continued decline of newspaper circulation nationwide. We'll also show how advertising notices online will reach a broader range of people.

Municipalities will be astounded by the results of our research. Miscalculated circulation statistics, as well as charging municipalities more than commercial clients. The list goes on. Local officials need to examine additional avenues for notice publishing.

While using their own websites is one way, Enotices can broadcast to the world more effectively, using its ownership of over 100 domain names. It will lower the cost of bids as more companies from wider areas will be informed of RFP's.

Over the next several months, enotices.com will be introducing some top-of-the-line functionality, designed to inform residents, businesses and other interested parties much more effectively than newspapers. Stay tuned for more information on this.

Enotices.com is preparing to become the nation's largest repository for published legal notices. Enotices.com and all of its over 100 associated websites are owned and operated by Enotices LLC, a Michigan-based limited liability company, specializing in the publication of legal notices. [Click here to contact enotices.com](http://enotices.com).

If your municipality, school district, county or state would like your announcements or notices published on this site or any of the over 100 websites owned by Enotices, LLC, please email us here or call 1-888-7-NOTICE.

Enotices.com - The NOW Generation in Legal Notice Advertising.



LEGISLATIVE ALERT!

Financial statement

Bill would reduce county's accountability to public

A bill to reduce information contained in the current county financial statement, required to be published in newspapers annually by counties of the second, third or fourth class, has been introduced in the Missouri General Assembly by State Reps. Robert Johnson (R-Lee's Summit), Todd Smith (R-Sedalia) and Vicki Schneider (R-O'Fallon).

House Bill 58 also would change county bidding and purchasing laws, and it appears to establish loopholes that could eliminate the need for certain bids by county commissions. The Missouri Press Association, the statewide trade association for 300 newspapers, opposes the bill.

MPA urges publishers to voice their opposition of the bill to state representatives and state senators. NOW. The legislative session opens Jan. 5 in Jefferson City.

HB 58 would convert the current, more detailed financial statement into a statement containing summaries of receipts, disbursements, transfers, and beginning and ending balances of funds. Unlike the current county financial statement, specific disbursements, warrants issued and names of persons or entities receiving payments from the county would not be published in the proposed financial statement.

A similar effort to cut the county financial statement was made by Reps. Johnson and Smith during the closing weeks of the 2004 legislative session.

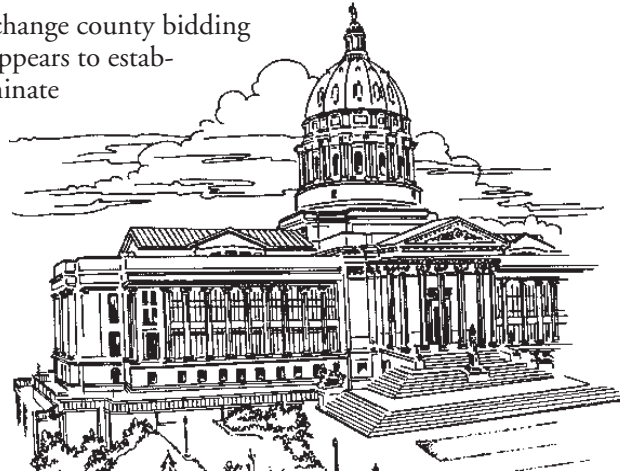
"A complete annual county financial statement is one way for the public to track a county's spending," said Gary Sosniecki, president of the Missouri Press Association. "Most rural county commissions are virtually impossible for the public to monitor because they 'meet' for days at a time, often without specific agendas.

"A complete county financial statement is one way to keep the public informed of how its tax dollars are spent," said Sosniecki, co-publisher of *The Vandavia Leader*. "This is not a financial issue for newspapers but a public-information issue

for taxpayers," he said.

HB 58 also would change county bidding and purchasing laws. Under the bill, competitive bids would be waived by the county commission under emergency circumstances or when county officials determine there is only a single feasible source for the supplies. A proposed purchase of more than \$5,000 from a single feasible source would be posted, and a proposed purchase of more than \$25,000 would be advertised.

