

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

February

17 — MPA / AP Day at the Capitol,
lunch in the Governor's Mansion

March

9-12 — NNA Government Affairs
Conference, Wyndham Washington

31-April 1 — Missouri Society
of Newspaper Editors / AP
Managing Editors meeting,
Big Cedar Lodge, Branson

April

14-15 — Missouri Advertising
Managers' Association, Sheraton
Westport Lakeside Chalet,
St. Louis

15 — Southeast Missouri Press
Association

May

5 — Past Presidents and Spouses
Dinner, Governor's Mansion

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

Missouri Press Association Bulletin

No. 1131 — 30 December, 2004

NW Press meeting on horizon

InDesign, Iraq veteran among Jan. 20-21 programs in St. Joseph

Get your registration form in now 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.

Sign up now for Foundation Builders

Don't forget to make your Foundation Builder's pledge. A form is enclosed. Fill it out and fax or mail it to Missouri Press.

Foundation Builders, which began in 2001, has been extended through 2008. Sign up now and begin helping the Foundation in 2005.

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 pledge 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.

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

You'll receive a beautiful desk clock with a personalized plate on it to note your contribution.

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.





Public Notice index a valuable tool

Missouri newspapers provide the citizens and the communities they serve with important information on topics ranging from abandoned property to zoological districts. Individuals, businesses and governmental entities often are required by law to publish certain information in newspapers qualified by statute to publish public notices.

Missouri newspapers publish thousands of notices required by state statute 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.

Once you know the statute number that affects the particular publication requirement, you may 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.

Beth Grace leaving K.C. AP bureau

Beth Grace, the chief of bureau at the AP in Kansas City, is leaving the AP on Jan. 15 to take on new challenges and opportunities.

In an email note, Grace wrote, "I want to thank each and every one of you for your friendship and support, but above all, I want to thank you for all you do to make the AP the excellent cooperative it is. I have loved the AP for the two decades I worked within it, and will always be its biggest fan."

Wall Street Journal on Saturdays!

The Wall Street Journal has announced it will begin publishing a Saturday edition within a year. About 150 people will be hired.

The Journal last published a weekend edition in 1953. The paper's 1.8 million subscribers will receive the weekend edition free of charge.

—Presstime

'Hunter's Heart' in 90+ papers

An exciting update on our Reading Across Missouri 2005 project!

As of Dec. 30, 98 Missouri newspapers are planning to publish the free serial story "A Hunter's Heart" beginning in January!

That is a record for any of our NIE projects, and gives me great hope going into the new year for young newspaper readers in Missouri – Yahoo!

Thanks to the tremendous response, we will have THOUSANDS of teachers using this tool in their classrooms. Because of this, we are providing additional classroom activities to use with the story. These activities will be posted on our website, www.mopress.com. (Many are already there; more are on the way!)

You may use these activities in any way – you can publish them in your newspaper along with each chapter of the story, you can copy them and distribute as a flier to your teachers, you can simply direct your teachers to the MPA website. These activities are outstanding and should add even more value to this project.

We have a list of participating newspapers on the website. If your newspaper isn't on that list, it's not too late! The registration form is in the MPA Bulletin, on the website, or available from Lesa Litty or me! Help make sure children in your community

are on the same page in 2005 – reading inside YOUR newspaper!

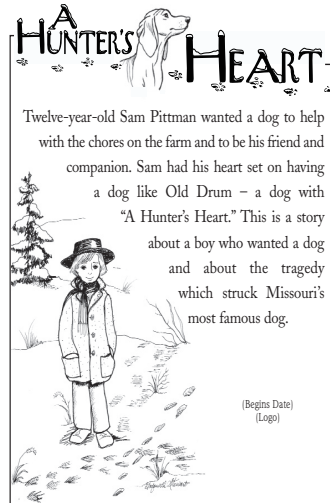
Happy Newspaper In Education Year!

Dawn Kitchell

MPA Newspapers In Education Director

19753 Valley View Dr., Marthasville, MO 63357

Phone & Fax: (636)932-4301, kitchell@yhti.net



Reporter's hard drive seized

Following publication of an Unreal item in a recent issue of *Riverfront Times*, newsroom management at the *St. Louis Post-Dispatch* seized the computer hard drive of staff writer Daniel P. Finney and suspended him from reporting duties.

