

# CALENDAR

## March

- 18 — MPA judges Tennessee Newspaper Contest, Columbia

## April

- 1-2 — Missouri Society of Newspaper Editors/AP Managing 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 — Missouri Press Foundation Board meeting, 11 a.m., MPA Office, Columbia  
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  
11 — Ozark Press Association meeting, Clarion Hotel, Springfield  
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. 1115 — 18 March, 2004

## MAMA coming soon

### Get signed up for great ad sales training

What's that thing ad people and publishers like to say? You've got to spend money to make money. Here's your chance to put your money where your mouth is and spend a little to make a lot. Not just ad staffers, but publishers, editors, reporters and circulation people would get their money's worth from the April 15-16 meeting of the Missouri Advertising Managers' Association.

You won't get better lessons on how to make more money anywhere than you'll get from this program.

Peter W. Wagner will be the speaker for the meeting at the Sheraton Westport Lakeside Chalet in St. Louis. This newspaper man and media consultant from Sheldon, Iowa, publishes one of the best weekly newspapers in the country, *The N'West Iowa REVIEW*. NNA 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 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, which has been sent to your newspaper. The form also is on [mopress.com](http://mopress.com).



**Peter Wagner** knows what makes communities and their newspapers tick.

## See the Pictures of the Year at [poyi.org](http://poyi.org)

COLUMBIA — Winners of the 61st Annual Pictures of the Year International (POYi) Competition, one of the world's largest and most prestigious photojournalism contests, have been announced by the Missouri School of Journalism. Winning photographs can be seen at [poyi.org](http://poyi.org).



The public will be invited to choose a single Best Picture of the Year Award. Nominees will be posted on the internet at [msnbc.com](http://msnbc.com) where online voters can register and cast their ballots.

The director of POYi is David Rees, associate professor and co-director of the Missouri Photo Workshop, Missouri School of Journalism.



## Application for MPA Membership

This is the **First Notice** of the application for Sustaining Membership of *El Tiempo*, a weekly newspaper published by McDonald County Press, P.O. Box 266, Pineville, MO 64856; (417) 223-4675, thepress@olemac.net.

Sustaining members are entitled to all the benefits of MPA except holding elective office and entering MPA contests. Newspapers not meeting regular active MPA membership requirements, persons in allied fields (suppliers, vendors), or any information capacity, advertising and public relations are eligible for Sustaining Membership.

Membership is subject to approval by the MPA Board of Directors. The Board considers applications for membership at its next meeting after notices have been printed in three issues of the *MPA Bulletin*.

Any MPA member with comments about applications should direct them to the MPA office in Columbia. □

## UPI publishes updated stylebook

United Press International has published its fourth edition of the "UPI Stylebook & Guide to News-writing."

In addition to the alphabetical guide to spelling, abbreviations and punctuation, the book has insight on reporting on various branches of government and subject

matter by reporters and editors in the field.

It has chapters describing the best ways to cover the White House, Con-

gress, the court system, the Pentagon and the military, the State Department, sports, science, business, photography and photo-journalism, and foreign news. It also has special sections on libel laws and ethics.

Copies of the stylebook can be purchased from capital-books.com for \$20.

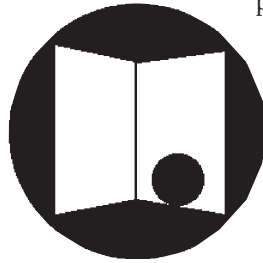


# Internships at 16 papers

## List has been sent to Missouri colleges

Summer internships for 16 newspapers will be funded this year by the Missouri Press Foundation.

The Foundation board approved spending about \$14,000 for four-, six- or eight-week internships. All 16 newspapers that applied for internship grants were approved.



Newspapers who hire interns through this program must agree to pay the intern at least twice what the newspaper receives from the Foundation. Newspapers will be asked to write reports on the experience for the Foundation board to review.

Newspapers will receive \$1,000 for eight-week internships, \$750 for six weeks and \$500 for four weeks.

The list of newspapers will be sent to the communications departments of colleges and universities around Missouri. It will be up to students to apply to the newspapers for the internships.

Newspapers then will interview the students who apply and hire the one they want.