"It appears the bill was drafted to allow generous loopholes in the procurement process for counties," Sosniecki said. "Those provisions need to be tightened in the bill, or the bill needs to be shelved. Taxpayers deserve better."



ALL ABOARD!
Are you on the right track? If you're not reading the newspaper, you might get left at the station. You wouldn't believe how much information is on each page. So open a newspaper today. And get on track.

Your logo here

It all starts with newspapers
www.newspaperlinks.com
THE MESSAGE IS BROUGHT TO YOU BY THE NEWSPAPER ASSOCIATION OF AMERICA

'Polar Express' ads promote readership

Let your newspaper take young readers on an adventure to distant lands!

Warner Bros Pictures has partnered with the Newspaper Association of America to create the latest ads for the newspaper literacy campaign, featuring stunning visuals from its upcoming film, "The Polar Express." The ads come in three varieties, providing even more incentive to run the ads often.

You can get the ads at naa.org.

Editor's column shows how paper operates

The editor of The Tribune in San Luis Obispo, Calif., is writing a weekly column that highlights different employees.

The Washington Post has begun a weekly "Ask the Post" online chat on washingtonpost.com. The first chat featured executive editor Leonard Downie Jr.

A number of papers are running features like this that give readers a behind-the-scenes look at newspaper operations.

—Presstime



Marketplace

Ads on this page are free to members of Missouri Press Association. Cost to non-members is 25¢ per word. Please email your ads to kford@socket.net.

HELP WANTED

EDITOR: The Marthasville Record, a weekly newspaper in Warren County, is looking for an experienced newsperson to fill the position of editor. We are a 2,300 paid circulation newspaper in a rapidly growing area about 50 miles from downtown St. Louis. This challenging position will involve managing our office in Marthasville and covering various beats in that community and throughout Warren County including Warrenton, the county seat. Good pay and great benefits. Please send your resume, qualifications and clips to Bill Miller Jr., publisher, at P.O. Box 77, Marthasville, MO, 63357. 12-13

REPORTER: The Examiner, and award-winning suburban Kansas City daily based in Independence, Mo., has an opening for hard-working, community-minded reporter. Must have journalism degree or equivalent. Send resume and clips to Exec. Editor Dale Brendel by email at dale.brendel@examiner.net, or mail to 410 S. Liberty, Independence, MO 64050. 12-7

REPORTER: The Daily Statesman, a five-day-a-week newspaper in Southeast Missouri, has an immediate opening for a news reporter. This position runs the gamut of small-town daily duties - from covering school boards and school activities, breaking news to feature writing. The newsroom emphasis is on quality small-town community journalism and involvement in the community. The successful candidate must enjoy community journalism, be able to distinguish the most important issues at long meetings, and thrive on juggling a number of projects at one time. This position will include the development of local feature and lifestyle stories/photos as well as general assignment news. Candidates should submit a resumé, cover letter and work samples to: Gary Exelby, Editor, The Daily Statesman, P.O. Box 579, Dexter, MO 63841. To inquire about the position please send an e-mail to xlb@dailystatesman.com. 12-3

EDITOR: Campbell Publications is seeking a hard-hitting regional editor to capitalize on the natural assets of the five western Illinois counties we serve. We boast two major rivers, outdoor recreation, agriculture, prime destination hunting, high school athletic traditions and communities with hometown pride, all within an hour of metro St. Louis. We're looking for a journalism professional with at least two years of experience, someone with a heart for the adventure and mission of weekly newspapers. Qualifications for this job include copy editing and page layout experience; familiarity with InDesign is a plus. We produce six award-winning community newspapers with a combined readership of 75,000. To apply, send resume, cover letter and clips to Julie Boren, Publisher, P.O. Box 70, Pittsfield, IL 62363. 12-3

