



CALENDAR

September

- 14-16** — 140th Annual MPA Convention & Trade Show, The Lodge of Four Seasons, Lake Ozark
21 — Bob Berting Telephone Seminar, 4-5 p.m.
23 — Mizzou v. Ohio University football game and tailgate party
27-28 — APME NEWSTrain in K.C.
28 — Bob Berting Telephone Seminar, 4-5 p.m.

October

- 5** — NIE Committee meeting, MPA, Columbia, 10:30 a.m.
5 — Bob Berting Telephone Seminar, 4-5 p.m.
11-13 — 120th NNA Convention & Trade Show, Oklahoma City, Renaissance Hotel
13 — Supreme Court Media Day, Jefferson City
19 — Bob Berting Telephone Seminar, 4-5 p.m.
26 — Bob Berting Telephone Seminar, 4-5 p.m.

January, 2007

- 18-19** — Northwest Missouri Press Association meeting, St. Joseph

February

- 15** — MPA/AP Day at the Capitol

March

- 21-23** — NNA Government Affairs Conference, Washington, D.C.

June

- 8** — Southeast Missouri Press Association, Higher Education Center, Perryville
22-23 — Show-Me Press Association, The Resort at Port Arrowhead, Lake Ozark

July

- 11-13** — Living Textbook Newspapers In Education Seminar, UMC

Missouri Press Association Bulletin

No. 1181 — 31 Aug. 2006

Could you do your job better?

Berting seminar registration deadline Sept. 8!

Missouri Press Foundation will sponsor five one-hour telephone seminars for publishers and general managers this fall. Well-known consultant and trainer Bob Berting will present the sessions 4-5 p.m. on Thursdays in September and October.

Cost for the entire series is \$145. Don't miss this opportunity to sharpen your skills as a newspaper executive without having to leave your desk. The registration deadline is next Friday, Sept. 8.

Bob Berting is a marketing specialist, author and sales trainer who offers unique ways to project your image and improve your business with consulting and customized training programs. The telephone seminar schedule and topics are:

- Sept. 21 — Recruiting, hiring, and interviewing new salespeople
- Sept. 28 — Training, motivating, and keeping salespeople

- Oct. 5 — How to build your publication's image in the marketplace
- Oct. 19 — Selling against media competition (also self promotion)
- Oct. 26 — How to develop dynamic yearly promotion schedules

Mail or fax the enclosed form to Missouri Press, 802 Locust St., Columbia, MO 65201. If you pay by check, make your check to Missouri Press Foundation. Call 573-449-4167 to pay by VISA or Mastercard.



Bob Berting

It's Convention time! Sign up!

The 140th Annual MPA Convention & Trade Show will be Sept. 14-16 at The Lodge of Four Seasons, Lake Ozark. If you have not yet registered, use the enclosed form and get yourself and your staff signed up to attend. The enclosed agenda will show you what you'll get for this wise investment of your time and money.

Cartoonist fills O'Neil slot on MPA agenda

94-year-old Buck O'Neil, the Friday, Sept. 15, luncheon speaker at the MPA convention, has canceled his appearance.

His assistant called last week to let MPA know that O'Neil will not be able to speak at the convention because of his health. He was hospitalized in early August due to exhaustion.

Stepping into the slot will be Glenn McCoy, a Universal Press Syndicate cartoonist and creator of the strip "The Duplex." Universal also syndicates McCoy's editorial cartoons.

O'Neil sends his deepest apologies and wishes he could be with us. His assistant said they did everything they could to keep his speaking engagements, but had to cancel all September events.

McCoy has created editorial cartoons for The New York Times, Newsweek and USA Today. The National Cartoonist Society twice has named him Magazine Cartoonist of the Year.

A native of Belleville, Ill., McCoy also has designed and written for animated films and has published a children's book.

Photo Hall of Fame induction Oct. 19

Induction of the second class into the Missouri Photojournalism Hall of Fame will be on the afternoon of Thursday, Oct. 19, at the Hall of Fame, 8 West Second St. in Washington, Mo. The six 2006 inductees are:

- Duane Dailey, agriculture photojournalist of the University of Missouri, Columbia;
- Keith F. Davis, Fine Art Programs director for Hallmark Cards, Inc., and curator

of photography for the Nelson-Atkins Museum of Art, both in Kansas City;

- The late Gerald R. Massie, Missouri's first official state photographer;
- Keith McMillin, award-winning photographer for 19 years with the Columbia Daily Tribune;
- The late James L. Miller, Sr., who pioneered the use of local photographs by a weekly newspaper;
- The late Joseph H. "Jack" Wally, chief photographer for the old Kansas City Journal-Post.



Get your auction item on list

Foundation fund-raiser has lodging get-aways

What will your newspaper contribute to the Missouri Press Foundation Silent Auction. The Silent Auction will be held in the Trade Show area during the Convention, Sept. 14-16, at the Lodge of Four Seasons, Lake Ozark. If you secure an item for the auction, let Missouri Press know so it can be included on the auction list and a bid sheet can be prepared.

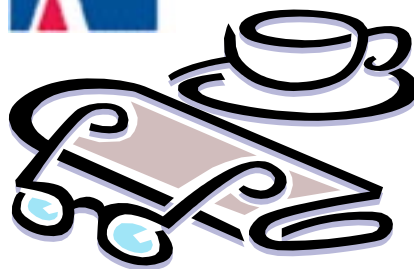
Here are some of the items entered for auction:

- Two-night, three-day stay in The Perch at Eureka Springs, Ark. (Pam Weaver of *The Pulse Legal Publication* in Kansas City)
- Two-night, three-day stay at a Lake of the Ozarks condominium (Jean Maneke, MPA's Legal Hotline counselor)
- One-night stay (Country Club Hotel and Spa at Lake Ozark)
- One-night stay at the Hilton Garden Inn in Kansas City and three postcard books (Michael Bushnell of *The Northeast News*, Kansas City)
- One-night stay and breakfast (Sheraton Westport in Kansas City)
- Four rounds of golf at Branson Creek Golf Club (Missouri Propane Gas Association)
- Four Linda Sabo Pottery serving pieces (*American Profile*)
- Michelob Ultra PGA Tour golf bag with enough bells and whistles to make Rodney Dangerfield proud (Anheuser Busch, *The St. Louis American*)
- "The Last One Out" commemorative poster from last regular season game at the old Busch Stadium (*St. Louis American*)
- Michelob Ultra Datrek links style golf bag (Anheuser Busch, *St. Louis American*)
- Framed print of Norman Rockwell's Country Editor (Missouri Press Service)
- Framed copies of Missouri Press Foundation Heritage Prints (Missouri Press)
- Framed "Tribute to America" 9-11 print (Doug and Tricia Crews)



NAA marketing seminar Sept. 7 in K.C.

