McClatchy's Gary Pruitt is betting that his once-sleepy West Coast chain can compete with the big players—and maintain both value and values.
GANNETT EXECUTIVES RECOGNIZED FOR OUTSTANDING CONTRIBUTIONS TO THE NEWSPAPER INDUSTRY
That's the story of three Gannett executives presented distinguished honors by the Newspaper Association of America.

- **THE LIFETIME ACHIEVEMENT AWARD** from NAA's Circulation Federation went to Rob Althaus, vice president/circulation in Gannett's Newspaper Division. The award recognizes distinguished service to the circulation profession and newspaper industry.

- **THE DISTINGUISHED ACHIEVEMENT AWARD** from NAA's Market Development & Promotion Federation went to Susie Ellwood, vice president/market development for Detroit Newspapers. The award honors outstanding contributions to market development.

- **THE MCGOVERN AWARD** for outstanding contributions to newspaper classified advertising went to Chuck Cornelius, director of advertising for Gannett's Newspaper Division. This NAA award honors executives dedicated to improving classified advertising locally and throughout the industry.

The leadership and service provided by these award winners represent the kind of effort Gannett people regularly offer at their newspapers and in the industry's national organizations.

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FEATURE

GOLDEN BOY The McClatchy Co.'s Gary Pruitt bet his career on the buy of the Star Tribune — and won... 18

E&P NEWS

BORN IN THE U.S.A. Goss now has foreign addresses for all of its press-manufacturing plants ... 7

CIRC'S UP! Honolulu's dueling dailies report big boosts in circulation as they play the numbers game ... 8

REMINISCING Raising the flags of its predecessors, The Journal News proves everything old is new again ... 9

MIAMI NICE Herald's recently named executive editor, Tom Fiedler, sees room for expansion ... 10

CLASSIFIED INFO Without White House support, "Official Secrets Act" is officially dead (this week) ... 12

CALENDAR ... ... ... 13

DEPARTMENTS

ON THE LINE Sea change: Surfing the Web, through the years ... 15

NEWSPEOPLE Frank Wood to head West Virginia Press Association ... 16

EDITORIAL Defining the key term in the Vanessa Leggett case ... 17

MARKET PROFILE Focusing on West Palm Beach-Fort Pierce ... 23

SYNDICATES Executives describe the effects of the economic dip ... 25

TECHNOLOGY Foursome severs links to net-lix Publishing Solutions ... 27

HOT TYPE The Best — and Rest — of the Press ... ... 29

-30- Allan Wolper on Mercury News' coverage of "Monster Study" ... 30

CLASSIFIED ... ... After 24

Cover photo:
Michael A. Jones/The Sacramento Bee

'TOONS FOR OUR TIMES

AN EDITOR ONCE Attempted to dodge buying any new comics by explaining, "Dan, let me tell you something, all any artist or writer ever interprets for us are four themes: Love, sex, death, and birth." I didn't miss a beat and replied, "You're right — and every generation has their own artists and writers to interpret those themes for us."

The International Museum of Cartoon Art in Boca Raton, Fla., did not fold because of lack of traffic or money ("Cartoon museum draws to a close," Aug. 27, p. 21). It closed because newspaper comics are a temporary art form — they are fleeting at best. The idea that people would flock to a museum of static images that reflected another generations' humor was ill-conceived.

Comics are like graffiti. You catch a glimpse of them, appreciate the art and the writing, and then they are gone. All any reader ever wanted from this indigenous American art form was something revealed.

Don't get me wrong. Many comic collections offer a rare look as to what people were about in another era. However, running those same strips in a newspaper today, like the cartoon museum, serves no purpose in attracting new readers.

DAN DALTON
NORTHEAST SALES MANAGER
Universal Press Syndicate
Kansas City, Mo.

DON'T CALL ME — I'LL CALL YOU

ALLAN WOLPER'S COLUMN ABOUT journalists and home phone numbers raises solid points for debate ("To list or not to list," Aug. 13, p. 22). But I keep coming back to the notion that, as a matter of personal safety, it is important for those of us writing news or commentary or editing publications to be in charge of deciding who in the public and among sources gets our home numbers.

Besides what one covers, there are other factors that could put one at risk. For example, my guess is that the Wolpers live in a Manhattan apartment with front-door security, so a whacko would have to go through at least two locked doors to invade their home. Would he be as eager to hand out his number if they lived in a single-family house at the end of a lovely rural road where kids play in the yard?

Granted, as an editorial columnist, I attract more overbearing, violent, and generally unbalanced readers who might act on their anger than does a beat reporter. Lots of nuts have no trouble finding my home phone number as it is. Making it easier to threaten my kids, spew their vulgar opinions onto the home voice-mail, or call and hang up at 2 a.m. is not necessary for making myself accessible to legitimate sources.

I've covered cops, courts, street riots, abortion politics, domestic violence, human rights, and women's issues for 30 years. Contrary to perceptions, editorialists are not necessarily tweedy, academic, and lacking in street smarts. But neither am I rash enough to invite trouble into my family's personal zone.

Thanks for an interesting column. Allan Wolper's wife has it right.

GLENDRA HOSSTE
EDITORIAL WRITER
Saint Paul (Minn.) Pioneer Press

50 YEARS AGO

SEPTEMBER 9, 1951:
Transfer of the direction of Hearst Newspapers into the hands of William Randolph Hearst Jr. has been effected promptly and readily, E&P has learned. Already well-installed is the system of the release of editorial material by him, just as it was by his father.

Using consistent, hard-hitting newspaper and radio TV adver-

tising that never lets the public forget that low overhead makes for low markup and, hence, low retail prices, Robert Hall Clothes Inc. in 11 years has become the largest clothing chain in America.
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APME 2001 will help you find it

In this business, change presents many of the largest challenges and opportunities. To help you anticipate and capitalize on the dynamic changes sweeping through the industry, the Associated Press Managing Editors 2001 National Conference offers four days that will help you manage newsroom change during these challenging times.

Join editors and other experts to learn more about:

- Coping with cost cutting
- Convergence
- Community
- Newsroom culture

October 10-13, Hyatt Regency, Milwaukee, Wisconsin.
(The home of great cheese)

For more information and to register online please visit www.apme.com.
Goss, thrown for a loss: No more ‘Made in U.S.A.’

After a rough day in Cedar Rapids, many newspapers are worrying about status of their orders

BY MARK FITZGERALD
CHICAGO

Goss Graphic Systems — a company that began with Fred Goss and his brother Sam tinkering in Chicago with a two-color press unit and then went on to become the most visible symbol of America’s printing-press-manufacturing prowess — will now make all its newspaper presses in France, England, Japan, and China.

With the shuttering of its last U.S. plant in Cedar Rapids, the company that once sent presses across the world from shop floors in Illinois, Pennsylvania, and Iowa will rely on its foreign manufacturing sites to supply new presses and replacement parts to U.S. newspapers. About 370 workers were dismissed without severance payments in the Aug. 31 plant closure. Another 90 employees, or about 20% of the staff, were fired at Goss’ headquarters in the Chicago suburb of Westmont, Ill. Both sites had been hit by previous layoffs this year.

The closure left some newspapers anxious about the status of new or replacement equipment already on order. The New York Post, for instance, last week sent a production employee to Cedar Rapids to check parts needed to complete the only one of its four new Postliner color offset presses that is not yet up and running. “I don’t know how this event complicates the issue,” Production Director David O’Neill said. As to the closing itself, he added: “It was a bit of a surprise when we found out Cedar Rapids was closing — and then it was not totally surprising, either.”

Former Goss employees in Cedar Rapids, Iowa, share the news about the closing of the company’s last U.S. plant.

Goss insisted the developments did not change its ability to serve customers who have made the Community and Urbanite model printing presses among the most ubiquitous in the world. “We are fully able to satisfy any and all single-width or double-width customer demand in the Americas or in the international markets from our existing product ranges,” Goss President Richard Sutis wrote in an e-mail message sent in response to written questions from E&P. As for new orders, he added: “We already manufacture Community [presses] in Shanghai, China, and a version of the Urbanite [press] in Sayama, Japan. Press expansions and all new press orders would be sourced from these ‘international’ manufacturing locations.

FCC’s ban on D.C. agenda

Washington’s fight over the rule that bars common ownership of a daily newspaper and a broadcast station in the same market is about to begin in earnest.

The Federal Communications Commission (FCC) plans to launch its formal review of the cross-ownership rule when it meets Thursday.

U.S. Sen. Ernest F. Hollings, D-S.C., chairman of the Senate Commerce Committee, wants to preserve the rule. FCC Chairman Michael Powell may seek to eliminate it.

- TODD SHIELDS

PAPER CUTS IN HOUSTON

The Houston Chronicle, owned by the privately held Hearst Corp., has cut 127 positions, about 5% of its workforce. Chronicle President and Publisher Jack...
[Existing] Urbanite [presses] can also be expanded by shaftless Universal towers as an alternative."

Observers inside and out of Goss, however, are telling the story of a company that is just two years out of bankruptcy reorganization and being squeezed by its bank lenders. "They've stopped the cash hemorrhaging, cut overhead, and they're hoping to limp along," said one former executive. Goss managers in Westmont, the executive said, are "speculating that the doors will close. Soon. Like as soon as Monday [Sept. 10]."

As of last week, Goss had not yet submitted its 10Q for the second quarter to the U.S. Securities and Exchange Commission, leading other outside observers to speculate that it may be in default of covenants with its lenders, but Goss' Sutis said the absent filing "does not suggest anything in particular at all."

"We are not out of the single-width market, and neither are we out of the double-width market worldwide or in the Americas," Sutis said.

Some newspaper observers say Goss may be positioning itself in the United States as a sales-and-service company with manufacturing abroad, in the manner of such press makers as MAN Roland, TKS (USA), and Wifag. Goss itself noted that it has racked up substantial sales abroad even as it has been unable to write large orders in the United States.

Goss said the "seminal event" in the closing of Cedar Rapids was "unfair dumping of press equipment by foreign manufacturers."

Ironically, the closing of the Cedar Rapids plant leaves Heidelberg Web Systems, the Dover, N.H.-based unit of a German firm, as the only big full-line company manufacturing newspaper printing presses in the United States.

Goss' immediate problem, some former employees said, is that suppliers are not being paid. By August, one former Cedar Rapids manager said, so many suppliers were refusing to extend credit that purchasing employees had to order from out-of-state companies, "far enough away that the rumors had not reached there." Sutis wrote this in answer to a question about whether suppliers were being paid: "Goss always takes its responsibilities to its vendors seriously."
E pluribus unum? Maybe, maybe not

‘Journal News’ recalls the past

Gannett’s suburban New York daily raises ancestral banners in the hope far-flung audience rallies ‘round flags

BY ROBERT NEUWIRTH

Less than three years after merging its 10 suburban New York dailies into a single newspaper, Gannett Co. Inc. has quietly brought some of its old titles back to life.

Ten months ago, the nation’s largest newspaper company rolled out the 78-year-old flag of The Star of Peekskill. Then The Item, Port Chester’s century-old banner, was revived. Most recently, readers have seen such venerable titles as The Times in Mamaroneck and The Standard-Star in New Rochelle reappear. All the revived papers are now tabloid weeklies.

The reappearance of the old titles comes as Audit Bureau of Circulations figures show that Gannett’s combined Westchester-Rockland county paper, The Journal News, has been losing circulation in several of these key localities. In just two years after consolidation, daily circulation in Port Chester and Rye tumbled to 5,572 from 6,582, a 15% decline, while Sunday circulation dropped 9.4%. In Larchmont and Mamaroneck, daily circulation fell 13%, to 4,286 from 4,816, while Sunday circulation dropped 7.3%. In New Rochelle and Pelham, daily circulation slipped 8.2%, to 8,468 from 9,228, while Sunday circulation nudged up half a percent. For its entire market, The Journal News has been relatively stronger, with circulation declining 3.4% daily and 1.5% Sunday.

Journal News President and Publisher Gary F. Sherlock said there’s no connection between launching the weeklies and the daily paper’s local circulation woes. “The weeklies give us an opportunity to provide local content that we couldn’t get into the daily,” he said. “There wasn’t a connection between starting the weeklies and circulation losses.” Still, Sherlock added that he hopes the weeklies will woo local readers back. “They build back some readership that we probably walked away from,” he said.

Gannett’s reclaimed banners, the new weeklies, are designed to have a somewhat softer tone than the daily — covering what John Green, vice president for marketing of The Journal News, called, “the little celebrations of life, all that really good local, local news that we collect on a regular basis, but have been unable to put in the daily paper.” They have their own writers and editors, advertising reps, and circulation operation. They are bundled inside The Journal News but also are sold separately (at 25 cents a copy) in racks and at newsstands. The company estimates that single-copy sales add 25% to circulation in the communities where they are distributed.

When Gannett first rolled out the weeklies, many local publishers feared the end was near.

“When I heard they were doing this, I was a nervous wreck,” said Richard Abel, publisher of the weekly Westmore News in Port Chester (circulation 2,284 paid, 944 free). “I mean, come on, these are the big guys.”

Abel runs a homegrown business. His father started the company 36 years ago. When Abel and his wife took over, they looked at the demographics and split the News into two editions — one for downmarket Port Chester and another for ritzy Rye Brook. And Abel has continued to follow the demographics, creating America Latina, a monthly Spanish-language newspaper, when he saw that Port Chester had become 50% Hispanic.

Though he notes that his paper can’t come close to Gannett on production values — Gannett’s weeklies offer full color on every page — Abel suggests that Gannett’s offerings are soft on news and light on advertising.