Newspapers that requested internships are:

*The Northeast News* (Kansas City)  
*Boone County Journal*, Ashland  
 Community Publishers, Inc.  
 (Bolivar, et al)  
*Houston Herald*  
*Jefferson County Leader*, Festus  
*Pike Press*  
*Branson Daily News*  
*Vandalia Leader*

*Adrian Journal*  
*Daily Dunklin Democrat*, Kennett  
*The Odessan*  
*Pleasant Hill Times*  
 Call Newspapers, St. Louis  
*The Fulton Sun*  
*Atchison County Mail*, Rock Port  
*Waynesville Daily Guide*

## Southeast Press meeting

### Tour of *Southeast Missourian's* new printing plant on agenda for April 16 meeting in Cape Girardeau

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

This 112<sup>th</sup> annual meeting will feature a forum with candidates for statewide office and a tour of the *Southeast Missourian'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.





**Missouri Press Association /  
Missouri Press Service**

802 Locust St.  
Columbia, MO 65201-7799  
(573) 449-4167; FAX (573) 874-5894  
www.mopress.com

- PRESIDENT:** Gary Sosniecki,  
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Republican-Clipper*
- NNA REPRESENTATIVE:** Gary  
Beissenherz, *The Concordian*,  
Concordia

**STAFF**

- Doug Crews:** Executive Director,  
dcrews@socket.net
- Mike Sell:** Advertising Director,  
msell@socket.net
- Kent M. Ford:** Editor,  
kford@socket.net
- Connie Whitney:**  
cwhitney@socket.net  
and **Jennifer Plourde:**  
jplourde@socket.net  
Advertising Sales and Placement
- Karen Philp:** kphilp@socket.net  
Receptionist, Bookkeeping
- Lesa Litty:** Member Services, Meeting  
Planning, litty@socket.net
- Sue Heifner:** Ad Sales  
sheifner@socket.net
- Mary Dempsey:**  
Website Associate



# Editors: Sign up now!

The Missouri Society of Newspaper Editors and the AP Managing Editors annual meeting will be Thursday and Friday, April 1-2, at the Sheraton Westport Plaza Tower Hotel in St. Louis.

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*. Guests will have dinner on their own that evening at one of four restaurants, then attend free the Funny Bone Comedy Club show.

Friday 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, which has been mailed to all MPA members. Information also is on the MPA website, mopress.com.



## Journalism Bootcamp in Kentucky

This summer, Kentucky Press Association will hold its fourth annual Journalism Boot Camp. This is an intense, three-week training camp for inexperienced journalists and new reporters who need some writing help.

Only 24 participants will be accepted for the Monday, July 12, through Friday, July 30, session at Georgetown (Ky.) College, (just north of Lexington).

Participants will receive 15 days of newspaper reporter training and writing lab/computer time for \$645. Tuition includes continental breakfast and lunch each class day. Register by June 11 to earn a \$50 discount and pay just \$595 tuition.

Students can find affordable lodging at nearby motels.

The KPA Journalism Boot Camp will be conducted by Jim St. Claire, associate journalism professor, Indiana University Southeast.

Sessions will also be conducted by Kentucky newspaper editors and reporters and attorneys for the Kentucky Press Association.

Applications must be received by June 25 by the Kentucky Press Association.

For more information contact: David Greer, Member Services Director, Kentucky Press Association, (502) 223-8821, dgreer@kypress.com.

## Ads promote public notice

Ads created by the Public Notice Resource Center are available for download from the National Newspaper Association's website. A sheet of the ads is enclosed with this *Bulletin*.

The ads are for you to help promote and preserve the important role of newspapers in public notice by demonstrating the utility of public notice to your readers. Download the ads from [nna.org/index.html#publicnotice](http://nna.org/index.html#publicnotice).



## May promotions

Use these dates in May to create promotions.

- 1 — May Day
- 1 — Law Day
- 1 — School Principals' Day
- 1-8 — National Safe Kids Week
- 2-8 — Be Kind to Animals Week
- 2-8 — National Family Week
- 2-8 — National Pet Week
- 2-8 — Teacher Appreciation Week
- 4 — National Teacher Day
- 6 — National Day of Prayer
- 6-12 — National Nurses Day and Week
- 8 — National Babysitters Day
- 9 — Mother's Day
- 9-15 — National Hospital Week
- 9-15 — National Police Week
- 9-15 — Small Business Week
- 10 — National Small Business Day
- 15 — Armed Forces Day
- 15 — Peace Officer Memorial Day
- 16-22 — National EMS Week
- 19-26 — National Buckle Up America Week
- 21 — National Bike To Work Day
- 22-28 — National Safe Boating Week
- 25 — National Missing Children's Day
- 30 — Indianapolis 500
- 31 — Memorial Day

## Reporting on courts to be honored

Des Moines, Iowa — The American Judicature Society, a national nonprofit membership organization dedicated to improving the administration of justice, announces its call for nominations for the Sixth Annual Toni House Journalism Award.