The Newspaper Association of America will conduct a one-day, mini-marketing symposium in Kansas City on Thursday, Sept. 7, for newspaper members of NAA and Missouri Press Association. Solutions 2006 is a one-day, information-packed marketing symposium for publishers and advertising, promotion, circulation and new-media executives.



Smaller market newspapers are always looking for new marketing ideas, but they need to watch their budgets. NAA has designed an informative program that's inexpensive and nearby. "Solutions 2006" is guaranteed to help marketing efforts across all disciplines and improve your bottom line.

For Missouri Press Association members or NAA members, the cost is just \$90 for the first person with a 30% discount for each additional registration. The fee includes a continental breakfast and buffet lunch.

More information and registration forms can be found at www.naa.org/smarket and clicking the "Solutions Regional Symposiums" page, or contact Lindsey Leisher, NAA marketing coordinator, at lindsey.leisher@naa.org or 703-902-1883.



Missouri Press Association

Missouri Press Service

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Kevin Jones, *St. Louis American*

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Help MPS save some money

Using email would cut costs by thousands

This must be one of the top five rules of business: Eliminate unnecessary expenses. Missouri Press Service likes to share money-making and money-saving ideas and methods with its members. And just like you, it likes to avoid spending money it doesn't have to.

MPS is trying to eliminate an expense of several thousand dollars a year, but it needs help from some of its members —maybe you.

Here's the situation. Every week MPS mails to more than 100 newspapers

hard copies of the Statewide Classifieds and the 2x2 Network ads. That's more than \$100 a week just on First Class postage that should not be spent. The ads are mailed because the newspapers receiving them have not agreed to accept the ads by email, either as an oversight or for some other reason.

MPS deeply appreciates all of the newspapers that participate in the ad networks. Income from those net-

works helps keep dues among the lowest among press associations in the nation, and it helps fund countless Missouri Press activities. They are very important programs.

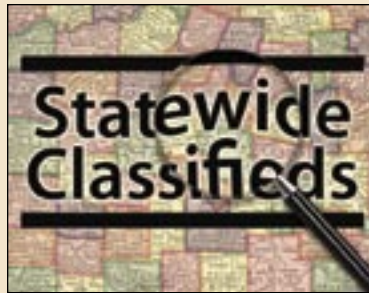
If your newspaper is participating in either or both of these programs — Statewide Classifieds and 2x2 Network — please allow MPS to email the ads to you.

Statewide Classifieds can be emailed to you as a Word document or a PDF in whatever column width you need. A link to the 2x2 Network ads will be sent to you, and you can download the ads quickly and easily.

Help eliminate unnecessary costs of postage, mailing labels, envelopes, paper, copier toner and maintenance. Paying those costs when it's not necessary is like tossing cash into the alley.

Send an email to Jennifer Plourde and Jeff Grimes telling them to email Statewide Classifieds and the 2x2 link to your newspaper: jplourde@socket.net and jgrimes@socket.net.

If you are not the person at your newspaper to make this decision, please pass this note to the person who can. Let's get this problem resolved. Thanks.



New York Times teams with Metro in classified deal

NEW YORK (AP) — The New York Times Co. has reached a deal with Metro International SA, a publisher of free daily newspapers, to distribute classified advertising through the New York edition of Metro's newspaper.

The companies will share revenues from the ads. The agreement covers classified ads in the help wanted, real estate, autos and general merchandise categories.

The New York Times has teamed up with Metro before, buying a 49 percent interest in its newspaper in Boston, where the *Times* also owns *The Boston Globe*.

Metro publishes free newspapers in 21 countries, reaching mainly younger readers. Its New York edition was launched two years ago.

Disciplinary action is being taken.



Book on interviewing, note taking offered

"Nuts, Bolts & Anecdotes: Journalists Discuss Interviewing & Note Taking in Their Own Words" is a comprehensive look at journalistic interviewing, with particular focus on note-taking techniques, best practices and tips from more than 70 journalists.

The book by Paul Chimera features interviewing and note-taking ideas — some highly unconventional and innovative — from reporters, editors, and columnists at many of the world's leading publications.

Chimera is a veteran journalist, marketing writer and adjunct media-writing professor in Buffalo, New York.

NUTS, BOLTS & ANECDOTES, \$19.95 (paperback, 168 pages) includes S&H for single copy. Payable to: Paul Chimera. Order direct: Paul Chimera, 419 Burroughs Drive, Suite 7, Amherst, New York 14226 USA, chimera1@verizon.net.

Sign up now for minority NAA fellowships

For more than 27 years the Newspaper Association of America has offered fellowships to people of color working at newspapers for industry training programs in editing, business, leadership, design and production. This year's fellowships include courses from the best media institutions in the country, including the NAA NEXPO fellowship and 10 NAA Marketing fellowships for the 2007 marketing conference in Las Vegas.

Fellowships cover tuition, lodging, airfare and most meals for each program. Applicants do not have to work at NAA member newspapers to qualify for a fellowship. While the objective of the program is to help more people of color enter or advance in newspaper management, the program also helps newspapers augment their training budget and acts as a great retention tool for their best and brightest.