Because they are bundled into The Journal News as their primary means of circulation, the weeklies most often do not cover the big stories that appear in the daily paper. In addition, Abel said, Gannett will never steal his small-scale advertisers. That’s because Gannett has concentrated on marketing classifieds in the weeklies as an add-on to advertisers who buy the full

Ready, willing, and (Richard) Abel: Publisher, Westmore News

www.editorandpublisher.com SEPTEMBER 10, 2001  EDITOR & PUBLISHER
run of the daily paper. "They may have the deep pockets," Abel said, "but we're here. We've been here. We know the people. We know the business. I think that makes a big difference."

Similarly, Maggie Klein, founder, publisher, and editor of the 9-year-old Pelham Weekly, said that Gannett's entry into the market has not hurt her at all. "So far, they haven't touched me. In fact, I've had more ads."

The fact that America's largest newspaper company rolled out these weeklies with a whimper instead of a bang has started local tongues wagging. Some observers suggest that Gannett clustered too tightly when it combined its 10 dailies into one title and is losing readership because The Journal News is not able to carry items from all the localities in the two counties it covers.

"Otherwise, why develop weeklies and insert them in your paper. Isn't it redundant?" asked Dee Del-Bello, whose Westfair Communications Inc. publishes the Westchester County Business Journal and The Sound Shore Review, which compete with Gannett (and Abel and Klein) in Port Chester, Rye, and Rye Brook.

But Gannett doesn't think so.

"If you want to buy Westchester County, you've got to go to Gannett," said Abel. "But local merchants don't need the whole county. They're still going to go to the weeklies."

**[Gannett's weeklies] haven't touched me. In fact, I've had more ads.**

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**Herald responds to new quarterback**

**Fiedler calling signals in Miami**

**BY TONY CASE**

Tom Fiedler, the new executive editor of The Miami Herald, has worked his whole career to get where he is today — but what timing.

Fiedler — who has worked for the Herald for nearly three decades, most recently as editorial page editor, and who is best-known for exposing the Gary Hart-Donna Rice affair back in 1987 — comes in as Herald and its parent Knight Ridder have been hit hard by the laggard economy. The Herald gutted 180 full-time positions, and its newsroom staff went to 375 from 410.

Fiedler insisted the worst is over. "We have no plan other than expanding," said the editor — who, in fact, has been on a hiring spree, beefing up the Florida capital bureau in Tallahassee and the metro desk. The editor boasted he's added pages to the business section and brought in a deputy business editor.

Political news will get better play on his watch, he said — no wonder, considering his many years as a political writer, and such hot stories as an upcoming mayoral election and former U.S. Attorney General Janet Reno planning a run for the governor's mansion.

But he maintained there will be no sweeping changes. Fiedler said his predecessor, Martin Baron, who left in July to become editor of The Boston Globe after a year and a half in Miami, "has done a lot with this paper. I think it has much more of an edge to it than it did a couple of years ago."

In fact, Baron — E&P's 2001 Editor of the Year — is a hard act to follow, having led coverage of such stories as the presidential election fiasco in Florida and the battle over Cuban refugee Elian González, which earned the paper a Pulitzer Prize.

Fiedler's colleagues see him as a calming force, after the hurri-
On the street or in the boardroom, information is the lifeblood of the media industry. But now, along with data volume and speed, the stakes are rising. To capture, manage and deliver information efficiently, you need a powerful, end-to-end software solution, geared to the special needs of your industry. mySAP Media integrates all your key processes on a single platform, creating efficiency across the entire enterprise. So you can deliver high-quality facts and figures to newsstands, TV screens, Web sites – and your CEO. Find out more at www.sap.com/media
cane that's wreaked havoc on the Herald.

Metro columnist Fred Grimm quipped that his new boss "is about as fair and pleasant as someone could be after so many years in the news business." But he wonders "whether those qualities count for much in a corporate climate that would favorably consider mass castration of the work force if it would draw the paper toward that magic 22% or 24% or 26% of whatever profit target deemed necessary to impress Wall Street."

Reporter Jay Weaver added that Fiedler brought "instant stability at a time when it was sorely needed."

Indeed, despite an accomplished career, Fiedler's greatest strength may be his deep roots. "I know these people, and they know me," he said. "I told people when I came in: This is my newspaper, this is where I live, this is my home — and it's not going to change."

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**Anti-leaker act plugged, for now**

Journalism groups applaud as Senate sponsor, whacked by Bush officials, withdraws 'official secrets' proposal

BY TODD SHIELDS

WASHINGTON

Left adrift by an unsupportive Bush administration amid a storm of criticism, a U.S. senator has withdrawn an attempt to criminalize all leaks of classified information.

In the place of immediate legislation designed to create a new, sweeping category of felony, Sen. Richard Shelby, R-Ala., agreed to a task force that will examine whether leaks imperil intelligence gathering.

The outcome leaves room for Shelby to revive his proposal, which passed Congress last year but died under former President Bill Clinton’s veto.

Press groups and civil-liberties advocates nonetheless celebrated the proposal’s withdrawal, which came less than 24 hours before a Senate public hearing that was abruptly canceled.

“I was very heartened,” said Tim McGuire, editor of the Star Tribune in Minneapolis and president of the American Society of Newspaper Editors (ASNE). “I had a real concern that we were rushing to judgment. ... I think pulling back and assessing is absolutely appropriate.” ASNE, the Society of Professional Journalists, and the Reporters Committee for Freedom of the Press all criticized the proposal’s withdrawal, as did the Newspaper Association of America (NAA) and the publishers of The New York Times and The Washington Post.

Shelby’s proposal, which critics had dubbed an “official secrets act,” would have brought sanctions including prison time and heavy fines for the disclosure of a vastly expanded set of government secrets.

Current law tests for harm to national security and intent of the leaker before allowing punishment. Shelby would have established punishments for any leak of classified information, no matter how trivial.

Critics predicted his measure would bring prosecutors into newsrooms looking for leaking’s only witnesses: journalists who learn things the security bureaucracy wants to keep secret.

Shelby withdrew the proposal late Tuesday after receiving a telephone call from Attorney General John Ashcroft, said Shelby spokeswoman Andrea Andrews. She said Ashcroft wanted “more time for the Justice Department to study the issue.”

In other words, the Bush administration was not prepared to support Shelby’s proposal.

Ashcroft and the senator agreed to have an interagency task force study the issue of leaks, said Andrews, who added that Shelby would watch the interagency process before deciding what to do.

Shelby himself was more blunt. “This bill is going back into the hopper,” he told The Associated Press. “This is not a this-year legislation, necessarily. It’s long-term legislation. This legislation is not going to go away, because the problem is going to get worse, not better.”

News groups hope to head off such a conclusion with a separate, informal dialog among current and former intelligence officials and media figures, said Scott Armstrong, a longtime Washington national security journalist helping to organize the dialog. He declined to identify potential media participants.

Newspaper executives had asked Shelby to hold off while the informal dialog unfolds. They, too, lauded last week’s sudden postponement. “We’re very happy because this is what we advocated to the committee from the get-go,” said John F. Sturm, president and CEO of the NAA.
Shades of ‘New York Newsday’!

L.I. paper’s big foothold in NYC

BY JOE STRUPP

NEWS, THE Long Island daily that has spent most of the last year denying that it intends to resurrect New York Newsday, continues to fuel speculation with overtures in New York’s five boroughs. The Melville-based paper has beefed up staff for the city section of its Web site and plans to refocus the site’s approach on breaking city news and add new Net services for city neighborhoods.

Publisher, President, and CEO Raymond A. Jansen recently hinted the Tribune Co. paper may open a Brooklyn bureau to complement its Queens and Manhattan newsrooms. “In one or two years, we could see increased coverage in Brooklyn,” Jansen told E&P.

Since New York Newsday closed in 1995, the paper has maintained its Manhattan and Queens bureaus, but offered city home delivery only in Queens. Circulation weekly Shafter Press libeled him by reporting in a 1999 article that the dentist was arrested by state Department of Justice agents.

While Chan was investigated for insurance fraud, he was never arrested and no criminal charges were ever filed. The jury also determined Aug. 29 that Senior Editor Roy Patrick had acted with negligence.

— MARK FITZGERALD

NEWSPAPERS: ‘TAKING STOCK’

Public ownership of newspapers has been a favorite target of late for critics who say cost-cutting is sucking the life out of newsrooms. Authors of a new book, “Taking Stock: Journalism and the Publicly Traded Newspaper Company” (Iowa State University Press), argue that public newspaper companies can do something to preserve journalistic quality.

Authors Gilbert Cranberg, Randall Bezanson, and John S. Carroll urge companies to adopt journalism values and tie executive pay to both circulation and news quality. Several other suggestions are likely to fall flat with publishers, such as one proposing an end to government support of joint-operating agreements.

— LUCIA MOSES
Senators go to bat for AP
Questioning U.S. Justice

BY TODD SHIELDS
WASHINGTON

SOME IN THE U.S. Senate are vowing to force the Bush administration to explain why it surreptitiously obtained home telephone records of an Associated Press reporter.

Sen. Charles E. Grassley, R-Iowa, sent a three-page letter Tuesday to Attorney General John Ashcroft, calling the subpoena aimed at investigative reporter John Solomon "a matter of great concern."

Grassley, a fourth-term senator and longtime Justice Department watchdog, used his three-page letter to pose some two dozen questions. Many revolved around whether the department followed guidelines for issuing subpoenas to the press. These include notifying targeted news organizations so they can fight the subpoena. AP says it learned of the May subpoena only via an Aug. 20 Justice Department letter.

Solomon in May quoted unnamed law-enforcement officials as saying the voice of Sen. Robert G. Torricelli, D-N.J., had been captured on a federal wiretap. Some have speculated the Justice Department was trying to identify Solomon's informant.

Grassley is a member of the Judiciary Committee, whose chairman, Sen. Patrick J. Leahy, D-Vt., told the department he, too, wants answers to Grassley's questions, aides said.

Grassley called on Ashcroft to "give a clear voice on the importance of protecting the Fourth Estate."

The department had not publicly explained the subpoena by late last week.

A scoop for 'The Times' of Trenton

REPORTER KEVIN SHEA OF THE TIMES IN Trenton, N.J., didn't have to worry about missing the story when escaped killer Terrence Brewer surrendered after a week on the lam.

That's because Brewer surrendered to Shea himself.

The twice-convicted killer, who turned himself in to the reporter Wednesday outside The Times' downtown offices, had been on the run for a week following his escape from the Mercer County Correction Center. Fearing police might harm him if he turned himself in at police headquarters, Brewer called the paper and asked Shea to arrange for officers to meet him in front of The Times' building.

"I think the police and our staff handled it very professionally," said Times Editor Brian Malone, who noted the event added some excitement to the morning-cycle paper's evening routine: "It was like Election Night."

Joel Strupp

'Bees' scribe can't make ADA case

A REPORTER AT THE FRESNO (CALIF.) • Bee unable to use a computer keyboard because of repetitive-stress injuries is not disabled within the meaning of the Americans With Disabilities Act (ADA), the 9th U.S. Circuit Court of Appeals in San Francisco ruled recently.

The 2-1 majority found that Bee reporter Jacalyn Thornton didn't meet the burden of proving she was limited in working or performing manual labor. Judge Michael Daly Hawkins wrote in his opinion that Thornton "was able to perform a wide range of manual tasks, including grocery shopping, driving, making beds, doing laundry, and dressing herself."

— Joel Davis

Lee can't buy a thrill – this year

Lee Enterprises Inc. has spent $251 million burning a hole in its pocket and nowhere to spend it. The company planned to use the proceeds from the sale of its broadcast group last year to buy more newspapers, but finding a dearth of papers on the market, Lee gave itself an extra year to spend the money. Lee now has until Oct. 1, 2002, to either reinvest the money or use it to repay debt.

— Lucia Moses

N.D. Times Co. goes coastal

THE NEW YORK TIMES CO. PURCHASED the Argus-Courier, an 8,800-circulation paid weekly in Petaluma, Calif., from Pulitzer Inc.

The Times Co. plans to pair it with its nearby daily, The Press-Democrat in Santa Rosa.

Terms of the sale were not disclosed.

— L.M.

A Landmark shopper deal

LANDMARK COMMUNITY NEWSPAPERS INC. OF Shelbyville, Ky., bought the Advertiser, a 4,000-paid-circulation classified newspaper serving northern Mississippi, from Kathy Harrison of Memphis, Tenn.

Terms of the sale were not disclosed.

— L.M.
During the virtually eternal struggle between chaos and order, we seem to have switched sympathies from one to the other.

During the long holiday weekend, it seemed just the right time to engage in a long-deferred pursuit: surfing. So I booted up the computer, put on my dry suit, and tried to relive the free-wheeling days of four or five years ago when I’d find endless hours of pleasure aimlessly surfing the Web.

Sure, it was slow then, hitting the virtual water with little more than a 28.8-bps dial-up modem connection and the aptly named WebCrawler for navigation.

But I loved the randomness: I never knew whether I’d be looking at a Chinese restaurant menu from Bozeman, Mont., or a thesis on waste-water treatment from Ratsborough State.

There was lunacy: Monty Pythonesque political rants, demented cartoons, recipes from Mauritania, the Inuit alphabet, URLs you had to bookmark because you’d never find them again.

But I hadn’t spent a weekend surfing in years, and, apparently, quite a few others have gotten a life as well. Recently, a New York Times article by Amy Harmon was headlined “Exploration of World Wide Web Tilts from Eclectic to Mundane.” Harmon’s sad but undeniably true points: “The Web has become mundane.” Harmon’s sad but undeniably true points: “The Web has become mundane.”

