

CALENDAR

February

- 8-14 — Sunshine Week
26 — MPA judges Tennessee Ad Contest, Columbia

March

- 1-5 — Newspaper in Education Week
4 — MPA/AP Day at the Capitol
17-20 — NNA Government Affairs Conference, Wyndham Washington DC
18 — MPA judges Tennessee Newspaper Contest, Columbia

April

- 1-2 — Missouri Society of Newspaper Editors, Sheraton Westport Hotel, St. Louis
15-16 — Missouri Advertising Managers' Association, Sheraton Westport Hotel, St. Louis
16 — Southeast Missouri Press Association meeting, Southeast Missouri State University, Cape Girardeau

May

- 6 — Past Presidents & Spouses Dinner, Country Club of Missouri, Columbia

June

- 3 — MPA/MPS Board meeting, Holiday Inn, Lake Ozark
3-5 — Show-Me Press Association meeting, Holiday Inn, Lake Ozark
4 — MPA Porter Fisher Golf Classic, Sycamore Creek Golf Course, Osage Beach
24-25 — Central States NIE Conference, Springdale, Ark.

July

- 21-23 — The Living Textbook, Newspaper In Education Teacher Workshop, UMC

September

- 9-11 — 138th Annual MPA Convention & Trade Show, University Plaza Hotel & Convention Center, Springfield
15-18 — 118th Annual National Newspaper Association Convention, Denver, Colo.



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

MISSOURI PRESS ASSOCIATION

BULLETIN

No. 1112 — 30 January, 2004

Day at Capitol March 4

Get signed up for annual gathering; lunch in the Mansion

Gov. Bob Holden, other state office holders and legislative leaders have been invited to speak at MPA/AP Day at the Capitol on Thursday, March 4.

The program will be similar to previous years. A registration form and agenda are in this *B* online at mopress.com.

Guests will gather in the Capitol for sessions with state office holders, then have lunch in the Governor's Mansion. The governor and legislative leaders will speak after lunch.

It's a free program. Get signed up now.

No-Shows Will Be Billed

The statement above — it's a free program — isn't completely accurate. It's free for guests. Those who attend will be guests of Missouri Press, which pays for lunch.

In the past, people who have signed up for lunch in the Governor's Mansion and then didn't show up have resulted in a large bill for uneaten lunches.

That situation will end this year. If you sign up to attend lunch in the Governor's Mansion, and you don't show up, you will be billed for lunch. That cost was \$25 last year.

Please, if you sign up, show up. If you sign up and then find out later you can't attend, contact Lesa Litty at the MPA office as soon as you can.



2x2 Network climbs to 145 papers

Seven more newspapers have signed up to participate in the 2x2 Network advertising program. The 2x2 Network now has 146 participating newspapers. If your paper would like to participate, contact Jennifer Plourde at the MPA office, jplourde@socket.net.

Being in the Network gives you a way to sell advertising and make some money, and it provides a source of revenue for Missouri Press Association, so your dues remain among the lowest of newspaper associations in the country.

MPA thanks these new 2x2 Network partners:

Macon Chronicle-Herald
Alma Santa-Fe Times
The Journal, Belton/Raymore
LaPlata Home Press

Summersville Beacon
Quad County Star, Viburnum
West Plains Daily Quill



Knight Ridder signs auction provider

CityXpress Corp., a leading supplier of auctions for newspapers, has announced that Knight Ridder, the nation's second largest newspaper publisher, has selected CityXpress (cityxpress.com) to be the exclusive provider of online auctions for its newspapers.

The announcement was made at the NAA Connections and Marketing Conference in San Diego.

Among Knight Ridder's newspapers is *The Kansas City Star*.

CityXpress event auctions are online auctions put on by local newspapers. Goods and services for the auction are provided by advertisers in exchange for exposure through the auction and advertising credits that are earned if the advertiser's items sell.

Auctions bring in new advertisers, get current advertisers to spend more money and create a lot of buzz in communities.

Get to know DC at NNA's GAC

The National Newspaper Association's 43rd annual Government Affairs Conference will be held Wednesday-Saturday, March 17-20, at The Wyndham Washington Hotel.

Special registration rates are offered to publishers, editors and congressional delegation leaders. In exchange, they will provide feedback on the meetings.

This year's embassy tours will be to the embassies of Armenia, Brazil or Costa Rica. Other evening events will be at the Washington National Cathedral and the National Press Club. Embassy tours and evening events are at additional cost.

Registration forms have been sent to NNA member newspapers. Details about the conference and a registration form can be downloaded from nna.org.

You do not have to be a member of NNA to attend the conference.

Golf Classic June 4 at Sycamore Creek

The MPA Porter Fisher Golf Classic will be held Friday, June 4, at Sycamore Creek Golf Course, Osage Beach. This is the same course the event has been held on for the past several years.