The Unreal piece, "Local Blog o' the Week," highlighted an online diary written under the pseudonym Roland H. Thompson. Though Finney did not identify himself by name in the blog, titled "Rage, Anguish and Other Bad Crazy in St. Louis," he chronicled minute details of his life, including lengthy passages about his job as a *Post-Dispatch* features writer.

A 29-year-old native of Des Moines, Iowa, Finney came to the *Post* in May 2003 after stints at *USA Today*, the *Des Moines Register* and the *Omaha World-Herald*. For the *Post*'s "Everyday" section, Finney specialized in youth and culture, reviewing books, comics and DVD releases, as well as the occasional feature profile.

In his blog, begun in September, Finney took frequent, thinly veiled potshots against his employer and co-workers. He also wrote about stories he was working on for the paper.

In one entry he poked fun at the subjects of the *Post*'s annual "100 Neediest Cases" feature. Six days later, a "100 Neediest Cases" installment carried Finney's byline.

—St. Louis *Riverfront Times*



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Public record v. privacy

State withholds names of child support violators

JEFFERSON CITY (AP) — The state Conservation Commission suspended the hunting and fishing licenses of 176 people who failed to pay child support but kept secret their identities Dec. 17 under a policy change that closes what once was a public record.

The decision marks the commission's third different approach to handling the license suspensions as it vacillates between favoring the open-records policy of the Sunshine Law and the closed records requirement of the state's child support enforcement statute.

The commission has authority under a 1997 state law to suspend licenses upon the recommendation of the Division of Family Support, which is part of the Department of Social Services.

Initially, the Conservation Commission considered and approved the suspensions in closed meetings. But it began doing so in open meetings in December 2002 at the suggestion of the state auditor's office, which cited Missouri's open records and meetings law, also known as the Sunshine Law.



In November, The Associated Press sought a list of hunters and fishers whose licenses had been suspended for not paying child support. Conservation Department staff denied the request and, on Dec. 17, commissioners changed their procedures to again close records identifying those people. But commissioners decided to continue taking a public vote on the secret list.

"We are following the advice of our legal counsel about how we can best conform to the law. We have no agenda beyond that," said commission chairwoman Cynthia Metcalfe, of Ladue.

Denise Garnier, an attorney and assistant to department director John Hoskins, recommended the change because the Conservation Commission gets its information from the Division of Family Support, which closes all of its child support records.

The Sunshine Law does not specifically address child support records but asserts that government records generally should be open.

The child support law prohibits state officers and employees from disclosing information relating to "the contents of any records, files, papers and communications ... conducted in connection with the administration of the child support program."

The names of individuals violating child support orders would be a public judicial record if the state went to court to try to force payment.

The Conservation Commission already identifies people whose licenses are suspended or revoked for any other reason. On Dec. 17, for example, commissioners suspended the licenses of five people because of hunting accidents and 25 others for wildlife code violations such as shooting too many deer or using prohibited fishing methods.

Except for one juvenile, the Conservation Commission released those people's names, addresses and birth dates, as well as information supporting the punitive actions.



Senator wants agencies to release data more freely

Sen. John Cornyn, disturbed by the federal government's secrecy, will introduce legislation next year that would force agencies to release information more freely.

Good government demands that U.S. citizens have access to most agency files, said Cornyn, R-Texas, who thinks toothless federal laws too often let bureaucrats deny legitimate requests for information with no legal repercussions.

"We the people are the bosses and not the servant," he said. "If we the people are going to remain well-informed so we can tell our elected officials what we want and what we won't put up with, we have to be able to be informed."

Cornyn hopes to borrow extensively from the Texas Public Information Act, which presumes that all government documents are public records unless they fall into specific, if broad, categories, such as personnel files or documents that are drafts and not final versions. Texas also has strict deadlines for answering information requests and requires agencies to justify denials.

Run editorials about jailing of journalists

Who can blame federal prosecutors for trying to convert journalists into their personal snitches?

For the prosecutors, demanding that journalists burn their confidential sources is invariably a winning proposition. It doesn't work out that well for journalists or the public. Just ask TV newsman Jim Taricani. A special prosecutor ordered the Providence, R.I., journalist to reveal who gave him an FBI video-surveillance tape showing a city official taking a bribe.

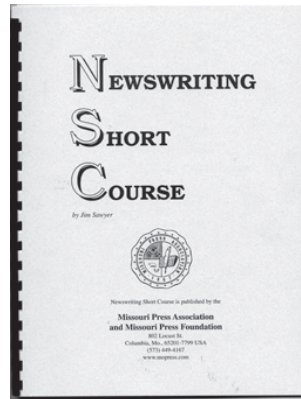
Taricani refused and was convicted of criminal contempt.

