

CALENDAR

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
- 10-11 — Inland Press Association Advertising Executives Conference, Radisson Hotel & Suites, St. Louis
- 11 — Ozark Press Association meeting, Springfield
- 24-25 — Central States NIE Conference, Springdale, Ark.

July

- 21-23 — The Living Textbook, Newspaper In Education Teacher Workshop, UMC
- 30 — Northwest Missouri Press Association summer outing

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.

January 2005

- 20-21 — Northwest Missouri Press Association annual convention



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

MISSOURI PRESS ASSOCIATION

BULLETIN

No. 1117 — 28 April, 2004

Show-Me Press to meet June 3-5 at Lake Ozark

Dust off your worst published blunder of the past year and send it in to Show-Me Press Association. You may be the lucky winner of Show-Me's Screw-Up of the Year Award.

Presentation of that award will be among the activities for the June 3-5 meeting of the Association at the Holiday Inn, Lake Ozark.

Make your reservations now. Room rates will increase May 11. Those who have been to the Show-Me meeting know that the Holiday Inn will be full

of vacationers, so call now to beat the rate hike and the tourists.

The hotel number is 800-532-3575 or 573-365-2334.

Meeting events will begin with the early bird registration and party 4-6 p.m. Thursday, June 3, in the poolside hospitality room at the hotel.

The Missouri Press Association Board of Directors will hold its summer meeting at the hotel earlier in the afternoon.

Dinner will be on your own Thursday evening.

Missouri Press will host the Porter Fisher Golf Classic at Sycamore Creek on Friday. A

Show-Me Press (continued on page 2)

Ozark Press to meet June 11

New legal and legislative issues facing newspapers will be discussed during the Ozark Press Association's annual meeting. Ozark Press will meet 9 a.m.-2 p.m. Friday, June 11, at the Clarion Hotel, 3333 S. Glenstone, Springfield.

Political candidates have been invited to speak to the group. Other discussion will be on postal issues and ethics. Newspapers are asked to take copies of their mailing forms.

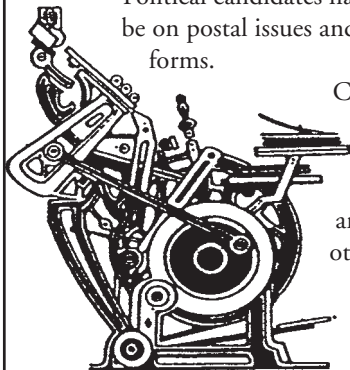
Cost of the meeting is \$40 per newspaper. That covers attendance for one person from the newspaper. Additional people from the paper may attend for \$25 each.

Non-member registrants will pay \$50 for the first person and \$35 for each additional person. Fees cover lunch and any other costs.

If you would like to stay overnight, call 800-756-7318 to reserve a room at the Clarion.

Send your meeting registration to OPA, C/O Jeff Schrag, The Daily Events, PO Box 1, Springfield, MO 65801.

Ozark Press asks attendees to contribute door prize. Mention what you'll contribute to the drawings on your registration and you'll be acknowledged in the meeting program.





Application for MPA Membership

This is the **Third 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. □

J School planning centennial in 2008

The Missouri School of Journalism is beginning to plan for the 1908 centennial celebration of the world's first School of Journalism.

The School plans to hold a year-long series of celebratory events leading up to the actual centennial celebration on Sept. 14, 2008.

If you have any ideas for the celebration, you are asked to send them to the School. Also suggest any words, phrases or characteristics that best identify and define the School.

All contact information is optional.

Name:
Degree(s):
Telephone:
E-mail:
Your ideas:
Words or phrases that identify the J-School:



Promote MU NIE program

Teaching teachers will help newspapers

You can help educate people about newspapers and plant the seeds of the next generation of newspaper readers by promoting the Newspaper In Education Teachers program at the University of Missouri-Columbia.

A form is enclosed with information about the program. A teacher from your local schools can earn continuing education credit by attending the July 21-23 program.

The course will include newspaper content and presentations by educational specialists on ways to use the newspaper as an integrated tool to meet the Missouri Show-Me Standards and to enhance standardized testing skills.

You can help in one or more ways.

The easiest way you can help is to run the public service ad promoting the program in your newspaper. The ad will inform your local teachers about the program. It can be downloaded at mopress.com.

A better way you can help is by providing a scholarship for a local teacher to attend the program. That cost is \$195 per teacher. That covers course expenses, housing on campus for two nights and meals. You also can pay for mileage and the \$90 for graduate credit.

Staff members from your newspaper are welcome to take the training too.

If you want to participate in this program, return the enclosed form immediately to Dawn Kitchell, MPA's NIE coordinator.

We're offering an area teacher the opportunity to attend a three-day college course for K-12 teachers on using the newspaper as a resource in the classroom.