NAA will offer fellowships for 27 programs conducted January to June 2007. Applications can be downloaded at naa.org/diversity/minorityfellowships, or request one by contacting Angela Winters at 703.902.1727 or winta@naa.org.

Applications must be mailed or faxed and are due Oct. 18.

County won't pay for countersuit

Legislators retaliated against cohort's Sunshine claim

The Jackson County Ethics Commission has agreed that eight legislators committed an ethical violation in their handling of a counter lawsuit against Legislator Bob Stringfield. The eight legislators should have paid for the counter lawsuit themselves.

In November, Stringfield sued his eight colleagues, alleging multiple violations of the Missouri Sunshine Law. In response, Legislator Dan Tarwater successfully pushed his colleagues to tell the county counselor to file a counterclaim against Stringfield for malicious prosecution. Tarwater and Stringfield later brawled following a legislative meeting.

The ethics commission said the county immediately should ensure that the private law firm hired by the county separates billing between defending Stringfield's lawsuit and the pursuit of the counterclaim. In addition, the ethics commission said the eight legislators must make arrangements to pay the outside attorney for that counterclaim. The commission came to the consensus after deliberating for 90 minutes Aug. 11 on the complaint.

The commissioners said it was appropriate for taxpayers to pay for the defense of Stringfield's lawsuit, but not for the counter lawsuit.

—*The Kansas City Star*

AG updates Sunshine Law booklet

Revision includes recent official opinions and court rulings

A new booklet published by Attorney General Jay Nixon contains the latest changes to Missouri's open meetings and records law — the Sunshine Law — and is available at no charge. Copies of the booklet can be ordered through the Attorney General's website at ago.mo.gov or by calling the Attorney General's office at 1-800-392-8222.

The revised booklet was needed because:

- The General Assembly passed a law in 2006 regarding access by crime victims to certain records.
- Nixon issued a formal opinion regarding task forces appointed by school district superintendents.
- Missouri appeals courts have issued several rulings that interpret the Sunshine Law.

In addition to containing the Sunshine Law in its entirety, the 80-page booklet provides a summary of the law; answers frequently asked questions; lists court decisions and Attorney General's opinions interpreting the Sunshine Law; and provides sample forms for government officials to use in posting meetings and for citizens or members of the media to request records.

The statutory change provides that a victim, or the parents or guardians of the victim, can obtain certain records in sex offense cases where the defendant pleaded guilty or was found guilty and received a suspended imposition of sentence to use those records in a separate judicial proceeding.

The Attorney General's opinion interpreted the law to say that a task force appointed by a school district superintendent for the purpose of making budget proposals to the superintendent is a public governmental body and therefore task force meetings are subject to the Sunshine Law.

Among the five recent court decisions cited, the decision in *State ex. rel. City of Springfield v. Brown* found that a defendant charged in criminal proceeding who alleged excessive force against police officers has a right to access officers' statements about the incident under a discovery request.

October dates for promotions

Here are some October observances you can use to create advertising promotions or feature stories.

- 1 — World Vegetarian Day
- 1 — Yom Kippur begins at Sundown
- 2 — Yom Kippur
- 2 — Child Health Day
- 2 — World Farm Animals Day
- 2-8 — Financial Planning Week
- 7 — Newspaper Carrier Day
- 8-14 — Fire Prevention Week
- 9 — Columbus Day
- 9-13 — School Lunch Week
- 13 — World Egg Day
- 15-21 — Food Bank Week
- 15-21 — School Bus Safety Week
- 16 — Dictionary Day
- 16 — National Boss Day
- 16 — World Food Day
- 16-20 — Business Women's Week
- 22 — Mother-in-Law Day
- 25-31 — International Magic Week
- 28 — Make a Difference Day
- 29 — Daylight Saving Time Ends
- 31 — Halloween

Email local Sunshine Law violations to Jean Maneke

If something happens in your community that appears to be a violation of the Sunshine Law, send details to Jean Maneke, MPA's legal hot-line counselor. Maneke has started collecting anecdotes to document the ubiquitous abuses of the Sunshine Law.

"We need a compendium of some of the sunshine law issues I see on a regular basis — a data pool of violations that occur regularly that are patently obvious to anyone who bothers to read the law. Perhaps the next time we are attempting to educate our legislators about the blatant violations that occur regularly, this would be helpful.

"So I have started a blog: www.mosunshine.blogspot.com.

"All of you are my 'reporters' — you provide me the resources to do this. I won't be naming names or giving credit. I'll just record. Not every violation, just the ones that make you say 'duh' and slap your head. I don't expect to have much trouble finding material."

Email your material to jmaneke@manekelaw.com.



NIE has plenty to offer

Newspapers are weapons of mass instruction

The new school year is under way and so are opportunities from Missouri Press for you to publish educational features for young readers. The MPA NIE Calendar, outlining the full year, is available online at mopress.com by linking to the main NIE page, but below are a few things available for you in September:

- **A new teacher guide**, "By the Numbers: Mathematical Connections in Newspapers for Middle-Grade Students," was provided by the NAA Foundation and can be downloaded at mopress.com. The version we have posted includes correlations to Missouri's learning standards, provided through the Missouri Press Foundation. Give this to your secondary math teachers.

- **"Using the Newspaper to Meet Grade Level Expectations in Math"** is a 13-part series that provides K-12 teachers with newspaper activities meeting their learning standards in math. This can be used in paper or as a handout that you

may give to your teachers or post on your own website.

- **Constitution Day is Sept. 17** and this year schools will be commemorating on Sept. 18. A new full-page feature is available emphasizing the importance of our nation's founding document and helping young readers understand the relevance. Past features are available under the "Newspaper Features" link on our site in half

*Stop by
Dawn
Kitchell's
exhibit at
the Trade
Show to see
all of the
available
NIE mate-
rial.*



and quarter-page sizes. All of these features, as well as the Vote Missouri series mentioned below, have been created in partnership with The Missouri Bar.

- **Vote Missouri!** Four new features in our Vote Missouri series focus on the elected offices of state auditor, representative, senator and county commissioner. Use these features to educate young — and older — about the importance of these jobs and the requirements to fill them.