The award recognizes outstanding news reporting that enhances public understanding of the courts and/or significantly improves the administration of justice. The deadline for entries is April 15.

To download the call for entries brochure go to the AJS website, [ajs.org/awards](http://ajs.org/awards). Nominations should be addressed to the American Judicature Society, Attention Toni House, Award Selection Panel, 2700 University Avenue, Des Moines, Iowa 50311.

## Advertising/Marketing Notebook

# Scooby Doo reads too!

Use free ads to promote newspaper readership

Two of the most recognizable characters from the upcoming Warner Bros. film "Scooby-Doo 2: Monsters Unleashed" appear in a new newspaper literacy ad from the Newspaper Association of America. "Scooby-Doo" and "Shaggy" are featured in a clever ad designed to promote literacy through newspaper readership to young adults, children and their parents.



**It's no mystery where we get our clues!**

They're all in the newspaper. We wouldn't have a ghost of a chance without it. Pick one up and help solve the most monstrous of mysteries.

**SHAGGY & SCOOBY**

Insert newspaper logo here

**It all starts with newspapers**

www.newspaper.org

THIS MESSAGE IS BROUGHT TO YOU BY THE NEWSPAPER ASSOCIATION OF AMERICA

NAA BRIEF - B/W STANDARD 6.437" X 10.5" VERSION 1 REVISE

Shaggy & Scooby say, "It's no mystery where we get our clues! They're all in the newspaper. We wouldn't have a ghost of a chance without it. Pick one up and help solve the most monstrous of mysteries."

Ads are available in 2 column or quarter page in color or black-and-white, for standard and 50-inch web formats. Feel free to run them now and through the months ahead. Ads can be downloaded at [www.naa.org/display/scoobydoo](http://www.naa.org/display/scoobydoo). Adobe Acrobat is required to view the file.

Layout suggestion: To add your newspaper's logo and information on top of (and obscuring) the "Insert your newspaper logo here," place the ad on the page as usual, either directly or as an EPS image exported from the PDF.

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

## Fire up your NIE in Arkansas

Make your own Red Ryder B.B. Gun at June 24-25 meeting

"Back to Basics" is the theme for the Central States NIE Conference, which will be Thursday-Friday, June 24-25, in Springdale, Ark. *The Morning News* of Springdale will be the host.

Discussion topics will include curriculum guides and how to use them, key points in soliciting sponsors for Newspapers In Education, and a "how to" on teachers workshops.

A group of local teachers who use NIE will hold a Q&A session.

On Thursday evening, guests will travel to the Daisy Air Rifle manufacturing plant in Neosho, Mo. They'll be able to put together their own numbered, commemorative Red Ryder B.B. guns and take them home.

Conference guests may arrive Wednesday evening, June 23, for a social gathering in the hotel. Meetings will end about noon on Friday.

Registration is \$50. Room rates at the Ameri-Suites Hotel in Rogers, Ark., are \$59. Call (479) 633-8555 at the hotel or Ameri-Suites at (800) 833-1516 to reserve a room.

The hotel is one block east of I-540 on Walnut St., Exit 85.

For more information or to register, contact Ralph Franklin, NIE coordinator at *The Morning News*, (479) 872-5059, [rfranklin@nwaonline.net](mailto:rfranklin@nwaonline.net).



## Avoid these worn out phrases

This list of cliches and news jargon comes from Mimi Burkhardt's compilation for the American Copy Editors Society. It is, of course, just a sample of the worn out terms we read and write every day.

(insert name) is no exception  
 Final goodbyes  
 Epidemic proportions  
 Hushed courtroom  
 Fled on foot  
 Ground zero  
 Media circus  
 At the end of the day  
 Every parent's nightmare  
 Rushed to hospitals  
 Armed with a search warrant  
 Choked with emotion  
 General consensus  
 Battle with cancer  
 Balance of power  
 Cloudless sky  
 The bottom line  
 At first glance  
 Crisis proportions  
 Charred rubble  
 (insert name) is not alone  
 Early morning hour  
 Concerned residents.