Cost for golf, cart and lunch is \$45. Pay in the pro shop when you arrive at the course.



The format will be two-person scramble with a shotgun tee-off at 8 a.m.

Winners of the four flights will be eligible to play against the winners of the Kansas Press tournament later in the year. Kansas Press retained the Little Brown Jug after last fall's match in Kansas. Missouri will host the dual this year.

MPA sponsors the Missouri players in the two-day Brown Jug event.

As in the past, Show-Me Press Association will hold its annual meeting at the Holiday Inn, Lake Ozark, June 3-5. Golfers are invited to attend the Thursday evening early-bird party and other events of that meeting while they are at the lake.

More details about both of these events will be provided later.

Meet with editors April 1-2

The annual meeting of the Missouri Society of Newspaper Editors and the AP Managing Editors will be Thursday and Friday, April 1-2, at the Sheraton Westport Plaza Tower Hotel in St. Louis. Registration information has been sent to MPA member papers. A form is enclosed with this *Bulletin* and is online at mopress.com.

Gov. Bob Holden will speak at the APME Awards Luncheon at noon Friday.

The program will open Thursday afternoon with a presentation "The 7.5 Habits of Highly Successful Journalists" by Dick Weiss, deputy metro editor/Sunday, of the *St. Louis Post-Dispatch*.

Have dinner on your own that evening at one of four restaurants, then attend free the Funny Bone Comedy Club show.

Saturday morning sessions are an update by Jean Maneke, MPA's Legal Hotline counselor; a session titled "Ethics in Journalism," and finally a meeting with aspiring journalists from area universities.

The Awards Luncheon will end the program.

Details about the meeting are on the registration form. Register by March 15 to get the \$15 discount. Hotel rooms must be booked by March 1.





Missouri Press Association /

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Boost the Sunshine

Promote government openness Feb. 8-14

Missouri newspapers and the Missouri Press Association are pulling together to promote "Sunshine Week" in Missouri.

The observance will begin Feb. 8 — Sunshine Sunday — with editorials and op-ed pieces in newspapers across the state focusing on the Missouri Sunshine Law, Sunshine Law initiatives in the Missouri Legislature, how-to stories about the law (for instance, how citizens submit a request for public records), and other activities.

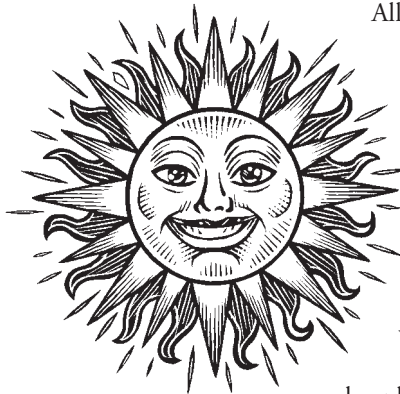
The idea is to build greater public — and legislative — support for the Sunshine Law by showing how citizens can use it to hold government accountable.

All Missouri newspapers are invited to participate.

Sunshine Week will continue Feb. 9-14 with editorials, stories, reprints and public service ads published in Missouri weeklies and dailies.

All editorials, stories and other materials are available for reprinting in participating newspapers throughout the week. Op-ed pieces are available from MPA attorney Jean Maneke and Charles Davis, director of the Freedom of Information Center at the University of Missouri. They can be used whether you write your own editorial or not.

All material will be posted on mopress.com for you to download free of charge.



Editorial page editors of the major dailies in Springfield, Kansas

City and St. Louis are planning their newspapers' participation and have supported the proposed Sunshine initiative from the start.

MPA's primary responsibility will be assisting in electronic distribution of materials via email and on its website. At the conclusion of Sunshine Week, MPA will compile as many stories and editorials as possible to be shared with public officials in the state.

Sunshine Week also encourages newspapers to hold other activities in their communities, including sponsoring town hall meetings on the Sunshine Law; taking local elected officials to lunch and talking about the Sunshine Law; putting the spotlight of recognition on a local public official who stands up for open government; and visiting local classrooms to discuss the differences between open and closed government.

Design group's director to retire

David B. Gray, executive director of the Society for News Design, will retire May 31 after more than 25 years of service to the organization.

Gray has been executive director of the 2,700-member international association for eight years. He was hired in 1996 and is only the second executive director in the group's 25-year history.

Gray will remain a consultant to the organization through the early fall, helping to plan and coordinate SND's biggest event of the year, the Annual Workshop and Exhibition, to be held Sept. 30 through Oct. 2 in San Jose, Calif.

Gray was a founding member of SND in 1978 and has been a board member since its inception.

SND, with members in 55 countries, is dedicated to improving newspapers through good design. It is located at 1130 Ten Rod Road, Suite F 104, North Kingstown, RI 02835.



Western Ky. Univ. offers training

On Friday, April 16th, Western Kentucky University's School of Journalism and Broadcasting in Bowling Green is hosting Forum 2004 - How Newspapers Can Increase Revenue Using Innovative Strategies.