Random.com exists primarily because a company called Web This Way acquired the domain name. The plan: “a site serving up a diverse selection of Random Categorized Links.”

Random Categorized Links! It’s as if the Internet were run by a cadre of mad library scientists. If you categorize randomness, randomness isn’t random anymore! The list of categories begins with Pro Wrestling.

But such categorization is the wave of the present. On another site, RandomWebLinks(.com), the categories are in alphabetical order. Arts & Humanities, Business & Economy,...

Last Monday, the Regional link took one to the home page of The Yuma (Ariz.) Daily Sun.

Well, at least it was a newspaper, found by chance. Although I could find the Yuma paper by doing a search on E&P Online’s Media Links page, there was something exciting about going to Yuma by chance rather than by choice. It is, to borrow a concept from Walker Percy, the difference between getting lost in the woods and coming upon a brilliant waterfall, and being driven to that waterfall in an air-conditioned tour bus. What we need is a newspaper Web ring, of random links: You won’t know if you’re getting the Los Angeles Times or the Argus Leader in Sioux Falls, S.D., sports or school-lunch menus.

A few years ago, it seemed we could all be masters of our own curiosity, a kind of intellectual destiny impossible to predict or even control. Now it seems, we’ve settled for a seat on a bus we don’t even drive.
It's old news that the national economy continues to take a beating. And as usual, the impact is felt in the publishing industry, with decreasing revenue and circulation being reported by advertisers and publishers across the country.

But there is good news in a particular sector of publishing, news that paints a picture of a strong, stable advertising medium. It's suburban newspaper networks, and they are not only surviving, they're thriving.

Suburban newspaper networks have been around for some time. They are formed when multiple newspapers agree to sell advertising space as a package-buy to major advertisers with a one-order, one-bill approach. It simplifies the process for the advertiser and allows them to reach deeper into the highly desirable suburban markets. While major market metro dailies are down, the suburban newspaper networks -- the media "underdogs" -- are up in many parts of the country.

Gay Nuttall, founder, president and CEO of the Washington Suburban Press Network, cites several factors to explain the success of suburban newspaper networks. She believes that suburban newspapers are accustomed to the grittier, "street-fighting" mentality required to be successful, while major-metro dailies simply haven't had to work as hard. Suburban newspapers are also more efficient, more creative by necessity, and more focused on the bottom line. They've become an increasingly attractive option for major advertisers looking for the biggest bang for their bucks.

Nuttall believes that suburban networks are attracting both the large national retailers and an increasing number of local retailers because they're more resourceful and willing to work with advertisers when times are tough. In addition, she cites a situation in her own market that has helped the cause -- the explosive population growth in the suburbs of Washington, D.C. that has been responsible for the growing circulation among its suburban papers.

Nuttall's own success illustrates the power of suburban networks. WSPN has been in business since 1992, and she proudly reports that it was profitable right out of the starting gate, becoming a multimillion-dollar corporation in its first year. With 86 newspapers throughout the Washington, D.C. area and 1.3 million in circulation, she believes WSPN is the largest suburban newspaper network in the country. Major retailers including Sears, Bloomingdale's, Home Depot and Lord & Taylor and Hollywood studios that want to reach the highly desirable and affluent suburban reader are among her company's clients.

"As metropolitan markets get larger and larger, people's focus becomes narrower and narrower," she says. "We'll always turn to national press for national news, but when it's time to get your local news, you'll turn to the local paper. It's where you'll find out when your neighborhood street construction is starting and how your football team did on Friday night. You simply can't get that information from the major-market dailies.

Banks Dishmon believes that the unique benefit of suburban newspapers is the ability to target and to deliver affluent readers who are also avid consumers. The VP/COO for the 28 Observer and Eccentric Newspapers, part of the Spring Network in suburban Detroit, also believes that suburban newspapers are the definitive read for people who want local news and content they can't get elsewhere.

Like most suburban publishers, he's occasionally frustrated by a lack of acceptance from ad agencies but Banks believes that situation is changing. When he sits down with a media buyer to discuss a suburban chain buy, he promotes the chain's ability to micro-target readers. Advertisers can buy as "small" as one paper, as "large" as the entire chain, or any combination in between. That's something the metro dailies rarely offer -- and it's a benefit that major advertisers are beginning to seek out.

Dishmon's network offers the flexibility to honor an advertiser's contract in different ways. For example, if a retailer wants to run an employment ad in the classified section, the cost is reflected in the display advertising contract, eliminating the need for multiple contracts. Dishmon says, "The most important things we can do is make the advertiser understand and believe that suburban newspapers are a viable buy, and that we're there to help."

Metro Dailies See Value in Suburban Papers

Years ago, large, metropolitan daily papers wouldn't have anything to do with those "hometown" papers in the burbs. But in the past few years, big metro players have been snatching up networks of suburban newspapers in hopes of extending their reach and attracting more advertisers across the board. Companies that once focused heavily on metro daily newspapers now own a significant number of suburban newspapers.

Pat Purcell is a believer in the power of the suburban newspaper network. He's the president of Herald Media in Boston, a company that has owned the Boston Herald since 1994. He recently purchased Community Newspaper Company - a network of 91 newspapers and several specialty publications - most are weeklies — that have a circulation of more than 800,000 in the suburban Boston market. Combined with circulation of the Herald, that's a reach of 2.2 million readers with powerful demographics.

"The Herald has always been a strong paper in terms of circulation, but it had never succeeded in gaining penetration in the suburbs of the Boston market," Purcell says. "Now, with our network in place, we've got in excess of 70 percent market penetration, reaching 140 cities and towns in the greater Boston area."

The appeal of suburban newspapers to readers is that
SUBURBAN NEWSPAPERS OF AMERICA CONGRATULATES

2001 SNA GENERAL EXCELLENCE

CONTEST WINNERS

FIRST PLACE

CLASS A
CIRCULATION
UP TO 10,000
The Star - Tinley Park
Midwest Suburban Publishing
Tinley Park, IL

CLASS B
CIRCULATION
10,001 - 20,000
Main Line Life
Montgomery Newspapers
Ft. Washington, PA

CLASS C
CIRCULATION
20,001 - 30,000
The Gazette - Germantown
Gazette Newspapers
Gaithersburg, MD

CLASS D
CIRCULATION
OVER 30,000
Newton Tab
Community Newspaper Company
Needham, MA

SECOND PLACE

CLASS A
Times Chronicle
Montgomery Newspapers
Ft. Washington, PA

CLASS B
Loudoun Times Mirror
Times Community Newspapers
Herndon, VA

CLASS C
Dublin Villager
This Week Newspapers
 Worthington, OH

CLASS D
North Shore News
Lower Mainland Publishing Company
Vancouver, British Columbia

CLASS E
Daily Freeman
Kingston, NY
Journal Register Company

CLASS F
News Herald
Willoughby, OH
Journal Register Company

THIRD PLACE

CLASS A [TIE]
Arlington Heights Post
Pioneer Press
Glenview, IL

CLASS A [TIE]
Narragansett Times
Wakefield, RI

CLASS B
St. Albert Gazette
Gazette Press LTD
St. Albert, Alberta, Canada

CLASS C
Oakville Beaver
Metroland Printing
Publishing & Distributing
Oakville, Ontario, Canada

CLASS D [TIE]
Towson Times
Patuxent Publishing Company
Towson, MD

CLASS D [TIE]
South Philly Review
Review Publishing
Philadelphia, PA

CLASS E [NONE]

CLASS F
Northwest Herald
Shaw Newspapers
Dixon, IL

HONORABLE MENTIONS

CLASS B
Troy Eclectic
Observer & Eccentric Newspapers
Livonia, MI

CLASS D
The Chronicle
Transcontinental Weeklies
St. Laurent, Quebec, Canada

CLASS D
The Era Banner
York Region News Group
Metroland Printing
Publishing & Distributing
New Market, Ontario, Canada

The Suburban Classified Advertising Network (SCAN) sponsored the 2001 General Excellence Contest. To learn more about membership in SNA or to participate in the SCAN network, call Nancey Lane, Executive Director at (610) 361-9234. www.suburban-news.org
they're a primary source of local news. According to Purcell, they're also free of the reporting idiosyncrasies of the metro dailies, and they're not competing with broadcast. He believes they will continue to be a vital component in media plans.

According to Nancy Lane, executive director of SNA, the purchase of CNC by Herald Media is just one example of a daily newspaper company acquiring the suburban newspapers in the market. SNA member newspapers are owned by the parent company of the daily paper in their market in many cities such as St. Louis, Cleveland, Columbus and Washington, D.C. In most cases the newspapers operate independently from each other but opportunities do exist for cross selling and copy sharing. The next few years should be interesting as companies work on strategies to maximize opportunities in these types of markets.

Sammy Papert, chairman and CEO of Belden Associates, a newspaper research and consulting company in Dallas, agrees. He feels that the true value of suburban papers is that as advertisers and readers place a greater premium on what is local, it becomes harder and harder for metro dailies to accommodate them. The logical, strategic response for the metros is to buy these papers, and to build upon the respective brands. By owning an array of papers, the metros rise to the challenge of being all things to all people. He acknowledges that there are challenges when a metro daily company steps in and buys up smaller papers, citing in particular a resistance to change both internally and externally. But he believes that if such a transition is handled carefully and thoughtfully, the result can serve both the reader and the advertiser more effectively.

The bottom line? Suburban newspapers are now becoming a vital part of many large newspaper companies.

THIRTY YEARS OF SERVICE: SUBURBAN NEWSPAPERS OF AMERICA CELEBRATES A HISTORY OF EXCELLENCE

Suburban Newspapers of America is the only nonprofit trade association dedicated to the suburban newspaper industry. With SNA marking its 30th anniversary this year, now is a good time to learn how this organization benefits its members -- publishers and advertising directors at suburban newspaper chains across the country.

In SNA's early days, its members were primarily family-owned newspapers. That has changed, as many suburban papers are now corporate-owned entities. But one thing that hasn't changed over time is the organization's commitment to serving its membership. And its mission remains strong: To provide marketing and management support to further the business interests, advance the standards and enhance the profitability of providers of locally based newspapers.

SNA is large enough to be effective and small enough to be efficient. Functioning like a close-knit family, SNA members are always willing to help each other. Members get advice and guidance from each other, as well as share recommendations on equipment purchases or information on advertisers they're trying to draw to their newspapers.

Says Nancy Lane, executive director of SNA, "In a tough economy, newspapers expect more from their associations. SNA delivers results by helping our members focus on revenue-generating ideas and interactions with major advertisers. We've built relationships with major retailers and agencies across the country, and have helped our members secure more of this business. Despite the economy, SNA membership for 2001 is up 5.6%, and our conferences continue to set attendance records. Since 1998, SNA has been helping members secure major business accounts with several programs. The organization takes a booth at the annual Retail Advertising Conference, distributing media kit information and research studies to major retailers, and runs an informal roundtable session at the conference. SNA invites major advertisers to make presentations at the Fall Publishers' and Advertising Directors' Conference, where they also meet with members one-on-one. And this year, SNA will publish a directory that will be mailed to every major advertiser in the country, containing information on every member newspaper.

SNA serves its membership in a variety of other ways. It has commissioned a market research study to analyze the readership of suburban newspapers and will publish the results in national trade publications. SNA's three annual contests allow members to gauge the quality of their efforts in advertising, editorial coverage and general excellence.

The SNA web site and online discussion forums offer unique networking opportunities for sharing the latest news and issues in the industry. And a bi-monthly newsletter, Suburban Publisher, is the only trade publication specifically serving the suburban newspaper industry.

For more information about SNA and its programs or to become a member, call Nancy Lane at (610) 361-9234. You can also visit SNA's web site at www.suburban-news.org.

FOR NATIONAL RETAILERS LOOKING TO INCREASE LOCAL SALES, SUBURBAN NEWSPAPERS ARE THE SOLUTION

If you really want to know how effectively suburban newspapers deliver on their promise, go straight to the source: the advertisers.

Representatives for some of the nation's largest retailers say that suburban papers are an important part of their media buys, providing quantifiable results that should make other media pay attention.

Craig Desens is president of Strategic Print Marketing, a division of Newspaper Services of America in Downers Grove, Ill. NSA is the largest third-party media service provider in the country, with a roster of 40 major retail clients, including Sears, K-Mart, Home Depot, Toys 'R' Us, AT&T and Safeway, many of which use suburban papers to increase local store traffic.

Desens sees a number of benefits to advertising in the suburban papers. "They offer a deep concentration -- they go exactly where the customers live and shop," he says. "The elements of circulation, readership and shopping patterns are vital to the advertiser, and suburbans deliver well on all three." He cites an example of an apparel client..."
who had an event to promote in six East Coast markets. The advertiser chose to run ads primarily in suburban papers, and the result was a hugely successful event with a tremendous local turnout.

While Desens admits that suburban papers have to work a little harder to overcome perceived biases, he believes there are opportunities as well. "Sunday is the biggest circulation day, which is often a strike against the suburban papers that tend to come out on Wednesdays or Fridays", he says. "But Friday and Saturday distribution numbers are up, and advertisers are trying to make a pre-weekend impact with their ads. Suburban papers can and should take advantage of this trend."

Another true believer in the power of the suburban newspaper is Michael Monsour, president of Market Place Print, a media buying service in Pittsburgh with national clients in home improvement, electronics, retail, office supplies and many other categories. He began his career working with a suburban newspaper network and saw firsthand the high level of readership. Because they're a source of truly local news, Monsour sees suburban papers as a highly effective tool for advertisers to develop grassroots programs that build store support at the local level.