The National Newspaper Association is making editorials available for use by community newspapers. These editorials were either produced by NNA or other sources, and may be of interest to readers.

Get the editorials at <http://www.nna.org/GR/Editorials.htm>.

'Newswriting Short Course' can help rookies, civic groups

Missouri Press has mailed one copy of "Newswriting Short Course" by Jim Sawyer to each member newspaper. Additional copies are available from Missouri Press Foundation for \$5 each. Contact the Missouri Press Office in Columbia, (573) 449-4167, dcrews@socket.net.



Sawyer, who died of cancer in September 2003, prepared the booklet to help beginning news writers. It is adapted from an earlier workbook he wrote 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 organizing 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.

Plan to observe Sunshine Week

(AP) — Journalism organizations are planning a nationwide campaign to press for government access, which they say is being denied more often by officials who claim post-Sept. 11 security concerns warrant keeping information secret. For a week beginning March 13, news outlets will run stories, editorials and cartoons on the subject. The effort announced Dec. 14 has been dubbed "Sunshine Week."

"From city hall to Congress, and from police chiefs' offices to the attorney general's office, the trend toward secrecy is unmistakable," said Tom Curley, president and CEO of The Associated Press. "The most important thing from our standpoint, of course, is to connect what we do to the public interest, and to line up with the people and remind them how important it is that they get access to what their elected representatives are doing," he said.

Under the Freedom of Information Act, government agencies must provide the public with access to government information, unless the information falls under certain exemptions. However, the agencies can decide on their own to disclose the exempted information.

In October 2001, Attorney General John Ashcroft changed the FOIA policy by requiring agencies to carefully consider national security, effective law enforcement and personal privacy before releasing information. Ashcroft cited security concerns in the wake of the Sept. 11 attacks as the reason for the changes to open government laws.

Andy Alexander, chairman of the American Society of Newspaper Editors' Freedom of Information Committee, said Ashcroft's order turned "the basic concept of open government on its head."

"It used to be the presumption was that information would be public unless the government could show a compelling reason that it should remain secret," Alexander said. "And Attorney General Ashcroft's directive basically turned that upside down and put the onus on citizens to show that they needed the information."



February promotions

- 1 — Freedom Day
- 1 — Women's Heart Health Day
- 2 — Groundhog Day
- 5-13 — National Home & Garden Show
- 6 — Super Bowl XXXIX
- 6-12 — National Pancake Week
- 8 — Mardi Gras
- 8 — World Agriculture Expo (8-10)
- 8 — Boy Scouts Anniversary
- 9 — Lent (2-9/3-26)
- 14 — Valentine's Day
- 14 — Race Relations Day
- 15 — Susan B. Anthony Day
- 17 — National PTA Founders' Day
- 18-20 — 2nd Honeymoon Weekend
- 20 — Daytona 500
- 21 — Presidents Day
- 28 — Floral Design Day



'Racing Stripes' promotes reading

The latest newspaper literacy ad features the ambitious little zebra from Warner Bros. coming film "Racing Stripes." In the ad, Stripes and his pals, Tucker, Goose, Reggie and Lightning are gathered around the sports page of the newspaper, with the caption: "Stay Ahead of the Pack." The copy continues below: "Want to be a winner? Read a newspaper. It's a great way to fill your head with information. I read one every day. You might be surprised how much you'll find in there. In fact, if you read as much as I do, you'll never be left behind!" Download the ads at naa.org.

Advertising / Marketing Notebook

Web taking over classifieds

Even newspaper using Craigslist job listings

Craigslist has cost newspapers in the San Francisco Bay area between \$50 million and \$65 million in revenues from help wanted ads, according to a new report by the consulting group Classified Intelligence LLC.

The popular community site also has taken a large share of newspapers' merchandise and real estate advertising, according to the 57-page report "Competing with Craig: Strategies and tactics for battling Craigslist and its counterparts."

"Craigslist enjoys local affection that the newspapers can only dream about," wrote Bob Cauthorn in the report. Cauthorn, former vice president of digital media at the *San Francisco Chronicle*, estimated that for the week ending Nov. 21, 2004, the region's largest newspapers had approximately 4,900 help wanted ads, compared to 12,000 job listings on Craigslist.

