

CALENDAR

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.
- 25 — Southeast Missouri Press Association Annual meeting, Southeast Missouri State University, Cape Girardeau

July

- 30 — Northwest Missouri Press Association summer outing

August

- 12-13 — Special Sections Ad Workshop, Courtyard by Marriott, Blue Springs

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.

- 19-25 — Missouri Photo Workshop, Hermann

October

- 27-28 — Newspaper Job Fair, Missouri School of Journalism, Columbia

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. 1119 — 27 May, 2004

Memphis Redbirds' manager will speak at SEMO meeting

David Chase, general manager of the Memphis Redbirds, will speak at lunch and during a session on sports reporting and writing at the Southeast Missouri Press Association meeting June 25. Sessions will be in the Seabaugh Polytechnic Building, Southeast Missouri State University, Cape Girardeau. Registration will begin at 10 a.m.

Anyone interested may attend. A registration form is enclosed.

Sessions will be a roundtable discussion of selling political advertising and a session for advertising sales people and graphic designers about newspaper ads and special sections that work. A legislative forum is planned. The meeting will close with a roundtable and social hour at 3:30.

An optional tour of the Cape Girardeau *Southeast Missourian's* new printing plant is planned. It will be an optional event, held during the business meeting, which is the first item on the agenda.

The registration fee is \$65 per newspaper or business for SEMO Press dues, plus \$15 per person for lunch. To register, contact Michelle Friedrich at the Daily American Republic, P.O. Box 7, Poplar Bluff, MO 63901, (573) 785-1414.



David Chase is a former sports writer and editor.



Last call for pasture ball!

Fifty-six people have signed up to play in the MPA Porter Fisher Golf Classic on Friday, June 4, at Sycamore Creek Golf Course, Osage Beach. If you want to join them, call (573) 449-4167, fax (573) 874-5894 or email kford@socket.net now.



•Two-person scramble. Tee-off at 8 a.m. sharp. Be at the course by 7:30 to pay your \$45 fees and get instructions. (Mulligans will be available: \$10 per player for one mulligan per nine holes. Proceeds go to the prize fund.)

The Missouri Lottery will provide lunch on the patio after golf. CenturyTel will provide trophies. Other sponsors include Missouri Press Service, Sprint, Missouri Propane Council, and several newspapers that are contributing to the prize fund.



Central States NIE June 24-25 in Ark.

"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* in 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.

Circulation website updated

The Midwest Circulation Management Association website has been updated with information about the 2005 Oklahoma City convention.

Go to www.midwestcirculation.com/2001con.html for new information about the hotel, conference dates, and pictures of the board of directors.

Make Show-Me, Ozark calls now

Meeting planners must provide final meal orders
Candidates for governor will speak June 5 at Show-Me
Politics, postal issues and ethics on Ozark agenda

Show-Me PRESS ASSOCIATION

Planners of the Show-Me and Ozark Press meetings must get their guaranteed meal orders in. If you haven't registered for those meetings, do so now.

Show-Me Press Association will meet June 3-5 at the Holiday Inn, Lake Ozark. All candidates for governor have been invited to speak on Saturday, June 5: Libertarians at 10 a.m., Democrats at 11 and Republicans at 1 p.m.

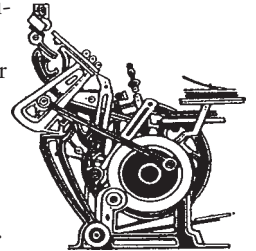
Call Sandy Steckly at the *Cass County Democrat-Missourian* in Harrisonville to register for the meeting: (816) 380-3228.

Ozark Press Association's annual meeting will be 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.

To register call Jeff Schrag, *The Daily Events*, Springfield, (417) 866-1401.

Ozark Press asks attendees to take a door prize gift to the meeting.



Help plan J School's centennial bash

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. Send your suggestions to Brian Brooks, fax (573) 884-5400, brooksbs@missouri.edu or through the website journalism.missouri.edu/forms/centennial-ideas.html.

All contact information is optional.

Name:

Degree(s):

Telephone:

E-mail:

Your ideas:

Words or phrases that identify the J-School:



Required use of new postal stickers postponed

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.



Missouri Press Association /

Missouri Press Service

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(573) 449-4167; FAX (573) 874-5894

www.mopress.com

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AP head calls for lobbying office to 'fight' secrecy in government

By LINDA DEUTSCH AP Special Correspondent

RIVERSIDE, Calif. (AP) — Denouncing increased official secrecy, Associated Press President and CEO Tom Curley unveiled a plan in May for a media advocacy center to lobby in Washington for open government. “The powerful have to be watched, and we are the watchers,” Curley said, “and you don’t need to have your notebook snatched by a policeman to know that keeping an eye on government activities has lately gotten a lot harder.”

At every level of government, records are being sealed and requests for information denied, and courts are imposing gag orders and sealing documents, Curley said, speaking in the Hays Press-Enterprise Lecture series. In the wake of the Sept. 11 terrorist attacks, the news media remained largely silent on important issues, including secret arrests of suspects of Middle Eastern descent and closed deportation hearings, he said.

