

CALENDAR

June

- 10-11 — NNA On the Road
- 22-24 — Central States NIE Conference, Catoosa, Okla.
- 23 — MPA/MPS Board meeting, The Resort at Port Arrowhead (formerly Holiday Inn), Lake Ozark
- 24 — MPA Golf Tournament, 8 a.m. Shotgun, Sycamore Creek, Osage Beach
- 24-25 — Show-Me Press Association annual meeting, The Resort at Port Arrowhead (formerly Holiday Inn), Lake Ozark

July

- 20-22 — Living Textbook NIE course, University of Missouri-Columbia

August

- 11 — Editors & Publishers Day at Mizzou
- 12 — Ozark Press Association meeting, Clarion Hotel, Springfield

September

- 1 — Groundbreaking for Reynolds Journalism Institute building at University of Missouri-Columbia
- 22-24 — 139th Annual MPA Convention & Trade Show, The Lodge of Four Seasons, Lake Ozark

- 28-Oct. 1 — NNA Convention, Milwaukee

October

- 20 — Induction Ceremony, Photojournalism Hall of Fame, Washington, Mo.

Missouri Press News magazine and the Bulletin are on the MPA website: mopress.com.

Missouri Press Association Bulletin

No. 1141 — 9 June, 2005

Foundation lends a hand

\$25,000 donated to help save deteriorating microfilm

Missouri Press Foundation is donating \$25,000 to the State Historical Society of Missouri to help restore part of its collection of historic newspaper microfilm.

The Foundation's board held its annual meeting May 5 at the Missouri Press Association office in Columbia. Dr. Gary Kremer, executive director of the Historical Society, attended the meeting and reported on the microfilm situation.

The Society has microfilm of almost every issue of most newspapers printed in Missouri since the 1800s. Some of that microfilm is deteriorating. Restoration will cost an estimated \$200,000. Donations will pay for the work.

Videotaping Senior Publishers

Scott Charton and Beth Pike told the board about the Missouri Newspaper Video Histories project, which is being supported by the Foundation, Missouri Press Service and others. This project will record on videotape the stories of Missouri's senior newspaper publishers, editors and executives, enhancing Missouri Press Association's ongoing history preservation efforts and gathering material that may be used to promote newspapers and their role in society.

Dr. William H. Taft, Wanda A. Brown and Mary James were interviewed as part of the project earlier in the day.

Newspaper Display in Capitol

Doug Crews, executive director of Missouri Press Association and secretary-treasurer of the Foundation, said Gov. Matt Blunt is receptive to the idea of a display of Missouri newspaper history in the first floor museum of the State Capitol. The display could highlight Missouri newspapers and the role they play in their communities and the state.

Crews noted that anniversaries are approaching: Missouri Press Association, 140th in 2006; the first newspaper — *Missouri Gazette* — published in what would become St. Louis, 200th in 2008; and the founding of the Missouri School of Journalism, 100th in 2008.

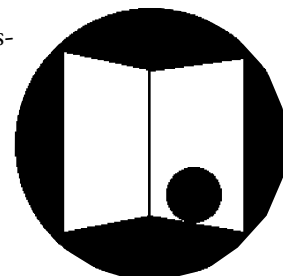
Officers Elected

Elected officers of the Foundation for the coming year were: President, Tom Miller, Washington; First Vice President, David Lipman, St. Louis; Second Vice President, Betty Spaar, Odessa; Secretary-Treasurer, Doug Crews, Columbia.

Elected as directors, with terms expiring in 2008, were: Rogers Hewitt, Shelbyville; Mrs. Wanda Brown, Harrisonville; Ed Steele, Columbia; Mrs. Jo Anne Bray, Camdenton; and Kirk Powell, Pleasant Hill.

Other directors are: Wallace Vernon, Eldon; Ralph Clayton, Caruthersville; Robert Wilson, Milan; and James Sterling, Columbia.

All attended the May 5 meeting except directors Avis G. Tucker of Warrensburg and R.B. "Bob" Smith III of Lebanon, who were unable to attend.





Dave Berry tapped for NNA board

Dave Berry, Bolivar, vice president of Community Publishers, Inc., and publisher of that company's Missouri newspapers, has been nominated to serve on the National Newspaper Association's board of directors for Region 7.

If elected he would succeed Steve Haynes, publisher of the Oberlin, Kan., Herald, and serve a three-year term. Region 7 comprises Missouri, Kansas and Nebraska.

Ballots will be mailed to NNA members on July 18.

Any member may submit additional nominations. For information contact Lynn Edinger at (573) 882-4833, or lynnedinger@nna.org.

Group to launch online classifieds

Community Newspaper Holdings, Inc. plans to launch an online classified marketplace for 89 of its newspapers in mid-June. The company will host a single website for the CNHI marketplace, but the site will display branding that matches the visitor's home newspaper.

Shoppers will have access to items and merchandise from all participating CNHI newspapers. Print classified listings from the participating papers will be imported into the site. Online advertisers may also purchase listings in print, increasing the reach of the listings.

