

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. 1113 — 12 February, 2004

Contest rules changing

NO ENTRIES will be accepted after the deadline



Be sure to read about the contest rules changes in the March issue of *Missouri Press News* magazine.

A few changes have been made to the rules for the Missouri Press Foundation's Better Newspaper Contest. Several categories have been added; some categories have been divided into more classes; two categories have been eliminated.

Rules will be published in the March issue of *Missouri Press News* magazine and will be placed on the MPA website, mopress.com, beginning in March.

Entries must be postmarked by April 30. Take note of this — **NO ENTRIES WILL BE ACCEPTED AFTER THE DEADLINE.**

The Contest Committee met Feb. 5 by conference call. Members now are reviewing the revised rules before giving final approval.

Remember to help judge the Tennessee Press Association's contests — ad contest Feb. 26 and newspaper contest March 18. Members of TPA will judge your contest.

Each person who helps judge either of the Tennessee contests will receive coupons worth two free entries in the Missouri Press contest.

Come to the Capitol on March 4

Talk to your legislators about the Sunshine Law

Get signed up now for the annual MPA/AP Day at the Capitol on Thursday, March 4. Gov. Bob Holden, statewide office holders and legislative leaders will speak.

A registration form and agenda are in this *Bulletin*. They also are online at mopress.com.

The program, including lunch, is free for MPA members. Missouri Press will pay for your lunch. (If you sign up to attend lunch in the Governor's Mansion, and you don't show up, you will be billed \$25. If you find out that you can't attend, contact Lesa Litty at the MPA office as soon as you can cancel.)

While you're in the Capitol, visit with your legislators about the Sunshine Law and other newspaper issues, such as the need to keep public notices in newspapers, where people look for them.





April ad meeting could enrich you

Peter W. Wagner will be the speaker for the April 15-16 meeting of the Missouri Advertising Managers' Association 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 meeting will begin at 12:30 p.m. Thursday and adjourn at 11:30 Friday. You won't have to buy lots of convention meals, and you'll only need one night's lodging to attend this training program.

Wagner will give two revenue-producing, idea-rich 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 attend the performance at Funny Bone Comedy Club free of charge.

Information about the meeting, the speaker and the costs have been mailed to your newspaper. The material also is on mopress.com.

Get security patch

Microsoft has warned its customers to download a patch immediately to correct a security flaw in its Windows software. The flaw will allow hackers to steal files, delete data or eavesdrop on private information.

If you use Windows or Virtual PC for the Mac, consider downloading this security patch.

Microsoft researchers discovered the flaw six months ago. The company assessed the threat as "critical," its highest rating.

Microsoft urges its customers to go to its website and download the patch. It can be found at the top of the right column on microsoft.com.

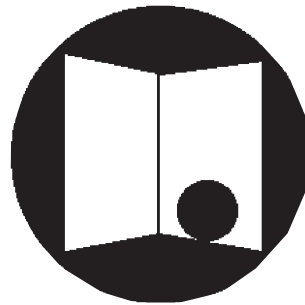
The website also has information about how to spot a phony virus warning and avoid downloading a virus in the guise of a patch.

Intern program replaces Foundation scholarships

Apply by March 5; first come, first served

MPA member newspapers will have a chance to participate in a new internship program beginning this summer.

Missouri Press Foundation will provide matching funds for newspapers to hire students to work for four, six or eight weeks. This program is replacing the Foundation's scholarship program because that program received so few applications.



The Foundation board met Feb. 6 by conference call.

Board member Jim Sterling of the School of Journalism joined MPA staff members in the MPA office.

Newspapers selected for the internship program — first come, first served — must agree to match the Foundation's contribution toward the intern's salary. For an four-week intern, the Foundation will pay \$500, which the newspaper will be expected to match. That number is \$750 for a six-week internship and \$1,000 for an eight-week program.

Newspapers will be responsible for hiring their own interns, who will come from Missouri colleges and universities.

At the end of the internship, newspapers and interns must complete evaluation forms provided by the Foundation.

Newspapers wishing to participate in this summer's program need to have their application forms to the MPA office by March 5. If you have questions, call Doug Crews at the Missouri Press office, (573) 449-4167.