“That was an extraordinary time for the country,” he said. “It’s entirely understandable — and reasonable — that the press and public were willing to step back for a time and give the government room to address an unknown and frightening threat.” But Curley warned that a continued relaxation of vigilance by news organizations “could become a dangerous habit if we allow it to take hold, dangerous for us and the society in which we play such a critical role.

“The government is pushing hard for secrecy,” he said. “We must push back equally hard for openness. I think it’s time to consider establishment of a focused lobbying effort in Washington.” Curley acknowledged his advocacy proposal is potentially controversial. “I know that some in the journalism community would strongly disapprove of a project of this kind,” he said. “They believe the role of journalists is to remain strictly impartial, and that express backing for even the best intended legislation would compromise that role. I respectfully disagree.”

Curley said he was reminded of a story about a man who was so broadminded that he wouldn’t take his own side in a fight. “A fight is what this is,” he said. “A fight is what our system of government intends and expects it to be.” Curley cited recent intrusions on information-gathering. They ranged from an AP reporter’s recording being erased by a U.S. marshal at a speech by U.S. Supreme Court Justice Antonin Scalia to a confrontation between a sheriff’s deputy and a freelance photographer on assignment for the AP outside a Michael Jackson grand jury hearing. The photographer deleted images after being ordered to do so by the deputy. “The point I want to make with these brief examples is an elemental one: The government’s power is overwhelming. Its agents are armed and authorized to use force if they have to,” Curley said.

Curley praised the vigorous efforts of the Reporters Committee for Freedom of the Press, the Society of Professional Journalists, the American Society of Newspaper Editors and dozens of other groups that work daily to break the information blockade. “They have raised all the alarms I’ve mentioned and many more. ... We need to hear them and we need to help them,” he said.

Curley said AP would invite these groups and others to develop a plan for a Washington office to seek better statutory guarantees for more accessible government information. A federal reporters’ shield law might be sought. Meanwhile, he said, AP will continue audits to ensure official compliance with FOI laws. State AP bureau chiefs will monitor the status of still and video cameras in state and federal courtrooms, and legal challenges will be mounted when access is denied.

“News is our business. We are the watchers,” Curley said. “Open government is the personal interest and constitutional right of every citizen. But we of the fourth estate have by far the greatest means and incentive to speak and fight for it.”

The Associated Press, a cooperative of U.S. newspapers and broadcasters, provides global coverage of news, sports, business and entertainment in all media formats to some 15,000 news outlets in more than 120 nations.



Language book entertains, teaches

In his first book, *Lapsing Into a Comma*, Bill Walsh of *The Washington Post* created a word-nerd classic that continues to entertain, educate and enlighten writers, editors, students and language lovers with common-sense guidelines and acerbically witty commentary.

Now, in *The Elephants of Style: A Trunkload of Tips on the Big Issues and Gray Areas of Contemporary American English* (April 2004, Paperback, \$14.95), Walsh takes a step back to tackle the big issues — the elephants. Writers from high school to the professional level will find a wealth of answers on issues including:

—How and why major publications differ in their handling of basic spelling, capitalization and punctuation issues.

—The finer points of subject-verb agreement, plurals and possessives.

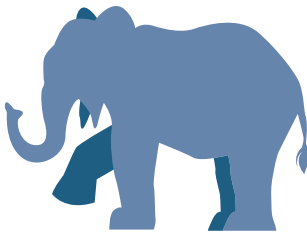
—“The lies your English teacher told you”—the big myths of English usage.

—Balancing the traditional (“Once wrong, always wrong”) with the progressive (“Everybody does it”) as language continues to evolve.

—Bright and breezy writing vs. “just the facts, ma’am.”

The Elephants of Style also goes beyond the basics with thoughtful chapters on writing about numbers and on the delicate relationship between writers and editors.

It concludes with a continuation of *The Curmudgeon’s Stylebook*, Walsh’s A-to-Z glossary of style matters big and small, guaranteed to address questions that no other usage manuals cover. (Can Starbucks really be called a *coffee shop*? Is it *porno* or *porn*? Is *actually* the new *like*?)



NNA against sacking bags

Using pallets for mail unrealistic for small papers

The National Newspaper Association has intervened at the Postal Rate Commission to protect the rights of its periodical-mailing members in a case to rejigger postal rates brought in February by five large magazine publishing companies, led by Time Warner, Inc.

The “Big 5” have argued that current periodical rates are illegal because they are not “cost-based.” The consequence, they say, is that large and “efficient” mailers like themselves have to pay higher prices to make up for the less-efficient practices of smaller mailers. Among the practices they frown upon is the use of sacks. Pallets are preferred.

The Postal Service has been pressing for several years to push mailers into greater use of pallets, which can be handled mechanically. Small volume magazine mailers are being pressured to consolidate their mail with other publications, through large printing plants, so that sufficient volume and weight for pallets is achieved.

But NNA’s Postal Committee Chairman Max Heath has pointed out that most newspaper mail will never be on pallets. He has vigorously opposed sanctions upon mailers using sacks.

Other issues in the Time-Warner case also will surface. If the magazines prevail, major cost increases in the 20-30% range will settle upon newspaper long-distance mail. Local mail—within county, Delivery Office entered, SCF and Zones 1-2 regular rate mail—might experience minor rate decreases.