The website will be created using CityXpress' eMarketplaceXpress platform.

New York Times to cut staff

The New York Times Company plans to reduce its staff by approximately 190 employees at The New York Times and the New England Media Group, which includes The Boston Globe, by August.

The staff reduction represents less than 2% of the company's total workforce. Approximately two thirds of the total reduction will occur at The New York Times newspaper, with fewer than two dozen of that number coming from the newsroom, where a voluntary reduction program will be in effect.

Some juvenile hearings open

ST. LOUIS (AP) — A state appeals court has ruled that certain juvenile court hearings must be open to reporters, giving at least a partial victory to two media outlets that sued for access to proceedings involving a 12-year-old girl accused of slaying her younger sister.

A Missouri Court of Appeals panel ruled March 29 that Family Circuit Court Judge Jack Garvey, who had blocked the media from all hearings in the matter, must open the courtroom for the "adjudicatory" hearing, though the ruling offered no definition of that setting.

An attorney for the *St. Louis Post-Dispatch*, which along with local NBC affiliate KSDK sued Garvey over his closing of the proceedings, called the ruling "certainly a victory in that the court of appeals recognizes that the statute does restrict a judge's discretion, and that the underlying First Amendment rights to go to hearings applies."

Still, Benjamin Lipman said, "we respectfully disagree with the court of appeals that this applies to one particular hearing."

Lipman said it was undecided whether the *Post-Dispatch* would further appeal, or whether Garvey could begin moving the case forward after applying his own interpretation of an "adjudicatory hearing."

The 12-year-old girl was charged under the juvenile code with killing her 9-year-old sister in December, allegedly over a hamburger.

A lawyer for the family, Gaylard Williams, said he sought to have the proceedings closed to protect the interests of the child and her family, arguing that media coverage would adversely affect the juvenile's "current and future care and treatment."

After the *Post-Dispatch* and KSDK objected and sued, the state appellate court issued a preliminary order effectively deferring future hearings in the case until the issue was resolved.

In writing the unanimous opinion for the three-judge appellate panel, Judge Clifford Ahrens found that by Missouri law, the public is barred from juvenile court proceedings except when "the child is accused of conduct which, if committed by an adult," would be considered among the top two classes of felonies.

Web contributing to ad revenue growth

Editor & Publisher reported that newspapers' online operations grew to a \$1.19 billion industry in 2004, according to a new report from Borrell Associates.

While online sites represented about 3% of a newspaper company's revenue, the segment accounted for 45% of advertising growth. Newspaper sites are expected to reap \$1.52 billion overall in 2005.

Borrell Associates surveyed 719 daily and weekly newspapers (out of 2,177 media properties total) via telephone and e-mail in late January and early February.

The report spotted two key indicators that suggest growth will continue at a fast clip driven by local advertisers. First, although more than three-fourths of consumers use the Internet, local advertisers spent a scant 2.1% of their ad budgets online.

Newspaper websites dominated the local online advertising marketplace, with a 44% share in 2004, relying heavily on the traditional advertising category of classifieds.

On average, newspapers reported an average profit margin of 68% from their web operations. Only 10% of the sites surveyed were unprofitable.

The report expects small newspapers, "which are playing catch-up after years of lagging behind the metros" will have the most growth this year at 46%, compared with 19.8% growth budgeted for metro newspapers.



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J schools teaming up

Effort to boost standing, study of journalism

NEW YORK (AP) — Five universities announced a three-year, \$6 million effort May 26 to elevate the status of journalism education and better integrate it into the college setting.

The initiative is being supported by grants from the Carnegie Corp. of New York, which is pledging \$2.4 million for the first two years, and the Knight Foundation, which is pledging \$1.7 million for the first two years. The universities will pay for the effort in its third year, assuming that benchmarks for success have been met.

The five institutions taking part are the Graduate School of Journalism at Columbia University; the Graduate School of Journalism at the University of California, Berkeley; the Medill School of Journalism at Northwestern University; the Annenberg School for Communications at the University of Southern California, and the Joan Shorenstein Center on the Press, Politics and Public Policy at Harvard University.

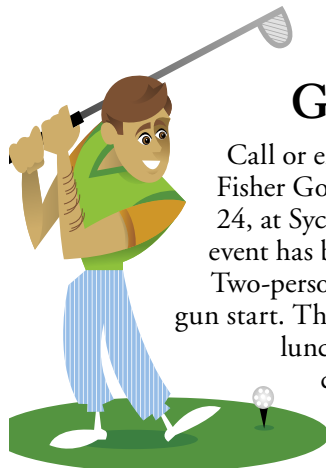
“This is an explosively creative time to be in journalism if you are not in search of the past,” said Hodding Carter, president of the Knight Foundation. “These five institutions are proving this by doing something they’ve never done before: agreeing to work collaboratively on a major project for the greater benefit of all journalism educators.”