Post-Dispatch union rejects contract offer; strike possible

ST. LOUIS (AP) — The union representing newsroom and other *St. Louis Post-Dispatch* workers rejected a four-year contract offer Feb. 8, arguing it weakens job protections and doesn't adequately balance raises and increased health insurance costs.

By 337-17, members of the St. Louis Newspaper Guild turned down the newspaper's latest proposal at the behest of the union's bargaining committee. The guild represents nearly 600 newsroom, advertising and circulation workers at the *Post-Dispatch*.

The vote sets the stage for more bargaining. The guild leadership has been authorized since December to take any necessary action — including calling for a strike — to gain an acceptable deal, guild president Tim O'Neil said.

Post-Dispatch officials called the union vote "disappointing," arguing that the latest proposal calls for raises of 13 percent to 15 percent compounded over four years, along with job security and a closed shop.

The *Post-Dispatch* abandoned its demands for an "open shop" in December, erasing a chief sticking point in talks with the union, whose contract expired in January 2003. In return, the guild has removed billboards and radio ads criticizing the newspaper for trying "to bust the union."

The newspaper is a "closed shop," meaning employees in jobs represented by the union cannot opt out of membership or paying dues.



Missouri Press Association /

Missouri Press Service

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Bundle stickers change

You must use square barcoded stickers by April 1

By April 1, those little color stickers you put on the top paper in post office bundles are supposed to change.

Max Heath, chair of the National Newspaper Association's Postal Committee, reported on this change in the February issue of *Publishers' Auxiliary*.

The new stickers all will be square with barcodes on them. Colors will remain the same.

The blue F sticker for firm packages will keep the F. The red D sticker for 5-digit bundles will be replaced by — amazingly enough — a 5. The green 3 for 3-digit bundles will remain a 3.

The pink A for Area Distribution Center bundles will remain an A, but the tan MXD sticker for Mixed ADC will become a tan sticker with an X on it.

The new stickers will allow the Postal Service's new sorting machines to do more of the work.

If your newspaper uses mailing software that prints a package sortation line on each label — the "Optional Endorsement Line" — you don't need to use stickers on your bundles. In fact, you shouldn't use stickers if your labels have OELs on them.

The OEL is the top line that has a series of asterisks on the left, and ends with the words 5-DIGIT XXXXX OR 3-DIGIT XXX, etc.



If you do use label stickers, you should place them to the lower left of the address area on the top piece in the package to ensure optimal recognition. The sticker must not be obscured by banding, string or shrinkwrap.

Local post offices will provide the stickers free.

Max Heath is a vice president of Landmark Community Newspapers, Inc., Shelbyville, Ky. NNA members can reach him with postal questions and problems at maxheath@lcn.com.

Missouri Press Association's postal consultant is Ron Cunningham of Rogersville. He can be reached at postalhelp@aol.com, phone (417) 849-9331.

Standard Mail needs 200 pieces

Recently there has been some discussion about sending renewal notices by Standard Mail.

You must mail at least 200 pieces to qualify for the Standard Mail bulk rate.

Domestic Mail Manual (DMM) E610.2.3 states in part that computer-prepared material can be mailed at the Standard Rate and is not considered to have the character of personal correspondence because it contains information relating the addressee directly to a service.

A printed form may be completed by a computer to show an account number, starting date, expiration date, name and address of the subscriber, and prices for specified subscription periods. A space is provided on each form for stating the amount enclosed.

It is understood that the publisher continues to deliver copies of the publication after the subscription has expired. The notice does not warn of discontinuation of service. The notice does not have the word "renewal" anywhere on it.

A sample of your proposed notice should be taken to your local Post Office for approval to be mailed at the Standard Rate. Inform the postmaster that you have prepared the notice based on Customer Support Ruling PS-238.

If you have any questions, contact MPA Postal Consultant Ron Cunningham at (417) 849-9331 or postalhelp@aol.com.



Beware this cursed email virus

Beware of this computer virus, for which there is no cure. It strikes those who have a constant feud with technology.

Symptoms:

- ✓ Causes you to send the same email twice.
- ✓ Causes you to send a blank email.
- ✓ Causes you to send email to the wrong person.
- ✓ Causes you to send it back to the person who sent it to you.
- ✓ Causes you to forget to attach the attachment.
- ✓ Causes you to hit "Send" before you've finished.
- ✓ Causes you to hit "Delete" instead of "Send."
- ✓ Causes you to hit "Send" when you should "Delete."