In fact, Monsour's own career was launched with an astounding success story that shows the power of the suburban paper. One of his earliest clients was the Dodge dealerships in the Los Angeles market, a group that hadn't used print in their media buys because they didn't believe it worked. Monsour convinced them to buy ads for one week in the five-county L.A. market in only the 13 suburban papers, not the obvious buy, the Los Angeles Times.

The ad featured a contest with a call to action, and after only one week, the dealership received 18,000 responses. Needless to say, the client was thrilled with the results -- and continued to advertise in suburban papers.

Sammy Papert of Belden Associates in Dallas, believes that suburban papers have the same value as any other media format. They help deliver an audience that targets the advertiser's required demographic or geography. He says, "It's been proven by organizations like the Suburban Newspapers of America that suburban papers get the targeted pockets of readership that serve advertisers in their ultimate quest to reach an audience by the most effective, efficient means."

PUBLISHERS' AND ADVERTISING DIRECTORS' CONFERENCE BEING HELD IN HISTORIC "BEANTOWN" SEPTEMBER 12-14

The SNA Fall Publishers' and Advertising Directors' Conference running from September 12-14, 2001, at the Tremont Hotel in Boston is a must-attend event for newspaper executives looking toward the future. Rallying around the theme, "The Strength of Suburban Newspapers

For decades all Denver's growth has been suburban. Now all newspaper growth is, too!

MILE-HIGH SUBURBAN PRESS

All the best readers in Colorado's best markets
25 award-winning community papers • one order • one buy
Call MHSP 303-750-7555 or kurtlear@aol.com
AWARDS

CATEGORY 1
Best Advertising Sales Training Materials
1st Place: The News Recorder, Willoughby, OH
Jornal Register Company
"Advertising Resource Guide"

CATEGORY 2
Best Ad Series
1st Place: The Metro West Daily News, Framingham, MA
Community Newspaper Company
"More of your world. Every Day"
2nd Place: The Macomb Daily News, Mt. Clemens, MI
3rd Place: Sun Newspapers, Cleveland, OH
"Guide to Cleveland"

CATEGORY 3
Best Promotion to Build Circulation and/or Readership
1st Place: The Community Recorder/The Community Press, Greater Cincinnati, OH
Community Press/Recorder
"Northern Kentucky Branding Campaign"
2nd Place: The Macomb Daily News, Mt. Clemens, MI
"Good Morning, Macomb"
3rd Place: This Week Community Newspapers, Worthington, OH
"Just in the Nick of Time"

CATEGORY 4
Best Advertising Sales Promotional Materials
1st Place: Sun Newspapers, Cleveland, OH
"Various Pieces"
2nd Place: Daily Local News, West Chester, PA
Journal Register Company
"Rate Card"
3rd Place: The Bemardsville News, Bemardsville, NJ
Recorder-Community Newspapers
"Subscriber Direct Mail"

CATEGORY 5
Best Internal Communication
1st Place: The Princeton Packet, Inc., Princeton, NJ
"Packet Talk – Employee Newsletter"
2nd Place: Liberty Suburban Chicago Newspapers, Oakbrook, IL
"Adventures of Adult Fox"
3rd Place: Liberty Suburban Chicago Newspapers, Oakbrook, IL
"Selling Space?"

CATEGORY 6
Best Online Promotion
1st Place: Sun Newspapers, Cleveland, OH
"www.sunnews.com"

CATEGORY 7
Best New Special Advertising Section (ROP and/or Classified)
Class A
1st Place: Cazenovia Republican, Syracuse, NY
Cazenovia Our Town
2nd Place: Cazenovia Republican, Syracuse, NY
"Cazenovia College 175th"
3rd Place: South Lyon Herald, South Lyon, MI
Hometown Communications Network
"Hometown Guide"

Class B
1st Place: The Saratogian, Saratoga Springs, NY
Journal Register Company
"Summer Magazine"

Class C
1st Place: Daily Freeman, Kingston, NY
Journal Register Company
"Subway Series"

Class D
1st Place: Arlington Heights Post, Arlington Heights, IL
Pioneer Press
"Discover the New Downtown Arlington Heights"
2nd Place: Bemardsville News, Bemardsville, NJ
"Who's Who"
3rd Place: The Oakville Beaver, Oakville, Ontario
"Oakville Waterfront Festival"

CATEGORY 8
Best ROP Advertising Section
Class A and B Combined
1st Place: Star Democrat, Easton, MD
Chesapeake Publishing
"Adventures of Adult Fox"
2nd Place: Main Line Life, Fort Washington, PA
Montgomery Newspapers (Journal Register Company)
"Main Line Life Fashion"
3rd Place: The Saratogian, Saratoga Springs, NY
"Summer Magazine"

Class C and D Combined
1st Place: Arlington Heights Post, Arlington Heights, IL
Pioneer Press
"Northwest Suburban Profiles"
2nd Place: The Mississauga News, Mississauga, Ontario
Metroland Publishing
"Good Life"
3rd Place: Bemardsville News, Bemardsville, NJ
"Who's Who"

CATEGORY 9
Best Classified Advertising Section
Class A, B and C Combined
1st Place: The News Herald, Willoughby, OH
Journal Register Company
"Discover the New Downtown Arlington Heights"
2nd Place: Bemardsville News, Bemardsville, NJ
"Who's Who"
3rd Place: The Bemardsville News, Bemardsville, NJ
"Good Life"

CATEGORY 10
Best General Interest Promotion Special Section
Class A
1st Place: Bemardsville News, Bemardsville, NJ
Recorder-Community Newspapers
"Our Town"
2nd Place: North Shore News, North Vancouver, B.C.
"Adventures of Adult Fox"
3rd Place: This Week Community Newspapers, Worthington, OH
"Guide to Cleveland"

Class B
1st Place: East Hampton Star, East Hampton, NY
"Holiday Book"
2nd Place: Cecil Whig, Elkins, MD
Chesapeake Publishing
"Road Runner"
3rd Place: The Saratogian, Saratoga Springs, NY
Journal Register Company
"Summer Magazine"

Class C
1st Place: Parma Sun Post, Cleveland, OH
Sun Newspapers
"Proud of Parma"
2nd Place: Bemardsville News, Bemardsville, NJ
Recorder-Community Newspapers
"Far Hill Races"
3rd Place: Main Line Life, Fort Washington, PA
Montgomery Newspapers (Journal Register Company)
"2000 Super Summer Camp Guide"

Class D
1st Place: Northwest Herald, Crystal Lake, IL
Shaw Newspapers
"Progress 2000"
2nd Place: Livonia Observer, Livonia, MI
Observer Newspapers
Hometown Communications Network
"Livonia at 50"

3rd Place: The Dublin News, Dublin, OH
Suburban News Publications
"Sofa Express"

CATEGORY 11
Best Shopping Area Promotion Special Section
Class A
1st Place: Lincolnshire Review, Glenview, IL
Pioneer Press
"Lincolnshire Community Guide"

Class B
1st Place: Evanston Review, Evanston, IL
Pioneer Press
"Evanston Source Book"

Class C
1st Place: Eagle Newspapers, Syracuse, NY
Journal Register Company
"Skaneateles Directory"

Class D
1st Place: Eagle Newspapers, Syracuse, NY
Eagle Media
"Syracuse Travel Guide"
2nd Place: The Oakville Beaver, Oakville, Ontario
"An Oakville Christmas"
3rd Place: This Week Community Newspapers, Worthington, OH
"Day on the Town"

CATEGORY 12
Best Single Black & White ROP Ad
Class A
1st Place: Parent's Guide, Columbia, MD
Patent Publishing Company
"Epitome: Lily Pulitzer Shoes"

Class B
1st Place: The Dublin News, Dublin, OH
Suburban News Publications
"Epitome: Lily Pulitzer Shoes"

Class C
1st Place: This Week Communities Newspapers, Worthington, OH
"City of Dublin (Help Wanted)"
2nd Place: St. Charles, St. Peters, O'Fallon & Wentzville Journals
"Suburban Newspapers of Greater St. Louis (Pulitzer)"
"Part Time Jobs-Start Now $8.50"

Class D
1st Place: Sun Newspapers, Cleveland, OH
"www.sunnews.com"
2nd Place: Main Line Life, Fort Washington, PA
"Adventures of Adult Fox"
3rd Place: The Mississauga News, Mississauga, Ontario
"Northwest Suburban Profiles"

CATEGORY 13
Best Single Black & White Classified Ad
Class A and B Combined
1st Place: The Dublin News, Dublin, OH
Suburban News Publications
"Sofa Express"
2nd Place: This Week Community Newspapers, Worthington, OH
"Suburban Newspapers of Greater St. Louis (Pulitzer)"
"Part Time Jobs-Start Now $8.50"
CABEY CLASS 16
Best Cover Design

Class A
1st Place: Clarston Courier, Clarston, MI
Hometown Communications Network
"Clarston Expo"

Class B
1st Place: Star Democrat, Easton, MD
Chesapeake Publishing
"Discover Talbot"

2nd Place: Dorchester Star, Cambridge, MD
Chesapeake Publishing
"Discover Dorchester"

3rd Place: Cecil Whig, Elkton, MD
Chesapeake Publishing
"At Home — May 2000"

Class C
1st Place: St. Albert Gazette, St. Albert, Alberta
Gazette Press LTD
"Fall Home Improvement"

Class D
1st Place: The Oakville Beaver, Oakville, Ontario
Metroland Publishing
"Mayor's Awards for Business & the Arts"

2nd Place: The Burlington News, Burlington, NJ
Recorder-Community Newspapers
"Grilling"

3rd Place: The Oakville Beaver, Oakville, Ontario
Metroland Community Newspapers
"Pub's Family Fun Guide"

CABEY CLASS 17
Best Signature Page or Signature Section

Class A
1st Place: Clarston Courier, Clarston, MI
Hometown Communications Network
"Clarston Area Chamber of Commerce"

Class B
1st Place: Eagle News, Syracuse, NY
Eagle Media
"August 1999 — Labor Day"

2nd Place: The Sun Herald/The Sun, Cleveland, OH
Sun Newspapers
"St. John West Shore"

2nd Place: Cecil Whig, Elkton, MD
Chesapeake Publishing
"Sunfest"

Class C
1st Place: The Peace Arch News, B.C., CANADA
Metro Valley Newspaper Group
"Solving Our Chamber- Chamber of Commerce Week"

2nd Place: East Bay Classifieds, Bristol, RI
East Bay Newspapers
"Thanks Yest!

Class D
1st Place: Langley Times, Langley, B.C.
Metro Valley Newspaper Group
"2000 Langley Hornets Souvenir Poster Series"

2nd Place: The News Herald, Willoughby, OH
Journal Register Company
"Teen Survey"

3rd Place: The Almanac, McMurray, PA
Observer Publishing
"Winery Guide"

CABEY CATEGORY 18
Best Graphically Designed Classified Section

Class A
1st Place: Town of Paradise Valley Independent
Town of Paradise Valley, AZ
Independent Newspapers
"Town of Paradise Valley Independent, Classified Section"

Class B
1st Place: The Upper Arlington News, Columbus, OH
Suburban News Publications
"Classified Section — Town of Paradise Valley"

2nd Place: Surprise Independent, Surprise, AZ
Independent Newspapers
"Surprise Independent, Classified Section"

3rd Place: East Hampton Star, East Hampton, NY
"Classified Section"

Class C
1st Place: Sun City Independent, Sun City, AZ
Independent Newspapers
"Sun City Independent Classified Section"

Class D
1st Place: Daily Local News, West Chester, PA
Journal Register Company
"Classified Section — Town of Paradise Valley"

2nd Place: East Mesa News, Mesa, AZ
Independent Newspapers
"East Mesa Independent, Classified Section"

2nd Place: This Week Community Newspapers, Worthington, OH
"Classified Section"

CABEY CATEGORY 19
Best Business Publication or Business Special Section

Class A
1st Place: Milford Times, Milford, MI
Hometown Communications Network
"Huron Valley Chamber of Commerce Directory 2000"

Class B
1st Place: Ingham City Community News, Mason, MI
Lansing Community Newspapers
"Hometown Communications Network
"Mason Area Chamber of Commerce Special Edition"

Class C
1st Place: Mississauga Business Times, Mississauga, Ontario
Metroland Publishing
"September 2000 Issue"

2nd Place: The Peace Arch News, B.C., CANADA
Metro Valley Newspaper Group
"National Small Business Week"

Class D
1st Place: Langley Times, Langley, B.C.
Metro Valley Newspaper Group
"Salute to Small Business"

2nd Place: Eagle News, Syracuse, NY
Eagle Media
"Eagle Business 2000 Business Week"

3rd Place: Metro West Daily News, Framingham, MA
Community Newspaper Company
"Progress 2001"

CABEY CATEGORY 20
Best Homes Publication or Homes Special Section

Class A
1st Place: The Town of Paradise Valley Independent, Paradise
Valley, AZ
Independent Newspapers
"A Home in Paradise"

Class B
1st Place: East Hampton Independent, East Hampton, NY
"East Hampton's Home"

Class C
1st Place: Bernardsville News, Bernardsville, NJ
Recorder-Community Newspapers
"Elegance by Design"

Class D
1st Place: Sun Newspapers, Cleveland, OH
"At Home"

2nd Place: Bernardsville News, Bernardsville, NJ
"Your House"

3rd Place: Sun Newspapers, Cleveland, OH
"Living"

CABEY CATEGORY 21
Best Classified Promotion

Class A, B and C Combined
1st Place: Town of Paradise Valley Independent
Paradise Valley, AZ
Independent Newspapers
"Look What I Found in the Classifieds"

Class D
1st Place: This Week Community Newspapers, Worthington, OH
"Garage Sales (Scavenger Hunt)"

2nd Place: Montgomery Newspapers, Fort Washington, PA
Montgomery Newspapers (Journal Register Company)
"Frosty fifty"

3rd Place: Collinville Journal, St. Louis, MO
Suburban Newspapers of Greater St. Louis (Pulitzer)
"Baby's First Christmas"
in the 21st Century*, newspaper executives are sharing their own ideas and concerns with colleagues from around the country. And in this 30th-anniversary year of the SNA, it's more vital than ever to be a part of this powerful network.