The initiative has three components: integrating schools of journalism more deeply into the life of the university by drawing on scholars from other departments; national reporting projects that students in all five programs will work on, and a media policy task force at the Shorenstein Center that will conduct research and provide a platform for educators to speak on policy and journalism education issues.

“Journalism is too important to this nation and our democracy to have the schools that educate its future leaders be anything but central to the universities in which they reside,” said Vartan Gregorian, president of Carnegie Corp.

The first national reporting project will start this summer at ABC News, where two students from each school will help produce a program about the Sept. 11 attacks.

“Journalism is too important to this nation and our democracy to have the schools ... be anything but central to the universities in which they reside.”



Get registered for June 24 golf

Call or email to get signed up for MPA’s annual Porter Fisher Golf Classic. Tee-off will be at 8 a.m. Friday, June 24, at Sycamore Creek Golf Course, Osage Beach. The event has been held at Sycamore Creek for a number of years. Two-person teams will compete in a scramble with a shotgun start. The \$50 entry fee pays for greens fee, riding cart and lunch after the round. Pay when you arrive at the golf course. Do not send money to MPA.

Call (573) 449-4167 or email kford@socket.net to register.



Knight Ridder papers offering free online classifieds

SAN FRANCISCO (AP) — Most of newspaper publisher Knight Ridder's Web sites have stopped charging people to post classified ads for household items and other merchandise, a switch designed to attract more traffic and spur more sales off-line as well as online.

The San Jose-based company (owner of The Kansas City Star) dropped the online classified fees May 27 in 22 of the 27 newspaper markets served by one of its Web sites. Previously, selling merchandise online for more than \$200 cost \$4.95 per month.

The giveaway applies only to online classified ads featuring merchandise. Online classifieds in most other categories, including real estate, automotive and help wanted, will continue to cost money to display.

As part of the pricing shift, Knight Ridder will start charging for classified ads featuring pets — a category that had been free under a test program introduced in November.

Knight Ridder, which publishes 31 dailies, is following the lead of Craigslist, which has been letting anyone post online ads on its Web site at little or no cost for years.

Craigslist, started in San Francisco, now offers classified ads in 105 cities in 21 countries.

Craigslist's popularity has siphoned revenue from traditional newspapers as more classified ads shifted online.

Online classified ads selling merchandise for less than \$200 have been free on the Knight Ridder Web sites for seven months. The free ads lured more visitors and encouraged more people to buy ads in other categories, said Anna Zornosa, chief marketing officer for Knight Ridder's online operations.

The test convinced Knight Ridder that it would make more money than it lost by dropping the fees for all merchandise-only classifieds.

The Web accounts registered online sales of \$114.6 million last year, or 4 percent of its total revenue.

Knight Ridder's free online ads are available at the Web sites for most of the company's largest newspapers, including The Philadelphia Inquirer, The Kansas City Star, the San Jose Mercury News and The Miami Herald.

Lee, Pulitzer complete deal

Egger will remain publisher of Post-Dispatch

By Christopher Carey and Dale Singer, St. Louis Post-Dispatch

Lee Enterprises (on June 3) completed its acquisition of Pulitzer Inc. for \$1.46 billion following approval of the deal by shareholders of Pulitzer.

Pulitzer shareholders gathered in New York to finalize the merger, which had been announced in January.

With the completion of the deal, Lee takes over ownership of the *St. Louis Post-Dispatch* and other Pulitzer newspapers. The transaction makes Lee the nation's fourth-biggest newspaper chain in terms of dailies owned, and the seventh-biggest in terms of daily circulation. The combined business will have annual revenue of more than \$1.1 billion, based on last year.

Lee chairman and CEO Mary Junck said St. Louis had been at the top of Lee's list when it was looking for places to expand, calling it a "strong, vital Midwestern market." She reiterated that Lee gives strong autonomy to its papers in terms of editorial control and that the company is deeply devoted to local news.

After the deal was completed, Lee announced that Terrance C.Z. Egger, publisher of the *Post-Dispatch*, had been elected a vice president of Lee.

Lee and Pulitzer are convinced that their papers are in a better position than any other type of media to gather and distribute the information the public wants most. The industry continues to generate profit margins that exceed those of many other industries.

Lee, based in Davenport, Iowa, operates 44 daily papers. It wants them to be the top source of information in those markets, followed closely by their online sites.

Newspapers would like advertisers to think in terms of total audience when assessing the value of the product, just as they do in their dealings with radio and television stations. As more readers migrate from print to online, newspapers are looking for ways to ensure that advertising revenue follows.

Pulitzer has sought to expand its influence in the St. Louis market by buying the Suburban Journals of Greater St. Louis, developing STLToday.com and introducing a direct-mail advertising venture, Local Values.

One of the chief benefits of the Lee deal will be the scale of the combined business, Egger said.

One technique that Lee has used to attract more readers and generate extra revenue is creating niche publications aimed at targeted audiences. In Davenport, the list includes *On the River*, a monthly highlighting activities along the Mississippi, and *Your Mom*, a monthly aimed at teens.