EDITOR/REPORTER: Osage Valley Publishing in central Missouri near beautiful Truman Lake and Lake of the Ozarks has an immediate opening for a reporter/editor. Candidates should be energetic with the ability to lead. Heavy writing, page layout, photography experience preferred. Send cover letter, resume, samples and references to Publisher Jamie Krier, Osage Valley Publishing, PO Box 23, Windsor, MO 65360. 11-22

EDITOR: One of the midwest's finest suburban newspapers located in Kansas City is looking for a Editor. Must be able to provide strong leadership, focus on local news coverage, for each of our 5 weeklies. Send Resume to: Roy Biondi, C/O Sun Publications, 7373 W. 107th St., Overland Park, KS 66212; or email resume to: rbiondi@sunpublications.com. 11-22

CLASSIFIED MANAGER: One of the midwest's finest suburban newspapers located in Kansas City area is looking for a Classified Sales Manager. Prefer metro market experience and management experience. Attractive salary and bonus potential. Send Resume to: Roy Biondi, C/O Sun Publications, 7373 W. 107th St., Overland Park, KS 66212; or email resume to: rbiondi@sunpublications.com. 11-22

ADVERTISING MANAGER: The Free Press, a 22,500 daily in Mankato, Minnesota is looking for an innovative and inspirational person to lead its sales team. The Free Press has shown continuous gains in revenue and circulation. The person selected will lead a great staff of ten professionals and be a part of a great leadership team. Mankato is a shopping hub that is growing by leaps and bounds. The retail base is much larger than that afforded a community our size as customers from South Dakota, Iowa and Southern Minnesota come to shop. Located 85 miles southwest of the Twin cities, the area beckons those who love the outdoors, with lakes, trees and rolling hills. We are looking for someone who has a proven track record in developing conventional newspaper advertising as well as generating online and niche-product income. The person who fills this position must understand sales strategy and have the ability to train and motivate the sales team. In exchange for all this you get a golden opportunity to enjoy substantial personal income growth and the lifestyle you've always wanted. E-mail resume to Ken Lingen; Mankato Free Press publisher KALingen@CNHI.com. Or send to Ken Lingen, Mankato Free Press, PO Box 3287, Mankato, Minnesota 56001. 11-12

PRINT MEDIA SALES: Taking applications for experienced individual. Fast growing area, great future. Southwest Missouri and northwest Arkansas territory. Great benefits. Equal opportunity employer. Drug test required. Send resume to McDonald County Press, P.O. Box 266, Pineville, MO 64856. Email: gpogue@nwaonline.net. 11-11

ASSISTANT TO THE PUBLISHER: Seeking an energetic, goal-oriented individual to join our company. The successful applicant must have great organizational skills, be self-motivated and will work with advertisers and assist with some news functions. The Houston Herald also publishes The Messenger, operates an information channel on cable and also has one of the region's most popular Web sites, houstonherald.com. If you are ready for a challenge with a quality company and growing newspaper, we are interested in you.

Please write a short introduction about yourself and send it to: Houston Newspapers Inc., P.O. Box 170, Houston, Mo. 65483. 11-10

CIRCULATION MANAGER: The Columbia Missourian is looking for a circulation manager ready to tackle the challenges of marketing to a community with two competing daily newspapers. The successful candidate will have the drive to grow circulation by planning and implementing a total marketing campaign. He or she will develop promotions to attract new subscribers, direct great customer service to retain existing customers and successfully plan the distribution of several niche products throughout mid-Missouri. The Missourian also is set to launch circulation efforts for a subscriber-based digital edition, a groundbreaking initiative done in cooperation with the new Reynolds Institute at the University of Missouri's School of Journalism. The circulation manager also oversees circulation billings, the NIE program, independent contractors, and develops and manages the departmental budget. The Missourian is affiliated with the University of Missouri-Columbia and offers great university benefits including health, dental, life, vacation, retirement, disability and reduced tuition. If you believe "customer service" is not an oxymoron, thrive on challenges that would overwhelm the average marketing manager and want to enjoy life in a great university city rated among the nation's most desirable communities, then apply online at www.mujobs.missouri.edu. Please send resume and letters of reference to: University of Missouri, Human Resource Services (MU), 130 Heinkel Building, 201 South 7th Street, Columbia, Missouri 65211, <http://www.missouri.edu/~hrswwww/hrsmu.html>. AA/EOE Should any accommodations be necessary, please call (573) 882-7976. TTY users, please use the Relay Missouri number 1-800-RE-LAY MO (735-2966). 12-16