The name of this vicious curse: C-Nile Virus.



Updated Sunshine Law books available

Attorney General Jay Nixon has published an updated version of the Sunshine Law booklet. It contains the text of the open meetings / open records statute and Attorney General opinions on the law.

You can get copies of the booklet free from the AG's office by calling (800) 392-8222.

The law also is online. You can go directly to it from the Sunshine Law link on the front page of mopress.com.

Some newspapers get copies of the booklet to give to local officials to help them become familiar with the law.

New hires want attention

Guidance, mentors, living wage also desired

MUNCIE, Ind. (AP) — Journalism students at a job fair said what they look for most in a newspaper are caring editors who will help them learn so they can develop their careers and feel satisfied in their work.

And they want to have some fun doing it — while getting a decent wage, too — in a newsroom where editors and staff work as a team and get along with each other.

Students and editors were asked in a survey what they expect from each other and what turns them off. The results were released Feb. 7 at the job fair, sponsored by the Indiana Associated Press Managing Editors and the Hoosier State Press Association, at Ball State University.

Guidance was by far the strongest desire of the students, who said they wanted to work for editors willing to take the time to pass on their knowledge in a positive, constructive way.

That is a common need for young people at the start of their careers, said Edward Miller, a newsroom management coach and managing director of The Newsroom Leadership Group, an affiliate of The Poynter Institute in St. Petersburg, Fla.

"Invariably, they say they want to be appreciated, and they want to be involved in decisions that affect their life and their job, and they want opportunity for personal growth," Miller said in a telephone interview with The Associated Press. "(Employees say) 'Don't just harp on me.'"

Working in a positive, friendly setting is "a basic need," Miller said. "Why would you want to work in a snake pit?"

Editors said what they look for most in college students is some work experience, such as an internship. Just as important to them were students showing enthusiasm for the profession.

The popularity of journalism has waned since the Watergate era of the 1970s and 1980s, when journalism schools swelled with students inspired by two reporters for *The Washington Post* whose investigation led to the resignation of President Nixon.

"People are realizing it's not that sexy," Miller said. "So you really need people who consider it a calling."

What editors disliked most were applicants who were careless in the use of the language and who show no evidence of practical experience in college.

What most turns students away is a newspaper where there is poor internal communication, little collaboration among the staff and a newsroom stuck in old ways of thinking.

And the pay? All the young journalists expect is a fair wage — at least enough to live on. Some benefits would be nice, too.

Contest judges will get coupons!

Check your schedule to see if you can help judge the Tennessee Press Association's advertising or newspaper contest in Columbia. The ad judging will be Feb. 26, the newspaper judging March 18.

Both activities will begin at 8 a.m. at the Holiday Inn Select with sign-in and continental breakfast. Lunch also will be provided.

If you would like to make a room reservation, call the hotel at (573) 445-8531.

The ad judging has almost enough people signed up, but could use more. A few people have signed up to help with the newspaper judging. Lots more are needed for that.

Each judge will receive a coupon for two free entries from his or her newspaper in the Missouri Press Better Ad Contest or Better Newspaper Contest. If you judge both contests, you'll get coupons worth four free entries in the Missouri Press ad or newspaper contest.

Contact Lesa Litty at the MPA office to volunteer.



March promotion themes

Use these dates in March to create newspaper editorial or advertising promotions.

- 1-5 — Newspaper in Education Week
- 1-7 — Cheerleading Week
- 1-7 — Chocolate Chip Cookie Week
- 2 — Read Across America Day
- 6 — Babysitter Safety Day
- 7-13 — Girl Scout Week
- 8 — Women's Day
- 8-14 — Women's Week
- 12 — Girl Scouts Birthday (1912)
- 14-20 — Chocolate Week
- 14-20 — Agriculture Week
- 14-20 — Farm Safety Week
- 15-21 — Camp Fire USA Week
- 16 — Freedom of Information Day
- 17-23 — Severe Weather Awareness Week
- 17 — St. Patrick's Day
- 20 — First Day of Spring
- 20 — National Agriculture Day
- 21 — Single Parents Day
- 21-27 — Poison Prevention Week
- 29 — Mom & Pop Business Owners Day
- 30 — Doctor's Day

Hospital uses papers to 'connect'

A New England hospital provides complimentary copies of the local newspaper at mealtime to surgical and medical patients. Copies also are placed in waiting areas and lounges.