## Light at the bottom of the tunnel

Bits of humor from various obscure sources:

- Memory enables you to remember a mistake when you make it again.
- Contentment is when your earning power equals your yearning power.
- The stove broke down in the cafeteria, so the kids got peanut butter and jelly sandwiches. Said one satisfied second grader, "Finally, a home cooked meal."
- Wrinkles are hereditary. Parents get them from their children.
- The eyes believe themselves; the ears believe other people.

# Are chat rooms fair?

## Rude comments reflect poorly on your paper

(If your website has a public chat room, the following item will be of interest to you. It concerns the connection readers make between what is written in the chat room and your newspaper. That's an association you may not want or need.)

The comments are from a column by Stephen Key, legal adviser to the Hoosier Press Association, that appeared in *The Indiana Publisher*.)

A conversation with a state legislator forced me to consider whether "chat rooms" hosted on newspaper websites have a cost not factored in by publishers.

The legislator voiced his concern over the types of comments found on these web pages and the propriety of a newspaper allowing them to be posted.

He offered two examples:

A posting saying a particular legislator was "dumber than a box of rocks."

A posting saying another lobbyist "couldn't love his wife because he had made it publicly known that their child was adopted."

... While I may have assured the legislator the newspapers were not doing anything improper with the website chat rooms, I did not alter his view that the situation was unfair or wrong.

He remained bothered about the fairness of allowing individuals to take potshots at public officials while hiding behind anonymous web names. The newspaper's involvement in allowing personal attacks through these chat rooms also offended him.

... It became clear to me that while newspapers may be protected from libel actions, their involvement with these websites may damage their credibility.

When people log on and read posted entries, they usually see the flag of the newspaper displayed prominently across the top of the website. There is a visual association between the posting and the newspaper.

... That reader may not recognize a legal distinction between the newspaper's responsibility for the content in its printed product and the lack of responsibility for chat room comments.

... Editorial page editors, in general, scrupulously review letters to the editor and guest columns. ... A newspaper's credibility in the community is built on such dedication to fairness.

... Perhaps newspapers should analyze the economic benefits of hosting electronic chat rooms in relation to the potential cost to their community credibility.



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

Get your copy of Dr. William H. Taft's latest book about Missouri newspaper people, "The First 200 Years." 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 [jjplourde@socket.net](mailto:jjplourde@socket.net).



## Booklet will help green reporters

The Iowa Newspaper Foundation has produced a booklet titled "How-To News Writer" for newspaper reporters. Michael Bugeja, director of the Greenlee School of Journalism and Communication at Iowa State University, is the author.

Bugeja wrote the book in 1985. Late last year he rewrote and updated the text. The Iowa Newspaper Foundation underwrote the cost of printing.

The book is an easy-to-use guide to the important journalism skills needed to be an effective reporter. It's especially useful for reporters on community newspapers who have not had formal journalism training.

The book walks the reporter through 25 critical elements of news writing. Experienced reporters will enjoy the book as a refresher.

An order form for the book is enclosed.

## Couple sells phony advertising

A Massachusetts couple preyed on the generosity of small business owners and may have cheated them out of more than \$500,000 for advertising in a non-existent publication.

The couple allegedly charged \$600 for full-page ads in a publication they called "Youth Sports News," which doesn't exist. Some advertisers paid for ads in fictitious newsletters in several towns, perhaps over a period of years, detectives said.

—New England Newspaper Association *Bulletin*

As always, you are reminded to alert your staff to be on watch constantly for fraud.

## Ignorance v. freedom

"If a nation expects to be ignorant and free, in a state of civilization, it expects what never was and never will be." - Thomas Jefferson

# Linage, revenues rose

## Pulitzer led industry growth in January

Ad linage rose 2 percent and ad revenues rose 3 percent in January among publicly traded newspaper companies, according to a MediaPost analysis of company data.