Forum topics include convergence, content management systems, interactive advertising and much more.

Rob Curley, director of New Media for The World Company in Lawrence, Kan., will kick-off the seminar. Forum 2004 is an all-inclusive seminar and offers hands-on workshops.

Attendees are encouraged to register early, since space is limited. A \$99 early-bird special is available to those who register prior to March 16.

The seminar will be held in the Mass Media and Technology Hall Auditorium. Driving directions can be found at wku.edu.

To reserve space or for more information contact Heather Garcia at (270) 745-8915 or heather.garcia@wku.edu.

Judges will get contest coupons

Each judge who helps with the Tennessee ad contest in February or newspaper contest in March will receive a coupon for two free entries in Missouri Press contests.

Tennessee's Ad Contest will be judged Thursday, Feb. 26; the Newspaper Contest on Thursday, March 18. Both activities will begin at 8 a.m. with sign-in and continental breakfast. Lunch will be provided.

Both contests will be judged at the Holiday Inn Select, Columbia. If you would like to make a room reservation, call the hotel at (573) 445-8531.

Each judge will receive coupons for two free entries from his or her newspaper in the Missouri Press Better Ad Contest or Better Newspaper Contest. If five people from a newspaper help judge, their paper will receive 10 coupons.

Advertising / Marketing Notebook

Don't miss Peter Wagner

Even reporters will learn from this 'ad' training

Not just ad staffers, but publishers, editors, reporters and circulation people would get their newspaper's money's worth from the April meeting of the Missouri Advertising Managers' Association.

Everyone wants to know how to make more money with their newspapers. You won't get better lessons anywhere than you'll get from this program.

Peter W. Wagner will be the speaker for the April 15-16 meeting at the Sheraton Westport Lakeside Chalet in St. Louis. This newspaper man and media consultant from Iowa publishes one of the best weekly newspapers in the country, *The N'West Iowa REVIEW*.

The National Newspaper Association and other newspaper organizations have honored *The REVIEW* repeatedly with their top awards.

The meeting will begin at 12:30 p.m. Thursday and adjourn at 11:30 a.m. Friday. You won't have to buy lots of hotel meals, and you'll only need one night's lodging to attend this training program.

The workshop is designed that way to encourage more MPA members to attend the program and take advantage of this revenue-boosting training.

Wagner will give two presentations at the MAMA meeting. He'll speak Thursday afternoon and Friday morning.

Dinner reservations have been made at four nearby restaurants. You can choose which to attend Thursday evening. Later, you'll be able to see the show at Funny Bone Comedy Club free of charge.

Information about the meeting, the speaker and the costs are included in the registration form in this *Bulletin*. The form also is on mopress.com.



Peter Wagner knows what makes communities and their newspapers tick.



Book tells of Missouri newspaper people

Don't forget to get your copy of Dr. William H. Taft's latest book about Missouri newspaper people, "The First 200 Years."

Dr. Taft, a retired professor of journalism history and principles at the Missouri School of Journalism, has written five books about Missouri newspapers and newspaper people. He is the official historian of Missouri Press Association.

"The First 200 Years" belongs in every newspaper office and library in Missouri. It also makes a terrific gift for newspaper people and their families.

This latest edition of Dr. Taft's Missouri newspaper history is available through MPA for \$20, including shipping. Proceeds from the sale of the book go to the Missouri Press Foundation.

Order one for yourself and one for your local library by calling or emailing MPA, (573) 449-4167 or jplourde@socket.net.



Three of Dr. Taft's books, with the latest volume on the right.



Computer reporting training offered

Investigative Reporters and Editors (IRE) and the National Institute for Computer-Assisted Reporting (NICAR) will hold three more CAR Boot Camps in Columbia this year.

These week-long seminars teach journalists to acquire electronic information, to use spreadsheets and databases to analyze the information and to translate that information into high-impact stories.

The dates for the remaining CAR Boot Camps are: March 21-26, May 16-21 and Aug. 1-6.

Get more details and registration information at the IRE website, ire.org. IRE is based at the Missouri School of Journalism.

Get free promo ads

Newspapers can download award-winning ads designed by college students to promote newspaper readership to young people.

The ads were chosen from more than 500 submitted to the 2003 One Show College Ad Competition sponsored by NAA. They can be downloaded from naa.org/readership/18-24.

Reading Across Missouri



Celebrate birthday of Dr. Seuss March 2

March 2 is the 100th birthday anniversary of Dr. Seuss.

To help observe the National Education Association's Read Across America program you can download a special feature from the MPA website, mopress.com.

Click on one of the NIE links on the front page and then click the link under the Important News section to download a PDF of the feature, as shown above.