Lee's approach to the business meshes well with Pulitzer's, said Egger, who will stay on as *Post-Dispatch* publisher and will report directly to Junck.

"They, as much as anyone I know in the industry, get what we try to emphasize," he said. "And that is that there is a balanced way to running a newspaper and growing a newspaper company. It includes good journalism, a focus on local news, driving ad revenue, being careful with costs but not afraid to make investments in things that will pay dividends for readers, advertisers and shareholders."

The more valuable the product is, the more vital it becomes, he said.

"As long as you grow your audience, then you're increasing your relevancy and your influence for both readers and advertisers, and you can have a dynamic business," Egger said. "That's what we're really focused on."



Mary Junck spent the day in St. Louis as the deal was closed in New York. (St. Louis Post-Dispatch photo)



SB 420 should be vetoed

Onerous provision poisons otherwise innocuous bill

Springfield News-Leader, June 6, 2005

Senate Bill 420 is a catch-all bill that mostly deals with judicial procedures. But in the final days of the legislative session someone snuck in a provision granting government officials a favor regular citizens cannot expect. That should get the bill vetoed.

The provision would prohibit any court or government agency from posting on the Internet the address, phone number or Social Security number of officials.

Many records are now online, including property records that list addresses, assessed values and taxes paid. Some officials say criminals could use these records to threaten them or their families.

Perhaps. But this bill uses a sledgehammer to kill a fly. It treats the Internet as an evil rather than a tool that gives citizens greater power to hold officials accountable.

The Secretary of State's Web site lists personal information about elected officials, including their phone numbers, that citizens regularly use. And what if an official were arrested? This bill would prohibit the posting of identifying information on the state's CaseNet system.

Public records are public for a reason. They shouldn't be less public because they're online, and they shouldn't be less public because someone holds a governmental position. That is a trust, not a means to escape public accountability.

Public records shouldn't be less public because they're online ...

St. Louis Post-Dispatch, June 6, 2005

SENATE BILL 420 began its journey through the Missouri Legislature as an innocuous one-page bill to change how summonses are issued. But by the time it passed on the last day of the session, it had mushroomed to 37 pages. Among the verbiage was a provision prohibiting government agencies from posting on the Internet the home addresses or phone numbers of elected or appointed officials without their written approval.

Currently, the names and phone numbers of public officials are a key feature of almost all government Web sites. If you live in Florissant, Webster Groves, Kirkwood, Clayton, St. Peters and countless other places, the names of your officials and often their home numbers are listed on the city's home page for your convenience. Many state legislators also list their home phones on the Legislature's Web site.

And for good reason. The whole idea of representative government is that people should be able to contact those who speak for them.

The bill could have unintended consequences. Bettie Johnson, the Boone County recorder of deeds, worries that she would be prohibited from reporting the address of an elected official who bought property in her county. Similarly, online assessors' records could not contain the names of public officials without their written approval. And if an official were convicted of drunk driving, for instance, this information couldn't be posted routinely on the state's Case.net system.

It's something of a mystery how the innocent-sounding measure became such an ominous one. The Missouri Press Association, which tracks legislation relating to public access to information, says that there was little or no debate in the House or Senate. For that reason, it is quite possible that legislators have no idea that they passed such an obfuscatory bill.

Gov. Matt Blunt should veto the bill and let the Legislature pass the inoffensive portions during the veto session in September.



'SPY Kids' ad promotes newspaper reading

The latest literacy ad from the newspaper Association of America features Carmen and Juni, the title characters from Dimension Films' coming "SPY kids 3-D: Game Over."

The continuing campaign promotes literacy through newspaper readership to young people, their parents and others. Last year the characters appeared in an ad timed with the release of SPY kids 2: The Island of Lost Dreams."

The latest ad shows the Spy Kids reading "The Spy Times." On the paper's front and back pages, pictures pop out as if three-dimensional. The ad's headline reads, "Let the headlines reach out and grab you!"

The copy continues, "The world jumps out at you when you read the newspaper. The SPY KIDS know, it's the best way to discover the world and stay on top of what's happening. Read the newspaper and see your world in a whole new dimension." The ad closes with the tagline "It all starts with newspapers."

You can download the ad from naa.org and use it free.

Ozark Press Convention

**Friday, Aug. 12,
Clarion Hotel,
3333 S. Glenstone,
Springfield.**



Public believes media cover up mistakes

WASHINGTON (AP) — Two-thirds of Americans think that when journalists make a serious mistake, most news organizations either ignore it or try to cover it up, a survey found.

The poll comes after a series of high-profile mistakes by the news media, but was taken before Newsweek magazine reported — and then retracted — its report that a copy of the Quran was flushed down a toilet at Guantanamo Bay.

A separate survey of journalists found that three-fourths say they quickly report their mistakes.

