

CALENDAR

April

- 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.

The postmark deadline for entering the Missouri Press Foundation Better Newspaper Contest is April 30. Entries with postmarks after April 30 will be discarded.

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



MISSOURI PRESS ASSOCIATION

BULLETIN

No. 1116 — 8 April, 2004

Southeast to meet at Cape

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



This 112th annual meeting will feature a forum with candidates for statewide office and a tour of the *Southeast 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.

Ethics Week speaker at MU April 28

COLUMBIA — The Society of Professional Journalists chapter at UMC recently received a \$500 regional grant. The funds will be used to host a speaker as part of the organization's 2nd Annual Ethics Week.

"We're honored to receive this award for the second time," said Charles Davis, adviser for the Missouri School of Journalism's SPJ chapter. "We are excited to have Dr. Philip Seib educate our members and help SPJ create better, more ethical journalists."

Seib, the Lucius W. Neiman Professor of Journalism at Marquette University in Milwaukee, is scheduled to speak at 7 p.m., April 28, in Tucker Forum at the Missouri School of Journalism. Seib's work focuses on media ethics, new technologies, political reporting and the relationship between news coverage and public policy.

With more than 100 members, the Missouri School of Journalism chapter of SPJ is one of the largest and most active in the country. The Society of Professional Journalists is a professional organization dedicated to improving journalism, ensuring its place in a democratic society and promoting its ethical practice.

Training for ad people next week

Peter W. Wagner will be the speaker for the April 15-16 meeting of 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 a.m. Friday.

Wagner will speak Thursday afternoon and Friday morning.

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.



Application for MPA Membership

This is the **Second 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. □

NAA launches online job bank

NAA has launched Newspaper CareerBank, an online employment resource for both job seekers looking for positions in the newspaper industry and employers looking to fill positions. The site can be found

at www.naa.org/careerbank.

Job seekers can post resumes free of charge or respond directly to posted positions.

Job seekers posting a resume have the option of keeping their contact information confidential and can choose to receive e-mail messages alerting them to new job postings that meet their criteria.

Employers pay a fee to post positions. Both NAA members and non-members may post positions on Newspaper CareerBank, but only members will be able to use the search function.



NIE meeting in Arkansas

Central States workshop June 24-25

The Central States 2004 Newspapers in Education Conference will be held in Rogers, Ark., June 24-25. Registration fee is \$50; \$60 after May 15.

Rooms at the AmeriSuites are \$59 per night, which includes a gigantic breakfast. Suites are equipped with microwaves, refrigerators, couches, and usually two queen beds.



A welcome reception hosted by the Arkansas Press Association is scheduled for Wednesday, June 23, from 6-9 p.m. Lunches will be hosted by the *Arkansas Democrat Gazette - Northwest Edition* and *The Morning News*.

Sessions will include hands-on teacher workshops, an idea and activity exchange, special projects, such as Tyson's A+ program, fund raising, teacher panels, ABC auditing information, "No Child Left Behind," how to involve other newspaper departments, and much more.

Presenters include Dawn Kitchell, Missouri Press Association's NIE coordinator.

As part of the NIE conference, attendees will travel to a special location Thursday night for a most memorable activity, one you won't want to miss!

The goal of the conference is to have something beneficial for programs in all stages of development and sizes. If you have a special need, email karenb@commpub.com.

To register, contact Ralph Franklin, NIE Coordinator, The Morning News, P.O. Box 7, Springdale, AR 72765-0007; (479) 872-5059; rfranklin@nwaonline.net.

Payment must accompany registration. For hotel reservations, call Amerisuites at (479) 633-8555.

Pre-NEXPO workshop on convergence

A pre-NEXPO one-day workshop exploring the state-of-the-art and future of multimedia, cross-platform publishing will be held June 18 at the Washington Convention Center, Washington, DC. Registration includes full access to the NEXPO trade show.

In one day acquire a deep understanding of permanent changes under way in the media business and the underlying behaviors of today's multimedia audiences. Seminar-style participatory discussions will cover:

- The state-of-the-art in print-broad-cast-online media convergence

- Mobile, multimedia audiences and the forces shaping changes in media

- Case studies in converged content and revenue ventures

- We Media and the role of participant audiences

- How to plan and manage change in an adaptive organization

- The Media Manifesto, The Media Center's forthcoming report with specific action steps today's newspaper companies should take to become tomorrow's adaptive multimedia information enterprises

The program concludes with an executive scenario planning exercise designed to help you understand the Media Manifesto.