Download NIE material

Free features for March 1-5 observance

Newspaper In Education Week 2004, March 1-5, brings excitement and passion to the celebration of literacy, reading and NIE programs. The Goal of NIE Week remains to reinforce a positive and relevant lifetime reading habit in students by engaging them with an authentic text — the newspaper.

You can download material for NIE Week — including the Newspaper Association of America's kit "Just Think" — free from the MPA website, mopress.com.

The NAA Foundation has once again created a Teachers Guide and in-house ads for NIE Week. Make copies of the Teachers Guide for your teachers so that they can use the guide with the newspaper. The ads are for your newspaper's use in promoting reading and NIE.

Just Think! focuses on helping students develop higher-level thinking skills using the newspaper. Students need to be problem-solvers and lifelong learners.



Middle ground on security sought

By RAY SCHERER, *St. Joseph News-Press*

JEFFERSON CITY, Mo. — A Missouri Senate bill that would allow the Platte County Sheriff's Department and other law enforcement agencies to close operational plans for security reasons may be softened.

The Senate's Commerce and Environment Committee heard testimony on the proposed open meetings law changes Feb. 27. State Sen. Charlie Shields, R-St. Joseph, said he is seeking to prevent critical incident response plans and related documents from falling into the hands of terrorists.

The changes would amend Missouri's Sunshine Law that governs the records and transaction of public business among cities, school boards and other governmental bodies.

Platte County Sheriff Richard Anderson said his department supports the bill to safeguard its intentions in taking action against terrorist-related incidents. Anderson said this year's legislation is virtually identical to a bill Mr. Shields offered in the 2003 legislative session, but with amended language that would leave budget records open to public inspection. Further changes could be on the table for the 2004 version, he said.

"I think there was a good-faith effort on our part," he said of attempting compromise with the Missouri Press Association. "I'm convinced that we can reach a bill that will meet everyone's needs."

Press Association Executive Director Doug Crews said the state's newspapers are working on compromise language that would prohibit law enforcement's procurement processes from being included in the bill. Other Sunshine Law legislation the committee reviewed could fold together into one omnibus bill, he said.



Did you
read about
the big fire
in the paper?
This is the
guy who put
it out.

Ads emailed

Missouri Press has emailed to members a group of small ads similar to the one above to use as fillers to promote the reading of newspapers. If you did not receive the ads, contact the MPA office and the ads will be emailed to you. If you want hard copies, let us know and we'll mail them to you.

J School closing

Texas A&M University in College Station is closing its journalism department. Course work will continue for enrolled students to allow them to complete their degrees.

A&M's College of Liberal Arts will offer a new journalism minor and certificate program as well as an interdisciplinary journalism major.

Learn to sell papers

Circulation Summit March 11-12 in Las Vegas

Acquiring a newspaper reader takes a far deeper understanding of consumer behavior than ever before. Personal media such as the cell phone and broadband internet are transforming news consumption. Hours are compacted to minutes, minutes compacted to seconds. Multi-tasking is on the rise, forcing out opportunities to reach consumers of the new mobile society.

Join the International Newspaper Marketing Association Thursday and Friday, March 11-12, for its fifth annual Circulation Summit at the MGM Grand Hotel in Las Vegas for what promises to be a rejuvenating experience for marketing and circulation executives, editors, and publishers.

INMA argues that newspapers must shift their reader acquisition and retention strategy to a focus on the individual. That means acquiring e-mail addresses and cell phone numbers. That means becoming masters of databases as well as traditional means of marketing. That means developing reading frequency strategies. That means content strategies aimed at target segments. That means a greater presence among local retailers and events. That means a stronger in-store presence for single-copy sales.

At the Circulation Summit, learn how the effects of new telemarketing legislation are impacting newspapers, and how executives are developing alternatives for circulation start pressure. What works? What doesn't work? How are newspapers being impacted months after the legislation took effect?

Track the explosive growth in text messaging on cell phones and how newspapers are using opt-in promotions to drive sales and build relationships with fickle readers.

Benchmark subscription retention efforts against companies that have made the major investments in CRM technologies and see what next-generation ideas they are about to put in place.

Go inside the stories of bundled circulation packages — a newspaper with cable TV service and more.

Follow what researchers are discovering to be the synergistic effects between the internet, digital media, alternative media, and print newspaper circulation sales and how they can all reinforce one another.

The INMA Circulation Summit will explore the cutting edge in circulation and reader development for newspapers in a highly interactive, brainstorming environment punctuated by challenging presentations and case studies.

The late registration fee for the INMA Circulation Summit is \$695 for members and \$895 for non-members.

A room rate of \$159 per night has been reserved at the MGM Grand Hotel in Las Vegas for the duration of the summit. There are limited rooms available, so reserve your room by calling 877-880-0880, or visiting the hotel's website at mgmgrand.com. Refer to the INMA Circulation Summit when reserving your room.

Complete online registration for the Circulation Summit is available at inma.com.