No increases will occur before 2006.

NNA Public Policy Director Tonda F. Rush said the Time-Warner case was the initial salvo in a battle to help large mailers shrug off the costs of smaller mailers.

“The system is increasingly set up to favor high density, locally entered or automated mail. Anything else will experience higher and higher rates,” Rush said. “NNA’s purpose in the case is to protect mailers with reasonable access to those efficient mailstreams, and to mitigate rate shock as USPS continues to move in this direction.”

—Digital Pub Aux



Postal reform bill out of committee

For the first time since Rep. John McHugh, (R-NY), began talking about reforming the United States Postal Service in 1996, the House Government Reform Committee has passed a bill!

H.R. 4341, a 143- page bill, would provide:

- A new Postal Regulatory Commission would invent a new way to set rates that might include price caps, revenue targets and other USPS incentives.
- In theory: the new PRC would also provide USPS new pricing flexibility.
- Most existing mail classes—including periodicals—would remain regulated by the new PRC, but competitive services could begin outside PRC purview.
- For newspapers, an expanded within-county eligibility is possible. Requester newspapers would become eligible for within-county periodicals rates. But work remains to ensure that within-county remains a separate mail class.
- Negotiated Service Agreements would be unregulated, as the new bill is silent on their future as discount pricing tools for large mailers.

So far no Senate bill has emerged. But Sens. Susan Collins, (R-ME), and Thomas Carper, (D-DE) are working on a bi-partisan bill.

House debate on H.R. 4341 is expected toward the end of June. Whether the Senate bill can make it to the floor during the 108th Congress remains to be seen.



July promotions

- 2 — Civil Rights Act of 1964
- 4 — Independence Day
- 4-10 — Freedom Week
- 18 — National Ice Cream Day
- 18-24 — National Independent Retailers Week
- 20 — Special Olympics Day
- 25 — Parents' Day

Ad budgets show economic recovery well under way

It looks as if the advertising industry is finally emerging from its long recessionary slog.

Marketing budgets are showing signs of life. Ad forecasters are borderline bullish. Even cranky old media types at newspapers are optimistic.

"The economy really began to turn back up quite strong in mid-2003 and all the indicators are for a sustained economic recovery," said Robert J. Coen, senior vice president and



forecasting director at the media marketing firm Universal McCann in New York.

Coen is projecting that domestic ad spending will grow 6.9 percent over 2003. TNS Media Intelligence/CMR of New York, a research firm that tracks advertising spending, projects an ad spending increase of 7.8 percent in 2004. Merrill Lynch analyst Lauren Rich Fine estimates national ad growth of 5.8 percent.

Driving the upturn is a general resurgence in the economy. When earnings went south four years ago, ad budgets were the first to go. Conversely, they're also some of the last to be restored. In other words, healthy advertising projections indicate the recovery is in full swing.

—San Francisco Chronicle

Advertising Making Notebook

Special sections training

6-State conference Aug. 12-13 in Blue Springs

What's so special about sections?

Are your sections not so special?

You do special sections, don't you?

Missouri Press Association will be the host for a 6-State Advertising Conference on special sections Aug.

12-13 in Blue Springs. Advertising managers, ad reps, publishers and general managers from Nebraska, Kansas, Iowa, Arkansas and Oklahoma are being invited to join their Missouri colleagues for this training.

Ken Long, ad director of the Texas Press Association, will be the presenter.

Activities will begin with a golf outing on Thursday afternoon, Aug. 12 (cost \$40). A hospitality reception will follow that in the meeting hotel, the Courtyard by Marriott.

The special sections training will begin Friday morning with Long's "26 Special Newspaper Sections;" followed by an idea exchange. That discussion will continue after lunch until the meeting adjourns.

Bring along some tearsheets and ideas to share.

An information/registration sheet is enclosed with this *Bulletin*. Cost of this meeting is only \$60, so every newspaper should send at least one person.



Ad spending up 3.5% in 1st quarter

VIENNA, Va. — Newspaper advertising expenditures for the first quarter of 2004 totaled \$10.2 billion, a 3.5 percent increase over the same period a year earlier, according to preliminary estimates from the Newspaper Association of America.

Against that background of total advertising growth, classified advertising spending increased 4.0 percent to \$3.6 billion, national ad spending increased 4.5 percent to \$1.8 billion and retail spending rose 2.7 percent to \$4.8 billion.

"These solid growth numbers across the range of major advertising categories provide further evidence of newspapers' continued strength as a mass medium in the recovering economy," said NAA President and CEO John F. Sturm.

Within the classified category in the first quarter, real estate ad spending continued to be strong, increasing 6.2 percent to \$833 million. Automotive gained 2.6 percent to \$1.2 billion. Recruitment advertising was \$968 million, an increase of 3.9 percent over the last year. All other classifieds were up 3.7 percent to \$586 million.

Papers get bulk of internet ad money

Local internet ad spending amounted to more than \$2.1 billion last year and newspapers garnered the "lion's share" of the money, according to the results of a survey released recently. That figure is up from \$1.65 billion in 2002.

"What Local Web Sites Earn," the second survey by Borrell Associates Inc., compiled data from 711 properties, or about one-third of all daily newspapers and TV stations in the United States that have websites.