Cauthorn, who left the *Chronicle* in April after more than three years, added that advertisers on Craigslist include the *Chronicle's* human resources department "because its own recruitment ads deliver unsatisfactory results." Craigslist isn't the only threat to newspaper classifieds, a \$28 billion to \$30 billion business in the United States, including \$16 billion in daily newspapers. A recent report by niche market firm Corzen, Inc. showed that revenue for the top job boards — CareerBuilder, Monster, and Yahoo! HotJobs — was 47 percent higher in the third quarter of 2004 than the third quarter of 2003, while newspaper help wanteds showed a growth of only 16 percent nationally.

—*MediaPost's* MediaDailyNews Dec 28, 2004 Online bulletin board

Blum taking orders for 'Black Ink'

Ken Blum, the writer of the column "Black Ink" for *Publishers' Auxiliary* and author of the book by the same name, is having his book reprinted in soft cover. "Black Ink" sold out of the 2,400 copies in hardcover.

Blum needs to determine the number of copies to print, so if you would like a copy, he requests that you let him know as soon as possible.

The cost is \$95 per copy, including shipping. Three or more copies: \$85 each. Just e-mail your name, address and phone number to Blummer@aol.com, and Blum will send the book out with an invoice as soon as it is available.

"Black Ink/The Book" is 280 pages and includes 133 chapters, nearly 200 illustrations from newspapers across the country and dozens of "Black Ink Tidbit" ideas.

Blum has written more than 300 columns about all aspects of running a community newspaper since "Black Ink" first appeared in *Publishers' Auxiliary* in 1982. In the 1970s, he wrote a column called "Editor's Notebook" for the same publication.

There are hundreds of ideas and strategies for newspapers to use to improve their products and profits. The book has four sections: management, advertising, circulation and editorial.

Quotes from readers:

"This is the ultimate cookbook for the community journalist. There are enough good ideas to pay for itself one hundred times over. A first class job!" Bill Sniffin, Publisher, *The Wyoming State Journal*, Lander, Wyo.

"A fantastic job . . . we brought in \$1,500 in less than two weeks from it. Thanks for a very valuable tool!" Nick Russell, Publisher, *White Mountain Weekly*, Pinetop, Ariz.



INMA releases annual report

INMA has released its much-anticipated annual report **"Newspaper Outlook 2005: Differentiation and Value In a Cluttered Marketplace."** This is the association's most widely circulated report each year.

"Outlook 2005" offers a mix of history, profiles, and strategic analysis for top executives in the newspaper industry. It tackles some of the hottest issues facing newspapers in 2005, including: value propositions, expense assaults, circulation trends, advertising projections, product management models, format change, free urban young adult newspapers, paid promotions, the merger of "quality" and "popular" newspapers, brand development, and more.

Researched and written by INMA Executive Director Earl J. Wilkinson, the report is a "must read" for executives charged with setting the strategic direction of their newspapers in 2005.

For more information and to order the digital report, go to: www.inma.org/bookstore/2005-outlook.cfm.

Get Franklin names in by Jan. 31

NNA member newspapers are invited to nominate a postal employee for the Benjamin Franklin Award. Nominees should be people who have done the most to improve the partnership between the Postal Service and community newspapers.

Previous nominees who have not yet been recognized may be re-nominated. Please describe the individual's contributions. Nominees must be full-time employees of the United States Postal Service. There is no nomination fee. Only one nominee per newspaper.

Nomination forms must be received by Jan. 31, 2005. Fax completed information to (703) 534-5751, or mail to Benjamin Franklin Award, National Newspaper Association, P.O. Box 5737, Arlington, VA 22205. For more information, see the flier at: nna.org/BenFlyer2.pdf.

Wal-Mart advertises!

Sluggish sales spur price cut campaign in newspapers

By Martha Graybow

NEW YORK (Reuters) - Wal-Mart Stores Inc., hurt by sluggish sales over the Thanksgiving holiday weekend, launched a rare advertising blitz in newspapers across the United States touting price cuts.

The No. 1 U.S. retailer took out full-page color ads in newspapers in as many as 50 markets to promote price reductions of up to a third on products ranging from portable DVD players, appliances, tools, to stuffed Elmo toys.

The ad campaign follows poor November sales reported by the retailer. Wal-Mart does not typically advertise in newspapers, preferring to promote its products in its monthly circulars and on some television spots.

"If Wal-Mart feels the need to begin to supplement its marketing programs with print advertising, it will mean a big new customer for newspapers and would undoubtedly spark a response from other discounters," said Edward Atorino, a publishing analyst at Fulcrum Global Partners. "It could breathe an unexpected new life into retail advertising."