Delivery of the paper is one way the hospital hopes to help patients and their families as they deal with health care.

"Connections to family, friends and community are almost always powerful incentives on the road to better health," said a hospital official. "Receiving the papers every day will help outpatients and their families stay connected to friends and neighbors in the community. And that's a positive for everyone."

—New England
Newspaper Association *Bulletin*

Radio an ad gold mine

Employees gather data on local broadcasts

The *Herald & Review* in Decatur, Ill., paid employees to listen to local radio stations.

In the "Listen and Win" radio contest, newspaper employees and their families filled out forms that included information on the advertiser, what station the ads ran on, what time ads ran and what offer was made.

When an employee had 10 ads recorded, he or she submitted the form to the publisher's secretary. Each week the paper drew a winner of \$100.

Using this collected data, the paper's ad staff compiled a list of ad prospects. Workshops were held on selling against radio, and the staff hit the streets. A month-long blitz brought in \$100,000 in new advertising.

Radio has a daily or weekly listing of ad prospects simply by reading the newspaper. This contest gave the newspaper a similar roster of radio advertisers.

It also gave the paper a powerful sales pitch — the data dramatically illustrated the fragmentation of the broadcast market.

—NAA's *Big Ideas*

'Match game' a popular fair feature

Pat Whiteside, publisher of the *Lincoln County Journal* in Troy, uses an advertising matching game to promote the annual county fair and make money. It has grown in popularity every year.

The Inlander reported on her program in its Feb. 2 issue.

Here's how the matching game works. A numbered list of phrases from advertisements inside the fair special section is placed on the cover of the section. Readers match the phrases with the advertisers they came from and send in their entry forms, which also is on the cover.

The paper draws entries at random until an entry with all of the correct answers is drawn. The winner receives a \$150 cash prize from the newspaper.

Last year's section made \$16,000, most of it because of the contest, Whiteside said.

Although the *Journal* uses the matching game in its fair section, the game could be used with almost any special section that contains advertising, she said.

Whiteside recommends using the game to pep up a stale promotion.

Upsell holiday ads with icon game

The Moline Dispatch in Illinois includes a reader contest in its holiday season sections.

Four annual sections — food guide, gift guide, holiday traditions/letters to Santa, and last-minute gift guide — include the option for the advertisers to buy special holiday icons to put in their ads.

After each section is printed, readers look over the ads, count the icons and send in their counts to the newspaper or take them to participating businesses. Ten winners for each section are drawn from among the correct entries.

Winners receive \$50 gift certificates that can be used at any business that bought an icon in that section. The icons encourage readers to look at the ads carefully.

Drop boxes placed at businesses that used icons encourage store traffic.

The Dispatch cautions to be careful with selection of the icon so it is not confused with routine holiday decoration in the ads. Also, it should not change color or size from ad to ad.

—*The Inlander*



Get regular folks into your paper

"Reader of the Week" is a popular feature of the Sunday edition of *The Rockdale Citizen* in Conyers, Ga. (circ. 10,318).

This 12-14-inch question-and-answer feature includes a large color photo of the reader. It's purpose is to get regular people into the paper.

Using its subscriber list, *The Citizen* calls people at random and tells them they have been selected as the "Reader of the Week." (Asking people if they would like to be the "Reader" resulted in too many turn-downs.)

Writing of the stories rotates among reporters and editors so the entire staff gets into the "readership" function of the feature. Sometimes the photo of the "Reader" includes other people in his or her life.

The feature tells about family, job, hobbies and other interests, what they like about the community and about the newspaper.

Each person's named and phone number are logged in a file according to interests, giving the newspaper a significant database of contacts other than officials. It's been useful for getting more names and quotations into the paper.

—NAA's *Big Ideas*

Nation's big 3 raise ad rates

The country's three national newspapers planned ad rate hikes this year. They are confident ad demand for newspapers will finally pick up.