July 21-23
The Living Textbook - Integrating the newspaper into the K-12 curriculum
University of Missouri, Columbia

The course will cover media literacy and will look at ways to integrate the newspaper as a resource in language arts, social studies, math, science, technology and art. It will address ways to use the newspaper to improve standardized test scores and to achieve competency in areas required by the Missouri Show Me Standards.

This newspaper is providing this opportunity as part of a statewide Newspaper In Education Teacher Ambassador Scholarship Program. As part of the agreement between newspapers and educators they sponsor, the participants will share their knowledge at a Newspaper In Education teacher workshop.

Course expenses and two nights housing for scholarship recipient will be provided by the newspaper. Participants may elect to take the course for one hour of graduate credit at their own expense.

Teachers interested in this scholarship opportunity should send a letter with contact information, grade level, subjects you teach and a brief description of why you would like to attend this course. Send your letters to:

add your newspaper name, address and deadline for applications

For more information on this summer seminar for educators, visit www.mudirect.missouri.edu/catalog or call (636)390-2821

Show-Me Press (continued from page 1)

two-person scramble will tee-off at 8 a.m.

Meeting registration will resume Friday afternoon in the hospitality room. Dinner will be poolside Friday evening.

A breakfast followed by the business meeting will open Saturday's schedule.

At 9 a.m., Linda Geist of the *Lake Gazette*, Monroe City, will give a presentation on "Protecting Yourself From Competition."

All Republican candidates for governor have been invited to participate in a discussion and Q&A session at 10 a.m. Democrat candidates for governor have been invited to an 11 a.m. session.

The Screw-Up Award and golf tournament awards will be presented at lunch Saturday, followed by brief entertainment by show people from Branson.

MPA committees — both standing committees and the new long-range planning committees — have been invited to give reports at 1:30 p.m. Guests will have the rest of the afternoon free.

The hospitality hour will begin at 5:30, followed by the closing dinner.



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,

The Vandalia Leader

FIRST VICE PRESIDENT: John

Spaar, The Odessan, Odessa

SECOND VICE PRESIDENT: Steve

Oldfield, Adrian Journal

SECRETARY: Sandy Steckly,

*Cass County Democrat-Missourian,
Harrisonville*

TREASURER: Dan Wehmer,

Webster County Citizen, Seymour

DIRECTORS:

Dave Berry, Community Publishers
of Missouri, Inc., Bolivar

Dane Vernon, *Eldon Advertiser*

Wendell Lenhart, *Trenton*

Republican-Times

Jack Whitaker, *Hamibal Courier-Post*

David Bradley, Jr., *St. Joseph*

News-Press

Vicki Russell,

Columbia Daily Tribune

Phil Conger, *Bethany*

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

Lesia Litty: Member Services, Meeting

Planning, litty@socket.net

Sue Heifner: Ad Sales

sheifner@socket.net

Mary Dempsey:

Website Associate



MPA surveying members about training, leadership

How can Association serve you better?

Missouri Press is surveying its membership to get some feedback on training workshops and future association leadership. A copy of the survey is enclosed.

A number of papers responded to the survey when it was emailed two weeks ago. If you have not responded, please reply to the email or fill out the enclosed survey and fax it to MPA.

The survey is being done as part of the work of the Membership and Leadership sub-committee. Steve Oldfield of Adrian is chairman of the committee. Bill Miller of Washington is co-chairman.

The brief survey will be distributed several times in an effort to gathered enough response to be of value.

One of the questions involves delivery method for publications. Missouri Press hopes eventually to move to email-only distribution of the *Bulletin*. A number of state press associations have done that already.

Email distribution of the *Bulletin* would eliminate a significant first-class postage expense.

The survey also asks about training programs for your staff and about participation in Association programs and interest in Association leadership.

You can help Missouri Press Association serve your newspaper better by filling out the survey completely and returning it promptly to Missouri Press.

AD: TECH to be July 12-13 in Chicago

Interactive marketing has experienced tremendous growth in the past year, and Chicago has become a hub of industry activity. As a result a Chicago event has been added to the AD:TECH calendar.

AD:TECH Chicago will take place at the Sheraton Chicago Hotel & Towers, July 12-13, 2004. Register now at www.ad-tech.com/register.asp and save \$500.

The meeting will deliver integrated marketing strategies from major brands and agencies. Issues covered will include cross-media planning and buying, search marketing, mobile marketing and new technologies. Leading research firms will present findings from unique studies available only to AD:TECH full conference attendees. There will be plenty of networking opportunities in the exhibit hall and at many special events.

The AD:TECH Chicago conference program can be viewed at: ad-tech.com/conference.asp?SubEvent=13.

Call 203-319-1727 with any questions.

Maplewood restricts newspaper boxes

The Maplewood City Council on April 13 restricted newspaper boxes, including those of the *St. Louis Post-Dispatch*, *USA Today* and free local publications.