Wal-Mart spokesman Gus Whitcomb said the discounter sought to reassert its position as an "Every Day Low Price" shopping destination through the ad blitz. Retail analysts say Wal-Mart had opted to be less promotional over Thanksgiving, a step that has since backfired and alienated some of its die-hard shoppers.

Unlike traditional department stores, Wal-Mart has long eschewed print ads. Advertising from retailers is a key revenue source for newspapers and analysts have said Wal-Mart's increasing dominance in the retail industry could spell trouble for many publishers.

Ginocchio said Wal-Mart spends much less than other retailers on advertising overall and it allocates only 5 percent of its ad budget to newspapers, compared with 50 percent or more for other retailers. Of the \$375 million Wal-Mart spent on ads last year, only about \$15 million of that went to newspapers, according to Ginocchio's estimates.

3 papers join MPS ad programs

The Sedalia Democrat, *Kimberling City Stone County Gazette* and *Paris Monroe County Appeal* have joined the Missouri Statewide Classified advertising program.

The *Democrat* also has joined the Missouri Press 2x2 Network.

Newspapers participating in the programs total 206 in the Statewides and 152 in the 2x2 Network.

If your newspaper would like to join either or both of these advertising programs, contact Jennifer Plourde at Missouri Press, 449-4167, jplourde@socket.net.

You can make money two ways in these programs. When your newspaper sells a Statewide or a 2x2 ad into the network, your newspaper keeps a large portion of the proceeds. Also, as a member of the programs, your newspaper receives a share of the accumulated funds in each program's rebate account.



Political spending through Mo. Press

This is a list of the candidates or committees that bought ads in newspapers through Missouri Press Service in the recent general election campaigns. The dollar figures are the totals spent.

Anita Yeckel.....	\$5,525.05
Bellamy for Senate	\$13,006.40
Jim Seigfried	\$8,933.40
Missourians for Economic Opportunity (Rockaway Beach casino)	\$45,078.00
Jim Newberry for Congress.....	\$4,728.16
Graves for Congress.....	\$6,248.40
Ike Skelton	\$19,426.89
Bill Stouffer.....	\$1,051.56
Sarah Steelman	\$3,256.80
Kolkmeier for Senate.....	\$3,237.52
Linda Jacobsen for Congress.....	\$9,935.40
McCaskill for Governor	\$8,830.80
Mo. Republican Party.....	\$12,738.00
Chuck Graham	\$892.20
David Day.....	\$270.60
Jim Seigfried	\$3,099.30
Jon Hagler.....	\$781.20
Peter Kinder for Lt. Gov.....	\$67,688.62
Sen. Harold Caskey Committee.....	\$892.56
Sen. John Cauthorn	\$6,508.90
Team Emerson	\$11,427.30
Matt Blunt	\$20,009.00
Roy Blunt.....	\$4,344.80
Wes Shoemyer.....	\$4,063.74
Total.....	\$253,041.20

Belo to build in Dallas

DALLAS (AP) — The Dallas Morning News will build another plant to relieve pressure on its busy printing plant north of the city.

Dallas-based Belo, the newspaper's parent company, announced Dec. 8 that Belo will invest \$120 million in a southern Dallas plant and make improvements to its plant in suburban Plano.

Earlier this year Belo cut 250 jobs, about 3 percent of its workforce. Nearly half the cuts came from the Morning News, which has been shaken by circulation overstatements. Belo said the layoffs were the result of flat revenues since 2001.

Slow and steady wins sale

By John Foust, Raleigh, NC

I asked an advertiser about the media representatives who call on her. "To be honest," she laughed, "some of them need to slow down."

Slow down?

"Not to a snail's pace, of course. But I've seen sales people race through presentations so quickly that I barely have time to absorb the information. It's like there's somebody outside the door with a stopwatch saying, 'You have ten other people to see before lunch. Now go in there and sell.'"

She shook her head, "I guess a lot of it is due to the fact that business is moving faster every day. With instant this and instant that, it's no wonder that people are impatient. Not long ago, I had a meeting with a sales person who raced through his memorized presentation, barely looked up from his laptop computer, didn't encourage a dialogue about anything, and then asked, 'Well, are you gonna buy or not?'"