The Portsmouth, Va.-based Borrell, a research and consulting firm made up of former newspaper and new media executives, summed up its report by saying, "The long and short of it is, newspapers lead the way with profitable websites, and TV stations have only just begun to tap this new and growing stream of ad dollars." You can download the executive summary for free at borrellassociates.com/.



Inserts drive shoppers to store

The new Customer Focus 2004: Grocery study by Vertis, reveals that 71 percent of female chief grocery shoppers (those responsible for 60 percent or more of household grocery shopping) who read advertising inserts make lists and plan their grocery shopping trips based on items they see advertised in advertising inserts or circulars.

Therese Mulvey, vice president marketing research at Vertis, says "Grocery marketers... should consider the significant role this medium has in determining which items are purchased and where..." Additional findings from the 2004 study that provide insight into the differences in consumers' grocery purchase plans and trends:

Media

- 28 percent of total adults surveyed indicated that advertising inserts and circulars most influence their buying decisions, six percent more than those most influenced by television.

- 84 percent of women indicated that they read Sunday advertising inserts in the past seven days, compared to 79 percent of total adults.

- 69 percent of women indicated that they had read an advertising insert in the weekday newspaper in the last seven days, compared to 66 percent of total adults.

- 48 percent of Generation X (1965-1976) women who are grocery advertising insert readers said they regularly use coupons received from grocery advertising inserts or circulars.

Media Influence

Which of the following media most influences your buying decisions?

Inserts and Circulars: 28%

Television: 22%

Ads (on page) of Newspaper: 18%

Magazines: 5%

Radio: 5%

Direct Mail: 4%

Internet: 4%

Catalogs: 6%

Source: Vertis Customer Focus, Retail 2004

Metro suggests promotion

Men's Health Week offers opportunities

National Men's Health Week is June 14-20, 2004. Purposely positioned to precede Father's Day, the event is celebrating its 10-year anniversary in 2004. It shines light on the fact that men's health issues are family issues, since every man is also a son, brother, husband, father and friend. The event points out the importance of prevention, early detection and treatment for preventable men's health issues.

According to the event sponsor, men visit doctors 150 million times less frequently per year than women (source: www.menshealthweek.org/healthline.htm). On the line is early detection and treatment for a variety of ailments that particularly affect men's health, including: prostate cancer, blood pressure, cholesterol, diabetes, colon cancer, testicular cancer,

minority men's health, cardiovascular disease and general weight and well-being.

To address these concerns, National Men's Health Week was established. In 1994, Sen. Bob Dole sponsored the National Men's Health Week Act in the Senate, and Rep. Bill Richardson sponsored it in the House. As a result, on May 31, 1994, President Bill Clinton signed the Act into law.

There are a variety of ways to work the theme into your advertising promotions. Here are a few suggestions:

- Co-sponsor blood pressure screenings during the week at a local mall. Get a radio or TV station to be a co-sponsor and gain free publicity for the event and your publication, while at the same time bringing potential customers into the mall. In this election year, it probably won't be difficult to get local politicians in for a free screening and photo op. Plus, get ad linage to publicize the event from the co-sponsors and mall.

- Publish a series of pages during the week with articles concerning men's

health issues. On these pages sell ad space to those businesses that provide the solutions to the issues, including hospitals, physicians, pharmacies, medical labs, insurance companies, nutritionists and even unions, large local employers, restaurants with "heart-healthy" menus, health clubs and sporting goods stores that sell exercise equipment. Metro Creative Graphics has editorial features for a head start on editorial content.

- Print reminder cards (with sponsors on the reverse side) to distribute through the schools or your NIE programs. Children can then place the cards in their Father's Day cards to remind their fathers that they should have an annual check-up.

- A special section can cover the issues in much more depth, including boys through young adulthood and into the senior years. Practically any advertiser is a prospect for such a supplement, since men's health issues are, in fact, family issues.

There is a vast selection of men and health-related content in the form of photos, art, headings, ads and editorial material available in the Libraries of MetroCreativeConnection.





Coach offers training June 12 in Columbia

Join award-winning journalist and writing coach Dick Weiss on Saturday, June 12, in Columbia for Master the Story.

It's a workshop that will show you how to write bullet-proof copy, craft compelling profiles and find stories sure to draw a big response from readers. You'll study the techniques of the best journalists in the business and learn how they can be applied to stories you write every day.

Editors:

Here's an effective way to provide training for your writers at a modest price. Reporters: You can learn new approaches, sharpen skills and get the feedback that you crave.

The workshop will be held from 10 a.m. to 3 p.m. at the *Columbia Daily Tribune*, 101 North 4th St., Columbia. Cost is \$65. For a registration form go to weisswrite.com/masterthestory-columbia061204.htm. For information email Dick Weiss at rweiss@palm.com.

Join NNA for Denver meeting

The Power of the Community Newspaper is the theme of the 118th Annual NNA Convention & Trade Show in Denver.

Watch for registration information in the June *Publisher's Auxiliary*. You can visit nna.org for continuous updates beginning soon. So mark your calendars for Sept. 15-18.