Tuition is \$400 for NAA members. It includes full access to NEXPO (International newspapers: \$500; non-members: \$600).

For complete details go to mediacenter.org/04/nexpo.





**Missouri Press Association /
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Golf Classic June 4 at Sycamore Creek

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

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



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

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

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

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

A golf registration form has been sent to your newspaper. You can register by calling the MPA office at (573) 449-4167 or by emailing kford@socket.net.

Citizens keep Sunshine suit alive

A group of 12 citizens, suing five members of the Independence City Council over an alleged Open Meetings Law violation, has filed another motion with Jackson County Circuit Court.

The plaintiffs filed the motion and called a petition for testimony with the Jackson County Circuit Court on March 25, six days after a judge dismissed the Sunshine Law case for a lack of evidence.

The 12 plaintiffs are attempting to sue the mayor and four council members for allegedly violating the Missouri Sunshine Law at a Feb. 7 candidate rally that the five attended at the Englewood Cafe.

By filing the latest motion, the plaintiffs hope their attorney will get permission from the court to take sworn statements from the council members regarding the topic and happenings at the Feb. 7 campaign breakfast.

The council members have said numerous times they were present at the campaign breakfast on a social level only to support two current members of the Planning Commission who are running for City Council.

Circuit Judge Stephen Nixon heard oral arguments and dismissed the case March 19, stating the plaintiffs did not have enough evidence about city business being discussed.



NAA, ASNE meetings to be held April 20-23

VIENNA, Va. — The Newspaper Association of America and the American Society of Newspaper Editors will for the first time hold their annual meetings concurrently during the week of April 20 in Washington, D.C., combining a portion of conference events and sessions that will address major issues facing the industry.

Convention dates are April 20-23. NAA will meet at the Omni Shoreham Hotel; ASNE will meet at the J.W. Marriott Hotel.



"The time is right to bring editors and publishers together to discuss mutual issues affecting the industry today," said NAA

President and CEO John F. Sturm. "While a few years ago concurrent meetings might have been considered a novel approach, many issues such as

readership, ethics and freedom of information are discussed consistently in the board rooms and the newsrooms.

The Washington

meetings will provide an ideal opportunity for newspaper executives and editors to gather in one place and share their perspectives."

The Associated Press will hold its Annual Meeting and luncheon in conjunction with NAA's convention. The AP events will take place beginning at 9:30 a.m. Wednesday, April 21. President Bush will be the featured speaker at the annual luncheon.

Reporters and photographers planning to cover either The Associated Press Annual Meeting or luncheon must contact Jack Stokes, AP media relations manager, at (212) 621-1730 or jack_stokes@ap.org in advance.

For NAA program information visit www.naa.org/conferences/annual04/index.html; for ASNE visit www.asne.org



Why secrecy with guns?

By Prof. Charles Davis, Director of the Freedom of Information Center,
University of Missouri School of Journalism

No matter your position on Missouri's recently enacted concealed weapons law, you no doubt would like to know how the law is working, and whether shootings involving concealed weapons are taking place in your community. Whether you are a gun lover, a gun opponent or a member of the vast muddled middle, you might one day like to know if the disgruntled employee you are in the process of firing is toting a weapon, or whether the hothead your daughter is dating is a concealed weapons devotee.

Best of luck, for Missouri's brand new concealed weapons law conceals far more than firearms. In fact, the most egregious part of this law is its secrecy, a total exemption of concealed weapons permits from the state's public records law. It is a stunning example of the "privacy" rights of a narrow class of individuals — concealed weapons permit holders — trumping the rights of every other member of the public, including the majority of Missourians who voted against the idea in the first place, not to mention the press, which just wants to monitor a controversial piece of public policy.

Proponents of secrecy equate concealed weapons permits with medical records and other records that raise privacy interests. This is simply not true, and represents a troubling trend among the official secrets crowd: the use of privacy grounds to extend governmental control of records that raise no such grounds. Privacy exemptions were designed to protect intimate records, the disclosure of which would be likely to constitute an invasion of privacy.