The conference is not only touching on current issues affecting the newspaper industry but also offering tried-and-true basics that are essential for continued success. Highlights include presentations for publishers on strategic business planning and managing in tough economic times, and exciting ideas to help advertising executives produce revenue.

Additionally, there are discussions on such current issues as group ownership, online business models and the proliferation of free newspapers. And finally, there will be a special preview of an SNA-sponsored major market study that will not be officially released until first quarter 2002.

Hugely successful at last year's conference were the one-on-one meetings with representatives from major advertisers such as NSA, TJX, SPM, Market Place Print and Allied Advertising. This year, representatives are meeting with SNA members each day to discuss issues of concern in individual markets in 20 minute intervals. This is a unique opportunity for SNA members to go straight to the source.

Scenic, lively Boston provides an ideal backdrop for the social activities and are always a highlight of this conference that offer more relaxed networking opportunities. The SNA awards banquet, theater tickets for "Mamma Mia" and dinners at some of Boston's best restaurants are among the scheduled events.

Some of the most authoritative professionals in the newspaper industry are making presentations throughout the event, offering insight, advice and analyses of a variety of aspects of the business. Among the featured speakers are:

**Kathy Thornton**, president of K.V. Thornton Associates, a consulting firm that serves the newspaper industry, will offer ideas for increasing revenue, motivating a sales team and creating new interest from advertisers, as well as how to set these ideas in motion. Among her themes will be how to transmit ideas across traditional newspaper boundaries to get your entire staff pulling in the same direction, and how to cross-sell and promote classified initiatives at retail events.

**Mary Ann Wagner**, promotions manager for the Suburban Journals of Greater St. Louis and the publisher of Savvy Parent, will talk about how to make money with promotions, which have become a major source of revenue for a number of papers in her market. She'll present some new and interesting ideas that will work in big and small markets in a fast-paced and highly interactive session that is sure to be lively.

**Richard Wakefield**, a newspaper consultant with Glennco Consulting who specializes in financial analysis and newspaper and market valuations, will talk about how to create economic value. His session will provide an insightful look at how to turn strong readership and demographics into more revenue generation and profitability, as well as expense management and how to win the economic battle for readership.

And **Russel Pergament**, publisher of the Metro/Associated Newspapers in Boston, will address newspaper publishers, who are facing the constant pressure of maintaining paid circulation levels, on how the growing free-commuter newspaper phenomenon is impacting consumer and advertiser markets. It's a primer on the lessons traditional newspaper publishers can learn from this emerging business model.

This special advertising section was written by Alexandria Brown & Emily Rubin.

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**SNA ADVERTISING DIRECTOR OF THE YEAR**

**Bill Cyran**, Advertising Director
The Morning Journal
Lorain, Ohio

Journal Register Company

Congratulations to **Bill Cyran** on his remarkable achievements. Bill is a 40 year veteran of the Morning Journal. He will be presented with this prestigious award on Thursday, September 13, 2001 at the annual SNA awards banquet, to be held in Boston, MA.
Find The Information You Want Instantly
Access the Year Book information instantly with a fully indexed, searchable database that allows you to target the newspaper industry segments you need.

It’s Easy, It’s Fast
The simple, menu-activated search-and-display capability of our CD-ROM makes finding data and compiling lists easier than ever.

Search By Any Field
Your options are limitless! Search newspapers by equipment use, sort by publication days or rank by circulation. Search for special topic editions...and much more!

Exportable Data For Mail Merge
All the information can be exported to your PC in a wide range of file formats, including tab or comma delimited. Customize mailing lists for each of your communications projects and import the data into your contact management software.

CD-ROM Sections
The Year Book CD-ROM includes all the Year Book data for U.S. Dailies, U.S. Weeklies, Canadian Newspapers, Foreign Newspapers and Mechanical Equipment sections...names of contacts and their areas of responsibility, plus other critical information about newspapers, newspaper suppliers and service companies.

SYSTEM REQUIREMENTS:
Windows 95, 98 and NT - 32 MB of RAM minimum, SVGA Monitor or higher, 10 MB available hard drive space.
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WEST VIRGINIA
Frank Wood
Frank Wood, publisher of The Register-Herald in Beckley, has been elected president of the West Virginia Press Association for 2001-2002. Other officers elected were David Hedges, publisher of The Times Record in Spencer, vice president for weekdays and president-elect; David Zinn, president and general manager of Charleston Newspapers, vice president for dailies; and Sandra Buzzerd, managing editor of The Morgan Messenger in Berkeley Springs, secretary-treasurer.

CALIFORNIA
Jerald Council to graphics editor at the Los Angeles Times from graphics director at The Sun in Baltimore.

FLORIDA
Kim Kerr to business manager of the Press Journal in Vero Beach from human-resources manager. Kerr succeeds Darryl Hicks, who retired.

LOUISIANA
Frank Bauer to advertising director of The Times in Shreveport from advertising director of The Herald-Dispatch in Huntington, W.Va.

MASSACHUSETTS
John T. Brennan to director of operations at The Daily Item in Lynn from circulation director of The Hour in Norwalk, Conn.

NEW YORK
Kevin Houghtaling to advertising director of The Times Herald-Record in Middletown from regional advertising manager at The Tampa (Fla.) Tribune. Houghtaling succeeds William A. Baxter Jr.

WASHINGTON
Bernard Schutz to advertising director for The Columbian in Vancouver from advertising director at the Wichita Falls (Texas) Times Record News.

American Consolidated Media, Inc.
has sold
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consisting of seven newspapers
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including
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Bar Harbor (ME) Times
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Crescent Publishing Company, LLC
of Greenville, South Carolina
We are pleased to have represented American Consolidated Media, Inc. in this transaction.
WHO IS A JOURNALIST?

Vanessa Leggett, for one. Despite the potshots from some corners of the press, her jailing is a threat to all reporters.

Body of evidence: Look at what she has done — and what the government has done to her.

UNLESS SOMETHING VERY unlikely occurred over the weekend, Vanessa Leggett is spending her 52nd day in a Houston jail today. According to the Reporters Committee for Freedom of the Press, that's longer than any journalist in U.S. history has ever been held for refusing to disclose a confidential source.

Leggett is in lockup with accused murderers, thieves, and drug traffickers because of her research into the 1997 murder of Doris Angleton, whose estranged husband, a wealthy Houston bookie, was accused and acquitted on state charges of hiring his brother for the killing. Leggett taped extensive prison interviews with the brother before he committed suicide. She gave Texas authorities copies of those tapes, but federal prosecutors — clearly fishing for confidential sources Leggett may have had — demanded she hand over everything she has ever gathered about the murder.

The Angleton murder case has all the elements necessary to make the kind of true-crime paperback that fills the shelves of Waldenbooks in malls across America. But, in a final indignity, the federal authorities who threw her into the joint even deny Leggett is a journalist. They note darkly that Leggett has published only a few academic articles, and has no book contract. The Houston Press recently hopped on the prosecutorial bandwagon, claiming Leggett is unworthy of support because she has worked as a private investigator. The alternative weekly also finds it significant that its own writers have never experienced an experience to which its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.that its own writers have never experienced.
He's a bodysurfer, a "nice guy" who dresses California casual, but Gary Pruitt (here in his office) is a "bulldog" when protecting McClatchy Co. interests.
GARY PRUITT, head of the McClatchy Co., is nice even when he tries to tell you he's not so nice. "I don't shy away from making tough decisions," he says softly. "But there's no sense in trying to be a jerk." Indeed, Pruitt, 44, who became CEO of McClatchy at the ripe old age of 38, can be tenacious, despite his reputation for niceness, a bulldog who...
A BEACH BOY MEETS THE STONES 1 At age 16, a winner at tennis, still a passion today 2 On a beach in Florida (where he once lived), sans wetsuit, age 20 3 Attending law school at University of California-Berkeley in 1981, he wrote jokes for money 4 He’s Pruitt all night, like a Rolling Stone, backstage with his favorite band at the Target Center in Minneapolis, his right hand apparently holding up a cadaverous Keith Richards 5 A hair-raising experience through the years, as seen in yearbook photos as a freshman, 6 sophomore, and 7 senior, 1974

BY JOEL DAVIS

GARY PRUITT, head of the McClatchy Co., is nice even when he tries to tell you he’s not so nice. “I don’t shy away from making tough decisions,” he says softly. “But there’s no sense in trying to be a jerk.” Indeed, Pruitt, 44, who became CEO of McClatchy at the ripe old age of 38, can be tenacious, despite his reputation for niceness, a bulldog who
somehow seems to get his way without stepping on toes.

Meticulously prepared, Pruitt essentially willed McClatchy, dismissed at the time as too small, into the bidding for the Minneapolis Star Tribune in 1998. He and the company emerged — $1.4 billion and a lot of debt later — with a paper that shot past the flagship Sacramento Bee to become the chain's biggest, a bold, controversial move that propelled McClatchy from a regional to a national stage.

More recently, Pruitt gave his blessing, if not his input, to some tough front-page editorials in The Fresno Bee and The Modesto Bee — McClatchy's two central California papers — that implored U.S. Rep. Gary Condit (who hails from that area) to resign because, they said, he had violated the public's trust in the Chandra Levy matter. The editorials attracted national attention for their boldness in calling for the head of a moderate Democrat who long had won the backing of the moderately Democratic Bees.

"I did not play a role in changing the editorials or working with [the two papers] to come up with their position on Condit's resignation," says the boyish Pruitt, who rarely interferes with editorial issues. "However, I do think [the Bees] handled it well. I think the editorials were good."

The Condit editorials are typical of both McClatchy tradition and Pruitt's management style: Hire solid, skilled people — and give them a lot of rope.

Editors in Condit country "know best what kind of paper is appropriate for people in Modesto, not me here in Sacramento," Pruitt explains in his spotless, modern-appointed, blue-hued office in California's sleepy, treeline capital city, headquarters of the McClatchy Co. "That doesn't mean I'm excluded or that other people here at corporate are. We all participate."

Dick LeGrand, The Modesto Bee's opinion page editor, says that, while he agonized over the details of the Condit editorial, he did not look over his shoulder. "I've worked for McClatchy since 1969," he says, "and I've never had any doubt about their support and backing of any journalistic activities."

Lean cuisine

While Pruitt may not get a Christmas card this year from Condit, he is apparently revered by a broad range of others, from his employees to his competitors, including his wife, Abby, an attorney who says she knows better than to argue with him ("I lose ... he's very well-prepared in any argument"). Pruitt does, however, have a propensity to sing dopy 1960s jingles and novelty songs around the house to the embarrassment of his two daughters ("C'mon, Da-a-ad"), ages 9 and 12. "He's one of the bright lights of the newspaper world, a bright, attractive, energetic guy," comments New York Times Co. Chairman Arthur O. Sulzberger Jr., who has served on several boards with Pruitt. "McClatchy has a solid reputation and holds the same set of values I like to think the New York Times Co. holds."

Well-versed in everything from high finance to classic literature to the Rolling Stones ("Gary has wide bandwidth" is how one McClatchy executive puts it), Pruitt is in the catbird's seat at one of the most respected newspaper chains in the country. McClatchy is slowly but surely growing a stable of highly regarded dailies that have avoided layoffs and draconian measures in the current economic downswing by being fiscally conservative — some might say too conservative — during the flush times.

"We manage for downturns even in good times," reasons Pruitt. "The idea is to remain lean and efficient even in good times so that we can ride out the bad times and avoid that kind of boom-and-bust scenario, which leads to numerous layoffs.

While the dragging economy has hauled some publishers' images down with it, Pruitt has quietly emerged as the industry's Golden Boy. Resembling a blond Chevy Chase back in his 1970s heyday (another "Saturday Night Live" link: his low, deliberate timbre is a ringer for Al Franken's), Pruitt is a charming, self-effacing figure who, when he strolls through The Sacramento Bee's modest cafeteria for a veggie burger and yogurt lunch, wins smiles and hellos from everyone from the pressmen to the editors.

"The worst thing I can say about Gary is
he's not more outspoken on industry issues," observes Chairman, CEO, and Publisher Frank A. Blethen of The Seattle Times, a paper that competes with McClatchy's Tacoma, Wash.-based The News Tribune. "Gary's a guy we need to hear from more often. He's a wonderful mix. He has business understanding, but is also principled on diversity and journalism values and community issues."

Mentioning another alleged fault, Sulzberger deadpans, "Gary is a lawyer, but I try to overlook that."

Suite-fighting man
Pruitt is indeed a lawyer: It's how he made a name for himself. A native of Virginia, Pruitt grew up a space-race baby in Satellite Beach, Fla., in the shadow of Cape Canaveral and the Kennedy Space Center. He is the youngest of four children of a librarian mother and an Air Force veteran father who managed hotels after retiring from duty.