Boxes must be at least 500 feet apart, and their fronts will have a screen that the city will provide. The council also imposed a yearly license fee of \$25 a box. Council members said the boxes, particularly those of free papers, attract trash and are obstacles on sidewalks.

Representatives of the *Post-Dispatch* and *USA Today* said they had hoped to work out a self-regulating agreement with the city. A representative of the *Post-Dispatch* said the paper does not pay a fee for boxes elsewhere.

—*St. Louis Post-Dispatch*



New stickers not required until September

Because of delays in production of the new stickers, the Postal Service has postponed until September requiring their use.

New stickers will replace the colored, numbered stickers mailers use to put on bundles of mail and newspapers. The stickers all will be rectangular and carry a bar code.

The Postal Service intended to require the new stickers beginning in April.

Download literacy ads from NAA website

NAA has several new literacy ads. Scooby Doo; Monsters Unleashed, Home on the Range from Walt Disney and Ella Enchanted. Download the ads from naa.org/display/ella.

Sesame Street celebrated its 35th anniversary April 10, and NAA has ads in English and Spanish to support the birthday. If you run any of the ads, NAA asks that you send tearsheets to Becky Bucci, Director, Marketing & Advertising, Newspaper Association of America, 1921 Gallows Rd., Suite 600, Vienna, VA 22182.



NNA awards deadline May 31

The deadline for the National Newspaper Association's Amos and McKinney award nominations is May 31. The awards are the highest honor awarded to working newspaper men and women who have exhibited distinguished service to the community press.

Contact Terri Loughrey at 573-882-5800 or terri@nna.org for information, or see the NNA website: nna.org.

Postal Service saddled with military pensions

MPA postal consultant Ron Cunningham attended a Postal Forum on April 8 in St. Louis, representing Missouri Press Association, at the invitation of Congressman Lacy Clay (D-St. Louis). He passed along this report.

This meeting had in attendance persons representing the printing industry, four Postal Workers unions, nonprofit organizations, mailing services, Postal Managers, and we were the only newspaper organization.



I did get a chance to discuss two issues that are of importance to us. I told Congressman Clay that the work sharing we do have now with the Post Office is very important to us because of the price breaks and the importance to the Post Office because the product requires no sortation or transportation. I used the carrier route destination delivery unit rate for an example. I also stressed the importance to us of the in-county rate.

The one hot item appeared to be Public Law 108-18 which would reduce the obligation of the Postal Service to the Civil Service Retirement System. This bill also puts the burden on the Postal Service for paying part of military pensions. The Postal Service is the only agency tasked with this burden.

One of the attendees asked Congressman Clay how we all could help with Postal reform. Congressman Clay responded by saying we should all contact Congressmen in our districts and express the importance of Postal reform and changing Public Law 108-18 to relieve the Postal Service of having to pay for military pensions.

Congressman Clay said he would have another roundtable in about two months. If you have any questions, please contact me.

Ron Cunningham, MPA Postal Consultant

Law Day features for your

The American Bar Association is offering several NIE features free in recognition of Law Day, May 1.

MPA has a feature on the same theme, Brown vs. Board of Education, created just for you in partnership with the Missouri Bar Association. It is posted on our website — mopress.com — on the NIE Features page under High School Civics Series. It is the fourth, and final, in that series.

Get the American Bar Association's features on law day at this website: abanet.org/published/lawday/nie.html. Four articles intended for use with your local newspapers, over a four-week period around Law Day can be downloaded.

The Brown decision came down 50 years ago.

Each feature explores a topic related to the 2004 Law Day theme, "To Win Equality by Law: Brown v. Board at 50." The series shows the long struggle to achieve equality in schools and highlights the role of law and the courts.

These lessons can also be used directly by teachers in the classroom to stimulate discussion of such topics as Jim Crow schools, the courage of individual litigants, the human stories behind the cases, the NAACP strategy to bring about desegregation, and the impact of the decision, then and now.

For more information contact Dawn Kitchell, MPA NIE coordinator, at (636) 390-2821; kitchell@yhti.net



June promotion opportunities

- 5-13 — National Boating & Fishing Week
- 6 — National Cancer Survivors Day
- 6 — D-Day Anniversary (1944)
- 13 — Race Unity Day
- 13-19 — National Flag Week
- 14 — Family History Day
- 14 — Flag Day
- 14-20 — National Little League Baseball Week
- 20 — Father's Day
- 25 — Take Your Dog to Work Day
- 26 — National Celebrate Your Marriage Day
- Dairy Month
- Adopt-a-Shelter-Cat Month
- Candy Month
- Rose Month
- Safety Month



Beware of this credit card scam

A publisher has contacted Missouri Press about a money lending company out of Florida that ordered a series of ads and paid with a credit card.

The credit card cleared, but the company challenged payment, and the credit card company allowed the money lending company to credit back the charges.

The ad was published only once, but the publisher suspects the goal was to get the ad published once without having to pay for it.