Review of Missouri's public records yields no other example of a permit issuance itself giving rise to a claim of privacy. Records of other people licensed by the state, from social workers and acupuncturists to funeral directors and barbers, are available to the public. This disclosure helps assure the public that state requirements for these professions are met. The reason permits are public is obvious: they allow the public and press to ensure that the system is working, that no one is getting an unfair break, and that the requirements for permits are being enforced by those responsible for the task.

In fact, the other large segment of Missourians granted permits to carry weapons — the police — routinely disclose weapons, qualifications and past major discipline as a matter of public record.

Why the secrecy? Proponents of secrecy argue the state needs to shield the identities of people carrying concealed weapons in order to protect those who do not, and so the bad guys don't get the drop on concealed weapons holders by doing their homework.

The argument that concealing concealed weapons holders protects the rest of the public in any way is far outweighed by the damage wrought by the secrecy. First, people not licensed to carry concealed weapons may still legally have a weapon in their homes or businesses. The would-be robber surfing the concealed weapons permits for non-concealed households would do little to maximize their chances of breaking into a non-gun-owning house or business.

The argument suggests that criminals are willing to contact police to obtain the concealed carry permit list and then deliberately avoid those people when committing crimes. That's the stuff of Hollywood pulp fiction, not the basis for secrecy.

As to the second argument, this logic presumes that the rights of concealed weapons holders are worth far more than everyone else's right to know who holds such a permit. That simply cannot be true, can it? Every Missourian should have every right to tell a licensee that he or she may not come into his or her business or home. We deserve to be able to file complaints against people who misuse their state license to threaten people.

Most importantly, we must know whether concealed weapons holders are committing crimes.

Given the divisive nature of the concealed weapons law, the Legislature should provide access to the records of concealed weapons permits issued, and provide an annual report of revocations of concealed weapons permits.



Advertising Making Notebook

Carriers get newsletter

Regular contact helps educate, retain delivery team

The *Clarion-Ledger* of Jackson, Miss., and other papers send a monthly newsletter to adult carriers.

Newsletters offer suggestions on how carriers can sell subscriptions and provide excellent service. They recognize carriers who have delivered their papers under difficult conditions.

Other papers that have newsletters for their carriers include *The Advocate* in Newark, Ohio, the *Fort Worth Star-Telegram*, and *The Times* in Frankfort, Ind.

The newsletters welcome new carriers, educate them, offer contests to promote readership and wish carriers a happy birthday.

Carrier of the month and year features profile outstanding carriers.

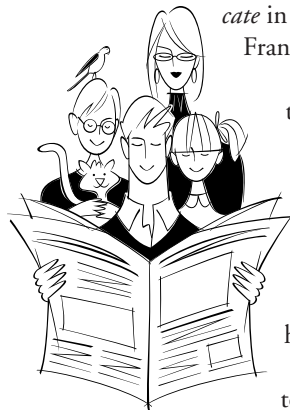
—*Presstime*, April 2004

The *Loudoun Times-Mirror* in Leesburg, Va., created for its carriers a small guide that covers everything from step-by-step instructions on how to use route lists and top sheets to tips on handling special inserts and sample bags.

The small 12-page Carrier Guide was created to minimize customer complaints. It emphasizes the importance of recognizing vacation stops, the use of delivery tubes and on-time delivery. It outlines what instructions should be left for substitutes and how to make sampling visits to sign up new subscribers and generate more income for the carrier.

The Guide also lists what is needed before starting a route and lists of phone numbers.

—*Big Ideas*, April 2004



Make 'Easy Pay' easier to pay

The *Centre Daily Times* in State College, Pa., has been able to win over more subscribers to its Easy Pay plan by making it more flexible for them to pay with their credit cards.

Initially the paper charged subscribers monthly. Now Easy Pay members can choose to have their credit cards charged every three months, six months or once a year.

Easy Pay customers also get a 13 percent discount off of regular subscription rates.

—*Big Ideas*, April 2004

Advertisers like hotel paper wrapper

Advertisers in Fort Collins, Colo., pay for papers to be given to hotel guests. Those papers are wrapped in a sleeve with ads on it.

The *Coloradoan* sells sponsorships in 13-week blocks. The wrap includes a community calendar.