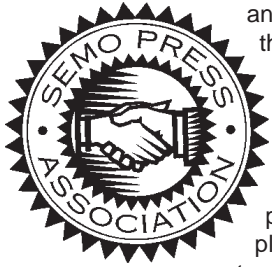




Southeast Press will meet April 16 in Cape Girardeau

Southeast Missouri Press Association will meet Friday, April 16, at Southeast Missouri State University in Cape Girardeau.

This 112th annual meeting will feature a forum with candidates for statewide office and a tour of the Southeast Missouri's new printing plant and computer-to-plate imaging system.



The "What a Great Idea!" Contest will be held, as will concurrent breakout sessions.

The Association will present its Mildred Wallhausen Award and attend a reception at Wildwood hosted by the University.

More details will be provided as they develop.

Software cleans up cluttered email

If you ever use material you receive as email text, here's a software program that will save you some aggravation. It's cheap, too.

SmartWrap will clean up your email so you can use it in your page layout program. It will remove those annoying > characters and those hard paragraph returns at the end of each line in the email.

SmartWrap does some other things, but those examples give you an idea of how useful it is. The cost is \$18, and you don't have to pay for it until after you've downloaded and tried it.

Do a net search for SmartWrap and you'll find it quickly.

(This tip came by way of *The Oklahoma Publisher*.)

Go to mopress.com to register for an event, get information about a program or details about a meeting.

Sunshine Bills heard

Boards, councils oppose proposed changes

JEFFERSON CITY (AP) — Efforts to strengthen Missouri's law on open records and meetings drew opposition Jan. 27 from city and school officials who said the proposed changes could deter citizens from serving on their boards.

Several bills before a Senate committee would open more government actions to the public, make it easier to penalize those who violate the law and raise potential fines.

Under Missouri's current Sunshine Law, "sometimes it's like pulling teeth to get public records in this state," said Doug Crews, executive director of the Missouri Press Association, which is pushing for many of the proposed changes.

Crews cited cases of local governments holding closed meetings on topics that should be open, leaving discussion items off meeting agendas and charging search and copy fees of 50 cents a page and \$50 an hour for copies of public documents.

But others said the Sunshine Law also is abused by people making requests.

"There are times when the open meetings law is used as an offensive weapon against a city," said Gary Markenson, executive director of the Missouri Municipal League. He cited cases of people submitting time-consuming requests, such as a college student working on a thesis and wanting police agencies along Interstate 70 to break down their traffic accident statistics by numerous demographic factors.

Members of the Senate Commerce and Environment Committee raised concerns that the current law was too weak but also that some of the proposed changes were too strong. The committee did not vote on the bills, the broadest of which is sponsored by the committee's chairwoman, Sen. Sarah Steelman, R-Rolla.

Stelman wants to lower copying fees on open-records requests to 5 cents a page and cap search fees at the pay rate of a governmental body's least senior employee. Currently, governments can charge fees equal to "the actual cost of document search and duplication."

Legislative researchers estimate that lowering the copying fees — and making the needed changes in the Department of Revenue's computer programs — would cost the state about \$2.4 million annually and cost local governments nearly \$3 million annually.

Stelman's bill also would double the maximum fine for Sunshine Law violations to \$1,000, and lower the standard for breaking it to "negligently" rather than "purposely."

Under the "purposely" standard, the state Supreme Court has ruled people must know they are breaking a law and do so anyway, said Jean Maneke, an attorney for MPA. The "negligently" standard would apply to cases where public officials should have known the requirements of the Sunshine Law, she said.

Markenson and Gary Sharpe, a lobbyist for the Missouri Council of School Administrators, both said the proposed changes could scare people away from public service.

Stelman's bill also would open to the public all final audit reports; the names of finalists "for any position of final authority" of a governmental office; and any private contributions to the salaries of the University of Missouri president or chancellors.

University of Missouri president Elson Floyd announced last year that private donations would be used to raise chancellors' salaries. He has declined so far to identify the donors.

Stelman's legislation would provide a defense against lawsuits for any member of a governmental entity who objects to a closed meeting. The member then would be prohibited from voting in that closed meeting — a provision some senators questioned.

Another section of the bill would require agencies using an electronic record-keeping system to make sure it does not impair public access to records.

A bill by Sen. Norma Champion, R-Springfield, would expand the definition of open meetings and records to include certain e-mails, internet chat sessions and video or telephone conference calls.

(Sunshine Law bills SB 1020, 1016, 889 and 869 can be read at moga.state.mo.us.)



Marketplace

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

Email ads to kford@socket.net.

HELP WANTED

SPORTS EDITOR for award-winning Harris paper. Nine 4A-1A schools, community college with nationally ranked wrestling program & excellent hunting/fishing in Southeast Kansas' foothills of the Ozarks. Lots of action for experienced, strong writer. Great benefits. Resumé/clips: Jim Cook, ME, Parsons Sun, PO Box 836, Parsons KS 67357-0836. jcook@parsonssun.com.