MediaPost's index of newspaper ad revenues rose to \$1.28 billion last month, compared to \$1.24 billion a year ago. Ad revenue growth was led by Pulitzer Inc., which rose 8 percent to \$28.1 million; McClatchy, up 5 percent to \$79.7 million; and Gannett, up 6 percent to \$373.6 million. The rest of the sector saw slight increases with the exception of Journal Communications Inc., the publisher of the Milwaukee *Journal-Sentinel* and other newspapers, whose ad revenue fell 2 percent compared to January 2003.

Total ad linage was up as well, from 22.1 million inches a year ago to 22.5 million in January 2004.

The retail index, which includes seven newspaper companies that report the data, was mixed for the month. Retail revenues rose 2 percent, but linage dropped 3 percent. Leaders were Pulitzer (revenues up 9 percent) and Tribune (revenues up 4 percent); Media General's retail revenues fell 5 percent. Six of the seven companies releasing retail linage showed declines; only Tribune was up slightly.

National ad revenues were up 1 percent, with all nine newspapers reporting showing increases. Tribune was up slightly; Lee Enterprises was up 13 percent; and the remainder was in the sector somewhere in between.

Classified ad revenues were up 4 percent, with most of the companies reporting gains in the mid- to high-single digits.

MediaPost's monthly newspaper composite includes data from the following publicly traded newspaper companies: Gannett, Journal Register Co., Knight Ridder, Lee Enterprises, McClatchy, Media General, New York Times Co., Journal Communications, Pulitzer Inc., E.W. Scripps, and Tribune Co. It doesn't include Belo or Dow Jones, which don't release detailed linage and revenue data monthly. —MediaPost Communications

## Boost revenue with W. Ky. training

On Friday, April 16, Western Kentucky University's School of Journalism and Broadcasting will host Forum 2004 - How Newspapers Can Increase Revenue Using Innovative Strategies.

The day-long seminar will take place in the new Mass Media and Technology Hall on WKU's campus in Bowling Green. Forum 2004 will begin at 9 a.m. and end at 4:30 p.m. Lunch will be provided.

Rob Curley, director of New Media for The World Company in Lawrence, Kan., will kick-off the seminar with a discussion about convergence. Curley was named the "Internet Pioneer of the Year" in 2001, and his team has won the National Newspaper Website of the Year Award for the past five years.

Other speakers include: Marc Wilson, founder and CEO of Townnews.com, discussing the affect of the digital age on newspapers; and Vikki Neil, Director of Online Marketing/Newspapers at the E.W. Scripps Co., discussing making more money online.

In addition to these speakers, there will also be several "Breakout Sessions" offered. Attendees can attend sessions of their choice led by industry leaders on such topics as interactive advertising, content management systems, and specialty publications.

Attendees are also encouraged to register early, since space is limited. A \$99 early bird special is available to those who register before March 15.

To learn more or to register online log on to [wku.edu/seminar](http://wku.edu/seminar). For any additional information contact Heather Garcia, event coordinator, at (270) 745-8915 or [heather.garcia@wku.edu](mailto:heather.garcia@wku.edu).



## New screening method catching on

The *St. Joseph News-Press* has joined a printing trend that is emerging among publishers, the use of dot frequency in graphics instead of dot size variation.

This frequency modulate printing — or stochastic screening— improves print quality while reducing ink use. The *News-Press* has been using this FM method for more than a year.

Stochastic screening uses dot frequency rather than dot size to produce different shades of gray and colors. It uses more or fewer dots placed at random among random areas of white space.

Although the stochastic process involves careful pre-press and press control, the process reportedly results in much more photographic detail.

## Help rewrite Scout badge requirements

If you are a community newspaper editor and have an interest in Boy Scouts, the National Newspaper Association needs you.

The Journalism Merit Badge requirements and booklet are up for review and an NNA committee led by Vice President Mike Buffington, editor of the *Jackson Herald* in Jefferson, Ga., has an open door to review and propose changes to the existing merit badge standards.

Anyone interested can participate in the process, said Buffington, but those with a background or special interest in Boy Scouts should especially participate in this ad hoc committee.

Anyone interested in participating should contact Buffington at [mike@mainstreetnews.com](mailto:mike@mainstreetnews.com) or (706) 367-5233.

## Who's got the power?

"Knowledge will forever govern ignorance: And a people who mean to be their own Governors must arm themselves with the power which knowledge gives."