ASSISTANT TO DIRECTOR: Missouri Press Association in Columbia seeks to hire an assistant to its executive director. Newspaper background a must. Work in ad sales and placement, governmental relations, and other facets of the association, representing MPA's 300 member newspapers. Applicant must be a self-starter, have strong communications and computer skills. Complete job description available upon request. Benefits package offered. Send resume, including salary expectations, to: dcrews@socket.net. Job opening available until filled.

JOB WANTED

AVAILABLE IMMEDIATELY: Hard-working journalist living in central Iowa seeks editorial or advertising sales position at a weekly or daily newspaper anywhere in Missouri. I've done it all — written award-winning stories, taken photos, laid out pages, sold ads, and managed a small staff. Call John today at (515) 360-3874. 11-8

FOR SALE

SEVERAL good smaller Iowa weekly newspapers — excellent starter if you'd like to publish a paper of your own. Located in north central, central or southeast Iowa — take your pick. John e. van der Linden, broker, P.O. Box 275, Spirit Lake, IA 51360. (712) 336-2805. 12-8



Sack for Mailing Success

By Ron Cunningham
MPA Postal Consultant

Prompt delivery of your newspapers depends a lot upon how you prepare and label your papers and mail sacks. Using proper label format, and labeling papers and sacks correctly is a good beginning to the delivery process.

Here are the proper style and method for labeling bundles of non-bar coded papers and sacks with newspapers in them.

Periodicals—Nonautomation Flats — Package Labels

5-Digit: Red Label 5 on the top paper in the bundle.

3-Digit: Green Label 3 is placed on the top paper.

ADC (Area Distribution Center): Pink Label A is placed on the top paper.

Mixed ADC: Tan Label X is placed on the top paper.

Some newspapers are still using the old State and Mixed States labels. Make sure that these labels are not being used.

— A 5-digit package contains six or more newspapers to one 5-digit ZIP code.

— A 3-digit package contains six or more newspapers to the first three digits of the ZIP code.

— An ADC package contains six or more newspapers to an Area Distribution Center. Domestic Mail Manual (DMM) L004 has a listing of the Area Distribution Centers.

— A mixed ADC package contains any remaining pieces after the above sorts have been completed.

5-Digit: Below is an example of a 5-digit sack label for the ZIP Code 65804. A 5-digit sack is **REQUIRED** at 24 or more pieces, **OPTIONAL** with one 6(+)-piece package.

RECOMMENDED: For better delivery and the 5-digit rate, when you have at least 6 pieces for delivery to the same ZIP Code, put them in a separate sack. With just six pieces you may claim the 5-digit postage rate.

The first line on the sack label is the 5-digit destination, the second line indicates the contents of the sack. The third line is the office of mailing.

Springfield MO 65804
News Flts 5D NON BC
Rogersville MO 65742

3-Digit: Below is an example of a 3-Digit sack to the ZIP Codes that begin with 658. DMM L002 is where you obtain

the correct information for the first line. This sack is required at 24 pieces for ZIP Code 658, but you may make a sack at six pieces and claim the 3-Digit rate.

Springfield MO 658
News Flts 3D NON BC
Rogersville MO 65742

SCF: Below is an example of a SCF sack that contains Zip Codes of 650-653. DMM L002 is where you obtain the correct information for the first line and what ZIP Codes are for SCF Mid-Missouri. All pieces in this sack are at the basic rate.