John Foust conducts on-site and video training for newspaper advertising departments. His three new video programs are designed to help ad managers conduct in-house training for their sales teams. For information, contact: John Foust, PO Box 97606, Raleigh, NC 27624 USA, E-mail: jfoust@mindspring.com, Phone 919-848-2401.

It sounds like that sales person needs to hear my friend George's favorite fishing story. One day when he was 14 years old, he went to a nearby lake at seven o'clock in the morning and fished until four in the afternoon. It was a rough day. He didn't catch a single fish.

As he reeled in his line and turned to leave, he took one last glance into the water. And there, just below the surface, was the biggest bass he had ever seen. Hurriedly baiting his hook with a nightcrawler, he dropped it in front of the bass and watched the fish slowly take the bait.

Imagine George's excitement. After fishing all day, nine hours with no luck, he suddenly had a prize prospect within reach. He was tempted to jerk the rod right away, but remembered his cousin's advice to count to ten before trying to set the hook. So he stood there motionless, forcing himself to be patient. The fish swam away at a leisurely pace, still nibbling the bait. George counted...one, two, three. Not yet...four, five, six, seven. Almost there...eight, nine, ten. Now!

He pulled on the rod and felt a surge of power. "It looked like a fishing show on television," he recalled years later. "That fish jumped out of the water and danced on the surface." Things got complicated when the fish tangled the line in some branches, but George eventually lifted his prize catch out of the water — a five-pound, eight-ounce largemouth bass. "It was hard to count to ten while that fish swam away," he said. "If I

had been impatient, I would have lost him."

Many a fish — and many a sale — has been lost to impatience.

Henry David Thoreau wrote, "There's more to life than increasing its speed." Yes, and you can say the same thing about sales presentations.

Slow down. Count to ten. Or at least to five.

People make buying decisions when they're thinking, not when you're talking. So give them some time to think about what you're saying.

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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

CITY GOVERNMENT REPORTER: Are you an aggressive reporter prepared to cover a dynamic city government beat in the hometown of the University of Arkansas? The Northwest Arkansas Times in Fayetteville, seeks a reporter with daily newspaper experience who is enthusiastic about reporting, who is energetic about writing and who can show clips that demonstrate a commitment to daily community newspaper journalism. We want someone who is motivated to make the most of a great beat through teamwork and superior beat development. Competitive pay and benefits. Candidates with at least a year of experience may apply by sending clips and a resume to NWAT City Government Beat, Attn: Melinda Lenda, Community Publishers Inc., P.O. Box 1049, Bentonville AR 72712. 12-21

ADVERTISING SALES: If you are integrity-oriented, serious about customer service, care about solving problems for your clients, self-motivated, desire to be compensated for a job well-done, you may be a candidate for an advertising sales position. We pride ourselves in being a customer-first company. We put the needs of our clients before our needs, and we work hard to always do what we say we will do. We are looking for an advertising sales representative who will assist local businesses with their advertising needs. If you are detail-oriented, creative, trustworthy and a consistent achiever, please send resume to Human Resources, Community Publishers, Inc., PO Box 330, Bolivar, MO 65613. Email janiet@cpimo.com or Fax to 417-326-8701. EOE. 12-21

PUBLISHER WANTED: Opportunity for individual with strong advertising background and management skills to head up this six-day daily newspaper in South-central Kansas. As publisher your responsibilities will include all facets of the business. Knowledge of web press plant operations helpful. Excellent compensation package includes base plus quarterly performance bonus, available health and life insurance, 401K and Flex spending plans. Apply to Richard (Chip) Watson, Regional Manager, cwatson@bignickel.com. 12-17

EDITOR: The Marthasville Record is looking for an editor. 2,300 paid circulation weekly in a rapidly growing area about 50 miles from downtown St. Louis. Manage the office and cover the 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 paper in Southeast Missouri, has an immediate opening for a reporter. Emphasis is on community journalism and involvement in the community. 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. Submit a resume, 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

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 Missourian 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. If you 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/~hrswww/hrsmu.html>. AA/EOE Should any accommodations be necessary, please call (573) 882-7976. TTY users, please use the Relay Missouri number 1-800-RELAY MO (735-2966). 12-16

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

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

ASSISTANT TO THE PUBLISHER: Seeking an energetic, goal-oriented individual to join our company. Must have great organizational skills, be self-motivated. 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 websites, houstonherald.com. Please write a short introduction about yourself and send it to: Houston Newspapers Inc., P.O. Box 170, Houston, Mo. 65483. 11-10

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



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!

Join Foundation Builders today 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