— James Madison

# Design by content

## Let what you put in paper drive how you put it in

The Society for News Design's newsletter reports that the website ContentDrivesDesign.com provides tips and examples to help improve design. Letting the content drive the design is the theme of an article by Alan Jacobson of Brass Tacks Design.

"Trying to separate design and content is like trying to separate the dancer from the dance. Granted, the design is merely the vehicle for the content. Without content there would be no need for a design," Jacobson wrote.

"But design can shape and mold how content is perceived. It can illuminate the salient points of a story, create order out of chaos and tell a story in a way that 9-point text often cannot."

Here are suggestions on how to let content drive design.

### Special Elements

**1. Illuminate the content.** Often the text will contain a single thought or statistic that defines the entire story. Use the design's color palate and typography to create one-of-a-kind special elements that are custom tailored to make this content more visible and prominent.

**2. Let the content dictate the form.** Body type is great for a story, but it's not the best way to present lists of facts and figures, statistics or any information that invites comparison. When a story contains such information, extract it from the text and put it in a fact



This redesign of *The Virginian Pilot* illustrates how the content of the page, right, determines how the page is designed.

box so readers can make line-by-line comparisons of names, dates, places, costs, etc.

### Photographs

**1. It's better to show than to tell.** If a story describes how something looks, and if a photo is available, make sure to run the photo with the story. (This seems obvious, but you'd be amazed how often these story-telling photos aren't used.)

**2. Edit pictures for their content and appearance.** Photos that don't advance the story are mere decoration. Likewise, pictures that aren't visually appealing don't enhance the reader's experience. All too often, photos are chosen based on what they depict with little thought to their visual appeal. You need to consider both what the photo shows and how the photo looks before you decide to run it.

### Headlines

**1. Don't paint the copy editor into a corner.** The designer wants big headlines and labels because they look better. But the headline needs to say something meaningful to be useful to the reader. Make sure the size of the headline allows the headline writer to say what needs to be said.

**2. First and foremost, communicate.** A clever headline does the reader a disservice if it doesn't clearly and accurately reflect the story. The headline's first job is to help readers determine whether they should invest time in reading the text. A "cute" headline, no matter how "attractive," only wastes their time because they need to read on just to find out what the story is about.



## 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](mailto:kford@socket.net).

### HELP WANTED

**ADVERTISING SALES:** Major Accounts/New Business Development position. Great opportunity for eager, knowledgeable person. Research background helpful with strong computer skills (Excel, Word, Power Point). Some travel. Salary plus commission and car allowance. Health Benefits available. Send your resume to the Dispatch Tribune Newspapers in Kansas City, Mo. [debbiec@townsendprint.com](mailto:debbiec@townsendprint.com) or fax to Debbie at (816) 414-3330. 3-15

**BUSINESS MANAGER:** Community Publishers is looking for a Business Manager for our Missouri weeklies. Strong accounting background. Capability to manage multiple locations and projects. Solid PC skills. Oversee the business office operations at each of our eight newspapers. Competitive salary, along with health and dental insurance, 401(k), profit sharing and a paid time off program. Send your resume, along with salary history to: Tracey Proctor, Human Resource Coordinator, Community Publishers, Inc., P. O. Box 330, Bolivar, MO 65613-0330; or email to: [traceyp@cpimo.com](mailto:traceyp@cpimo.com). 3-11

**SPORTS EDITOR** needed for small south central Kansas Daily. Writing, pagination, some photography. Experience preferred. Send clips, resume to James Jordan, [news@arkcity.net](mailto:news@arkcity.net) or write 200 E. 5th Ave. Arkansas City, KS 67005; 612-442-4200. 3-10

**ASSOCIATION EXECUTIVE:** The Arkansas Press Association seeks a newspaper professional to provide leadership for 30 dailies & 114 weeklies. APA has a board of 11 and a staff of 10. Responsibilities include office and personnel management, financial operations, legislative work, ad sales, conventions, contests and publications. Four-year college degree and 5 years management experience required. Newspaper experience preferred. Trade association and lobbying experience helpful. Send letter of application, resume and salary history to: APA Search Committee, 411 South Victory, Little Rock, AR 72201-2932. Application Deadline: Wed., March 31, 2004. 2-25