SCF Mid-Missouri 650
News Flts SCF NON BC
Rogersville MO 65742

ADC: Below is an example of a ADC sack that contains packages for the ST Louis ADC. DMM L004 is where you obtain correct information for the first line and what ZIP Codes are in the St. Louis ADC. All pieces in this sack are at the basic rate.

ADC ST Louis MO 630
News Flts ADC NON BC
Rogersville MO 65742

Mixed ADC: Below is an example of a sack that contains the remaining pieces after the above sacks have been prepared. DMM L004 is where you obtain correct information for the first line where your sack should be labeled. All pieces in this sack are at the basic rate.

MXD ST Louis MO 630
News Flts NON BC WKG
Rogersville MO 65742

The first line of the sack label is important because it is the destination of the enclosed newspapers. The second line is also very important because it shows what is in the sack and what priority the sack has.

Make sure the first word in the second line is "News," not "Per, 2-C." If you have "Per" the Post Office will give it a lower delivery priority than News.

If you leave off "Flts" or have something different, it will also delay the working of your sack. **These sack labels must be pink.**

Make sure you are not preparing any mixed states or state packages, the correct package is mixed ADC and ADC. No state or mixed states sacks are to be made.

If you have any questions on labeling or sack labels, contact MPA's Postal Consultant, Ron Cunningham, at (417) 849-9331. Leave a message if nobody is home, and your call will be returned as soon as possible.



MEETING REGISTRATION
**115th Annual Convention
of the
Northwest Missouri
Press Association**

Jan. 20-21, 2005, Stoney Creek Inn, St. Joseph, Mo.

Name: _____

Newspaper or Organization: _____

Address: _____

Names of others attending: _____

Registration/membership fee is \$25 per newspaper or organization. The cost for all meals, workshops, etc. is \$60 per person. Pay one membership fee (\$25) for your company plus \$60 for each person attending. If you do not plan to attend all events listed below, pay \$25 plus the amount of the events you will attend.

	Cost Per Person		No. Attending	Amount
Registration / Membership \$25			_____	_____
ALL ACTIVITIES	\$60	x	_____	_____
OR:				
Thursday, Jan. 20				
President's Party	\$25	x	_____	_____
Friday, Jan. 21				
Luncheon & Seminars	\$15	x	_____	_____
Banquet / Awards Program	\$30	x	_____	_____
			Total	_____

HOTEL: Register with the Stoney Creek Inn, 1201 N. Woodbine Road, St. Joseph; (800) 659-2220. Reserve a room at the Convention rate of \$70 per night until Dec. 31.

Mail this form with your check made to Northwest Missouri Press Association, to: Chris Boultinghouse, Treasurer, Mound City News, P.O. Box 175, Mound City, MO 64470.

Missouri Press Newspaper Contract for "A Hunter's Heart" MPF's *FREE* Statewide Reading Project

PLEASE READ THIS CONTRACT

License Agreement made this _____ day of _____, between Missouri Press Foundation (MPF), 802 Locust St., Columbia, MO, and _____ (Name of Newspaper) for the following selection: Non-exclusive first-serial print rights to the **English-language version** of the story, "A Hunter's Heart." The selection shall be printed and distributed in Missouri newspapers only beginning in **January 2005**.

The Missouri newspaper agrees:

*1. By participating in the Missouri Press Foundation's Statewide Reading Project, **FEES FOR THIS STORY ARE WAIVED** so long as the newspaper **begins publication of the story in January 2005**.

If the newspaper chooses to use the story AFTER January 2005, it will be charged the non-refundable amount of \$_____ based upon the newspaper's circulation _____ and the following rates:

<u>Newspaper Circulation Size</u>	<u>Missouri Press Newspaper</u>
Newspaper with circulation 5,000 or less	\$25
Newspaper with circulation 5,001 to 20,000	\$50
Newspaper with circulation 20,001 to 50,000	\$75
Newspaper with circulation 50,001 to 100,000	\$100
Newspaper with circulation 100,001 to 200,000	\$150
Newspaper with circulation 200,001 and more	\$200

_____ I am adding \$5 to have the materials mailed on a CD (Includes PDFs, Quark files and text/art files).

_____ I want to download the PDFs from the MPA Web site -- a password will be e-mailed to me.

_____ I would like paper copies of the materials mailed to me at the address below.

2. Also, the Newspaper will not make additions to, or changes in, the text, title or appropriate credit lines accompanying each installment without the prior written approval of MPF and the author.