The American public is divided on whether it's good or bad for a news organization to have a clearly political point of view — though a few more think it's a bad thing. They're evenly split on whether news organizations generally get their facts straight. And just over half think the government sometimes has the right to limit reporting of a story, according to the survey done for the Annenberg Public Policy Center.

Forty percent of people said they think that when journalists make a serious mistake they try to cover it up, another 24 percent say they just ignore it.

Working journalists take a decidedly different view. Eight in 10 journalists think it is generally a bad thing for a news organization to have a clearly political point of view. Almost nine in 10 think news organizations generally get their facts straight. More than nine in 10 think the government never or rarely has the right to limit reporting of a story.

One bright spot for journalists: People were more likely to rate them as ethical than they were to rate lawyers, politicians and government officials as ethical. Almost three-fourths of those polled rated the ethics of journalists as good.

A congressman said news organizations have drifted toward tabloid journalism and have been intimidated from reporting about the war in Iraq.

"The vast majority of the mainstream media is not only unwilling to accurately report on the failings of the administration, but the few who do have fallen victim to scapegoating and retribution," said Rep. John Conyers, D-Mich. "We have turned from breaking stories like Watergate and the Iran-Contra scandal to celebrity journalism."

Daily creates compact version

Some readers won't buy the full package every day

By Graham Webster, Editor & Publisher, May 26, 2005

NEW YORK — It all started over ketchup. Some editors at *The Patriot-News* in Harrisburg, Pa., were joking about a *New Yorker* article that mentioned how misguided restaurants used to be when they only offered one condiment option. Then someone realized: The newspaper only gave readers one option.

"Whether you're a loyal reader with plenty of time or an occasional reader who's time starved, you've got to take the same package," said John Kirkpatrick, the *Patriot-News*' president, publisher, and editor. Eight months later, the paper launched *The Patriot*, a compact edition the broadsheet aimed at busy readers of any age who weren't reading the broadsheet during the week.

So far, with no advertising, the new paper is selling about 1,900 copies a day. (The broadsheet's weekday circulation was 102,710 in the last reporting period.) "We started it here without any promotion at all ... we expect that number to go up," Kirkpatrick said. He said advertisers have gotten on board without much convincing, excited at the prospect of reaching added or new circulation.

"We knew there were a lot of people who read us religiously on Sunday but don't read us during the week," Kirkpatrick told E&P one week after the unannounced launch of the new tab. "The other thing that happened was, although we've done very well in our ABC reports, we don't think we're immune from the same forces striking everyone else."

The paper, which currently has less than 1% non-NIE third-party sales, didn't want to resort to third-party deals. Instead, it focused on growing full-paid circulation, even though their town is not a growth market.

By the end of 2004, the *Patriot-News* had decided to start a new edition, but not before lots of planning and logistical work. The paper refined prototypes, scrapping some ideas and emphasizing others.

Original prototypes, for instance, had a stylized "PN" for a flag. Readers in focus groups responded negatively, advising that the paper's brand was strong, so the title became "*The Patriot*."

Feature-heavy front pages and a roundup of bite-sized news and gossip on pages two and three also got the axe. "The younger they were the more hypersensitive they were to anything that made them look not smart," Kirkpatrick said. Readers wanted hard news, but "no micronews," he said, emphasizing the biggest, most substantive news of the day.

Also banished were stock listings and some comics, and the "Living" section only appears on Thursdays in the compact.

The Patriot's news mix cuts some stories to fit without jumps (which brought negative responses in focus groups), and ends up with roughly half of the broadsheet's news coverage. Sports, which is already a special tab in the main paper, is just re-placed for the *Patriot* edition. The classifieds, which remain a broadsheet, are tucked inside.

Readers also liked color, Kirkpatrick said, so the compact has color throughout, with pages even color-coded by content.

With the paper's format in place, producing it was another challenge. The paper used to print four broadsheet editions every day. Now, three of those editions are collapsed into one, and the pressroom handles a statewide broadsheet edition — then *The Patriot*, then the final edition for Monday through Friday papers.

The focus groups said they liked the Sunday edition, so weekends have remained unchanged.

Two copy editors were hired to retool the broadsheet's coverage, while some other existing resources were shifted.



Logo altered for year-round use

The logo developed for Sunshine Week: Your Right to Know, has been modified for use year-round. The modified logo drops the Sunshine Week tag, replacing it with the tagline, Your Right to Know.

You can download horizontal and vertical formats of the logo in color or black and white at www.sunshineweek.org/sunshine/yourrighttoknowlogo.

Next year's Sunshine Week will be March 12-18. Information and resources will be posted regularly at sunshineweek.org.

Jim Fall retiring from Montana association

Jim Fall, a former Missouri newspaper publisher and now the executive director of the Montana Newspaper Association, plans to retire in mid-July.

Fall has been MNA's executive director since 1995. He was the publisher of the Albany Ledger 25 years ago and worked in Arkansas for a time before joining MNA.