**PAGE DESIGNER:** The Southwest Times Record and The Morning News universal desk, located in Fort Smith, Ark., have an opening for a page designer who is a good copy editor and wants to be a leader. THREE TO FIVE YEARS DAILY NEWSPAPER EXPERIENCE PREFERRED. The

ideal candidate should be adept at layout, packaging and editing and should have strong headline and copy editing skills and a good command of English and Associated Press style. Quark skills are a must. Competitive pay and benefits. FAMILIARITY WITH SOUTHWEST HELPFUL. Please send cover letter, resume and work samples to Human Resources, P.O. Box 1359, Fort Smith, AR, 72901, or e-mail to Universal Desk Editor, [gwoods@swtimes.com](mailto:gwoods@swtimes.com). 2-25

**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

**RETAIL ADVERTISING MANAGER:** Responsibilities include training/coaching sales account representatives, working with clients, directing projects and assisting in other ways to meet sales goals. Management experience, knowledge of print and broadcast media, excellent interpersonal and organizational skills, ability to motivate and knowledge of mid-Missouri marketplace. Degree in advertising or comparable experience necessary.

Salary and benefits are competitive; health insurance, vacation and sick leave, 401(k) plan, company gym. Send resume and salary requirements to the Columbia Daily Tribune, Attn: Personnel, P.O. Box 798, Columbia, MO 65205 or email [srinehart@tribmail.com](mailto:srinehart@tribmail.com) EOE/Drug Free Workplace. 2-25

**EDITOR/REPORTER:** Weekly group seeking a well-rounded individual versed in all aspects of news reporting. Local features, hard news and some sports. Working knowledge of Quark XPress and Photoshop desired. Please send resume, references, salary requirements and clips to: Osage Valley Publishing, Inc, PO Box 23, Windsor, MO 65360 or email to [jkrier@iland.net](mailto:jkrier@iland.net). 2-18

### FOR SALE

**EQUIPMENT:** Xrite silver recovery unit, AB Dick 360 press, Betalog 130 densitometer, Kansa 320 4 station inserter, light tables, Robertson 580 camera & Gam's, Plate/film punch. Chanute Tribune, SE Kansas (620) 431-4100 Bruce. 3-10

**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

**TWICE-WEEKLY:** County seat twice weekly in neighboring state with sister county seat property. Gross rev. @\$1M and CF @\$225k. If you would like to consider a transaction, call our offices today. National Media Associates, Edward Anderson-Broker, 417-336-3457 or email at: [Brokered1@aol.com](mailto:Brokered1@aol.com). 3-17



William A. Bray  
Dec. 4, 1924 - March 3, 2004

## To the MPA Family

Our most sincere thanks for your prayers over these last months, for the wonderful phone calls and your kind letters and cards. We'll always cherish the thoughts and memories of Bill you shared with us.

The Family of  
Bill Bray:  
Jo Anne, David, Brenda,  
Spouses  
and Grandchildren



# Changing roles of journalism examined

The media today is fragmenting and converging all at once, the report says.

By JACOB GOLDSTEIN  
*Columbia Missourian*

In the days after Sept. 11, 2001, billowing clouds of smoke and ash rose above New York, then fell on silent streets like dark-gray snow. Across the nation, people gathered around televisions and read newspapers as they attempted to make sense of the chaos.

But by 2002, according to the Project for Excellence in Journalism's first State of the News Media report, released (March 15), the outcry for credible journalism had subsided. The high degree of public trust in journalism inspired by news coverage of the Sept. 11 attacks fell to normal, lower levels, which had begun to decline in 1986 and continue to decline today, the report states.

The report is touted as the most comprehensive and broad study of news media conducted to date. It brings together accumulated older data with new data.

The report, which was overseen by former journalist Tom Rosenstiel, was conducted by the Project for Excellence in Journalism and funded by Pew Charitable Trusts.

"Everyone that was involved with the project, which includes the team at Missouri, really began in earnest last summer," Rosenstiel said.

In its major statement, the report states: "What we are witnessing are the dichotomous trends of fragmentation and convergence simultaneously.

"It means that things are moving not in one direction," Rosenstiel said. "In some ways journalism is getting worse, but at the same time, technology makes it possible to get information from more sources."

The public "wants a more entertainment-infused, more sensationalized, more interpretative style of news," the media report states, and journalists have given it to them. Either the public distrusts news because it's become used to sensational reporting or people are less trusting of all institutions in general.