Pruitt, who celebrated his 15th birthday in the newsroom. He helped reporters and editors dodge libel land mines and defended McClatchy in a flurry of lawsuits, including a $250-million libel action brought by former U.S. Sen. Paul Laxalt of Nevada that was based on a Sacramento Bee story reporting illegal skimming of gambling profit at a Carson City casino owned by the Laxalt family. In the settlement, Laxalt got neither money nor a retraction from the newspaper chain.

Pruitt, on the other hand, earned a reputation. "When Gary first came, we had more lawsuits against us than just about any other newspaper company," recalls Erwin Potts, whom Pruitt succeeded as McClatchy CEO in 1996. "He tackled them, and began getting rid of the lawsuits, and launched a preventive program that impressed a lot of people in the newsroom. ... He learns faster than maybe anyone I've ever known."

While the McClatchy brass sensed they had a rising star, Pruitt says he loved being the house lawyer. Climbing the company ladder, he maintains, never entered his mind, and he "only reluctantly moved over to the business-operational side."

In grooming Pruitt, Potts and the legendary C.K. McClatchy, who died while jogging in a Sacramento park in 1989 and was the last family member to head the McClatchy chain, had the young attorney work in various positions in Sacramento before naming him publisher of The Fresno Bee (from 1991

The McClatchy Co.

McClatchy Co. has operations in four regions of the United States. Minnesota supplies about 37% of the company’s revenue; California, 32%; the Carolinas, 17%; and the Northwest, 14%. For the six months ended March 31, its 11 daily newspapers had a combined average circulation of about 1.4 million daily and around 1.9 million Sunday. Among McClatchy’s other holdings are 13 nondaily publications.

Daily Newspapers

Star Tribune, Minneapolis, 367,971 (d), 668,560 (S); The Sacramento (Calif.) Bee, 296,482 (d), 351,999 (S); The News Observer, Raleigh, N.C., 170,063 (d), 210,037 (S); The Fresno (Calif.) Bee, 162,628 (d), 194,551 (S); The News Tribune, Tacoma, Wash., 129,057 (d), 145,957 (S); The Modesto (Calif.) Bee, 85,794 (d), 91,805 (S); Anchorage (Alaska) Daily News, 70,761 (d), 84,275 (S); Tri-City Herald, Kennewick, Wash., 41,151 (d), 44,584 (S); The Herald, Rock Hill, S.C., 31,543 (d), 33,484 (S); The Island Packet, Hilton Head, S.C., 16,334 (d), 16,880 (S); and The Beaufort (S.C.) Gazette, 12,124 (d), 11,153 (S).

Nondaily Publications


Other Properties

The Newspaper Network, Nando Media, Newsprint Ventures Inc., and Scripps-McClatchy Western News Service.

Sources: McClatchy Co., Audit Bureau of Circulations
to 1994), a job that Pruitt says was invaluable training for his current post.

"He did an excellent job there," says James McClatchy, 50, corporate publisher and the senior McClatchy family member working for the company. James McClatchy says family members and McClatchy board members were in "total agreement" on appointing Pruitt the head of the company in 1996 after Pruitt served as vice president of operations in 1994-95. "He's very bright, very fair — he's candid and cheerful," adds McClatchy.

**Go East, young man**


McClatchy, which also owns several smaller papers (many were sold in the 1990s because they were viewed as more trouble than they were worth) bought The News & Observer in Raleigh, N.C., in 1996. This was a successful acquisition that Pruitt says set the table for the "break-the-bank buy of the Minneapolis Star Tribune in 1998."

That deal, met with skepticism because it loaded McClatchy with a lot of debt — Pruitt concedes he bet his career on it — is now seen as a smart buy by industry observers. It expanded a company that was pulling in 90% of its revenue as recently as 1986 from California, which alarmed the company any time the Golden State fell into a recession, as it did for much of the 1990s.

The Star Tribune purchase "has been a dramatic change for the company. It was done consciously with the idea of having regional diversification," Pruitt explains. While the deal is seen as a success, it has not been without its headaches. For starters, the Star Tribune has a formidable competitor in the neighboring Knight Ridder-owned Saint Paul Pioneer Press.

"Competing is something most McClatchy papers are not very used to, as they are, often by design, the 800-pound gorillas in their markets. McClatchy has dominated north-central California with the three Bee papers for so long that the papers, which pay well and have relatively little newsroom turnover, are often resented as staid or arrogant (recent Condit editorials notwithstanding). Many of The Sacramento Bee's columnists, for instance, are seen as politically correct "lifers" who tend to rehash the same right-and-relevant topics.

While the Star Tribune looks like a smart buy ("Minneapolis and Raleigh are marvelous acquisitions for anybody," Frank Blethen says), the fact is that McClatchy's biggest paper is also its current worst performer. In May, Star Tribune Publisher and President John Schueler abruptly resigned for personal reasons following the paper's sixth straight down month in revenue.

Soon after, Schueler, well-liked in the Minneapolis business community, took a job as publisher of the Los Angeles Daily News. Neither he nor Pruitt will specify why Schueler left. "McClatchy is a first-rate company," Schueler maintains. "I have nothing but high marks for them." Adds Pruitt: The Star Tribune is "having the worst year of all of our papers — that's true. But John's decision to resign had nothing to do with that."

**Did he jump or was he pushed?**

While losing Schueler has a did-he-jump-or-was-he-pushed mystique, laying off employees is something McClatchy is loath to do. Pruitt is proud that his company has hired many women and minorities as publishers and for top editorial posts — McClatchy has perhaps the industry's best track record for diversity — but also that he hasn't had to hand out pink slips just to please shareholders.

He says layoffs hurt morale and — when you factor in severance costs down the line — the bottom line. It's better, he says, to rely on attrition and voluntary departure.

"You never say 'Never' to layoffs because you never know what's going to happen," Pruitt observes. "But we would have to have a much more severe economic downturn to resort to layoffs. We are cutting expenses where we can and doing it by only filling essential jobs. What we're trying to do is not put employees on a roller coaster of layoffs, nor our readers by cutting the quality of the paper[s], so we're also maintaining news hole."

While most industry observers have high praise for both Pruitt and McClatchy, at least one thinks they spend too much time in the slow lane when the economy is in the fast lane.

"One of the things that makes McClatchy less interesting is that, while they don't tend to get hurt so much in down times, they don't explode so much on the upside when things are good," says Douglas Arthur, managing director/printing analyst at Morgan Stanley Dean Witter & Co. "You're not going to get hit that hard in the bad times, but you're not going to benefit that much in the good times."

Pruitt says that the company is doing just fine, thank you. If you don't believe him, he will send you numbers noting that the company's revenue more than doubled to $1.142 billion in 2000 from $540.9 million in 1995. He adds that McClatchy stock has averaged a 20% return a year over the past five years, which he says is higher than the average of publicly traded newspaper companies and the S&P 500.

OK, but what about this year, Mr. Nice Guy? "In terms of revenue, we are outperforming the industry heavily," Pruitt says. "But it is still a down year."

Sounds like a diplomatic answer. In fact, with all his other attributes, Pruitt (the former political-science major) would seem a natural to turn his iron-cupcake diplomacy into a run for public office. The upcoming race in the 18th Congressional District — the heart of Bee Country — should be wide open, given the problems of another Gary. But Pruitt, who makes more than $1 million a year, insists he's satisfied where he is.

"I'm very happy at McClatchy and plan on staying here," he maintains. "Let's put it this way: I feel a huge commitment to the family members who control the company and to the company itself. It would be very difficult for me to think about leaving McClatchy."

**EX-JOCK STILL GETS HIS KICKS**

With his daughters, who complain when he sings dopey '60s jingles
Buoying the Tribune Co.'s presence in Palm Beach County is a flotilla of weekly newspapers.

An ill wind blows some good

CALM AFTER A STORM IN THE LAND OF CHAD

Hurricanes come and go, but the media competition is forever

BY EILEEN DAVIS HUDSON AND LUCIA MOSES

Life has pretty much returned to normal in Palm Beach County, Fla., following that hurricane of a presidential election last fall. While the area was buffeted by fresh waves of national media for weeks, becoming the butt of jokes with punch lines based on the many species of chad, local media outlets reaped the benefits of higher ratings and readership among area residents who wanted to know the latest about how, or if, their votes would be counted.

In the Palm Beach area, candidates for national and local office must court an older, well-educated population of mostly middle-class residents, many of whom have moved into the region in search of retirement bliss. According to Scarborough Research, 44% of the population in the West Palm Beach-Fort Pierce market is 55 years old or older, compared to an average of 28% in the country's 50 largest markets. For transplanted New Yorkers, one major plus of living in the market is having the New York Mets' spring-training camp in the town of Port St. Lucie.

The market is growing fast. Based on U.S. Census data, Nielsen Media Research recently promoted West Palm Beach-Fort Pierce to 40th place (with 681,100 TV households) among the country's top TV markets, up from 43rd last year (when the market had 632,600 TV homes).

Among newspapers, the primary daily in Palm Beach County is The Palm Beach Post, a Cox Newspapers Inc. paper based in West Palm Beach. For the six months ended March 31, the paper's daily circulation averaged 185,314, flat with the same period a year earlier, and its Sunday circ was 227,171, down 1.9%, according to the Audit Bureau of Circulations (ABC).

One reason for the Post's circulation softness is likely the strong competition the paper is getting from the Tribune Co.'s South Florida Sun-Sentinel. The Fort Lauderdale-based daily publishes an edition for Palm Beach County stuffed with weekly news sections for individual communities.

Although Broward County (to the south) is the Sun-Sentinel's home turf, the paper has 15.4% daily penetration in Palm Beach County and 19.3% Sunday penetration there, according to ABC. The Post has 33.2% daily penetration in Palm Beach County and 42.2% Sunday penetration. The Post is sold in Broward County, but it has a minimal presence there.

In 1998, Tribune purchased a network of 33 weekly newspapers in southern Florida from a private venture-capital group. The network since has expanded to 52 papers, including seven serving southern Palm Beach County. Reinforcing its position in the Palm Beach area, the Sun-Sentinel has news-gathering and promotional partnerships with WPBF-TV, the ABC affiliate owned by Hearst-Argyle Television Inc., and provides news for WXEL-FM, Palm Beach's National Public Radio station. In keeping with its regional aspirations, the Sun-Sentinel added the wide-ranging "South Florida" to its flag last October.

One Palm Beach County community where the Sun-Sentinel has made strong gains is Boca Raton, an upscale retirement locale, just over the Broward line, that has been attracting younger transplants. The independently owned Boca Raton News is the local paper, but three ownership changes in the past four years have left it weakened.
The Sun-Sentinel outsells the News, circulation 13,013, by more than 2-to-1 in Boca, while the Post sells 5,000 copies there.

“We continue to slug it out [with the Sun-Sentinel] in the southern end of Palm Beach County,” in towns including Boynton Beach and Delray Beach, said Post Publisher Tom Guffrida.

In February of last year, The Palm Beach Post launched zoned editions in several communities to attract new readers and advertisers. Weekly sections targeting Boynton Beach, Delray Beach, Jupiter-Tequesta, Palm Beach Gardens, and North Palm Beach are delivered to Post subscribers on Wednesdays and are mailed to potential subscribers.

Last September, the paper expanded the weekly sections initiative to include the communities of Willington, Royal Palm Beach, and western and eastern Lake Worth. The Post hired eight additional editorial staffers to help produce the new sections. So far, the weekly sections have had mixed results. “Some are resounding successes,” Guffrida said. “Others, where there’s more competition, aren’t as successful.”

With the county’s population ranging from the very rich to the very poor, advertisers can have a hard time reaching a specific audience, said Valerie Stagg, director of account services for McAlear & Associates, a West Palm Beach-based ad agency that has done advertising work for the Post’s Web site. The local papers in the area tend to dominate their markets. In Palm Beach County, both the Post and Sun-Sentinel have individual strengths, but, in most cases, advertisers have no choice, she said. The Sun-Sentinel is the dominant paper in Boca and Delray, she said, while “if you want to reach the center part of Palm Beach County, you have to advertise in the Post.”

On the advertising front, Guffrida said that, following a “very strong” first quarter, employment advertising in the Post has declined significantly, plummeting about 22% year-over-year because of the general economic slowdown. However, major retailers, real-estate, and national advertising have continued to perform solidly in the Post this year, Giuffrida added.

Broadcast news

The local TV news competition in Palm Beach is led by the E.W. Scripps Co.’s WPTV-TV, an NBC affiliate. In May, the station hired away anchor Chandra Bill, a 15-year veteran of its closest news competitor, Freedom Communications Inc.’s CBS affiliate, WPBC-TV. Bill is scheduled to join WPTV’s news team next June, after staying off the air for a year to honor a noncompete agreement.

WPEC claims to be making strides toward narrowing the ratings gap between its and WPTV, particularly at 11 p.m. Even so, WPEC still finished a distant second to WPTV at 11 p.m. in May, averaging an 8.7 rating/15 share in house to the leader’s 12.4/22. To lead its news expansion, WPEC in late July hired a new news director, Jay Rosoff, who came from WTMJ-TV, the NBC affiliate in Milwaukee. ABC affiliate WPBF-TV launched a morning newscast in January of last year, but continues to trail WPTV and WPEC in the news ratings. WFLX-TV, Raycom Media’s Fox affiliate, has an hourlong newscast at 10 p.m. that is produced by WPEC. On the syndicated programming front, WFLX this month will launch reruns of “Everybody Loves Raymond.”