Caution your ad staffs and others about this type of scam. Contact Missouri Press with details of any such instances.

If you get an advertising order from a distant customer, consider requiring a money order or cashier's check for payment in advance, and be sure to get cash in your account before running any ads.

Advertising Making Notebook

Rethink ad strategies

Boost revenue with new pricing, promotion programs

Advertising revenue isn't what it used to be, according to a new report from Kubas Consultants, but by following a few suggestions, newspapers can still make the most of advertising programs.

Research from Kubas indicates that U.S. newspaper advertising revenues experienced a "tipping point" in early 2000. And after the second quarter of 2000, total newspaper revenues — especially retail ROP — have diverged sharply from the underlying economic series like gross domestic product and retail sales. Prior to 2000, newspaper ad revenues generally moved in step with the economy. But no longer.

While there is no question that newspapers are experiencing a challenging sales environment, Kubas believes that newspapers are inherently resilient and will be able to make the necessary changes. Kubas warns that while there is no single "silver bullet" to combat the problem, addressing the issue from several perspectives is helpful.

Newspapers that rely almost exclusively on column inches and agate lines as the standard unit for selling advertising create serious long-term revenue problems. Most newspapers currently price their advertising so that average ad sizes become smaller over time and lineage shrinks.

A better way to sell ad units, Kubas suggests, is to base them on full-page and portions of a page, combined with non-linear modular pricing. This has been proven to provide newspapers with superior revenue while delivering better value to advertisers.

Kubas also suggests that the use of discounts and premiums can create opportunities for newspapers to increase lineage or to generate more revenue. As a general rule, many newspapers err on two fundamental issues: most discounts are too generous or are improperly structured — reducing yields and revenues; and most premium charges are too expensive, restricting their use. The challenge then, Kubas said, is to rebalance pricing for both discounts and premiums.

There is one rule of business that should apply to newspapers' pricing structures — it is much easier for sellers to modify the offering than it is to change customers' behavior. Both newspapers and their customers benefit when newspapers introduce more modern and user-friendly pricing practices. One simple way to modify the discounts and get big results is to offer predetermined frequency packages instead of repeat, or "pick up," discounts. A simple idea, but it works!

The complete road map for maximizing advertising revenue is available from Kubas Consultants.

Make garage sales special events

The *Standard-Times* in San Angelo, Texas, will reprise its "Garage Father" campaign this year. The newspaper promoted the six-week event last year with in-paper ads and radio ads in a partnership. Two disc jockeys, with money from the newspaper, cruised from garage sale to garage sale. Live radio feeds accompanied their visits. The DJs chose one garage-sale host for breakfast burritos, doughnuts and coffee, enough for a crowd, compliments of the newspaper. This year the newspaper's marketing events coordinator plans to visit the sales.

The *Californian* in Bakersfield has a Yard Sale Yard Sale promotion through summer. It sells special kits that include coupons for free large pizzas.

This year's promotion will include a garage sale scavenger hunt. Shoppers will get maps of a number of yard sales on which they will get stamps as they visit. Readers who fill their maps with stamps will be entered into a drawing for prizes. Garage sale hosts will pay a premium to be on the hunt map.



Fort Worth paper prints 3-D section

The Fort Worth *Star-Telegram* published a 3-D section on April 1.

Jim Witt, the paper's senior vice president and executive editor, got the idea after reading that a Toronto paper ran 3-D on its section fronts for a special issue.

The *Star-Telegram's* main goal was to generate the interest of young readers, particularly those aged 18-35. "Though the journalistic factor in this is probably zero, it was a fun thing to do and created a lot of reader response," Witt said.

Every *Star-Telegram* subscriber received a copy of the 18-page 3-D section, which took about two months to create. It was composed strictly of 3-D photographs taken in the area, as well as advertisements.

Readers received 3-D glasses, which could also be used to view a special photo section at star-telegram.com. At 10 cents a piece, the glasses cost the paper \$35,000.

—E&P

'Fact or fiction?' Cape Girardeau paper will tell

The *Southeast Missourian* in Cape Girardeau has started a "Fact or fiction?" portion of its Speak Out question-and-answer column. It welcomes inquiries about anything. Every effort will be made to provide well-founded and useful information in response.

Callers to the newspaper's Speak Out line can identify their call as a question for the "Fact or fiction?" column. As soon as the newspaper has the answer, it will go into the "Fact or fiction?" column on Page 2A of Monday's paper.

"Fact or fiction?" is a way for readers of the *Southeast Missourian* to test the validity of information they hear but wonder if there are facts to back it up.

Ad session in St. Louis

Develop new revenue, sales strategies

The constant battle for new revenue can be eased with help from Inland Press Foundation. Its Advertising Executives Conference will provide new revenue ideas as well as strategies for generating more revenue from current accounts.

The conference will take place June 10-11 at the Radisson Hotel & Suites, St. Louis. It is co-sponsored by the Missouri Press Association and Illinois Press Association.