Reservations are open at the Adam's Mark Hotel. Call 1-800-444-2326 and ask for the National Newspaper Association rate of \$115.



Find your way to San Jose

International design workshop Sept. 30-Oct. 2

The Society for News Design's 2004 Annual Workshop & Exhibition will be Sept. 30 - Oct. 2 in San Jose, Calif. Hosts will be The Society for News Design, *San Jose Mercury News* and Knight Ridder

The event expects to draw as many as 1,000 journalism professionals from around the world. The annual workshop is a unique opportunity to interact with journalists from hundreds of newspapers and to share your ideas! Representatives from Apple and Adobe will be on hand to show you the latest tips and tricks.

- Tim Harrower asked the world's top designers what events were most important to the profession. Hear their answers Oct. 2.
 - The *San Jose Mercury News* and the *Los Angeles Times* traded designers for three days. Were they crazy? Find out on Oct. 1.
 - Vector wizards, 3-D experts and illustration masters go head to head. Cheer the victorious and mock the vanquished on Oct. 1.
 - FREE Mac labs will be offered starting Thursday afternoon and running concurrently with the Workshop sessions on Friday and Saturday. Sign up for your favorite need-to-know session at the registration desk.
 - You may also sign up for one of three Quick Courses: Advertising Design, Infographics or New Media. Hone your skills with one of these additional training sessions, all being offered on Sept. 30.

A reception at the Adobe Systems campus in downtown San Jose will benefit the SND Foundation. Located just two blocks from the workshop site, Adobe's worldwide headquarters will play host to an evening reception that will include hors d'oeuvres, cocktails and casual tours of the three-tower technology campus.

The workshop will feature more than 40 sessions.

San Jose is the main urban center at the heart of the famed high-tech playground of Silicon Valley. A number of high-powered computer firms and dot-com revolutionaries have made their homes here. As the largest city in Northern California and fastest growing city in the U.S., San Jose provides a wide variety of activities for visitors to enjoy, including first-rate shopping, great restaurants and some of the most unique museums and galleries in North America.

Hotel and workshop registration forms are available at snd.org. Detailed information on the sessions and speakers is available at sndsj.org.

The Society for News Design was founded in 1979, is a 2,600-plus member organization with membership in 52 countries - including three professional and 19 student affiliates - dedicated to improving news presentation and design in all media.

Design society has job bank

The Society For News Design (SND) invites you to utilize its Job Bank. Whether you're looking for great local talent or conducting a nationwide search, SND can assist you in finding the right people for your visual journalists openings.

Your free posting will remain online for 90 days. The job bank is located on SND's website, snd.org. For more information visit snd.org and click on job bank.



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

CLASSIFIED MANAGER: One of the Midwest's finest suburban newspapers located in Kansas City is looking for a Classified Sales Manager. Compensation package of 50-60K + benefits. Send Resume to Mark Lane, 7373 W 107th St., Overland Park, KS 66212 or email to: mlane@sunpublications.com. 5-25

REPORTER: Cedar County Republican is accepting resumes for a reporter in the Stockton area. Good wages, great benefits. Knowledge of Quark, NewsEditPro, Photoshop, helpful. Photography, pagination skills a plus. Complete an application at Cedar County Republican or fax resume to: Attn: Human Resources (417)-326-8701, or Email: traceyp@cpimo.com. 5-20

REPORTER: The Washington Missourian needs a reporter. Experience is preferred, but we are willing to train a rookie or recent graduate with the right stuff. 16,000 twice-weekly 50 miles from downtown St. Louis. Good pay and great benefits. Send resume, qualifications and clips to Ed Pruneau, managing editor, P.O. Box 336, Washington, Mo., 63090. 5-13

ADVERTISING SALES REP: Minimum qualifications are an Assoc's degree in Communications or related area (or equivalent) and six months to a year of sales experience, preferably in advertising or related area. Base plus commission, superb benefits. Apply to John Nelson, Columbia Missourian, P.O. Box 917, Columbia, MO 65205 or nelsonjr@missouri.edu. 5-4

NEWS EDITOR: The Benton County Daily Record in Bentonville, Ark. seeks an experienced, creative News Editor to lead the copy editing and design of its news pages. The successful applicant will oversee a staff of 3 copy editors. Proven skills in editing, design, headline writing, management and the ability to handle deadline pressure are essential. Good organization skills also are important. Experience in QuarkXPress and Photoshop are re-quired. Send cover letter, resume and relevant work samples to: Melinda Lenda, Community Publishers Inc., PO Box 1049, Bentonville AR 72712 or e-mail melindal@commpub.com. 4-27

NEWS WRITER: The Cameron Citizen-Observer needs an aggressive reporter who loves the newspaper business and wants to be part of our team. Prefer degree in Journalism or English, knowledge of Photoshop and Quark and some photography experience. Excellent benefits. Send resume, references and clips to: Darin Sparks, Cameron Citizen-Observer, PO Box 498, Cameron, MO 64429 or fax 816-632-6543. 8 a.m. to 5 p.m. 4-27

ASSISTANT PUBLISHER: Assistant Publisher for group of six award winning weekly community newspapers 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