Cable penetration in the West Palm Beach-Fort Pierce market is among the highest in the country at 87%, far exceeding the 73% average for the top 50 markets, according to Scarborough. Still, while the overwhelming majority of TV homes are hooked up to cable in this market, competition from satellite TV service providers is keen here. About 14% of households in the West Palm Beach area are hooked up to satellite TV, comparable to the top 50 market average.

Open air

While Nielsen classifies the TV market as West Palm Beach-Fort Pierce, Arbitron designates the radio market as West Palm Beach-Boca Raton, the country’s 51st-largest radio market. (Arbitron regards Fort Pierce-Stuart-Vero Beach as a separate market, No. 116).

Viacom’s Infinity Broadcasting is the largest radio group in the West Palm Beach-Boca Raton market, with a 38.2% share of the annual advertising revenue from its five FM outlets, according to BIA Financial Network. Clear Channel Communications is close behind, with a 30.4% share from its one AM and five FM properties. The third-highest biller among radio broadcasters in the market is privately held James Crystal Enterprises, which owns two stations, one AM and one FM, and controls about 17% of the annual ad billings.

A key factor in the West Palm Beach-Boca Raton radio business, local media buyers say, is signal spill-in from several large, powerful outlets in Miami and Fort Lauderdale, to the south. In fact, four stations ranked in the top 10 during morning drive time in West Palm Beach-Boca Raton are outlets in or around Miami and Fort Lauderdale. There are a handful of stations with formats targeting the West Palm Beach-Boca Raton area’s ethnic populations. These include at least two Spanish-language outlets.

The West Palm Beach-Fort Pierce out-of-home advertising business is dominated by Clear Channel Outdoor (formerly Eller Media).
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DIVISIONAL TERRITORY SALES MANAGER
The Advertising Division of The St. Louis Post-Dispatch is looking for a self-motivated individual to have an expansive role in determining the strategic sales focus of our weekly and daily newspaper products in addition to all special sections. This person's strategic focus will be in the following four areas: Sales drive and focus in all products and special sections; Revenue growth and tracking by product/section; Active advertiser growth by product/section; and Analysis and assessment of special sections to determine the value of each of each and every one. By the determination what we will forward as a company, what we re-tool to be more profitable and what we continue doing altogether.

The successful candidate will possess: a minimum of three years in advertising sales or sales management, the ability to evaluate sections and products and make recommendations for improvements, excellent written and verbal communication skills as well as above average understanding of the newspaper industry. We offer a Generous Benefits Package; Excellent Salary, 401(k) plan, Health and Dental and Other Benefits. Send resumes to: ST. LOUIS POSTDISPATCH Human Resources Re: Divisional Territory Manager 900 North Tucker Blvd. St. Louis, MO 63101 Or send your resume by FAX to: (314) 340-3005 Or by E-mail: pdh@post-dispatch.com The Post-Dispatch, an Equal Opportunity Employer, values the diversity of our work force and the knowledge of our people.

ADVERTISING

CIRCULATION

CIRCULATION MANAGER
Circulation Manager needed for 7 day southeastern 30,000 circulation daily. Position reports to Operations Director. This position would manage the day to day operations of the circulation department. Duties include: fully otate delivery manager, single copy man, customer service manager. The successful applicant would have a strong sales background and a passion for solid circulation and growth. Salary - $40,000 plus $10,000 annual MBO. Our position is a well known multimedia company with locations across several states. Please reply to: Box 2252, Editor & Publisher Classified 770 Broadway, 7th Floor New York, NY. 10003

ADVERTISING MARKETING MANAGER
Midwest daily (35,000 d, 38,000 S) is looking for an experienced advertising marketing professional who can continually provide meaningful marketing support to a sales staff of 17. Candidate must be familiar with Ad Director presentations, Power Point, and research interpretation. Compensation package commensurate with experience. Excellent benefits package and 401(k). Community offers quality of life that is second to none. Send cover letter and resume to: Tom Kuchera, Advertising Director, Grand Forks Herald, P.O. Box 6008, Grand Forks, ND 58206-6008.

MAJOR ACCOUNTS SALES MANAGER
The Arizona Republic, the leading provider of news and information in Arizona has recently joined Gannett, the nations largest newspaper company. This change has encouraged sales growth at The Arizona Republic and has paved the way for the reconfiguring of a Major Accounts Sales Manager.

This position will manage The Arizona Republic's largest advertising accounts and oversee two teams consisting of salespeople, artists and support personnel. This position guides teams in the development and implementation of marketing strategies, presentations, promotions and programs to build sales and increase market share. This person will not only coach their salespeople, but also be able to build good relationships with The Arizona Republic's major advertisers by visiting clients with the sales executives.

Ideal candidates will have experience with negotiating and working with large accounts and have six to ten years of advertising sales experience. This person must also have three years management experience, preferably leading teams of employees. A bachelor's degree is required. The Arizona Republic provides competitive compensation and an excellent benefits package. Candidates with the above qualifications and the desire to join a dynamic team should submit resume and salary requirements to: christopher.marino@pn.com

The Arizona Republic is an equal opportunity employer and a drug-free workplace.
CLASSIFIED ADVERTISING
Fax: (646) 654-5312

CIRCULATION MANAGER
The New Jersey Herald, a suburban-rural six-day 24,000 daily in northwest New Jersey, needs professional Circulation Manager to lead department working to maintain and build circulation. Successful candidate will show background of solid operational and management experience to lead improvement in hard-working distribution force. Must be sales-oriented to innovate with department's creative sales team in very competitive area. Good communications skills a must. As department head, you would be part of the newspaper’s strategic management team. Excellent starting salary, plus benefits.

CIRCULATION MANAGER
Kent Roeder, General Manager
2 Spring Street, Newton, NJ 07860
E-mail: kroeder@njherald.com

CIRCULATION MANAGER
St. Petersburg Times, Florida's largest circulated newspaper, is seeking three proven Division Managers to lead single copy marketing in designated geographic areas. The selected candidates will be responsible for attaining all sales and operational goals, facilitating the marketing and distribution of all single copy circulation, and collection of revenues from retailers, hawkers, and newsstands. Key project work as it pertains to sales and distribution will also be a portion of the assignment. Direct reports include 15-20 Carrier Vendors and Retail Marketing Coordinators. The ideal candidates will possess exceptional leadership, motivation, coaching, analytic, and initiative. Compensation package commensurate with experience. Excellent benefits package. Interested candidates may apply with cover letter and resume to: St. Petersburg Times Brad Dinkmeyer P.O. Box 1211, St. Petersburg, FL 33731 Fax: (727) 893-8105 E-mail: bdinkmeyer@spatimes.com

CIRCULATION MANAGER
New Jersey Herald, a military newspaper in St. Petersburg, FL 33731, is seeking a Circulation Manager. The successful candidate will work with several district managers and is responsible for an excellent trainer with a track record of success.

CIRCULATION MANAGER
USA TODAY is seeking a CIRCULATION MANAGER for San Jose, CA and its surrounding area. The position is responsible for sales, distribution, service, collection and overall management of USA TODAY and Baseball Weekly. The position manages several district managers and is responsible for 25,000 copies/day. Strong Single Copy experience and a college degree is preferred. Previous management experience is required. In addition to competitive salary, there is bonus potential and a comprehensive benefits package. Please send resume with cover letter and salary requirements to: USA TODAY, Attention: Circulation Manager, 6634 Owens Drive, Pleasanton, CA 94588. E.O.E. - We recognize and appreciate the benefits of diversity in the workplace.

CIRCULATION MANAGER
USA TODAY is seeking a CIRCULATION MANAGER for San Jose, CA and its surrounding area. The position is responsible for sales, distribution, service, collection and overall management of USA TODAY and Baseball Weekly. The position manages several district managers and is responsible for 25,000 copies/day. Strong Single Copy experience and a college degree is preferred. Previous management experience is required. In addition to competitive salary, there is bonus potential and a comprehensive benefits package. Please send resume with cover letter and salary requirements to: USA TODAY, Attention: Circulation Manager, 6634 Owens Drive, Pleasanton, CA 94588. E.O.E. - We recognize and appreciate the benefits of diversity in the workplace.

CIRCULATION MANAGER
Chicago based international publication seeks a Circulation & Marketing Coordinator. The successful candidate will work on several distinct high profile international publications. Specific responsibilities will include the development and implementation of circulation building sales and marketing programs for both subscribers and single copy customers. The development and implementation of subscriber retention programs and analysis of new market opportunities. In addition the candidate will work closely with home delivery and single copy sales distributors. Experience should have at least two years of circulation marketing experience. The successful candidate will possess leadership, organization and communication skills, and proficiency in Microsoft Office including Word and Excel. The employer offers a competitive salary, complete benefits package, 401(k) and a fast paced environment based in a major metropolitan market.

CIRCULATION MANAGER
7,000 daily newspaper with a military newspaper and a weekly shopper is looking for an energetic person. Position includes district manager responsibilities. Base salary, bonus program and full benefits package. Send resume and salary requirements to: Marketing Director, The Daily Union, 222 W. 6th St., Junction City, KS 66441. E-mail: advmgr@dailyu.com EOE

ACADEMIC DIRECTOR: SCHOOL OF JOURNALISM
The University of Texas at Austin
The School of Journalism at the University of Texas at Austin is looking for a new director. The selection committee seeks candidates with outstanding reputations in both the professional and academic areas of journalism. Applicants with strong records in journalism. In recent years it also has focused on new technology, international journalism, comprehensive range of journalism skills training, including programs in print, multimedia, photo, and broadcast journalism. The school's flexible curriculum allows it to adjust to the profession's needs, such as specialty courses in online publishing, computer-assisted reporting, education, reporting, sports reporting, documentary photography, journalism ethics, and business journalism. In recent years it also has focused on new technology, international journalism. As an emphasis on Latin America, and press performance. We stress cross-training among journalism disciplines as a way of adding value to our graduates. In addition to the School of Journalism, the College of Communication includes the nationally regarded departments of Advertising, Radio-Television-Film, Communication Studies, and Communication Science and Disorders. One recent national survey ranked the graduate program as the top communication-research producer. We encourage our faculty to engage in research that is relevant to the profession and to maintain their own professional competencies. The school has a strong tradition of close relationships with the professional community and seeks a director who will maintain and expand these ties. The director works closely with the dean of the college and professionals in order to establish a dynamic and professional place to advance in your career, send resume and cover letter to:

ADVERTISING
Join the St. Louis Post-Dispatch, the area's number one source for news, advertising and information. We help readers live life easier and smarter. The Classified Advertising division is looking for a strategic partner to manage our real-estate advertisement team. Responsibilities of this position will include: managing inside and outside sales people who have real estate advertising accounts, developing and implementing new advertising products, sales management, internal and external client communications, and other key sales elements. The successful candidate will possess: A proven track record of sales management, a minimum of seven years experience in advertising sales management, a proven liability operation. The highest priority in this role is lead and motivate a sales staff, and the ability to successfully compete with and gain these ties. The director works closely with the dean of the college and professionals in order to establish a dynamic and professional place to advance in your career, send resume and cover letter to:

ADVERTISING
Join the St. Louis Post-Dispatch, the area's number one source for news, advertising and information. We help readers live life easier and smarter. The Classified Advertising division is looking for a strategic partner to manage our real-estate advertisement team. Responsibilities of this position will include: managing inside and outside sales people who have real estate advertising accounts, developing and implementing new advertising products, sales management, internal and external client communications, and other key sales elements. The successful candidate will possess: A proven track record of sales management, a minimum of seven years experience in advertising sales management, a proven liability operation. The highest priority in this role is lead and motivate a sales staff, and the ability to successfully compete with and gain these ties. The director works closely with the dean of the college and professionals in order to establish a dynamic and professional place to advance in your career, send resume and cover letter to:

REAL ESTATE ADVERTISING MANAGER
Send resumes to:
St. Louis Post-Dispatch
Equal Opportunity/Affirmative Action Employer. Minorities and women are encouraged to apply. For more information about the University, visit the University's home page at: www.utexas.edu
CIRCULATION

RETAIL MARKETING OPERATIONS MANAGER
St. Petersburg Times, Florida's largest circulated newspaper, is seeking a proven Operations Manager to lead the operational side of our single copy circulation. The selected candidate will be responsible for maintaining all sales and operational goals, facilitate the marketing and distribution of all single copy circulation, and collection of revenues from retailers, hawkers, and newsstands. Key project work as it pertains to zero in on local news and groom promotions to Box 2278, Editor & Publisher, 770 Broadway, 7th Floor, New York, NY 10003.

E-mail: shoving@gamingtoday.com

MONEY MAKER for NY Black business publication.每股人会 seek a city editor who does it all. Perfect position for a energetic editor to live in Gig Harbor and put a bottom. Good salary for right person. Send resume now to; Susan Having, GamingToday.

EDITORIAL

COPY EDITOR - Distinguished small daily in lovely Southeastern city needs a copy editor. We want aggressive handling of copy, crisp headlines and creative page design. Knowledge of QuarkXPress, PageMaker and InDesign needed. Newspaper is part of superior national group. Send cover letter and resume to Box 2290, Editor & Publisher, 770 Broadway, 7th Floor, New York, NY 10003.