- **"The Big Ditch"** is the newest historical fiction serialized story from Missouri Press Foundation teaching young readers about the building of the Panama Canal. The story, available in color and black and white, commemorates the November 1906 visit of President Roosevelt to check on the construction project. This was the first international visit by a sitting president. "The Big Ditch" is eight chapters.

- **The title of our 2007 Reading Across Missouri** serialized story will be "A Familiar Face." The story is based on President Harry Truman and will be very popular with teachers. Thanks to Kay Hively, this year's story will be available FREE. MPF will provide a teacher guide at no cost to participating newspapers. Plan to publish this story in January. Information on the story will be available at the MPA Convention.

How do we drive audience to advertising?

News‘paper’ should design products that its many target audiences want

Common Sense Journalism By Doug Fisher

I always think of the good metaphor after I give the talk, and so I was driving home after speaking to a press association seminar and pondering one of the questions when, of course, the idea came to me.

The question: “How can I use the Web to drive people to the paper?”

“You probably can’t,” I replied. *Washington Post* focus groups of the types of readers we’d all kill for – young, urban professional, lots of disposable income – made clear they want the news, but not the “paper,” even if it’s given away. If you define your journalism by the physical product, you’ve got problems.

That’s difficult for many of us, because we love “the newspaper,” but we really have been using it as a metaphor for the larger meaning of a well-staffed, multifaceted news operation.

So as I was pondering the question, it occurred to me the problem is that newspapers still too often define their business by their production line. They set up the presses and then tweak the product to conform. Sure, we’ve redesigned, narrowed the web, introduced color. But it’s all inside the restrictive framework of our press configuration.

Ford, or Procter & Gamble – or even the companies that make the presses – do it differently. They design with features their customers want. They monitor what their customers tell them.

Then they redesign the production line to make it.

The Internet is the new metaphor for that flexible journalism production line. No longer as journalists – editors especially, but reporters, too – can we just tweak inside a rigid configuration. We must continually respond to what our users tell and show us. In our *Hartsville Today* citizen journalism project, for instance, we didn’t have a place for NASCAR stories. We had high school, college and recreational sports, but nothing for the pros because we really hadn’t thought of it. User behavior set us straight on that, and we need to correct it.

Newsrooms have entered an era where the Web producer and the IT person have become as important to your journalism as the press foremen, where editors and reporters need to know how to use RSS feeds, tags and similar monitoring devices.

And the question needs to change from how do we drive people to the paper to “How do I drive people to my advertising?” in whatever form.

That doesn’t necessarily mean we need to put fins on the Cadillac. But adding a Chevy might bring the volume that keeps us viable. And even the Cadillac production line gets remade from time to time.

It means thinking broadly and flexibly about how the solid journalism we already do attracts an audience that is more aggregate than homogeneous. So how can we realize more value from those differences?

For instance, most local publications see little value in out-of-town Internet visitors. That’s a “run of press” view that misses an opportunity to monetize such traffic. Think flexibly, and you realize obits are potentially of great value to out-of-town visitors. If Aunt Mabel dies, all the relatives and friends from far-flung places will likely check in.

But how many sites either put their obits behind a subscription wall or fling the door open. Why not put in a low barrier that’s easy to surmount: A short, tasteful ad (video if possible,

but not necessarily) for a florist, for instance, to get access, and then the ad becomes an “order flowers” button up top as the person reads the obit. If you are concerned about losing paid obit revenue, then provide the “notice” form this way and leave the longer obit to a higher-priced tier.

You help the florist reach an audience it can’t reach easily otherwise and expand its ad base as a result. You both benefit.

As I looked at newspaper Web sites to prepare for my talk, I was struck with how rigid many are. One, for instance, wanted to sell me photo reprints. But I had to be a subscriber to even look at the photos available. So if I’m from out of town – or even from across

town – and not a subscriber, but I really want the photo of my sister’s kid playing Little League? You get the idea. The Internet is a social medium. People increasingly get their news by referrals, so make sure there is a way to e-mail at least a link to a story. Only about half of the almost two dozen smaller sites I looked at had that.

A comment area for each story is nice, but there are understandable legal uncertainties. But if you have a list of agency and school links on your site, as many sites did, and an agency name comes up in a story, at least link back to your list of links. Too many sites still tend to compartmentalize everything. That’s the old metaphor.

The *Hartsville Today* first-year report, a “cookbook” of the promises and problems in setting up a small-town citizen-journalism site in conjunction with the *Hartsville Messenger*, is now available at <http://dfisher.url123.com/hvtd>. It is a 1 Mb PDF download.

(Doug Fisher, a former AP news editor, teaches journalism at the University of South Carolina and can be reached at dfisher@sc.edu or 803-777-3315. Past issues of Common Sense Journalism can be found at <http://www.jour.sc.edu/news/csj/index.html>.)



HELP WANTED

PRODUCTION ARTIST: GRAPHIC DESIGN:

Community Publishers, Inc. Neighbor Newspapers needs a production artist experienced in Photoshop, Quark, Acrobat and MultiAd Creator. Hours are flexible, but do include some nights and weekends. If you have Mac OSX experience, are organized and work well with others, we would like to hear from you. Good pay and benefits, including paid-time off, group health and dental insurance, 401K plan with match and profit sharing. To apply e-mail resume to: pgaskins@neighbor-newspapers.com, or fax to: 918-622-4996, or mail to: Graphic Design Position, Human Resources, 8545 E. 41st Street. Tulsa, OK 74145. EOE 8/10

NEWS EDITOR: If you have that desire, along with the skills necessary to work in the editorial department of a community newspaper organization, we would like to talk with you. Neighbor Newspapers has an opening at the Mannford Eagle for News Editor. This full-time position offers good pay and benefits, including paid-time off, group health and dental insurance, 401K plan with match and profit sharing. To apply e-mail resume to: pgaskins@neighbor-newspapers.com, or fax to: 918-622-4996, or mail to: News Editor Position, Human Resources, 8545 E. 41st Street. Tulsa, OK 74145 EOE 8/10