The Wall Street Journal planned a 3 percent increase in display ad rates. *The New York Times* predicted an increase of 5.8 percent, and *USA Today* planned an 8 percent bump.

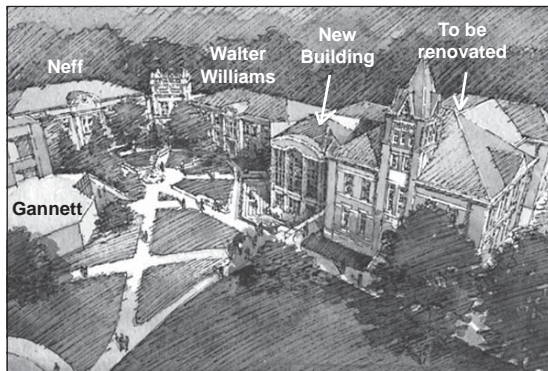
Newspapers commonly raise rates, even when the economy is down. This move by the nation's biggest papers indicates confidence in print advertising when the marketplace is packed with competitors after advertising dollars.

—New England Newspaper Association *Bulletin*

\$31 million to J School

Reynolds Foundation to finance major projects

Columbia — The Donald W. Reynolds Foundation announced Feb. 9 the awarding of \$31 million to the Missouri School of Journalism for the creation of the Donald W. Reynolds Journalism Institute, a center that will focus on advanced studies of journalism and its role in democratic societies.



The award is the largest private donation ever to the University of Missouri.

Plans for the Reynolds Institute were announced by Fred W. Smith, chairman of the Foundation. Richard Wallace, chancellor of the University of Missouri-Columbia, accepted the gift on behalf of the University.

The award will include up to \$16,731,129 to build a new building and renovate two existing buildings on the MU campus to house the institute. An additional \$1,834,702 will fund technology and furnishings for the high-tech facilities.

In addition, up to \$12,434,169 will be made available over a six-year period to fund the Institute's staff salaries, programs and operations.

Details about the grant and the project will be in the March issue of *Missouri Press News*. You can see the information at the J School's website: journalism.missouri.edu/news/.

Don't be an accessory to larceny!

New advertising scams are bilking newspapers across the country out of thousands of dollars.

It's been repeated often, but MPA wants its members to not get scammed. Be sure your staff is trained to be on guard against bogus ad orders.

These scams don't just bilk newspapers out of ad space, but they snare credit card information from readers, who then suffer losses. That can't result in warm feelings toward the newspaper.

The latest ads offer high-end electronics or other retail products, such as down comforters, but they could offer any product or service.

Calls to place the ads arrive at the paper late, just after deadline, and the ads and checks arrive by overnight mail the next day.

The checks are bogus and the phone numbers in the ads go to call centers rather than to businesses.

- ✓ Caution your entire staff, not just your ad staff, about scams.
- ✓ Require pre-payment with new or one-time advertisers and make sure any checks will clear.
- ✓ Use common sense. If an ad contains far-fetched claims, check them out.
- ✓ You have the right to refuse any advertising. Do not give a reason for rejecting an ad, but if you are uncomfortable about running any ad, refuse it. Don't let the prospect of making a few bucks cloud your judgment.

If you want to see if a particular ad must contain certain language, check the Federal Trade Commission's website: www.ftc.gov/bcp/conline/pubs/buspubs/ad-faqs.htm.



Mortgage ad phony!

Newspapers, readers being scammed

(This item about a mortgage scam came from David Thompson, executive director of the Kentucky Press Association. MPA members should take note and spread the word in their shops.)

The Kentucky Attorney General has contacted me, reference some advertising placed by Ameriquest Mortgage Company. I cannot understand why newspapers continue running these ads when all of us have warned them that the ads are false, the credit cards are stolen and the consumers are getting ripped off. Anyway, here's the text of an e-mail from the Kentucky Attorney General. If you wish to pass it along to your newspapers, maybe eventually we can have some success in making sure these companies are checked out prior to the consumers getting ripped off and newspapers not getting payment because the credit cards are no good. January 12, 2004, From the Office of the Kentucky Attorney General/ Consumer Protection Division:

Advertisers should be aware of Print Ads for Ameriquest Mortgage Company. The Office of the Attorney General recently received a call from a Kentucky victim of a loan scam advertised in a local community newspaper. The victim responded to a print ad from what appeared to be Ameriquest Mortgage Company. The consumer sent a \$1,400 fee by Western Union for a \$42,000 loan at the request of the "associate" of the lender. The consumer never received the promised loan. Further investigation revealed that the number listed in the ad rings to a Canadian cell phone number.