Sessions include:

The 10 Best Ideas for Selling to Local Advertisers + The 10 Best Ideas for Selling to National Advertisers - The first part of this session focuses on essential tactics newspaper sales reps need to effectively sell and serve smaller, local advertisers. A look at retail trends will be followed by 10 great ideas for order "making" rather than order "taking." The session will also address target marketing, competitive positioning and effective prospecting techniques.

Part Two will focus on selling to large, national advertisers. This is a must-see session for ad reps and directors who want to increase revenue and improve customer relationships immediately. Sessions will be led by Jeff Greene, The Greene Group Inc., Meridian, Idaho.

Strategies for Growing Your Classified Advertising Base - Competitors threaten classifieds more than any other category. Find out how to maintain and even grow your market share in classified verticals.

Maximizing Co-op Opportunities - Uncover areas of revenue you might be missing. Step-by-step methods for securing new advertising, with Craig Bender, retail sales manager, Akron (Ohio) *Beacon Journal*.

Niche Publication Opportunities - Think there are no new ideas out there? Wrong! Special sections and niche publications

still represent an area of growth for newspaper advertising revenue.

Group Idea Exchange - All topics are open: revenue opportunities, management strategies, compensation ideas and more.

Time Management and Motivation - This session focuses on tactics for department leaders to better manage multiple projects. Participants will learn practical methods for managing time and tasks with an emphasis on a planning approach to overcome time management problems. Also, the session addresses personal and professional motivation with tips on coaching, communicating and team-building, with Gloria Norman, Norman Consulting, Silver Spring, Md.

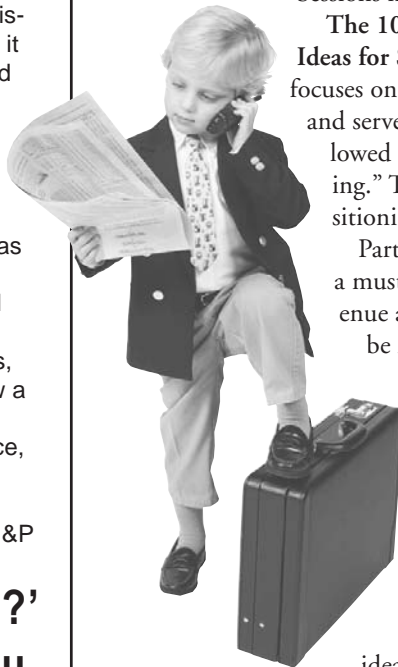
Online Advertising: Actively Selling Through Your Retail Staff - Selling online products does not require a separate sales staff. Reps just need to know the benefits of online advertising and how they complement print ads. Discover proven strategies for boosting online ad sales using existing staff.

Multimedia Partnership Opportunities - How to partner with other media and organizations and how to package advertising, special projects and community events to serve advertisers and sponsors effectively.

The registration fee for members of Missouri Press Association is \$275 for the first registrant from a newspaper and \$250 for additional registrants from the same paper. Non-member fee is \$400. A registration form is enclosed.

The Radisson Hotel & Suites, 200 N. Fourth St., St. Louis, can be reached at (314) 621-8200. Rooms are \$99. Cut-off date for room reservations is May 19.

For more information, contact Inland, (847) 795-0380 or inland@inlandpress.org.





Get free training in court reporting

The Donald W. Reynolds National Center for Courts and Media is planning its first course for journalists. This is a fully funded course that is scheduled for Aug. 9-10 at the Center, located at the National Judicial College in Reno, Nev.

The program is designed to improve the skills of journalists covering trials and other court proceedings. It will be limited to 30 participants selected from applicants working in the print and electronic media.

The workshop, entitled Basic Legal Affairs Reporting for Journalists, will be especially valuable for general assignment reporters in smaller markets where local news organizations don't have assigned court reporters.

Transportation, meals and tuition are being funded by a grant from the Donald W. Reynolds Foundation.

More information and application forms are available at judges.org/nccm.

Applications can be faxed to the Center at (775) 784-1269. Deadline is May 15.

For questions or additional information, call the Center at (775) 327-8271 or email Heidi Nash at nash@judges.org.

Advertisers turning toward newspapers

NEW YORK (Reuters) - Companies that generally pitch products on television are turning their sights to newspapers, helping foster an advertising recovery for the medium after a stubborn slump.

Newspapers' national ad revenue is expected to continue rising, after last year registering its biggest percentage gain in three years.

Newspapers are taking more market share in national advertising because viewer numbers for prime-time TV shows are eroding amid an expanded array of media options.

—INMA E-Newsletter

Get younger readers

Give them what they want in a newspaper

Younger adults will read newspapers at the level of previous generations only if newspapers are prepared to make wide-ranging innovations that really engage them, a new study from the Readership Institute reveals.