ADVERTISING SALES REPRESENTATIVES: CPI Neighbor Newspapers is taking application for advertising sales representatives. If you are a self-starter with a good sales record and time management skills and want a good income, apply today. Full-time permanent position with outstanding benefits with a growing group of quality community newspapers. EOE. Email resume to pgaskins@neighbor-newspapers.com, fax resume to 918-622-4996 or mail to Advertising Sales Representatives, 8545 E. 41st St., Tulsa, OK 74145. EOE 8/3

ASSISTANT SPORTS EDITOR: The Neighbor Newspaper Group is seeking a full-time Assistant Sports Editor based out of the Broken Arrow office. If you have the desire, along with the skills necessary to work in the news department of a growing community newspaper organization, we would like to talk with you. This full-time position offers good pay and benefits, including paid-time off, group health and dental insurance, 401K plan with match and profit sharing. To apply e-mail resume to: pgaskins@neighbor-newspapers.com, or fax to: 918-622-4996, or mail to: Assist. Sports Editor, 8545 E. 41st Street. Tulsa, OK 74145. EOE 8/3

WEB OFFSET PRESSMAN: Community Publishers, Inc. Neighbor Newspapers has an opening for a pressman. Requires experience, preferably on a Goss Community. Set-up and operation of press, and maintenance of all press and support equipment. Must be self starter and driven to provide quality under deadline pressure. CPI Neighbor Newspapers is an Equal Opportunity Employer, who offers earned paid time off, health, dental, life insurance, 401K and profit sharing. Apply in person at our office Monday – Friday, 8:00am – 5:00pm. Neighbor Newspapers, 8545 E. 41st St., Tulsa, or e-mail your resume to: pgaskins@neighbor-newspapers.com No phone calls, please. EOE 8/3

SPORTS EDITOR: Warrensburg Daily Star-Journal, Warrensburg, Mo, has an excellent opportunity in a university community to cover winning university and high school teams in a

sports friendly town. We cover seven very fine high schools in Johnson County, Central Missouri State University as well as professional sports teams in Kansas City, 50 miles away. The Daily Star-Journal's focus is on local coverage and is the only daily newspaper in Johnson County, Missouri. Job available immediately. Send resume, clips and sample photographs in care of Nan Cocke, News Editor; The Daily Star Journal, Box 68, Warrensburg, MO 64093. 8/2

INNOVATIVE BUSINESS JOURNALIST: Joplin Tri-State Business, an expanding biweekly business newspaper in Joplin, Mo., and the sister publication of the Springfield Business Journal in Springfield, Mo., is seeking a full-time reporter for its Joplin newsroom. We are Looking for a communicator with excellent reporting, writing, photography and proofreading skills. Knowledge of the region, the business community and the area economy is a major plus. The reporter will be responsible for gathering public records, writing business news, features and in-depth reports. The reporter will also contribute breaking news to sbj.net, the Alliance of Area Business Publication's best Web site for 2006. Send a cover letter, resume and clips to Jeff Wells, Joplin Tri-State Business, 407 Pennsylvania Ave., Suite 204, Joplin, Mo. 64804, or to jwells@joplintsb.com. The deadline to apply is Aug. 18, 2006. 7/31

SALES REP: The Landmark Newspaper of Platte County has an immediate opening for an advertising sales rep in a booming marketplace. Full time position featuring base pay, commission and mileage. Ideal candidate will be a team player, self-motivated and organized. Existing accounts plus great potential to develop new customers. Call Ivan Foley at 816-858-2313 or email ivan@plattecountylandmark.com. 7/31

PHOTOJOURNALIST: Missouri's capital city daily newspaper seeks motivated, trained photojournalist to illustrate and write stories. Send cover letter, resume and samples to Richard F. McGonegal, Managing Editor, News Tribune Co., 210 Monroe St., Jefferson City, MO, 65101. 7/24

EDITOR: The Red Oak Express in Red Oak Iowa seeks an energetic editor to lead our news staff. We are looking for a well rounded person who is competent in all areas including, news coverage, photography, editorial writing, and layout/design. We use Quark and Photoshop in our newsroom. Red Oak is located just 55 miles southeast of the Omaha/Council Bluffs metro area. Red Oak is an industry and farming economy with just over 6,000 residents. The Express is the county seat newspaper for Montgomery County, and covers the city, county and five school districts. The Express offers competitive salary, health insurance, and 401K program and other benefits in our package. Pre-employment drug screening is required. Please send cover letter, resume and samples to Todd Newton, P.O. Box 191, Glenwood, IA 51534 or e-mail to tnewton@opinion-tribune.com. 7/14

EDITOR: The Waynesville Daily Guide has an immediate opening for the position of News Editor. Located near Fort Leonard Wood, we're one of the fastest growing areas in the state of Missouri. Journalism degree or equivalent experience preferred. The candidate we're looking for will have solid editorial judgment with strong leadership abilities. A personal and professional commitment to the community is a must. Must be skilled in Quark Express and Photoshop. The position offers competitive compensation and a benefit package that includes health/dental

plan, vacation, sick days, etc. Show us what you can do. E-Mail me at jgoodridgepub@earthlink.net, fax us (573-336-4640), call me at 573-336-3711, or send your resume and samples to Joel Goodridge, Daily Guide, PO Box 578, Waynesville Mo., 65583. 7/11

SALES REPRESENTATIVE: G.L. Publications is seeking a qualified sales representative for our growing publishing company. Candidate will have the entire Lake of the Ozarks area as a client base for their sales. We have 10 publications per year, including The Reporter, a weekly newspaper that is in its 14th year. Candidate must have sales experience, newspaper preferred but will consider others. We pay a base salary plus 10% commission. No limit to the amount of money you can make. Email resume to: thereporter@socket.net or mail or fax to: The Reporter, P.O. Box 3418, Camdenton, Mo 65020, Fax: 573-346-6242, Attention: Linda. 7/11