"I've been around this business for more than 50 years, and we have just decided it is time to step back and try to smell the roses a little bit while we can still enjoy them," Fall said.

He and his wife, Jan, both have had health problems, but Fall said that is not the primary reason behind his decision to retire.

The MNA staff plans to hold a retirement reception for the Falls on July 15 at the Helena office.

Missouri Press is running a classified ad for MNA seeking applicants for Fall's position.



Paper goes distance for feedback

'Two Cent Editors Tour' visits towns in circulation area

The *Norfolk (Neb.) Daily News* (17,282 e-Saturday) wants readers to give it their two cents, and the paper's staff is willing to drive miles and spend their lunch hours to collect it.

The paper started its own "Two Cent Editors Tour" in August 2003 as a way to reach out to the dozens of small communities it serves in the paper's far-reaching, rural circulation area. The paper typically coordinates the visit with a local restaurant, and then sends representatives from each of the *Daily News*' departments to visit the restaurant during lunchtime and ask patrons there for comments, concerns, suggestions and questions.

The paper's reps pass out hats, t-shirts, coffee mugs and free two-week subscription cards to people at the meetings. About 75 to 100 people usually attend, says Sarah Pinkelman, marketing manager. Prior to the event, the paper advertises the meetings through house ads.

"It's really neat," Pinkelman says. "It's just a good way to talk to and meet people. We cover so many little towns throughout the area. This lets them know we do care. In addition, if they have a story idea, they can let us know. It's just a feel-good activity."

Members of the paper's staff approach people in the lunch crowd and sit at their tables, asking for comments or concerns about the paper. They also ask people about their favorite part of the paper. In addition to department reps, the paper invites its employees from that particular town to the meetings.

Pinkelman says many of the conversations involve questions about circulation. About 3,000 to 4,000 readers receive the *Daily News*, an afternoon paper, through mail subscriptions. The area is so rural that carriers can't reach all subscribers.

"We get circulation questions like 'my carrier missed a day' or 'why is my paper a day late?' because of our mailings," Pinkelman says. "We also get a lot of questions about sports coverage. Some complain that we cover one community too much. We talk to them about the reasons why we do things the way we do."

The meetings also trigger some good story ideas, she says. "If a community is all talk about sports or farming, we know we should push up that aspect of coverage," Pinkelman says. "We get more story ideas out of what they're not telling us, but what we read off them."

The paper used to hold one meeting a month, but it has cut back to doing the tours in the summer only because snowy winters and icy roads caused too many cancellations and interrupted the schedule. The paper tries to visit each town at least once a year, Pinkelman says.

Pinkelman also says that one meeting, in an area where readers were upset about the *Daily News* reprinting a controversial story from *USA Today* about a local resident's financial troubles, actually yielded retained subscribers.

"There were a lot of concerns and some people were angry with the *Daily News* because they said the story didn't bring good light on the community," Pinkelman says.

"The week after we received letters complaining about the story, we had the meeting there. It relieved them to know that we ran the article not to spite the town, but to let the community know what *USA Today* was writing. We walked away saving at least ten subscriptions from that single event."

Contact: Sarah Pinkelman, 402-371-1020, spinkelman@norfolkdailynews.com

—Presstime

"We walked away saving at least ten subscriptions from that single event."

HELP WANTED

ASSOCIATION EXECUTIVE: The Montana Newspaper Association, a non-profit organization representing 85 member newspapers and 22 associate members, seeks Executive Director to replace current manager who is retiring in July after 10 years with the association. The new executive director will work closely with a board of directors to direct operation of the 120-year-old MNA, its for-profit advertising sales subsidiary and the Montana Newspaper Foundation. Responsibilities include financial planning and operations, legislative work, marketing/advertising, seminars and conventions, contests, office and personnel management, publications. Successful candidate will have an understanding and appreciation of community newspapers, strong communication and interpersonal skills. Send letter of application, resume and salary history to Linda Fromm, Montana Newspaper Association, 825 Great Northern Blvd., Ste. 202, Helena, MT 59601. Deadline for applications is July 1, 2005. 6-7

REPORTER: The Citizen-Observer, a weekly in Cameron, Missouri, is seeking a full-time sports/general assignment writer with some layout and design background. Weekly duties will include coverage of local sports and the layout of the sports page/section during the school season and some general assignments and layout duties during the off-season. Competitive pay and good benefits. Contact editor Andrew Bottrell at 816-632-6543 or editor@citizen-observer.com. 6-3

NEWS EDITOR/DESIGNER: The Examiner, a daily newspaper in suburban Kansas City, seeks creative individual to join editing staff. Person will have daily page design and layout duties, with some section front and Page One duties. Will monitor the wire desk and also work with news staff on local stories and projects, including some copyediting and writing opportunities. Candidates must be skilled in QuarkXpress and familiar with Photoshop. Must have some design experience and a journalism or equivalent degree. Great opportunity to take a mid-level editing position with excellent growth potential. Competitive pay and good benefits with a paper known for its comprehensive community coverage. Send resume, letter and clips to Executive Editor Dale Brendel at dale.brendel@examiner.net, or mail to 410 S. Liberty, Independence, Mo. 64050. EOE. 5-27