The Office of the Attorney General spoke with counsel from the legitimate Ameriquest Mortgage Company. The company is aware that imposters are using the company's name to obtain fees from unsuspecting consumers. The counsel indicated that Ameriquest Mortgage Company DOES NOT advertise in newspapers and has not done so for several years. All requests for placement of newspaper ads from Ameriquest should be considered fraudulent. Ameriquest Mortgage is cooperating with Canadian law enforcement regarding this scam.

Before doing business with mortgage brokers or lenders, particularly out-of-state lenders, advertisers and consumers should check with the Department of Financial Institutions to determine if the lender is licensed as required by law, and with the Better Business Bureau or Attorney General's Consumer Protection Division to learn about any potential scams or complaints involving the business.

Exercise interrupts a life of leisure

Here's a collection of lightness that's been snagged out of the torrent of paper. Sources are diverse and obscure.

- It is documented that every minute you exercise adds a minute to your life. This will enable you at age 85 to spend an additional five months in a nursing home at \$5,000 per month.
- I joined a health club last year and spent about \$400. Haven't lost a pound. Apparently you have to show up.
- I have to exercise early in the morning before my brain figures out what I'm doing.
- I like long walks, especially when they're taken by people who annoy me.
- I don't exercise because it makes the ice jump right out of my glass.



Clifford™ can't wait to get his paws on a Newspaper!

Reading is more than puppy love.
Instill a love that will last a lifetime.

NEVER FORGET NEWSPAPER LOGO HERE

It all starts with newspapers.

THIS MESSAGE IS BROUGHT TO YOU BY THE NEWSPAPER AND THE NEWSPAPER ASSOCIATION OF AMERICA®
Scholastic is committed to literacy. Visit scholastic.com/clifford

'Clifford,' 'School Bus' ads promote literacy

Scholastic Inc. and characters from two of its television shows are the latest Newspaper Association of America literacy partners. These ads are part of a continuing series promoting literacy through newspaper readership to children, young adults, and their parents.

In the first ad, young Clifford from "Clifford's Puppy Days" returns with his human friend Emily Elizabeth. They are pictured reading the newspaper inside a large heart shape just in time for Valentine's Day. The ad's headline reads: "Clifford can't wait to get his paws on a newspaper!"

The second ad features the debut of characters from "The Magic School Bus" to NAA's literacy campaign. Ms. Frizzle is reading a newspaper at her desk, while Liz the Lizard, perched on her shoulder, looks on. The headline reads: "Wahoo! Read a newspaper and you can take a field trip anywhere."

Clifford ads can be downloaded at www.naa.org/display/clifford and The Magic School Bus ads at www.naa.org/display/magicbus.

IMPORTANT NOTE: Ads may not be altered in any way except to add your newspaper's logo.

Coming around March 8 —
Scooby Doo 2.



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

COPY EDITOR: The Quincy Herald-Whig, a 25,000-circulation daily newspaper in West-Central Illinois, is seeking a copy editor/page designer. We're looking for someone with energy who enjoys the challenge of taking a role in all operations on the copy desk. Good editing and headline writing skills are a must. Experience in Quark XPress is recommended. The Herald-Whig is an M-F afternoon, Sa-Su AM daily. Here's your chance to work desk and still have nights and Sundays free. We're located on the banks of the Mississippi River, 127 miles north of St. Louis and 100 miles west of Springfield, Ill. Send a cover letter, resume and clips to Executive Editor Mike Hilfrink, Quincy Herald-Whig, 130 S. Fifth, Quincy, Ill. 62301; Fax (217) 221-3395; or call Copy Desk Chief Gerri Berendzen at (217) 221-3371; or toll-free at (800) 373-9444. 2-10

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. Resume/clips: Jim Cook, ME, Parsons Sun, PO Box 836, Parsons KS 67357-0836. jcook@parsonssun.com. 1-29