REPORTER/EDITOR: General assignment reporter/weekend sports editor with the opportunity to be much more. Cover county government, county health department and work as Sunday sports editor and cover Bennett Spring State Park, Missouri's No. 1 state park. Sound like enough variety? Send your 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 for this five-day per week paper. Excellent writing, copy editing skills, knowledge of digital photography, Quark and AP style will also be 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 a proven success record essential. Base salary plus monthly bonus opportunities, health insurance, life insurance and 401k plan. Apply to Carter Zerbe, Regional Manager, czerbead@aol.com, 316-775-2218. 4-14

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. Along with salary, we offer strong bonus packages, excellent benefits, and a team that is dedicated to achieving success. (The communities we serve are also great places to live and raise a family). Please send your resume with references and earnings history to: Box A, Missouri Press Association, 802 Locust St., Columbia, MO 65201. 4-12

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

AD SALES: Full-time opening in advertising department of west-central Missouri daily newspaper. 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 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

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

RETAIL ADVERTISING MANAGER: Springfield News-Leader, a Gannett newspaper, is seeking a sales-focused individual to manage and direct the 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. Competitive pay, excellent benefits, promotional opportunities locally and within the corporate organization. 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

MANAGING EDITOR: The Guidon is seeking a Managing Editor. Weekly military newspaper for Ft. Leonard Wood, MO, published by the Springfield News-Leader, a Gannett newspaper. College degree (preferably in Journalism) or equivalent/relevant work experience. Editing background or related experience required. Competitive pay, excellent benefits, promotional opportunities locally and within the corporate organization. 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

FOR SALE

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

Registration Form

Newspaper _____

Address _____ City/State/Zip _____

Phone _____ Email _____

Names of Attendees _____

Golfers' Names _____

REGISTRATION FEE.....\$60 Per Registrant

Registration Fee Includes: Breakfast, Lunch, Workshop & Workbook

GOLF FEE.....\$40 Per Player (green fees & cart)

Please return registration form and payment by **July 30, 2004** to:

Missouri Advertising Managers' Association
802 Locust Street
Columbia, MO 65201

Please make checks payable to:
Missouri Advertising Managers' Association

Hotel

Adams Pointe Conference Center
Courtyard by Marriott
1500 NE Coronado Drive
Blue Springs, Missouri 64014
816-228-8100

Hotel room rate is \$69/per night. Please call **816-228-8100** and ask for **Missouri Advertising Managers' Association** room block to receive the \$69 rate.

Cut off date for room reservations is July 30, 2004.

{Rooms booked after this date are subject to availability}

Questions? Contact Mike Sell or Lesa Litty
Missouri Press Association 573-449-4167

**Inviting Publishers, Advertising Managers and Advertising Staff
from Nebraska, Kansas, Iowa, Arkansas, Oklahoma & Missouri
6 State Advertising Conference
August 12-13, 2004**

Program Agenda

**Blue Springs, MO
Just east of
Kansas City
on I-70**

Thursday, August 12

- 1:00 p.m. Tee Off - Adams Pointe Golf Course**
(located next door to Courtyard by Marriott)
- 7:00 p.m. Greet & Meet - Join us for drinks in SUITE 222**
Meet fellow publishers, advertising managers and staff
from other states

Friday, August 13

- 8:00 a.m. Breakfast**
- 9:00 a.m. Session - 26 Special Newspaper Sections**
Presented by: Ken Long, Advertising Director,
Texas Press Association
- 10:30 a.m. Idea Exchange**
Bring tear sheets and other ideas to share
- 12:00 (noon) Lunch**
After lunch, continue discussion on Idea Exchange
and adjournment.

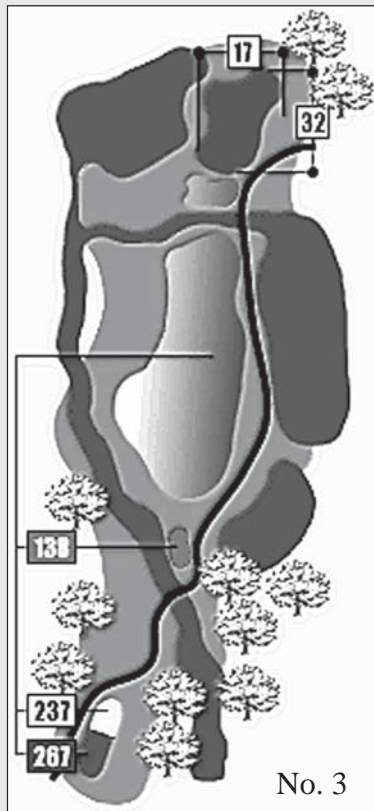
**Featuring Ken Long,
Advertising Director,
Texas Press Association**

**Join Newspaper Publishers,
Advertising Managers and Staff in Blue Springs, MO
for this informative 6-State Conference.**

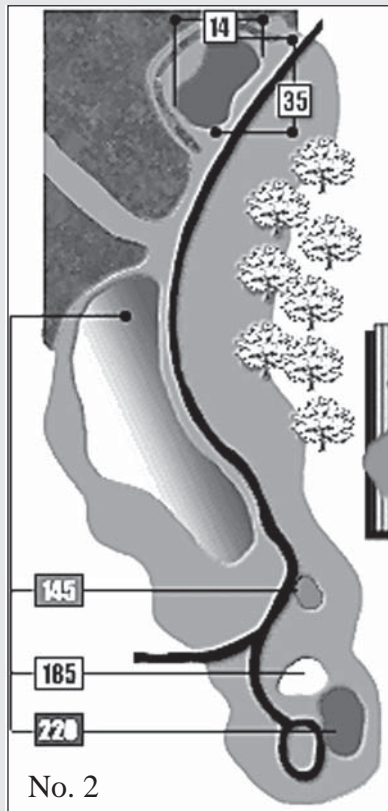
26 Special Newspaper Sections

Designed to Keep Advertising Revenues at a **MAXIMUM...**
While Cutting Your Production Time to a minimum!