ASSISTANT METRO EDITOR: The Springfield News-Leader, a Gannett newspaper, is seeking an Assistant Metro Editor. This position must be adept at working with editors, reporters, graphic artists, photographers and others to ensure quality of the total package. This position will lead and motivate staff to achieve high quality in news and enterprise reports. This position requires a college degree in journalism and at least 5 years newsroom experience, with some of that time in a management position. Must have proven strong writing and editing skills as well as excellent oral and written communication skills. Must have the ability to adapt to a varied workload and work under pressure. Clips must be submitted either electronically or via mail with resumes. Qualified candidates should apply in person or send resume to: The News-Leader, Human Resources, Assistant Metro Editor, 651 Boonville, Springfield, MO 65806, E-mail: nbass@news-leader.com, FAX: 417-836-1230, EOE - The News-Leader recognizes and appreciates the benefits of diversity in the workplace. People who share this belief or reflect a diverse background are encouraged to apply. 5-20

GRAPHIC ARTIST - NEWS: The Springfield News-Leader, a Gannett newspaper, is looking for a talented Graphic Artist to create compelling graphics,

illustrations and designs that will enhance the presentation of content and information in all sections of the newspaper. This position requires a college degree in journalism, newspaper design or commercial art. Previous newspaper experience is required, with a minimum of three years preferred. Must have high level understanding of newspaper graphics and design as well as experience on Macintosh computer illustration/design and traditional illustration experience is required. Knowledge of electronic photography systems is desirable. Must be able to work quickly, accurately and creatively under deadline pressure. Qualified candidates should apply in person or send resume to: The News-Leader, Human Resources, Graphic Artist - News, 651 Boonville, Springfield, MO 65806, E-mail: nbass@news-leader.com, FAX: 417-836-1230. EOE - The News-Leader recognizes and appreciates the benefits of diversity in the workplace. People who share this belief or reflect a diverse background are encouraged to apply. 5-20

REPORTER WANTED: General assignment reporter/photographer wanted in KC metro for Kansas' No. 1 large weekly newspaper. Own digital camera and Quark experience a plus. Tight writing required. Need self-starter; experience preferred, but top grads considered. Resume and clips to Jack Miles, The Sun, 7373 W. 107th St., Overland Park, KS, 66212. 5-17

GENERAL ASSIGNMENT reporter/photographer wanted for award-winning daily in foothills of the Ozarks. Growing circulation on 5,600 paper with great staff. Exceptional benefits through prestigious Harris Enterprises. Resume and clips to Ann Charles, Parsons Sun, PO Box 836, Parsons KS 67357 or acharles@parsonssun.com. 5-16

REPORTER: The Mexico Ledger is seeking a general assignment reporter. Entry-level position at an award-winning community newspaper. Photography a plus, but not required. We build our paginated pages on a Macintosh front-end system utilizing QuarkXPress. We want a reporter who can cover police beats, city council meetings, school board meetings, write features, etc. Bachelor's degree in journalism or closely-related field required. Some of our former staff members have gone on to careers with USA Today, the St. Louis Post-Dispatch and the White House press office. The Ledger is a six-day per week paper with a circulation of approximately 7,000. We are located in Audrain County, 30 minutes from Mark Twain Lake, 40 minutes from Columbia and about 130 miles from St. Louis. Please fax or mail resume and clips to above number or address, or e-mail to news@mexicoledger.com: attention Janeen Sims. 5-16

AD SALES: The Platte County Landmark, a growing weekly newspaper, has an immediate opening for an advertising sales representative. Established client list plus great potential for new accounts. Base pay, commission, mileage. Email Publisher Ivan Foley at ivan@plattecountylanmark.com, fax resume to 816-858-2313 or call 816-858-0363. 5-12

ADVERTISING ACCOUNT EXECUTIVE: Suburban Journals of Greater St. Louis LLC delivers over 1 million newspapers regionally, has 36 local editions and is the largest chain of free distribution community newspapers in North America. We have 11 offices in the Greater St. Louis-Metro Illinois area and over 400 employees. Sell over twenty different products into our 36 papers as well as into the St. Louis Post-Dispatch, the area's largest paid daily. We offer a comprehensive paid training program and management committed to your success as well as a competitive benefits package. For consideration, please forward your resume to: Attn: Human Resources, Suburban Journals of Greater St.