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 resumes 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, MO 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 newswriting experience or a journalism degree. Both positions are regular full-time with benefits including health insurance, vacation pay, sick pay and 401(k). Send resume and clips to the Columbia Daily Tribune, Attention: Personnel, P.O. Box 798, Columbia, MO 65205 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 resume 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 resume, 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 web site. Resumes should be sent to Floyd Jernigan, publisher, via email at fjernigan@cnihi.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 resume/letter to Ivan Foley, publisher, via email at ivan@plattecountylanmark.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 resume, 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



Suits to silence speech opposed

St. Louis Post-Dispatch

“Editorial/Commentary” Sunday, Jan. 18, 2004

By JEANNE RHOADES, LAURA BRYANT, KEITH PROKOP, TERRY JOHNSTON, ROBERT O’CONNOR AND VI SMITH (Jeanne Rhoades, Laura Bryant, Keith Prokop, Terry Johnston, Robert O’Connor and Vi Smith are Creve Coeur residents. Bryant and Rhoades serve on the Creve Coeur City Council.)

Last week, interim St. Louis Schools superintendent William Roberti sued School Board member Bill Haas for slander over comments Haas made involving the sale of a school building to St. Louis University. Whatever the facts of that contentious situation, the growing national trend of public officials filing personal suits to silence criticism on public issues deserves serious scrutiny under the First Amendment. The acronym SLAPP (Strategic Litigation Against Public Participation) generally refers to legal complaints made by corporations, developers and government officials against those who oppose them on matters of public concern. They typically take the form of ordinary civil claims — defamation, conspiracy and interference with prospective economic advantage. In reality, they are used to transform public debate into lawsuits.

Most SLAPP suits are without legal merit, but they effectively achieve their principal purpose: chilling public debate by sending a loud message that anyone who speaks up may be sued. Defendants have to spend time, money and resources to deal with the litigation, and the suit diverts the attention of the public and media away from any underlying issues.

People are hit with SLAPP suits every year for writing a letter to a newspaper, reporting misconduct by public officials, speaking at public meetings or whistle-blowing in corporations. Recently, however, this form of legal intimidation has begun to be recognized as a direct affront to First Amendment guarantees of freedom of speech and the freedom to petition government to address and correct grievances — precisely the principles upon which our country was founded.

According to the California Anti-SLAPP Project (www.casp.net), nearly two dozen states have enacted some form of anti-SLAPP legislation, providing courts with a means to swiftly dismiss such litigation and sometimes require those who file them to pay defendants’ legal expenses. At least 10 more states have had such legislation introduced in their respective legislatures.

In Missouri, state Sen. John Loudon has introduced anti-

SLAPP legislation for the second year in a row, perhaps because recent years have seen three SLAPP suits filed in his district — one in Maryland Heights, two in Creve Coeur.

In Creve Coeur, former Mayor Annette Mandel and former Council member Judy Pass used the same law firm to file separate libel, slander and conspiracy suits against six Creve Coeur residents: us.

Both suits arose from controversies involving concerns about the city’s new Comprehensive Land Use Plan, committee appointments and possible conflicts of interest. The American Civil Liberties Union of Eastern Missouri filed amicus briefs on our behalf, describing Mandel’s and Pass’ litigation as classic examples of SLAPP.

Although both Creve Coeur lawsuits were eventually dismissed by the St. Louis County Circuit Court, they successfully brought discussion and resolution of the real issues to a standstill.

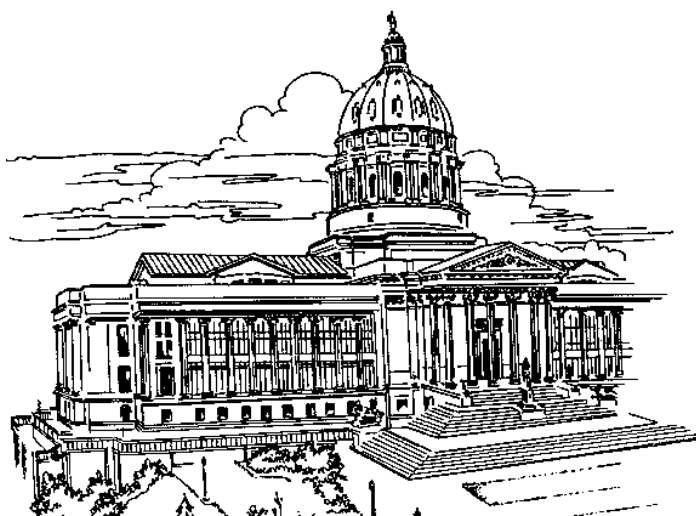
For example, Jeanne Rhoades had been denied access to certain relevant city documents on the grounds that they were in possession of an outside consultant and, thus, not subject to Missouri’s Sunshine Law. At her request, Sen. Loudon asked the Missouri attorney general’s office for a legal opinion on the validity of that argument.