For this study, researchers looked at 52 newspapers and almost 11,000 readers, and gathered information from about 6,600 employees. They asked readers about their "experiences" with newspapers rather than their satisfaction with content because experience is a better predictor of readership.

The foundations of the study, as reported by John Levine at the recent NAA/ASNE convention, include:

- Your employees – and too many managers – still believe young adults will read newspaper more as they age. It is not true! Your older readers are replaced by ones who read a lot less.
- Your newspaper is in peril if you don't get replacement readers when they are young. Your advertisers are offered young, diverse consumers by every other medium.
- There is hope! One third of young readers are heavy readers. Sixty-one percent of young adults still spend some time each week with their local newspaper.
- Newspapers must get the best replacement customers – 18-24 year olds, Hispanics, African Americans and Asians.



As a part of the study, young and diverse readers reported bad and good experiences with newspapers in the following categories:

- Newspapers give me something to talk about.
- This newspaper has a history of discrimination and stereotypes.
- Newspaper ads are useful.
- The newspaper makes me smarter.
- The newspaper looks out for my civic and personal interests.
- It's a value for my money.
- There is too much of it.
- It is a good service.

Each group – younger readers, Hispanics, African Americans and Asians – reported unique experiences in these categories. For example, younger readers did not have as great a response to "give me something to talk about" as African-American readers. The findings indicate that each group requires its own approach, although there is overlap in some areas.

To win, Lavine emphasized, you must follow three commandments:

- Get into the heads of your young and diverse readers.
- Move from tweaking the newspaper to continuous readership innovation.
- Build organization with a multi-year readership strategy that expects and rewards readership growth.

He added that every newspaper should focus on the specific audience it is trying to reach and know intimately how they live. Pick key experiences and apply them to every section of the newspaper. Involve the whole newspaper and apply key experiences to advertising, marketing, promotion, and service.

The Readership Institute has posted information about the study and presentations from the convention on the website: readership.org/news/index.htm.



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

NEWS WRITER: The Cameron Citizen-Observer needs a reporter. Degree in Journalism or English, knowledge of Photoshop and Quark and some photography experience. Excellent benefits. Send resume, references, clips to: Darin Sparks, Cameron Citizen-Observer, PO Box 498, Cameron, MO 64429; fax 816-632-6543. 4-27

NEWS EDITOR: The Benton County Daily Record in Bentonville, Ark. seeks a News Editor. Oversee 3 copy editors. Editing, design, headline writing, management and handle deadline pressure. Experience in Quark and Photoshop required. Send cover letter, resume, samples to: Melinda Lenda, Community Publishers Inc., PO Box 1049, Bentonville AR 72712 or e-mail melindal@commpub.com. 4-27

ASSISTANT PUBLISHER: Assistant Publisher for group of six weeks in Illinois near St. Louis; hands on responsibility for three of the newspapers. Candidate should have at least five years of newspaper management experience, with a strong interest in the business side of newspapers, and a college degree. Realistically, how can your background and experience help us grow our company? Send resume, clips, earnings history and other information to Publisher Julie Boren, Campbell Publications, PO Box 70, Pittsfield, IL 62363. 4-21

AD DIRECTOR: The Fremont Tribune, a division of Lee Enterprises, has an immediate opening for an Advertising Director to join our management team. We are looking for a creative leader to drive our newspaper and online/internet advertising sales to the next level. If you are ready for a new challenge, with a quality company and newspaper, this position is for you. Must be able to motivate and lead sales force to sell multiple products and drive new business. If you have exceptional communication skills, demand staff accountability, deliver results, and want to make a difference, we are interested in you. Qualified individual must have 3-5 years sales experience. Management experience a plus. Newspaper experience preferred. Please submit your resume to: Jim Holland, Publisher, Fremont Tribune, P.O. BOX 9, FREMONT, NE 68025. E-mail: jim.holland@lee.net; 402-721-5001, Fax: 402-721-8047. 4-12

PUBLISHER/ADVERTISING DIRECTOR: If you are now an advertising director in a smaller-market newspaper or a number 2 or 3 person in a 10,000 to 20,000 circulation daily or weekly, and have enough experience and horsepower to develop into a Publisher position we would like to hear from you. We are a professional, family owned newspaper group, looking for energetic, results oriented men

and women who are interested in additional training and opportunity for career advancement. Our newspapers are located in Iowa, Illinois, Indiana, Michigan, Pennsylvania and New York. Salary, strong bonus packages, excellent benefits, and team dedicated to success. (The communities we serve are also great places to live and raise a family). Send your resume with references and earnings history to: Box A, Missouri Press Association, 802 Locust St., Columbia, MO 65201. 4-12

REPORTER/EDITOR: General assignment reporter/weekend sports editor with the opportunity to be much more. Work as Sunday sports editor, cover Bennett Spring State Park, Missouri's No. 1 state park. Send resume to: Editor, Lebanon Daily Record, P.O. Box 192, Lebanon, MO, 65536. 4-16