EDITOR/REPORTER needed for new Lifestyle section of South Suburban Journals. Duties would include some feature writing and coordination of copy for a variety of pages within the South Lifestyle section, such as consumer news, faith, weddings, health. This section is expected to grow and the position offers a talented writer/editor an opportunity to shine as part of the Suburban Journals of Greater St. Louis, the nation's largest community newspaper organization. The South Journals are delivered to more than 150,000 homes in South St. Louis City and South St. Louis County. Send resumé and clips to Managing Editor Buck Collier, South Suburban Journals, 4210 Chippewa, St. Louis, MO, 63116. 1-21

REPORTERS: Award winning daily newspaper in Columbia has openings for a Business Reporter and General Assignment Reporter. Business Reporter responsibilities include reporting and writing business stories of local interest. Applicants must have solid deadline-oriented news writing experience or a journalism degree. Both positions are regular full-time with benefits including health insurance, vacation pay, sick pay and 401(k). Send resumé and clips to the Columbia Daily Tribune, Attention: Personnel, P.O. Box 798, Columbia, MO 65205 or email srinehart@tribmail.com EOE/ Drugfree Workplace. 1-21

CIRCULATION SYSTEMS ADMINISTRATOR: Seeking top circulation software manager/analyst. Responsibilities at this 24,000-daily circulation newspaper include coordination of circulation computer systems and technology projects, data management, training of users and data

analysis. Minimum requirements: BS in Computer Science or equivalent experience, three years circulation experience, management experience, proficiency in Crystal, Access and Excel software, knowledge of Oracle and DSI circulation software a plus. The Columbia Daily Tribune is family owned and offers a very nice benefits package. Either mail or e-mail resumé and cover letter with salary requirements and history to: Columbia Daily Tribune, Attention Personnel, 101 N. 4th Street, Columbia, MO 65201 or email srinehart@tribmail.com. EOE / Drugfree Workplace. 1-21

NEWS WRITER: The Cameron Citizen-Observer is a local weekly in Northwest Missouri. We need an aggressive reporter who loves the newspaper business and wants to be part of our team. The perfect candidate would have a degree in Journalism or English, knowledge of Photoshop and Quark and some photography experience. Excellent benefits package including group health and dental insurance and paid vacation. Send resumé, references and clips to: Darin Sparks, Cameron Citizen-Observer, PO Box 498, Cameron, MO 64429 or fax 816-632-6543. 8 a.m. to 5 p.m. 1-8

AD MANAGER: We've lost our ad manager! A promotion to publisher of a sister newspaper has left us looking for a key leader at the Duncan Banner, a 9,500 circulation six-day daily. The Banner is located in southwest Oklahoma, within easy driving distance of Oklahoma City and Dallas. The ideal candidate will bring energy, enthusiasm, and a proven track record of building, motivating and coaching a team of sales professionals to reach and surpass company goals in a diversity of offerings while being personally productive in expanding advertising and marketing reach of the Banner, the Waurika News-Democrat, a TMC, and our recently redesigned website. Resumé should be sent to Floyd Jernigan, publisher, via email at fjernigan@cni.com or to the above at the Duncan Banner, P.O. Box 1268, Duncan, Okla., 73534-1268. 1-7

AD SALES: The Landmark, Platte County's fastest growing paid circulation newspaper, has an opening for an advertising sales representative. Top commission paid. Send resumé/letter to Ivan Foley, publisher, via email at ivan@plattecountylandmark.com or call 816-858-0363. 1-7

MANAGING EDITOR: Show-Me Publishing is currently seeking a managing editor its Kansas City office. The position will manage

and ensure on-time performance within the editorial production schedule; track and enforce compliance to schedule with each individual writer and handle a couple of monthly columns that average 2000 words; work closely with Publisher and handle the close of each issue (whatever it takes), including line cuts, caption/headline writing, and research concerns; supervise research of the Book of Lists; schedule and supervise Special Interest Publications and specials; and hire freelancers as necessary to minimize conflicts with production of main book. Requirements: The ideal candidate will have: A complete understanding of the publishing process for magazines; an excellent grasp of contemporary English usage; bachelor's degree in Journalism or English; minimum 5 years managerial experience; experience in editing/writing lively, substantive, smart, useful articles; demonstrated experience troubleshooting edit and production on a 4-color publication; proficiency in Microsoft Word and Quark; skills with editing and writing on computer; experience with Microsoft Access, Excel and Internet desirable. Mail your resumé, cover letter, recent clips and references to: HR Dept., Ingram's Magazine, 306 E 12th, Ste 1014, Kansas City, MO 64106; Fax 816.474.1111; email: editorial@ingramsonline.com. No Phone Calls! 1-8

FOR SALE

PRINTING BUSINESS: Well-established printing business, in business since 1969. Well equipped. Many long-term repeat accounts. Two-story brick building with extra lot for parking. Reason for selling — owners getting old and ready to retire. Call (573) 431-2195. 1-8

NEWSPRINT: 64 rolls of 27" newsprint available \$495/ton. Southeast Kansas. Bruce Royce, The Chanute Tribune, 800-794-9392 or bruce@chanute.com. 12-23

✓ If your newspaper has a nice color photo that you would like to share with the world from the front page of the MPA website, email it to Kent Ford at kford@socket.net.