SPECIALTY PUBLICATIONS MANAGER: A great opportunity for a driven managerial candidate to coordinate two successful, award-winning monthly magazines, one focused on local sports and the other on entertainment and dining, for suburban Kansas City newspaper. Person will lead and organize sales efforts, and direct editorial content for these two publications in association with staff of daily newspaper. Must be organized, motivated and customer-service oriented. Successful candidate will have proven effectiveness in advertising sales, and a demonstrated ability in editorial. Salary with bonus structure. Good benefits. EOE. To apply, send resume and letter to Dale Brendel, General Manager, The Examiner, at dale.brendel@examiner.net, or to 410 S. Liberty, Independence, Mo., 64050. 7/6

FOR SALE

OLD PRINT EQUIPMENT: The Missourian News in Portageville has some old print shop equipment to get rid of: 1- nu-arc vertical camera – Vic VV – 1418; 1- Hammond Easy Kaster for lead melting; 1- Chandler Price Commercial Hand-fed press – 8 1/2x14; 1- Chandler Price Commercial Hand-Fed press – 12 1/2x21; 1- Martin Yale, Seventeen Mark VI table top folder, Model No. 9520; 1 - Monitor No. 1, 20th Century Saddle Stitcher/Stapler, Last Patented Jan. 15, 1901 by Latham Machinery, Chicago; 1 - F.P. Rosebacl Hole Punch – Patented Aug. 7, 1888; 1- The Challenge Machinery Co./ Advance Paper Knife, No. B10489; 1- Challenge Paper Drill Style: JF Model No. 19422; 2- Type Cases filled with type (app. 36 drawers). If interested contact Scott Seal, Missourian News, 573.379-5355; sseal@semissourian.com. 8-31

TWO WEEKLIES in northeast Missouri, one a county seat. Grossing \$266,000; includes newspaper press and two good building. John E. van der Linden, broker, P.O. Box 275, Spirit Lake, IA 51360. PH: 712-336-2805, 8/18.

STOP SITTING on your newspaper's historical archives: SmallTownPapers works with small community newspapers from across the country to scan current and archived newspapers at no cost to the publisher and to provide online access to keyword-searchable newspaper pages that appear exactly as printed. SmallTownPapers offers safe, intact scanning of bound volume archives, protection of publisher content from public domain, revenue sharing, and other products and services. Visit www.smalltownpapers.com for more information. (8-31/2-06)

140th Annual Missouri Press Association Convention & Trade Show

Thursday-Saturday, Sept. 14-16
The Lodge of Four Seasons,
Lake Ozark



**Call The Lodge of Four
Seasons at 888-265-5500.
(The MPA Convention rate
may no longer be available.)**

Thursday, September 14, 2006

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

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

Noon - Golf Outing at Witch's Cove Golf Course

6:00 p.m. - Barbecue Dinner (lakeside on the wharf) and Entertainment by Swing Crew

Friday, September 15, 2006

7:45 a.m. - Breakfast / Speaker: Ron Powers, author (new Mark Twain book), Hannibal native

9:15 a.m. - State Auditor candidates forum and U.S. Senate candidates forum

11:30 a.m. MPA Business Meeting, Election of Officers

Noon - Presentation to Missouri State Highway Patrol in observance of the Patrol's

75th Anniversary. The Patrol's new Superintendent, Col. James Keathley, will attend.

Speaker: Syndicated cartoonist Glenn McCoy, creator of The Duplex

1:30 p.m. - Panel on Economic Development in Missouri: President Elson S. Floyd, University of Missouri; Dr. John Gardner, University of Missouri Vice President for Research and Development; Greg Steinhoff, Director, Missouri Department of Economic Development

2:30 p.m. - 4:30 p.m. - MPA Trade Show

3:00 p.m. - Missouri Society of Newspaper Editors
Board of Directors meeting

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



Saturday, September 16, 2006

8:00 a.m. - Weeklies & Dailies Breakfasts

9:00 a.m. - Noon - Trade Show (11:00 a.m. - Noon Trade Show Roundup)

9:00 a.m. - 11:00 a.m. -

- Tom Eblen - Editorial Pages for Fun and Profit
- Tonda Rush - From Capitol Hill to Main Street: Legislative Challenges Facing Newspapers
- Making Money on the Web - Gary Sosniecki, *Vandalia Leader*; Brad Gentry, *Houston Herald*; Donald Dodd, *Salem News*; and Naomi Burns, Lebanon Publishing Co.

11:00 a.m. - Better Newspaper Contest Reception in Trade Show

12 Noon - Better Newspaper Contest Awards Luncheon



Registration Form - 140th Annual
MPA Convention and Trade Show
 September 14-16, 2006
 The Lodge of Four Seasons, Lake Ozark, MO



2006

Come enjoy a
 stay at The
 Lodge before
 your hectic fall
 season hits
 full speed.

Newspaper or Company _____

Address _____

City, State, Zip _____

Phone _____

E-Mail Address _____

USE THIS FORM TO REGISTER

Write names of everyone who will attend from your organization and the events/sessions they will attend. Each MPA Active, Associate, Friend of Missouri Press, Retired or Non-Member pays 1 REGISTRATION FEE as shown on the registration form below.

Pay your registration fees with
 { } MasterCard or { } VISA

Your Signature: _____

Card Number: _____

Expiration Date: _____

Names - as you want them to appear on name badges	Active Member Newspaper \$150	Associate, Friend of MP Member \$175	Retired Member \$50	Non-Member \$225	Spouse N/C	Thursday Lunch/Golf Outing \$70	Thursday On the Wharf BBQ/Music \$30	Friday Breakfast \$25	Friday Luncheon \$25	Friday Hall of Fame Banquet \$50	Saturday Daily or Weekly Breakfast \$20	Saturday Awards Luncheon \$25	Total Per Person \$
CONVENTION CANCELLATIONS Cancellations postmarked by Thursday, August 31, 2006, WILL be entitled to a refund. A \$75 fee will be assessed for each cancelled registration. Cancellations may be faxed to 573-874-5894 or mailed to Missouri Press Association, 802 Locust Street, Columbia, MO 65201. Cancellations not postmarked by August 31, 2006 are NOT entitled to a refund!													