3. The license hereby granted applies only to the print issue specified in this agreement. **REPRODUCTION IN ANY ELECTRIC FORMAT IS STRICTLY PROHIBITED.**

4. This license authorizes one-time publication by the Newspaper in the English language. The Newspaper shall not transfer its license to any other newspaper or entity without the express written permission of MPF.

5. This license shall terminate: (a) if any provision of this agreement is violated, or (b) if the selection should not be published within one year from contract submission; or 70 days from the date of publication of the first chapter.

6. **The Missouri Press Foundation agrees** to indemnify and defend the Newspaper for any claim or suit that may arise out of publication of the material licensed to the Newspaper under this agreement.

Agreed: Newspaper Representative _____ Date _____

Address/City/State/ZIP _____

Phone number _____ Email address _____

Payment Method: Enclosed or Credit Card # _____ Exp. Date _____

Keep one signed copy of this contract for your own records. Upon receipt of your signed contract, you will be given a password to download PDF files or other requested materials will be mailed. For further information, contact Dawn Kitchell at (636)932-4301 or kitchell@yhti.net. Return this form and payment to:

Missouri Press Foundation, 802 Locust St., Columbia, MO 65201, Fax: 573-874-5894



Build the Foundation!

Before the end of 2004, join Foundation Builders by making your pledge of newspaper space or personal funds to this important project.

Those of you who participated in the previous Foundation Builders campaign are urged to extend your pledges of advertising revenue or personal contributions. You launched this project with a great beginning in 2001. It's critical now that you and others maintain the momentum with a renewed four-year pledge.

A major goal of Missouri Press Foundation is to ensure that your newspaper remains strong. The Foundation needs your help to do that.

The new internship program that started this summer is a good example of the Foundation's work. Money from the Foundation matched wages for interns at 16 Missouri Press member newspapers.

The Foundation has given more than \$60,000 in scholarships to college students and journalism educators. It has sponsored meetings and training around the state on issues critical to newspapers.

You can help Missouri Press Foundation

preserve the role of newspapers as architects and builders in their communities by pledging ad revenue from your newspaper or a regular personal contribution to Foundation Builders.

Newspapers can pledge the equivalent of a quarter page of advertising every three months, six months or 12 months for four years. Missouri Press Service will withhold from advertising checks an amount equal to your newspaper's pledge. MPS's commission also will go to the Foundation.

Individuals and companies can pledge \$100 or more each year for four years. They can use a credit card.

The Foundation Board of Directors encourages you to join your Missouri newspaper colleagues as a Foundation Builder. Pledgers will receive a beautiful desk clock like the one on the reverse to note their contributions.

Contact the Foundation at (573) 449-4167 for more information, or fill out the appropriate section of the pledge form below and mail or fax it to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201; fax (573) 874-5894.



Foundation Builders will receive this desk clock as a token of their generosity.

My Newspaper believes in the work of the Missouri Press Foundation.

We will donate 1/4-page of advertising (circle one of the following)

Every 3 Months, Every 6 Months, Every 12 Months

for four years to help build a strong Foundation for Missouri newspapers.

I personally believe in Missouri Press Foundation, and I will donate \$100 or more (amount \$ _____) each year

for four years to help build a strong Foundation for Missouri newspapers.



Newspaper/Individual _____

Address _____

Signature _____

Print name _____ Date _____

VISA / MC # _____ Expiration Date _____

Send to: Missouri Press Foundation, 802 Locust St., Columbia, MO 65201
(573) 449-4167 / fax (573) 874-5894 / mopress.com