Esther Thorson, associate dean of graduate studies at the Missouri School of Journalism, was the technical consultant for the report's study of news content.

She said that since 1985, the number of people who say they believe newspapers are "very believable" has fallen 25 percent.

Thorson said network and lo-

cal news networks have had similar drops in their believability.

"Research shows a disconnect between what news professionals think and what they are doing," she said.

The report states that while reporters think they are providing information so people can participate in political debates, news consumers think reporters are out of touch and want to sensationalize news to make more money.

Newsmakers are also under great fi-

nancial pressure, the report states.

"Although news, both print and television, is highly profitable, there is constant pressure to increase profits," Thorson said.

To increase profits, the report states that experienced journalists are being replaced with cheaper and less-experienced professionals. International bureaus are also being closed.

Because fewer reporters are being asked to fill more space in less time, there is a significant reduction in journalists' investment in the collection of news, the report says. Thorson said she worries that profit pressure is eroding news quality.

"Given the credibility gap and news profit pressures, it was critical to take a wide-ranging look at the news media in this country," Thorson said.

The report examined different forms of media such as newspapers, online news, television, radio and ethnic press. It considered their content, audience, economics, ownership, news investment, and public opinion to arrive at its conclusions.

Relationships between the different forms of media, such as interplay and competition, were also examined to develop a picture of the state of the media as a whole.

"Those who would manipulate the press and public appear to be gaining leverage over the journalists who cover them," the report concludes.

Thorson said the report's overall message is that while lots of high-quality news is still available, there's also more bias, thinner reporting, and more sensationalizing in the media of the new millennium than there was in the later half of the previous one.

*The report states that while reporters think they are providing information so people can participate in political debates, news consumers think reporters are out of touch and want to sensationalize news to make more money.*



# The Best Source of New Business

By John Foust  
Raleigh, NC

Albert Einstein once commented, "The whole of science is nothing more than the refinement of everyday thinking."

Refinement of everyday thinking. That applies to the world of selling, as well as science. It's a good idea to periodically examine the things we take for granted – the everyday procedures of selling – to see how we can improve.

Consider prospecting. People who sell advertising tend to define a prospect as a business that is a non-advertiser. But more often than not, the best source of new business is old business.

Jean, who has been selling advertising for many years, told me, "Prospecting is one of the most misunderstood concepts in sales. It's natural to look to non-advertisers for new business – and our sales team works on that constantly. But we have found a lot of new business right in our own account files."

I asked if she was referring to businesses that used to advertise, but have cut back or stopped.

"No," she said. "I'm talking about current advertisers, people who believe in our paper and spend money with us. But for some reason, they are not getting as much out of our paper as they could. I compare it to driving a five-speed car in third or fourth gear. The car is moving – but it could do much better in a higher gear.

"One of our success stories is a local sporting goods company that used to advertise heavily during golf season, but didn't run many ads at other times of the year. We helped them see the need to stay on readers' radar screens all year long, because they have products to sell all year long."

What happened?

"They're a lot busier now," Jean laughed. "They're selling more ski



**John Foust** conducts on-site advertising training for newspapers, press associations and advertisers. His "Basics of Layout and Copy" video is being used by newspapers from coast-to-coast. For information, call or write: John Foust, PO Box 97606, Raleigh, NC 27624, USA; email: [jfoust@mindspring.com](mailto:jfoust@mindspring.com); Phone (919) 848-2401.

equipment, more exercise equipment, more bicycles, and more athletic shoes. Plus, they're selling more golf clubs and apparel than ever before."

Jean reminded me of a conversation I once had with an insurance executive. He had learned that some of his clients had their cars insured with his company, but their homes insured somewhere else. Or they had their homes insured with him, but their businesses insured with another company. So he called to explain the advantages of having everything covered by the same insurer. They listened, because they were already his customers. They knew and trusted him.

This simple approach worked. In addition to providing better service to his customers, it generated more sales for his insurance company.

Yes, the best source of new business is old business. In an advertising context, there are two approaches: (1) sell more advertising to old advertisers or (2) sell different advertising to old advertisers. In either case, you'll be dealing with advertisers you know. And your advertisers will be dealing with a media outlet they know.

It doesn't take an Einstein to figure out that familiarity breeds selling. By all means, do some prospecting among new businesses and non-advertisers. But don't overlook the prospects who are already in your client files.

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