MPA & MPS Board minutes

Directors held regular first meeting of the year Jan. 15 in St. Joseph

Minutes MISSOURI PRESS ASSOCIATION Board of Directors January 15, 2004. Ramada Inn, St. Joseph.

The Officers and Directors of the Missouri Press Association held their first meeting of 2004, beginning at 1:00 p.m. January 15, at the Ramada Inn, St. Joseph, prior to the Northwest Missouri Press Association annual convention.

Attending the meeting were President Gary Sosniecki, First Vice President John Spaar, Second Vice President Steve Oldfield, Secretary Sandy Steckly, Treasurer Dan Wehmer, Directors Dave Berry, Dane Vernon, Wendell Lenhart, Vicki Russell (via phone), Jack Whitaker, David Bradley, Jr., Phil Conger, NNA Representative Gary Beissenherz, and Missouri Press staff Doug Crews, Kent Ford, Mike Sell and MPA legal hotline attorney Jean Maneke.

Minutes & Budget Approved

A quorum being established, minutes of the Sept. 26, 2003, Board meeting were approved unanimously after a motion by Whitaker, second by Spaar.

Crews presented the proposed 2004 MPA budget. After review and discussion, the budget was approved unanimously as presented, motion by Whitaker, second by Berry.

New MPA Member

The following application for MPA active membership was approved unanimously, motion by Berry, seconded by Bradley: *Arnold-Imperial Leader*, Festus, Patrick Martin, editor & owner.

Legislative Platform

Crews reviewed the MPA Legislative Platform that was approved by the MPA Legislative Committee in the fall

of 2002. The platform was sent last year to every Missouri state legislator.

The Board members suggested the title of the platform be changed to "Principles and Values of the Missouri Press Association." Also suggested were additional points that public information should remain public, the public has a right to know about the operation of its government, and newspapers do not expect special privileges that the public does not have.

The revised principles and values were approved unanimously after a motion by Berry, second by Oldfield.

Day at the Capitol

Crews announced MPA/AP Day at the Capitol is set for Thursday, March 4, and he presented a list of proposed legislation of interest to MPA that has been filed in Jefferson City. Also, he outlined "Sunshine Week" that is being planned Feb. 8-14.

Closed Traffic Records

He mentioned that on January 13, Dan Steinbeck, editor of the *Canton Press-News Journal*, had shared a letter from the Circuit Clerk of Lewis County who had decided to withhold from the public traffic tickets filed in the county because of "personal information" contained on the tickets. Crews had contacted the Office of State Courts Administrator and supposedly this situation was to be resolved.

Workers Compensation

Crews reported on a meeting with the Missouri Department of Insurance regarding a workers compensation and newspaper carriers issue. The department has sent a letter that will be distributed to Missouri newspapers, clari-

fying the issue. Attorney L. Michael Zinser of Nashville, a worker's comp specialist, will assist with informing MPA members on the issue.

Calendar Review

A list of future MPA and affiliate meetings was reviewed, including the NNA Government Affairs Conference, March 17-20; and the MPA Summer Board Meeting, June 3, at the Holiday Inn, Lake Ozark.

Convention Preview

President Sosniecki outlined the agenda for the 138th Annual MPA Convention, September 9-11, at the University Plaza Hotel and Convention Center in Springfield.

Photographers Hall of Fame

Bill Miller, Sr. of the *Washington Missourian* said the City of Washington continues to be interested in pursuing a Newspaper Photographers Hall of Fame in Washington. He said monetary support will be sought from foundations outside Missouri.

Magazine Association

The Board authorized Crews to attend an organizational meeting of the proposed Missouri Association of Magazines in Columbia on Feb. 20.

Legal Hotline Report

Jean Maneke presented her monthly report to the Board.

MPA+20 Outlined

President Sosniecki outlined the MPA strategic planning process, "MPA+20: Pressing Ahead." He announced chairs and co-chairs of the following committees: Dollars and Cents,

John Spaar and Wendell Lenhart; Membership and Leadership, Steve Oldfield and Bill Miller, Sr.; Relationships and Partnerships, Dave Berry and Jim Sterling.

Each committee chair is to recruit members for his committee, and all members will receive a sign-up form to volunteer for committees. Committees are to meet prior to the June Board meeting. Progress reports will be given at the meeting, followed by more committee meetings, with final reports presented at the September convention. The Board unanimously approved the strategic planning process as presented by President Sosniecki, after a motion by Whitaker, second by Vernon.