Since starting the program three years ago, the program has allowed the paper to count as many as 1,000 copies per day as paid circulation.

Restaurants and other businesses that see traffic from the hotel crowd like to use the wrap.

—*Big Ideas*, April 2004.

Front page list has local names in news

The *Indiana Gazette* in Pennsylvania runs a daily feature on its front page that randomly lists names of people who appear in the paper that day.

"There is good news today in the *Indiana Gazette* about the following area people," reads a line at the top of the feature. Readers have to scan the paper to find what's been written about "Who's in the News."

About a dozen names taken from positive news stories appear every day in the feature in the upper left column of the front page.

—*Big Ideas*, April 2004

Editor tells politicians 'hands off!'

A South Dakota newspaper editor has renewed his admonition to politicians: You don't have permission to use material from this newspaper in your advertisements.

Randall Peck, executive editor of the *Argus Leader*, created a stir among newspapers and political campaign staffs two years ago when he bluntly told candidates not to use material from his paper in their ads.

"Most newspapers have stood meekly by and allowed candidates to rip off and manipulate news coverage and editorials for their own purposes," Beck wrote in the newsletter of the North Dakota Newspaper Association.

"My message to the candidates: Take your best shot at massaging your message to voters, but leave newspapers out of it. Let us probe and push and challenge. Let us serve democracy that way."

'Best Kiss' contest done just for fun

The *Edmond Sun* in Oklahoma holds a "Best Kiss" contest just for fun.

To note Valentine's Day, the paper prints an entry form with a blank space for people to kiss and compete for the best-shaped, most kissable lips.

The winner gets dinner for two at a local restaurant and a basket full of romantic goodies.

An in-paper ad with a giant kiss and an invitation to "Pucker up and kiss your paper today!" starts the contest.

—*Big Ideas*, April 2004



Split press run averts anger of subscribers

The Chronicle in Centralia, Wash., splits its press run for single-copy and home-delivery papers on days it offers special promotions to attract new subscribers. The split run allows the paper to run a promotional ad targeting new subscribers in single-copy papers while running a totally different ad from an advertiser in papers read by home-delivery subscribers.

Previously, mad subscribers called the paper because the paper offered a premium to new subscribers when they received nothing.

Advertisers who buy the page for the subscriber run pay a slightly lower rate than a regular full page. Advertisers line up to buy the lower-cost pages.

NAA CD provides plenty of ideas

You can order a CD showcasing the winning entries in the NAA Federation's ACME competition. It includes hundreds of award-winning ideas across all divisions, 15 best-in-show winners and other notables. Hundreds of ideas for spec ads and revenue opportunities can be yours!

Cost is \$29.95 for Federation members, \$34.95 for NAA members and \$69.95 for non-members.

Order Item #61017 from (800) 651-4NAA or visit naa.org/products/form/html.

People use papers to find car dealers

Newspapers are the dominant source for helping consumers choose a used-car dealer. The NAA 2003 Classified Ad marketplace study showed 47 percent of used-car buyers consider daily and Sunday newspapers and newspaper websites the single most important medium in choosing a dealer.

Irish read newspapers

Nearly every adult reads a paper each week

More and more Irish people are reading newspapers, the National Newspapers of Ireland (NNI) revealed recently, following the release of the latest Joint National Readership Survey (JNRS).

The 2003 report showed that more than nine out of 10 adults now read newspapers in an average week.

Daily newspapers have picked up 37,000 new readers in the past six months, said NNI, while Sunday newspapers attracted 38,000 new readers.



Interestingly, the main driver behind the increase in newspaper readership has been women, and the "gender gap" has almost completely disappeared, with 90 percent of women now reading newspapers, compared with 91.5 percent of men.

Just over half of high-earners read the financial pages of newspapers and three-in-four men regularly read the sports pages of newspapers. Almost half of Irish people are loyal to their paper.

NNI said the report had also revealed that, despite growing competition from new types of media, young people are still turning to newspapers for daily news and entertainment.

Some 88 percent of Irish 15-42-year-olds read the average issue of a newspaper with 62 percent commenting that they "often try products" after having seen an ad. Frank Cullen of NNI said, "More than anything, the 2003 report shows that attitudes to newspapers remain very positive.

"These are very encouraging figures, especially when you look at the number of young people who regularly read newspapers."