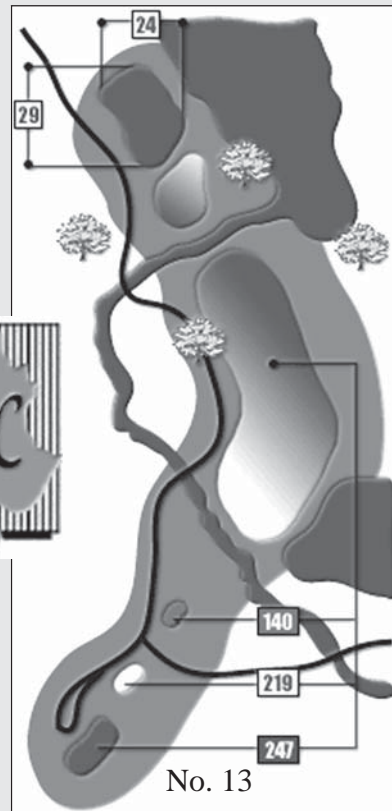
Most publishers view the day-to-day advertising revenue as a newspaper's meat and potatoes. But the special sections....those are the gravy! Unfortunately, that view is not always shared by the rest of the newspaper staff members. For many ad sales folks, editorial people and production personnel, special sections are viewed as "just one more thing to do on a plate that is already full." While there are no easy "quick fix" solutions to producing special sections, this workshop is intended to make your life easier and your creative process faster. Ken will show you ideas with some "off-the-beaten path" topics that will differ from the annual progress edition, the Christmas Tab and the Spring Bridal Section. Not all of his suggestions will necessarily work in your community (you know your readers and advertisers best). However, some of these ideas will be a good fit that can be turned into cash for your newspapers.



No. 3



No. 2



No. 13

2004 MPA

Porter Fisher Golf Classic

8 a.m. Shotgun; 2-Person Scramble

Friday, June 4; Sycamore Creek Golf Club, Osage Beach

\$45 (Pay at clubhouse, do not send money to MPA.)

Please Consider a Contribution

Would you or your newspaper consider a \$25 or \$50 contribution to the tournament prize/expense fund? If so, make a check to Missouri Press Association and send it to MPA or bring it to the golf course. Thank you.

Be at the golf course by 7:30 to pay your fees and prepare for the shotgun tee-off. **Do NOT send money to Missouri Press.** If you do not have a foursome, you will be assigned to one. Fax or email your names to (573) 874-5894; kford@socket.net.



Missouri Lottery



Directions: Turn north off Highway 54 on Lake Road 54-56 (Nichols Road). Clubhouse is about a mile up the road on top of a hill on your right. Lake Road 54-56 is near the hospital, west of the Grand Glaize bridge and just east of Route KK.

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. Libertarian Candidates for Governor

11 a.m. Democrat Candidates for Governor

Noon Lunch

1 p.m. Republican Candidates for Governor

2 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.



Your brand is everything you do

A newspaper's brand is like Starbucks': Not a slogan but the content and experience

Southern Newspaper Publishers Association's first Readership and Circulation conferences drew nearly 100 participants to Atlanta recently, and instantly became two of SNPA's best-rated meetings. The report below on branding and customer service is the second in a series of reports on these programs.

Branding is a Cornerstone of Building Readership

The *Tampa Tribune* has developed one of the most successful branding campaigns in the newspaper industry. Amy Chown, marketing director of the Tampa Tribune, presented a 90-minute report at the Southern Newspaper Publisher's Association first Readership and Circulation conference on why branding is crucial for newspapers, and how even the smallest newspapers can successfully leverage their brands. The following notes are from Chown's presentation.

When a newspaper considers its brand, it is important to remember these four things:

- A brand is not a slogan. It is everything from the newspaper's best product to its worst – the best and worst advertising, the best and the worst employee, the music customers hear when they are placed on hold, point-of-purchase material on racks, and every fax cover sheet and business card.

- Every newspaper has a brand whether or not it is managed. A newspaper's brand is how the consumer perceives the newspaper. Brand equates to the images and feelings consumers conjure up when they think about or look at the newspaper.

- Brand has to be built upon the attributes in the minds of consumers, not what the staff inside the newspaper wants it to be. These perceptions, however, can be evolved over time.

- Aligning values across the organization will enable a newspaper to live its brand.

Consumers choose a product or brand

based on the perception that the product creates in their minds. A product makes consumers feel a certain way. They connect with it. It elicits strong feelings of identification. Price often isn't the key consideration.