Please Return This Form Along With Check or Credit Card Information To:
 Missouri Press Association, 802 Locust Street, Columbia, MO 65201
 Phone 573-449-4167 Fax 573-874-5894 email: kwilliams@socket.net

Deduct \$50 from Grand Total Due if registration is received by MPA or postmarked by Aug. 15th!

Grand Total Due: \$ _____

We're there – where you are – with regional symposiums



“SOLUTIONS 2006” NAA's Smaller-Market Newspaper Regional Marketing Symposium

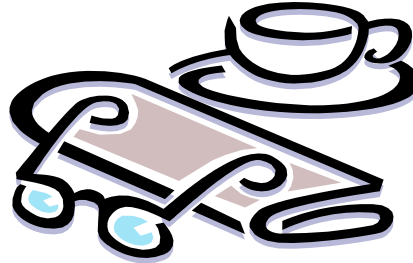
Date and Location

September 7, 2006

Marriott Kansas City Airport

Kansas City

816-464-2200



“Solutions 2006” is a one-day, information-packed marketing symposium for publishers, advertising, promotion, circulation, and new-media executives like you. We know you're always looking for new marketing ideas-but also need to watch your budget. So NAA has designed an informative program that's inexpensive to attend and near your hometown. “Solutions 2006” is guaranteed to help your marketing efforts across all disciplines and improve your “bottom line”. Plus you will get scores of NAA research material and products, including the latest “Solutions - Big Ideas for Smaller-Market Newspapers” book, with over 200 pages of success stories.

Symposium Topics:

***Advertising**

***State of the Business Report**

***Readership**

***Recruitment/Retention**

***Circulation**

***Multi-media Marketing**

***Big Ideas for Smaller-Market Newspapers Idea Exchange**

BONUS!

FREE limited* SMN Federation membership for NAA members through 2006!

There has never been a better time to attend an SMN Symposium! If you are an NAA member and do not currently belong to our Smaller-Market Newspaper Federation then this is your chance to see some of the exciting benefits you are missing. Your free membership will include a subscription to our monthly e-newsletter, access to the e-forum message board, and much more! For more information on the SMN Federation please visit www.naa.org/smarket.

SIGN UP TODAY!

NAA Federation member

NAA member

Missouri Press Association member (Non-NAA member)

Nonmember

\$60

\$90

\$90

\$360



30% Discount on Each Additional Registration!

* Free limited SMN Federation membership is only available to current NAA members registering for this event who are not active SMN Federation members. Membership will begin the day following the conference and will continue until Dec. 31, 2006. Membership is limited and does not include all of the SMN Federation membership benefits for full paid members.

NAA's Solutions 2006 Smaller-Market Newspaper Symposium – Kansas City – Sept. 7

To register, return this form by mail or fax. A registration confirmation will be sent two weeks prior to the event date.

Name: _____ Title: _____

Additional Names: (if necessary attach additional names on a separate sheet with this registration form)

_____ Title: _____

_____ Title: _____

_____ Title: _____

Newspaper/Company: _____

Mailing Address: _____

City/State: _____ ZIP Code: _____

Phone: _____ Fax: _____

E-mail: _____

	First Registration	Additional Registrations (with 30% discount applied)	Total
NAA Federation Member	\$60 x _____ = \$60	\$42 x _____ = _____	\$ _____
NAA Member	\$90 x _____ = \$90	\$63 x _____ = _____	\$ _____
State Press Association Member (Non-NAA Member)	\$90 x _____ = \$90	\$63 x _____ = _____	\$ _____
Non-NAA Member/ Non-State Press Association Member	\$360 x _____ = \$360	\$252 x _____ = _____	\$ _____

Total Registration Amount \$ _____

Payment

Check # _____ in the amount of \$ _____ is enclosed.

(Make check payable, in U.S. funds only to, Newspaper Association of America)

I authorize NAA to charge \$ _____ to my: AMEX MasterCard VISA

Card # _____ Exp. Date _____/____

Security Code _____

Print Name _____ Signature _____
(As is appears on card) *(Required for all credit card charges)*

Return this form by mail, with payment, to:

NAA Accounts Receivable., 1921 Gallows Road, Suite 600, Vienna, VA 22182
Or fax this form and credit card payment to (703) 902-1631

Hotel Accommodations: If you require hotel accommodations, feel free to contact the host hotel. NAA room blocks will not be held for this symposium, so all reservations and room requests must be made on your own with the hotel: Marriott Kansas City Airport, 816-464-2200.

Cancellation Policy: All refund requests must be received in writing 10 days prior to Symposium date. Refunds will not be issued for ☐ conference and a \$35.00 processing fee will be deducted. Send requests to NAA Accounts Receivable, 1921 Gallows Road, Suite 600, Vienna, VA 22182, or fax to (703) 902-1631.



Postal advertising regulations explained

Read this sheet, then file it in your Postal or Mailing folder

This Postal Tips column is from Pub Aux, the monthly newsletter of the National Newspaper Association.

Periodical Postage Advertising Standards, Measurement

Advertising measurement of newspapers is required to compute higher, zoned pound rates on ad matter by distance outside the county, and allows lower, unzoned rates for all editorial matter.

Rules concerning ad measurement are shared below, with citations from the Postal Domestic Mail Manual (DMM) and Customer Support Rulings.

ADVERTISING STANDARDS (DMM E211.11)

Advertising includes “all material for the publication of which a valuable consideration is paid, accepted, or promised, that calls attention to something to get people to buy it, sell it, seek it, or support it. Reading matter or other material for the publication of which an advertising rate is charged” is also advertising. News stories run in return for an ad in the same issue must be counted as advertising.

“House” ads for newspaper subscriptions, advertising, web sites, or businesses owned by the newspaper are also considered paid advertising, whether in display advertising or reading matter.