EDITOR: The Daily Statesman in Dexter, Mo., is seeking an editor. Excellent writing, copy editing skills, knowledge of digital photography, Quark and AP style essential. Competitive salary and good benefits that include medical and 401K plan. Cover letters and resumes should be sent to Bud Hunt, Daily Statesman, P.O. Box 579, Dexter, MO 63841; or email to bhunt@dddnews.com. 4-15

PUBLISHER position open at the Kansas City Kansan. Liberty Group Publishing seeks individual with strong newspaper advertising background to accept the leadership challenge at Kansas City's "other" daily. Experience and success record essential. Salary plus monthly bonus opportunities, health insurance, life insurance and 401k plan. Apply to Carter Zerbe, Regional Manager, czerbeadg@aol.com, 316-775-2218. 4-14

AD SALES: Full-time opening in advertising department of west-central Missouri daily. Located in university community near Whiteman Air Force Base and 50 miles from Kansas City. Seeking an advertising person with initiative, organization and experience. Contact Mrs. Avis Tucker, Warrensburg Daily Star-Journal, 660-747-8123. 4-12

ADVERTISING SALES: Central Missouri company seeks salesperson. Position involves assisting area businesses with their advertising needs. Must be enthusiastic and enjoy working with our valued customers. This is a great position for a team player who is neat, efficient and self-motivated. Benefits include vacation, sick leave, 401k and medical insurance. Send resume to File 9, Missouri Press Association, Columbia, MO 65201. 4-8

MANAGING EDITOR: The Guidon is seeking a Managing Editor. Weekly military newspaper for Ft. Leonard Wood published by the Springfield News-Leader. College degree or equivalent/relevant work experience. Editing background or related experience required. Send resume/cover letter to: Springfield News-Leader, Human Resources Department, 651 N. Boonville, Springfield, MO 65806 or nbass@springfi.gannett.com. Equal Opportunity Employer. 3-24

DISPLAY AD SALES: If you are detail-oriented, creative, trustworthy, and a consistent achiever, please contact us at: Human Resources, Community Publishers, Inc., PO Box, 330 Bolivar, MO 65613, fax: 417-326-8701; traceyp@cpimo.com, Tracey Proctor, Human Resources, Community Publishers, Inc. of MO. 4-8

PRESS II: We have a skilled position available in our press operations. The applicant must have 4 years experience in the operation of a web press. Submit resumes to: Columbia Missourian, Attn. Bill Greer, P.O. Box 917, Columbia, MO 65201 or apply in person at the University of Missouri, Heinkel Bldg, Columbia, MO. 4-6

RETAIL ADVERTISING MANAGER: Springfield News-Leader seeks manager for retail sales staff. Degree in Marketing, Business or related field, or equivalent years of experience. Three years of classified and/or retail sales experience is required. Send resume/cover letter to: Springfield News-Leader, Human Resources Department, 651 N. Boonville, Springfield, MO 65806 or nbass@springfi.gannett.com. EOE. 3-24

MANAGING EDITOR: Ozarks outdoors and travel publication, River Hills Traveler, is seeking someone to basically run the show. We need someone who has experience managing a newspaper or is ready to do so. Traveler is a monthly located in Piedmont, with most readers in the St. Louis area. To open a dialog, email resume to btodd@riverhillstraveler.com. 3-24

JOB WANTED

REPORTER: Veteran newspaper writer/editor seeks new challenge and fresh start. Winner of Associated Press and other writing awards. Seeking sports editor, news editor or a related editorial position for a quality community newspaper. Experienced in Quark and Photoshop and photography. Resume on file. For more information, e-mail me at larrymccarty@classicnet.net. 4-27

REPORTER: Experienced general assignment reporter seeking position as reporter, agriculture reporter or feature writer for daily newspaper in the Midwest with a circulation of 30,000 or more. I have regional reporting experience and have had numerous feature stories picked up by the AP. I have received writing awards from both the AP and Missouri Press Association. Please send responses to Drawer C, Missouri Press Association, 802 Locust St., Columbia, MO 65201. 4-27

FOR SALE

TWO WEEKLIES: Illness forces sale of two Northwest Missouri weeklies, with or without building. (816) 640-3292. 4-27

NEW LIST: 14 weeklies in 10 states. John E. van der Linden, Broker, P.O. Box 275, Spirit Lake, IA 51360. 712-336-2805; Fax: 712-336-0611. 4-16

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. 3-17

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

Show-Me

PRESS ASSOCIATION

Annual Convention

June 3-5, 2004

Holiday Inn, Lake Ozark

REGISTRATION: If you register as a family of up to four people, pay only \$175 total (\$100 for individuals) for all sessions and meals. If you have more than four in your family, pay \$25 for each member over four. If you register only for Saturday programs and meals, pay a \$75 Partial Individual registration fee. **EVERYONE:** Please indicate the number of people to attend each event. This is critical for meeting and meal planning. Thank you.