Deputy Attorney General Karen King Mitchell wrote back to Loudon saying, “Because it has been the long-standing policy of this office not to issue an opinion when there is litigation involving the matter to which the opinion refers, we must decline to issue the opinion.”

Eventually, the attorney general’s office confirmed Rhoades’ belief that the papers she sought were, indeed, public records subject to the Sunshine Laws — a clarification that will have countless important applications statewide. But that opinion was delayed for more than a year solely because of the SLAPP suits. And more than a few people in Creve Coeur now believe that you must have an attorney before you can speak candidly at our City Council meetings.

The Missouri Press Association, which supported Loudon’s efforts to obtain the advisory opinion on the Sunshine Law, testified on behalf of last year’s bill. This year, the ACLU is again working with Loudon and endorses anti-SLAPP legislation in Missouri.

Our elected representatives must recognize that the First Amendment is not an academic issue in Missouri. We encourage all senators and representatives to work together in a nonpartisan fashion to ensure passage of this much-needed anti-SLAPP legislation as soon as possible.



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

Volunteer Today for MPA

Every MPA member is invited to sign up to help lead MPA this year and into the future. Sign up to be a member of a strategic planning task force and/or MPA committee. "MPA+20: Pressing Ahead" is the strategic planning process, approved by the MPA Board of Directors. The task forces this year will look at MPA, inside and out, and help map MPA's future.

The planning groups will meet two or three times during the year, some via conference telephone call, with final reports due in September at the MPA Annual Convention in Springfield.

Three Task Forces are available for your participation. If you wish to join a Task Force, mark it.

____ 1. Dollars and Cents Task Force. John Spaar, Chair; Wendell Lenhart, Co-chair. Topics: Dues structure -- Advertising/Missouri Press Service -- Headquarters staffing -- Physical plant -- Investments -- MPA Bylaws -- Other

____ 2. Membership and Leadership Task Force. Steve Oldfield, Chair; Bill Miller, Co-chair. Topics: Mission Statement for Missouri Press Association -- Retaining and growing membership -- Keeping MPA relevant for independent newspapers and group-owned newspapers -- Member services -- Development of future newspaper owners -- Development of future MPA leaders -- Other

____ 3. Relationships and Partnerships Task Force. Dave Berry, Chair; Jim Sterling, Co-chair. Topics: MPA's relationship with School of Journalism -- MPA's relationship with NNA, NAA, MSNE, AP, ISWNE, MAMA (ad managers), MCMA (college media), MCMA (circulation managers) -- MPA's relationship with news media groups/potential coalition allies interested in common legislative issues -- Missouri Press Foundation -- Regional press organizations: NW, SE, Ozark, Show-Me Press -- Other

Also, you are invited to volunteer for these MPA Committees:

____ MPA Legislative Committee, Charlie Fischer, Chair. Directs MPA legislative activities.

____ MPA Better Newspaper Contest Committee, Dan Wehmer, Chair. Oversees contest, reviews rules.

____ MPA Convention Committee, Helen Sosniecki, Chair. Plans convention activities.

____ MPA Political Advertising Committee, Dalton Wright, Chair. Promotes use of newspaper ads.

Please mark the group(s) above you wish to join as a volunteer.

Name _____

Newspaper _____

Address, City, State, ZIP _____

Phone _____ Fax _____ Email _____

Sign-up deadline: February 25 !

Return to MPA, 802 Locust Street, Columbia, MO 65201. Fax 573-874-5894. Email: dcrews@socket.net