—National Newspapers of Ireland

'Creative' will be taught

VIENNA, Va.—The Newspaper Association of America has announced that for the first time the Grand Prize in the ATHENA Awards will be used to enrich advertising students' education in print media. ATHENA Awards recognize outstanding creativity in newspaper advertising. The deadline was April 2 for this year's competition.

This year's ATHENA Grand Prize winner will be honored with the launch — in the winner's name — of a new program to fund a curriculum to teach newspaper advertising creative at Virginia Commonwealth University's Adcenter in Richmond, one of the nation's leading portfolio schools. VCU Adcenter Managing Director Rick Boyko, former chief creative officer at Ogilvy & Mather, has served as an ATHENA judge in previous years.

To make entering quicker, easier and to encourage more applicants, NAA has eliminated the entry fee and created the opportunity to submit work online (www.athenaawards.com), a feature few of the other major competitions can offer.

"With the creation of a print sequence at one of the leading portfolio schools in the country, ATHENA now stands out as a unique program that not only recognizes creative excellence for newspapers, but also plays a major role in developing the next generation of print creatives," said NAA Vice President of Advertising Mort Goldstrom.

The ATHENAs now include three divisions - general advertising, classified and retail as well as a student competition. Finalists will be notified in June. Winners will be announced at the awards presentation and gallery opening Sept. 22 in New York.



Investigate this!

IRE Conference June 17-20 in Atlanta

Investigative Reporters and Editors, Inc. (IRE) and the Board of Directors of the Atlanta Press Club invite members of Missouri Press Association to the IRE Annual Conference to be held in Atlanta June 17-20.

John Carroll, editor of the *Los Angeles Times*, will deliver this year's keynote address at the Awards Luncheon. Other conference highlights include showcase panels on Civil Rights: Then & Now and Emerging infectious diseases: Biggest story of the new millennium? Friday night are a reception and panel discussion on covering mental health at The Carter Center (tickets are required to attend).

The conference will offer over 100 panels, workshops and special presentations about covering public safety, courts, national security, the military, business, education, local government and much more.

The event is hosted by *The Atlanta Journal-Constitution*. For more details about the event or to download a registration form visit www.ire.org/training/atlanta04/.

The IRE Conference will be held at the Atlanta Marriott Marquis in downtown Atlanta. The hotel offers discounted room rates of \$119 single/double occupancy for conference attendees. To make a reservation call (404) 521-0000 or (800) 228-9290 and ask for the "IRE 2004" room block. This offer expires May 21. If you have any problems making a reservation contact Ev Ruch-Graham with IRE at (573) 882-8969.

If you have any other questions or concerns you may contact Sarah Douglas at sdouglas@atpressclub.org or (404) 523-1318.



The road to *enchantment* is paved with knowledge.

To find out what's happening in your kingdom or around the world, pick up a newspaper today... there's magic on every page!

INSERT YOUR NEWSPAPER LOGO HERE

It all starts with newspapers.

www.newsvoyager.org

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

Get literacy ads from NAA website

NAA has several new literacy ads for you: Scooby Doo, Monsters Unleashed, Home on the Range from Walt Disney and Ella Enchanted. Download the ads from naa.org.

Sesame Street celebrates its 35th anniversary April 10, and NAA has ads in English and Spanish to support the birthday.

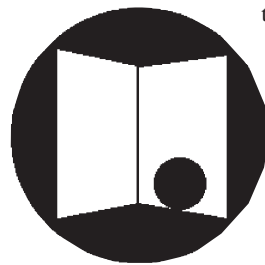
If you run any of the ads, NAA asks that you send tearsheets to Becky Bucci, Director, Marketing & Advertising, Newspaper Association of America, 1921 Gallows Rd., Suite 600, Vienna, VA 22182.

Newsprint 'junk'

Standard & Poor's Ratings Services recently downgraded the credit rating of the top newsprint producers, Abitibi-Consolidated Inc. of Montreal and U.S.-based Bowater Inc., to BB, considered junk status, from BB plus. BB plus was already below the New York agency's minimum investment grade rating of BBB minus.

Standard & Poor's analyst Clement Ma said the report suggests the two big newsprint companies may never recover their investment grade again given their high debt and the weak state of the industry.