Public-service announcements for which “no valuable consideration is received by the publisher...which promote programs, activities or services of federal, state or local governments or of nonprofit organizations, or matters generally regarded as in the public interest, are NOT treated as advertising.”

MEASUREMENT OF ADVERTISING (DMM

P200.2.3)

The total advertising and nonadvertising portions may be expressed in column inches, square inches, pages, or by any other recognized unit of measure, so long as the same unit is used for both portions. (Newspapers cannot be forced to use a certain method.)

Most newspapers use column-inch measurement. One must compute the total units of space in the entire publication as well as the total units of advertising. For instance, a 20-page paper might contain 2580 total inches of space (six columns X 21.5 inches X 20 pages=2580 inches). If the advertising units measured 1565 inches, 1565 divided by 2580 equals 60.66 percent.

Round advertising percentage to two decimal places. Round up numbers 5 and up, round down 4 and below. A copy with all advertising marked is to be attached to each Postage Statement 3541. Slash marks through the advertising with a colored marker are adequate. Also, to determine the weight per copy, weigh 10 copies and divide by 10. The weight is expressed in decimal pounds rounded off to four decimal places. (DMM PO13.7)

Free classified ads are not counted

Here are some notes about classified advertising from Max Heath, the National Newspaper Association’s postal expert.

- Classifieds’ heading and banners are counted as advertising.
- Free classifieds, those placed by the publisher with no remuneration to the publisher are not counted as advertising for postal purposes. Those ads may be included in the nonadvertising content.

What about white space?

When using column or square inches, the marginal space should be disregarded. It will take its proportionate share in the percentage of advertising and nonadvertising matter arrived at for the whole issue. CSR PS-12 also states “the border of a page, space between columns, and space between advertisements are neither advertising matter nor matter other than advertising.”

PS-12 also rules that “In determining the advertising and nonadvertising percentages, one full page of advertising material must equal the same measurement as one full page of news content.” In other words, if one page of all news counts as 129 inches, one page of all advertising will count

as 129 inches, even if there are a variety of ad sizes on the page. This is true “regardless of the amount of blank spaces between each advertisement on a page....”

What about page headings?

Headers that accompany ad matter are advertising. Likewise, headers accompanying news matter are nonadvertising (CSR PS-143). An advertising index is considered advertising (CSR PS-251).

How do we measure pages with varying columns?

Some papers convert 8-col classified pages to 6-col pages (172 inches to 129 inches) for consistency in measurement. You could follow this practice for tab sections with 4 or 5 columns per page vs. broadsheet pages with 6 columns per page.

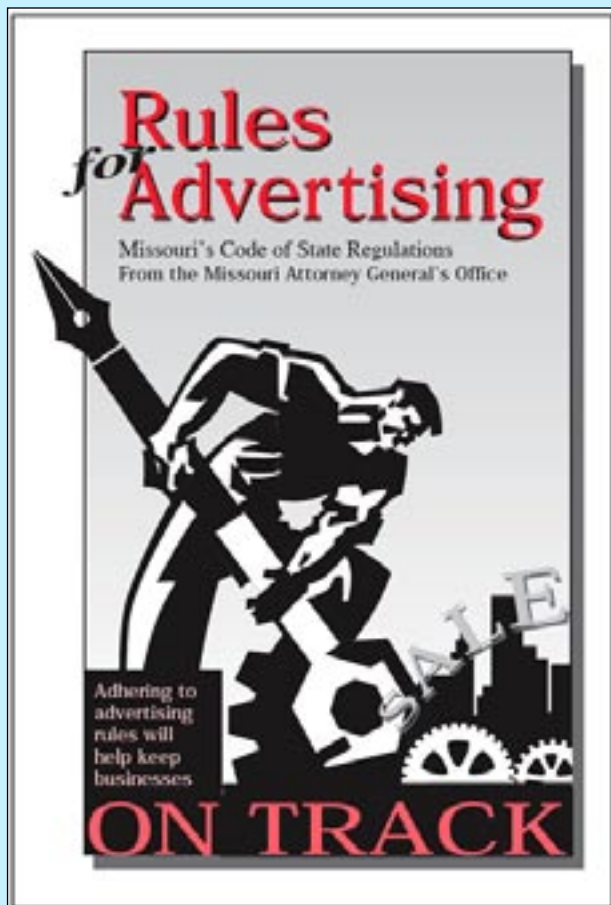
It is also acceptable to measure inches on tabloid pages as the number of inches times the height (5 col. by 12 inches = 70 inches, rather than half of 129 inches, or 64.5). This measure slightly overstates the ad percentage, however.

How about advertising supplements of various widths?

With the broadsheet or tabloid newspaper open to the two pages that show standard columns, open the supplement with its spine nested inside the broadsheet centerfold. Match the printed width of the ad supplement to the closest number of columns (typically 4 or 5) that it approximates. For example, an 8-page tab whose ad matter measured closest to four columns wide, with 10 vertical inches, would contain 40 inches per page. That would be 320 inches added to the total column inches in the newspaper, then 320 inches added to the advertising matter.

What is the maximum amount of advertising in an issue?

Regular paid newspapers cannot exceed 75% advertising in more than half their issues. A weekly could have 26 issues over 75%, but after that nonadvertising matter must be added to any issues that would exceed 75%. (DMM E212.1.3)



Advertising booklet can help you help your clients

The free booklet “Rules for Advertising: Missouri’s Code of State Regulations From the Missouri Attorney General’s Office” is a compilation of statutes regarding advertising. It can be downloaded as a PDF from the website below. Simply click on the link or copy it and paste it into your browser.

<http://ftp.mopress.com/Files/advertisingrules.pdf>

The 17-page booklet from the AG’s Office explains the rules governing advertising by retailers and other merchants. Familiarize yourself with the rules so you can help your advertisers comply with state statutes.

If you are not able to download the rules, email MPA and the PDF will be sent to you.

You can also order copies of the booklet from the AG’s office: (800) 392-8222.