Committee Chairs

President Sosniecki said the following have agreed to serve as chairs for standing committees: Charlie Fischer, Sedalia, Legislative; Dan Wehmer, Seymour, Better Newspaper Contest; Helen Sosniecki, Vandalia, Convention; Dalton Wright, Lebanon, Political Advertising.

Briefcase Passed

President Sosniecki was presented hearty congratulations and a briefcase as a gift from MPA by Dave Berry, 2003

MPA President.

There being no further business, the meeting was adjourned at 3:40 p.m.

Respectfully submitted,
Sandy Steckly, MPA Secretary

Minutes MISSOURI PRESS SERVICE Board of Directors January 15, 2004.

The Officers and Directors of Missouri Press Service held their first meeting of 2004, on Jan. 15, at the Ramada Inn, St. Joseph. Attending the meeting were President Dane Vernon, Vice President Wendell Lenhart, Secretary-Treasurer Bill Miller, Sr., Directors Robert Wilson and Bill James, Missouri Press executive director Doug Crews and ad director Mike Sell.

A quorum being established, minutes of the Sept. 26, 2003, Board meeting were approved unanimously after a motion by Miller, second by Wilson.

Ad Sales Report

Mike Sell presented a report on MPS display advertising, 2x2 display and statewide classified network sales. Crews reviewed the proposed Metro MO Classified Ad Network.

Budget Approved

Crews presented the proposed 2004 MPS budget. After review and discussion, the budget was approved unanimously as presented, motion by Miller, second by Wilson.

Political Ad Efforts

Sell reported on progress of the "Committee to Get More Newspaper Campaign Ads in 2004." A statewide newspaper readership survey was conducted by Pulse Research in July/August 2003, and that information is being presented to candidates and campaign managers by the MPS staff.

Public Notice Index

Jean Maneke, Missouri Press legal hotline attorney, attended the meeting and presented the index for the book "Missouri Statutes that Affect Public Notices in Newspapers." The index will be distributed to Board members for their use and review before distribution to the MPA membership.

There being no further business, the meeting was adjourned.

Respectfully submitted,
Bill Miller, Sr., Secretary-Treasurer



Get this new serial feature for your young readers

The latest serial story for youngsters by Kay Hively is available now on the MPA website, mopress.com. Download this exciting story about the Tuskegee Airmen and the other stories by Hively to give young readers another reason to look forward to your newspaper. Adults like the stories too! If your newspaper does not have a Newspaper In Education program, "Black Thunder" and the other serial stories would make a great foundation to begin one. The serial stories are only a small portion of the material available to you on the NIE page of the website. If you haven't checked out the material that's there for you, you're missing a great resource to add valuable content to your newspaper. The ad above is one of the things you can use to promote "Black Thunder" if you choose to use it.

Day At The Capitol

The Missouri Press Association and The Associated Press
invite you to be our guest(s) on
Thursday, March 4, 2004
at the Missouri State Capitol Building
in Jefferson City
for our
Annual Day At The Capitol.

Register Today!

(Deadline To Register - February 27, 2004)

**Please return this registration form to
Missouri Press Association,
802 Locust Street, Columbia, MO 65201
Fax: 573-874-5894/E-mail: litty@socket.net**

Name(s) _____

Newspaper or Organization _____

Address _____ **City/State/Zip** _____

Total for lunch? _____ (No Shows will be charged \$25 for lunch)

**Gather at 9:00 a.m. in the State Capitol Building.
All afternoon sessions will be in the Governor's Mansion.**

See schedule of events on the back of this registration form.

Schedule of Events

March 4, 2004

9:00 a.m. Registration Opens

Visit your Legislators
Observe House and Senate Committees

Senate Lounge, 3rd Floor

State Capitol Building

Coffee and Donuts

10:00 - 10:45 a.m.

Secretary of State Matt Blunt (*invited*)

Senate Lounge

11:00 - 11:45 a.m.

State Auditor Claire McCaskill (*invited*)

Senate Lounge

11:45 a.m. Depart for Governor's Mansion

(5-minute walk from Capitol)

12 Noon - Buffet Lunch

Governor's Mansion, 1st Floor

1:00 p.m. Question & Answer Session with

Governor and Mrs. Holden

Governor's Mansion, 3rd Floor

1:45 p.m. Senate & House Leaders (*Invited*)

Senate President Pro-Tem Peter Kinder (R-Cape Girardeau),

Senator Minority Leader Ken Jacob (D-Columbia),

Speaker of the House Catherine Hanaway (R-Warson Woods),

and House Minority Leader Rick Johnson (D-High Ridge)

Governor's Mansion, 3rd Floor

Discuss pending legislation and other issues of statewide interest

2:45 p.m. Program Concludes