Louis LLC, 14522 South Outer Forty Rd. 3rd Floor, Town & Country, MO 63017. Fax or e-mail resumes to: (314) 966-5344 or jbuhrman@yourjournal.com. We are an Equal Opportunity Employer. 5-6

REPORTER: The Warrenton/Wentzville Journal is looking for a full-time general assignment reporter. The Warrenton Journal is a 13,000-circulation community newspaper that publishes once weekly. This position will require writing news and feature stories and coordinating and prioritizing coverage. Qualified applicants will be required to write feature articles using AP style and must be able to work some evenings and weekends. Knowledge of Microsoft Word, photography skills and a degree in Journalism or equivalent are required. This is a great opportunity to work for America's largest group of community newspapers. The Warrenton/Wentzville Journals, part of the Suburban Journals of Greater St. Louis, offer comprehensive benefits. For consideration, please forward resume and writing samples to: Attn: Managing Editor, Warrenton/Wentzville Journals, 220 East Main, Warrenton, MO 63383. Fax: (636) 456-3020; Email: gparsons@yourjournal.com. EOE 5-6

RIVER HILLS TRAVELER, a monthly outdoors and travel tabloid serving southern Missouri is looking for someone to manage the publication. See w ww. riverhilltraveler.com to get a feel for what we do. Job requires knowledge of all facets of publishing. Email btodd@riverhilltraveler.com with a brief description of yourself to start a dialog. 5-6

REPORTER: Christian County Headliner News is losing a good reporter to a New York book publisher. Community Publishers, Inc., offers competitive pay and great benefits. If you are energetic, have good writing skills, know the AP Stylebook, and have pagination experience, we would like to talk to you about your career dreams and how CPI may help them come true. Fax resume to 417-326-8701 or email it to janiet@cpimo.com. EOE. 5-4

SPORTS EDITOR: The Maryville Daily Forum, a five-day daily in northwest Missouri, has the perfect position for a weekly sports editor looking to move up or a sports reporter who wants to run his or her own department. Recent college graduates will also be considered. The sports editor would also lay out 1-4 sports pages each night. Must have a working knowledge of Quark XPress, Photoshop, AP style. Good salary and benefits. Send resume and work samples to Matt Kelsey, managing editor, Maryville Daily Forum, 111 E. Jenkins, Maryville, MO 64468, fax to (660) 562-2823 or e-mail newsroom@asde.net. The position will be open in mid-June. 5-4

JOB WANTED

CIRCULATION MANAGER: Experienced and dedicated worker with over 30 years of experience in all phases of free and paid newspaper distribution, subscription sales, bindery and mailing. Experience includes training and motivating office staff and independent contractors to achieve revenue goals while continuing to improve customer satisfaction. Ken Carpenter, Kansas City, MO. 816-436-4158 or email khcarpenters@yahoo.com 5-9

FOR SALE

TIRED of being an employee? Own your own newspaper. Historic southeast Iowa weekly. 1,500 subscribers. Low down payment, favorable terms. John E. van der Linden, PO Box 275, Spirit Lake, IA 51360. PH: 712-336-2805; FAX: 712-336-0611. 5-20

2005 MPA Annual Convention & Trade Show

September 22 - 24, 2005

The Lodge of Four Seasons, Lake Ozark

Tentative Agenda:

Thursday, September 22, 2005

8:00 - 10:00 a.m. - MPA/MPS Breakfast Board Meeting

10:00 - 11:00 a.m. - MPA Nominating Committee Meeting

12:00 noon - Golf Tournament

6:00 p.m. - Trade Show and Evening Meal/Entertainment/Happy Hour with Exhibitors

8:00 p.m. - Boat Cruise

Friday, September 23, 2005

8:30 a.m. - Breakfast with Speaker

9:30 a.m. - 11:00 a.m. - Morning Sessions

Jock Lauterer: Community Journalism - The Toughest Job You'll Ever Love

Peter Wagner: Advertising Sales

11:15 a.m. - Noon - MPA Business Meeting & Election of Officers & Directors

Noon - 1:00 p.m. - Luncheon with Speaker

1:30 - 3:00 p.m. - Trade Show Roundup

1:30 - 4:00 p.m. - **Peter Wagner:** Advertising Sales

1:30 - 3:00 p.m. - Newspaper In Education session

6:00 p.m. - Hall of Fame Reception

6:45 p.m. - Hall of Fame Dinner

Entertainment - The Courthouse Steps, a group of singing St. Louis attorneys

Saturday, September 24, 2005

8:00 a.m. - Dailies Breakfast

8:00 a.m. - Weeklies Breakfast with **Mike Buffington**, NNA president

9:00 a.m. - 11:30 a.m. - Concurrent Workshops/Sessions -- Three Tracks

Pre-Press Track

9:00 - 11:30 a.m. - **Russell Viers**, Photoshop, InDesign, Illustrator, etc.

Advertising Track

9:00 - 10:00 a.m. - **Marsha Lawrence**, Best Buy Print Media Specialist

10:15 - 11:30 a.m. - **John Spaar** leads Best Ad Idea Exchange

News-Editorial Track

9:00 - 10:00 a.m. - **Pete Rahn**, MO Dept. of Transportation Director

10:15 - 11:30 a.m. - Panel with Missouri Legislators

11:30 a.m. - Better Newspaper Contest Reception

12:15 p.m. - BNC Awards Luncheon