How Many Cost

Family Reservation (\$175 up to 4 people +
\$25 each for more than 4 people) _____

Individual Reservation (\$100) _____

Partial Individual (\$75) _____

Thursday, June 3

4-6 p.m. Early Bird party in poolside Hospitality Suite

Friday, June 4

MPA Porter Fisher Golf Classic at Sycamore Creek

3 p.m. Registration in Hospitality Suite

6 p.m. Poolside Dinner at Holiday Inn

Evening on your own

Saturday, June 5

8 a.m. Breakfast Business Meeting

9 a.m. Linda Geist on Protecting Yourself From Competition

10 a.m. Republican Candidates for Governor

11 a.m. Democrat Candidates for Governor

Noon Lunch

1:30 p.m. MPA Committee Reports

5:30 p.m. Reception

6:30 p.m. Dinner

TOTAL _____

Name(s) _____

Affiliation _____



Mail your registration form and check to Sandy Steckly, Secretary-Treasurer, Show-Me Press, Cass County Democrat-Missourian, PO Box 329, Harrisonville, MO 64701. Make hotel reservations with the Holiday Inn, (573) 365-2334 or (800) 532-3575. Mention the Show-Me Press meeting to get the meeting rate. Check-in time is 4 p.m. Register now because the hotel will be full of lake visitors.

Ozark Press Association

2004 Annual Meeting

9 A.M. - 2 P.M. • Friday, June 11

Clarion Hotel, 3333 S. Glenstone, Springfield

Come and join us for a day all about newspapers in the Ozarks.

We are planning sessions on:

- New legal and legislative issues facing newspapers with Jean Maneke
- One-on-one postal forum with Ron Cunningham (bring a copy of you postal form)
- Ethics of letters to the editor with David Burton, Missouri Extension

Annual business meeting and luncheon

Plus, we have invited candidates for statewide office to address the group

Only \$40 registration for OPA member newspapers and one employee, and \$25 for each additional registrant from your newspaper. You have a menu choice – roast sirloin of beef or chicken cordon bleu. (Be sure to note your choice below).

BRING COPIES OF YOUR NEWSPAPER – WE'LL SET UP AN EXCHANGE TABLE!

OPA ANNUAL MEETING REGISTRATION

Newspaper:		Chicken	Beef
First Registrant	_____ @ \$40	_____	_____
Second Registrant	_____ @ \$25	_____	_____
Third Registrant	_____ @ \$25	_____	_____
Fourth Registrant	_____ @ \$25	_____	_____
Each registrant from non-OPA member newspaper			
First Registrant	_____ @ \$50	_____	_____
Second Registrant	_____ @ \$35	_____	_____

Total enclosed: _____

Send registration with payment by May 28, 2004, to
OPA, c/o Jeff Schrag, The Daily Events, PO Box Box 1, Springfield, MO 65801

Can you donate something from your newspaper or town for a door prize?

If so, tell us what and we'll list your newspaper in the program. Prize: _____

A small block of rooms has been set aside for those wishing to stay overnight on June 10 or June 12 at a convention rate of \$59.95 per night plus tax. Please make reservations on you own, requesting the OPA rate. The Clarion requests reservations no later than June 1. Please phone 1-800-756-7318.

**MPA Membership Service Survey
Spring 2004**

**Newspaper:
Your name:**

This brief survey will be distributed by mail, in the Bulletin and by email to get as much response as possible. You can help by responding as soon as possible.

1. What is the name and email address of the person at your newspaper who is the Missouri Press Association liaison (i.e., when MPA contacts your newspaper, who should be contacted)?

2. What programs and services can MPA offer to make the Association more help and beneficial to you and your staff?

3. How do you want to receive the magazine and bulletin?

Magazine

Mail Email Both

Bulletin

Mail Email Both

4. Provide the names, email addresses and positions of all of the people at your newspaper who should or want to receive the magazine and/or bulletin.

Magazine

Bulletin

5. Could MPA provide some kind of software/computer/production service or consultation to your newspaper? Suggestions:

6. Would your newspaper be interested in being part of an email list serve/chatroom for computer / technology / production Q&A. (This would be a network for finding solutions to problems and answers to questions.)

7. MPA needs leaders and active members. Who at your newspaper is interested in becoming more active in the Association, especially in a leadership capacity.

8. MPA would like to provide more training/continuing education for your staff members, perhaps with one-day regional workshops. What five areas of training would you like to see provided?

9. Which days of the week are best for your staff to attend workshops?

10. Would you prefer workshops to be held in your region, in Central Missouri, Kansas City, St. Louis or Springfield?

11. MPA would like more of its members to participate in activities and attend programs. Provide any suggestions to help accomplish that.

Return your survey as soon as you can to Doug Crews at the Missouri Press Association, 802 Locust St., Columbia, Mo 65201; fax (573) 874-5894.