Internship list sent to schools



Summer internships at 16 newspapers will be funded this year by the Missouri Press Foundation. Newspapers will receive \$1,000 for eight-week internships, \$750 for six weeks and \$500 for four weeks to pay their interns. Newspapers agree to match the grant in pay.

The list of newspapers has been sent to the communications departments of colleges and universities around Missouri. It is up to students to apply to the newspapers for the internships. Newspapers then will interview applicants 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



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

ADVERTISING SALES: Central Missouri media company is seeking a salesperson. This position would involve 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

DISPLAY AD SALES: The Bolivar Herald-Free Press is looking for an advertising sales representative who will assist area businesses with their advertising needs. If you are detail-oriented, creative, trustworthy, and a consistent achiever, please contact us at: Human Resources, Community Publishers, Inc., P.O. Box 330, Bolivar, MO 65613, fax: 417-326-8701; email: traceyp@cpimo.com. 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. Duties include but are not limited to set up and activation of presses, adjustment of ink and water fountain, adjust guides, clean, oil, wash and re-ink presses. News King experience helpful. Interested applicants may 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

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. Email resume to btodd@riverhillstraveler.com. 3-24

RETAIL ADVERTISING MANAGER: The Springfield News-Leader, a Gannett newspaper, is seeking a sales-focused individual to manage and direct the sales activities of the retail sales staff. Qualified applicants will have a college degree in Marketing, Business or related field, or equivalent years of experience. A minimum of three years of classified and/or retail sales experience is required. Must be able to manage and motivate staff and execute objectives successfully. Excellent verbal and written communications skills and be able to negotiate effectively. Excellent organization skills for both time and projects, react to change productively. Must also be able to apply appropriate resources

such as market research information and have excellent presentation skills. Competitive compensation package an excellent benefits package, as well as promotional opportunities locally and within the corporate organization. Qualified applicants should 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

MANAGING EDITOR: The Guidon is seeking a Managing Editor. The Guidon is a weekly military newspaper for Ft. Leonard Wood, MO, and is published by the Springfield News-Leader, a Gannett newspaper. This position requires a college degree (preferably in Journalism) or equivalent/relevant work experience. Previous newsroom editing background or related experience is required. Previous experience in a military news environment is preferred. Must possess excellent verbal and written communication skills and possess technical knowledge as related to the job function. Must have the ability to meet deadlines, as well as plan and direct news staff to meet objectives. We provide a competitive compensation package, an excellent benefits package, as well as promotional opportunities locally and within the corporate organization. Qualified applicants should 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

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

ADVERTISING DIRECTOR: The Garden City Telegram, a 10,300-circulation daily serving a growing, dynamic, diverse community in southwestern Kansas, needs an advertising director. The ideal candidate will be an imaginative thinker ready to oversee display and classified sales and creative services. The director works closely with the editor/publisher developing advertising rates and contract terms; leads the newspaper's marketing committee; and develops and maintains the department's budget. Competitive pay based on sales performance. Full benefits package. Please submit a letter of application and resume by April 15 to: Dena Sattler, Advertising Director, The Garden City Telegram, P.O. Box 958, Garden City, KS. 67846; Or e-mail to: denas@gctelegram.com. EOE/Smoke free. 3-20

ADVERTISING SALES: Are you a Successful Sales Person with a proven record who is looking to take your sales skills to the next level? We need to fill our Major Accounts/New Business Development position. This is a great opportunity for an eager and knowledgeable person who can interact with long-term customers and cultivate new customers as well as the eventuality of training new sales representatives. Research background helpful with strong computer skills (Excel, Word, Power Point) in creating response

oriented advertising packages. 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 or fax to Debbie at (816) 414-3330. 3-15

RETAIL ADVERTISING MANAGER: This full-time position in the Columbia Daily Tribune advertising department reports to the Advertising Director. Responsibilities include training/coaching sales account representatives, working with clients, directing projects and assisting in other ways to meet sales goals. Qualifications include 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; benefits include 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 EOE/Drug Free Workplace. 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. 2-25

EDITOR/REPORTER: Weekly newspaper group is seeking applications for an Editor/Reporter. We're seeking a well-rounded individual versed in all aspects of news reporting. Applicant will be responsible for 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. 2-18

FOR SALE

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