Consider Starbucks. Starbucks doesn't have a slogan, yet it is one of the strongest brands in the world. The company's success is its content – not just the coffee, but the "experience" of Starbucks. For newspapers, a great brand is also about content and the consumer experience.

Many newspapers have launched what have been called brand campaigns. But often, brand gets confused with slogan and many organizations start with developing a slogan without first doing the fundamental work.

Building an effective brand identity has to first start with the consumers. Brand isn't a mysterious process, but it is a complicated one that requires taking the time, patience and outward focus first to listen to consumers.

Branding research does not concentrate on product preferences. Instead, it takes a non-traditional look at consumers – their hopes, aspirations, motivators and stressors.

Newspapers that want to leverage their brand must find out how their customers feel about their lives and their community, how they identify with their newspaper, and how they consume media. This takes money, but it is an investment in the future of the business. Brand is a cornerstone of building readership.

The *Tampa Tribune* is defining its role in the community and the issues that matter to those who live in Tampa. It is, in effect, civic journalism:

- The newspaper writes stories about things that matter;
- The stories touch peoples lives;
- The people take action;
- And as a result, lives are changed.

The brand of the *Tampa Tribune* is captured in the phrase: *Life. Printed Daily.*

That isn't a slogan. It is a guiding principle for the newspaper.

Here's what *Tribune* publisher Gil Thelen wrote in a front page message to readers the day the branding campaign was revealed: "... *Life. Printed Daily.* Is a shorthand for our mission. It is our commitment to you every day that we deliver relevant, meaningful and useful content ... Our aim is for you to find your life reflected in our pages and in our marketing messages."

Content is embedded in the newspaper's branding effort. In an unprecedented step by the news department, *Life. Printed Daily.* was added to *The Tampa Tribune's* flag. It would not be there if the news department saw it only as a marketing slogan.

Life. Printed Daily. is a promise to readers, and a daily challenge to the newspaper's staff. It serves as a guide for how stories are covered, what stories are covered, and how the stories are graphically portrayed through photos and navigational tools that make them easy to read.

Brand helps the newspaper identify themes and prioritize its coverage, and guides day-to-day journalism. One editor said in a recent meeting, "If we can't find meaning in a story, why are we doing it?"

The Tampa campaign was developed in three phases. Phase one ("Knowing It") was finding what is meaningful to the market. Phase two was a process to identify the personality the newspaper projects to consumers, and match it through existing and emerging content ("Living It"). In phase three ("Communicating It") the newspaper created its marketing strategy, creative direction and slogan.

The Tampa Tribune's branding campaign is paying dividends. Benchmark studies show that overall awareness of the media campaign is high. Measurement of image statements show that the community feels more connected to the newspaper. Circulation numbers have grown through two ABC audit periods. And readership is up 8% daily and 6% on Sundays.



One way to handle price objections

By John Foust
Raleigh, NC

Ed, who is a champion in the high-pressure world of real estate, has a unique way of handling price objections. "In listing presentations," he said, "some people question the commission rate. That's related to cost, but it's in a percentage, instead of dollars."

I asked if that is a common objection. "Sure," he explained.

"Whatever you sell, you'll always hear price objections. But since they're so common, you can prepare several responses in advance and tailor them to fit just about any situation. Smart sales people have a number of ways to deal with price objections."

How does he handle it?

"It depends on the timing. If it's early in the presentation, I don't answer it in a direct way. Instead, I'll use it as a bridge to the 'look-at-everything-you'll-get' part of my presentation. If the objection comes after I've covered the benefits, I'll restate them in a different way."

What if that doesn't work?

"That's when I look them right in the eyes and say something like, 'If price is your only objection, there's a company in town that will handle your house for \$500. For that price they'll put it in the listing service and provide a For Sale sign.' Then I give them the company's phone number. I'm careful not to promise results, but tell them that it's a no-frills way to put their house on the market."

What happens?

"It's funny," he smiled. "For some people, it's a gen-

tle reminder that that they'll get what they pay for. Sometimes I'll hear, 'Oh, I'd like some frills, some extra attention.' And that opens the door for me to tell them more about my services. An objection doesn't always mean 'no.' Sometimes it means 'not yet.' My job is to help them see that the benefits of doing business with me outweigh the benefits of not doing business with me."



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; Phone (919) 848-2401.

Ed's technique will work in selling advertising, too. First, do everything you can to help your prospect justify the cost of the ads. But if that doesn't work, consider suggesting a cheaper advertising outlet – so cheap that it couldn't possibly offer the same benefits (readership, service, production, etc.) your paper offers. That's better than saying, "Here's my card. Give me a call if you change your mind."

"If they go the cheap route," Ed said, "check with them periodically to see how it's going. In case they're not happy with the results, you'll be positioned to step in. It's like the old story about the barber whose new competitor offered haircuts for five dollars. He worried for a few days, then put a sign in his window that read, 'We fix \$5 haircuts.'"

The words you say are not as important as the way you say them. You have to care as much about your prospects as Ed cares about his. If there's the slightest trace of sarcasm in your voice, this technique will make you look worse than a cheap haircut.

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