COPY EDITOR
Quality small daily with an emphasis on great photography and design is looking for a copy editor with layout and design skills. Experience on a daily newspaper and knowledge of QuarkXPress preferred, but will consider an entry level applicant. Candidates must have good oral and written communication skills, and be a team player. This is a full-time position with an excellent benefit package. Submit resumes to for film application at: The Daily News. David Felts, Editor, P.O. Box 340 (109 N. Lafayette Street) Greenville, MI 48838 EOE M/F/V/H

COPY EDITOR
Live in the sun! GamingToday, a 26 year young Las Vegas based weekly gaming newspaper, seeks senior newsroom professional who does it all. Perfect position for a news veteran who enjoys his/her work covering the casino industry from top to bottom. Good salary for right person. Send resume and cover letter to: Susan Hoving, GamingToday, 4577 Industrial Road, Las Vegas, NV 89103; FAX: (702) 798-2069. E-mail: shoving@gamingtoday.com

EDITOR
The North Platte Telegraph has an immediate opening for an Editor. This is an outstanding opportunity for a resourceful newsroom leader, with daily experience. The Telegraph enjoys a prize-winning history of excellence and innovation. Reporting to the President/Publisher, the Editor is a key member of the newspaper's executive management team. The successful candidate will be a proven team builder, an effective communicator of our journalistic initiatives, and a teacher. Newsroom leadership experience, including a track record of success in budgeting and achieving fiscal objectives, human resources management, building effective partnerships between operating divisions and a desire to enhance online content processes and technology is required. Excellent pay/benefits package. Place great value to live, independent operating environment and strong executive management team. Forward resume and qualifications to: President/Publisher, North Platte Telegraph, P.O. Box 370, North Platte, NE 69103. E-mail: lshereen@npletegraph.com. The North Platte Telegraph is a division of Midlands Newspapers, Inc., an Omaha World-Herald Company.

MANAGING EDITOR
The Ashland Times-Gazette, a family owned 12,000 six-day AM, seeks an experienced journalist for the position of Managing Editor. Candidate must possess effective leadership skills, 8 years of editorial experience, three of which are in management. Good benefits, competitive pay, excellent opportunity for upward promotion. Excellent opportunity for someone who has some experience looking to take a step into management. If interested send resume to Phil Latham, Marshall News Messenger, P.O. Box 730, Marshall, TX 75671, or Fax to (903) 935-6242, or E-mail to platham@coxnews.com. No phone calls, please.

ATTN: Jim Keeble The Birmingham News 2001 Boychuck Court Birmingham, AL 35202 Fax; (212) 962-3537 E-mail: hr@bhamnews.com

That Kiplinger organization, one of America’s most respected financial publishers, is seeking a full-time professional with at least two years’ copy-desk experience to round out the three-member copy staff of Kiplinger’s Personal Finance magazine.

Essential skills include excellent proofreading; a thorough knowledge of English grammar and syntax; familiarity with word-processing programs, such as Word for Windows; and copy-fitting using a desktop application (preferably QuarkXPress for Macintosh). Financial-publishing background a plus.

A terrific opportunity at a prestigious journalism organization that is one of the best employers in Washington.

The Kiplinger organization offers excellent benefits, including pension, profit sharing, health and dental coverage, and more, plus competitive salaries and terrific growth opportunities.

If qualified, send resume with cover letter and salary requirement to:

Personnel Department
Kiplinger’s Personal Finance Magazine
1729 H Street, NW, Washington, DC 20006
FAX: (202) 496-1817
personnel.department@kiplinger.com

Equal Opportunity Employer

SEPTEMBER 10, 2001 EDITOR & PUBLISHER CLASSIFIEDS C5

ASSISTANT COPY EDITOR

The Kiplinger organization, one of America’s most respected financial publishers, is seeking a full-time professional with at least two years’ copy-desk experience to round out the three-member copy staff of Kiplinger’s Personal Finance magazine.

Essential skills include excellent proofreading; a thorough knowledge of English grammar and syntax; familiarity with word-processing programs, such as Word for Windows; and copy-fitting using a desktop application (preferably QuarkXPress for Macintosh). Financial-publishing background a plus.

A terrific opportunity at a prestigious journalism organization that is one of the best employers in Washington.

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FAX: (202) 496-1817
personnel.department@kiplinger.com

Equal Opportunity Employer

SEPTEMBER 10, 2001 EDITOR & PUBLISHER CLASSIFIEDS C5
The Independent is an award-winning alternative news weekly in Colorado Springs, a community on Lake Erie's waterfront and sporting scene. Our paper has an immediate opening for an experienced news reporter. Candidates must be resourceful, Lake Erie enthusiast and well-researched stories about local issues and events and have a healthy respect for deadlines. Send letter, resume and five clips to The Independent, 121 E. Pikes Peak, Suite 455, COS, CO 80903. Attn: Cara DeGette. Fax: (719)577-7410. E-mail: degette@csindy.com

PRESENTATION EDITOR FLORIDA TODAY, a 90,000 daily Gannett newspaper on the Space Coast, seeks an innovative Presentation Editor. This editor will ensure consistent, compelling presentation throughout the paper. Design vision should emphasize sophistication, impact and creativity in daily news presentation. We're looking for someone with a diverse staff, while planning and executing informative pages under tight deadline demands. A minimum of 5 years at a daily newspaper is required. We offer competitive pay, great benefits and a strong work environment. E-mail cover letter, resume and salary requirements to: kmarsh@brevard.gannett.com

REPORTER The Erie (PA) Times-News is seeking an experienced, committed, aggressive general assignment reporter to join its award-winning staff. We're a 60,000-circulation daily newspaper, with a 90,000-circulation Sunday edition, that covers Erie and northwestern Pennsylvania. Our daily goal is to report on our community with urgency and depth, and to make the news relevant and indispensable to our readers through compelling writing, photography and graphics. Our staff gathers daily to critique our work, with an emphasis on learning and improving with every edition. We offer highly competitive pay and benefits. Erie is a family-friendly community with a lot going on after the Big Game. Send a cover letter, resume and clips to: Liz Allen, Administrative Editor, Erie Times-News, 205 W. 12th Street, Erie, PA 16534 Or E-mail to: Liz.Allen@timesnews.com Phone: 1-888-825-9149 Fax: (646) 654-5312

SPORTS COLUMNIST The Des Moines Register has an opening for a sports columnist to write for a state wide audience. Our coverage includes heavy emphasis on Big Ten, Big 12 conferences, triple-A baseball and a Senior PGA event. We're looking for someone with strong reporting ability who writes with passion, creativity and authority. Experience: 4-5 years preferred, but what matters most is demonstrated talent. To apply, send a cover letter, resume and work samples to: Diane Graham, managing editor/staff development, 715 Locust St., Des Moines, IA 50309.

REPORTER Daily Chronicle is looking for a multifaceted reporter to cover news in DeKalb county, a primarily rural county in northern Illinois. Experience working in a newspaper is preferred, but not required, and recent college graduates are encouraged to apply. If interested, please send a cover letter, resume and at least five clips to: Chris Rickert, city editor, Daily Chronicle, P.O. Box 587, De Kalb, IL 60115. Fax: (815) 758-5059.

MAILROOM MAILROOM MANAGER Experienced with GMA, Videotex, Standard A Mail. People and organizational skills are a must. Large volume weekly newspaper. Gannett experience, excellent mechanical ability, must be able to perform all aspects of post press, and packag¬ing center management. Experience at major metro daily. Goss Newsliner presses. Candidate must have a minimum of 5 years' experience. Salary and benefits negotiable. Send resume and salary requirements to: Phone: 770 Broadway, 7th Floor, New York, NY 10003.

PRESSROOM PRESSROOM MANAGER The Baltimore Sun, a Tribune Publishing Company, is seeking an experienced leader to fill the role of Pressroom Manager. This key position will have responsibility for the daily press operations, including all quality, productivity and financial responsibilities of the department. We're looking for a proactive leader who can motivate and advance our team to their highest potential. The ideal candidate will be experienced in all phases of pressroom management, including operations, maintenance, budgeting and scheduling. Qualifications include 10+ years of operations experience at a metropolitan daily, excellent oral and written communication skills, computer and analytical skills, and experience with financial budgeting and preparing projections. A 4-year college degree and experience managing in a union environment is preferred. We offer an excellent compensation package, including a 401(k) plan, medical, dental, vision, life insurance and long-term care insurance. Mail resume and salary requirements in confidence to: Box 2292, Editor & Publisher 770 Broadway, 7th Floor New York, NY 10003 An EOE M/F/D/V

ADVERTISING SALES MANAGER Come grow with us in beautiful upstate South Carolina. Daily newspaper/Shopping guide seeks an aggressive Sales Manager. This position is responsible for all hiring, training and selling within the advertising department. The successful candidate should have at least 3 years of successful advertising sales experience. Generous compensation package. E-mail resume to: pubsales@dailyjournalmessanger.com Fax: (864) 864-2200 Or to the attention of Publisher
CLASSIFIED ADVERTISING INFORMATION

DEADLINES

Tuesday at noon (EST) for the next Monday's issue.

LINE AD RATES

Rates are per line, per insertion, 3 line minimum, approximately 34 characters/spaces per line, no abbreviations.

also includes online

HELP WANTED

ALL OTHER CLASSIFICATIONS

1 week $12.75
2 weeks $11.85
3 Weeks $10.45
39 weeks...
4 weeks $8.80
39 weeks...
12 weeks $8.40
39 weeks...
26 weeks $7.50
39 weeks...
39 weeks...
52 weeks...

BOLD BOXES: $25 per insertion: counts as additional line copy.

DISPLAY AD RATES

Camera-ready veloxes: Furnish same size camera-ready, otherwise a scanning charge may be incurred. All half tones must be a maximum 133-line same size velox print.

Electronic submission: Advertising may be submitted via e-mail. For instructions, please ask your account manager.

per inch, per insertion, 1 inch minimum, 1/2 inch increments

BLACK & WHITE DISPLAY AD RATES

1 week $139
2 weeks $126
3 weeks $115
4 weeks...
12 weeks...
26 weeks...
39 weeks...
52 weeks...

ORDERS AND PAYMENT

Ads running for 12 weeks or more may be on a contract basis. Contracts are non-cancellable. All ads from new advertisers must be pre-paid prior to deadline; advertisers with a payment record in good standing may be billed. Deadline is Tuesday prior to Monday Publication. Cash, check, VISA, MasterCard, and American Express accepted. All ads require a signed insertion order, and all ad copy must be submitted in writing via mail, e-mail, or fax. We reserve the right to reject any ad.

TO PLACE AN AD

Mail, fax or e-mail line advertising copy. Please include the following information: 1. Name, 2. Company, 3. Mailing Address, 4. Phone, 5. Ad Classification, 6. No. of insertions.

Or Place your ad online www.editorandpublisher.com

Please contact us for: display ad copy specifications and procedures.

Mail: Editor & Publisher Classified

770 Broadway, 7th Fl, New York, NY 10003

Fax: (646) 654-5312

TO REACH OUR ACCOUNT MANAGERS, CALL:

TOLL FREE: 888 825-9149

ACCOUNT MANAGERS:

HAZEL PREUSS (EMPLOYMENT-EASTERN U.S.)

hpreuss@editorandpublisher.com

MICHELE MACMAHON (EMPLOYMENT - CENTRAL + WESTERN U.S.)

mmacmahon@editorandpublisher.com

MICHELE GOLDEN (SERVICES + ALL OTHER CATEGORIES)

www.editorandpublisher.com
It's the Biggest, Best and Most Powerful Get-Together of Interactive Newspaper Professionals Each Year.

Budget Now (and Save $400) for Your Next INC Power Trip!

Don't miss this once-a-year chance to join industry leaders in a discussion of critical issues currently affecting interactive newspapers, and (according to past attendees) the best networking opportunity of the year.

Pre-Register before October 1, 2001 and SAVE $400 off the Regular Rate of $1,495 to attend the ONE event that elicits this kind of passionate response, year after year:

"Excellent range of speakers and viewpoints... There were several good ideas that I can take back... Overall, a great conference!... The interactive brainstorming (was) the best... The speakers were very knowledgeable... The sessions were outstanding, one alone paid for the conference... Very helpful... The networking was excellent at this show."

EDITOR & PUBLISHER's 13th Annual
INTERACTIVE NEWSPAPERS
2002 Conference & Trade Show
February 6-9, 2002 — San Jose, CA

To register, visit www.editorandpublisher.com OR call (toll-free) 1-888-536-8536 for group rates
SYNDICATES

It is not a boom time
AN ECONOMIC UPDATE FOR THE FEATURE BIZ
Execs discuss how syndicates and news services are faring as recessionlike conditions continue into September

BY DAVE ASTOR

This spring, syndicates and supplemental news services reported that they were affected somewhat by the faltering economy (E&P, May 21, p. 17). Nearly four months later, the still-sputtering economy has — not surprisingly — made a little bigger dent.

"Summers are always slower, but it’s been a slower summer than usual," said Lisa Klem Wilson, vice president for sales and marketing at United Media.

This has been the case not only at United, but also at notices from customers, lowered the rates for certain clients, and made at least minor reductions in staff. Copley News Service is one company that has temporarily stopped offering new Sept. 6-8 installments that featured Michael’s gay friend Lawrence, who will be best man at the wedding. It was uncertain at E&P’s press time how many of the newspapers would actually use the alternative strips. There were no cancellations, according to United Media Executive Director of Public Relations Mary Anne Grimes.

Johnston received a number of cancellations, according to United Media Executive Director of Public Relations Mary Anne Grimes. Many of Johnston’s 2,000 other newspaper clients told United they liked the Sept. 6-8 sequence.

KRT COLUMNS COVER WOMEN AT WORK AND OP-ED SUBJECTS

KRT (Knight Ridder/Tribune Information Services) introduced a weekly Q-and-A column geared toward women in the workplace. It’s by Leslie Whitaker and Elizabeth Austin, authors of The Good Girl’s Guide to Negotiating. Also, KRT added an Op-Ed column by Peter Brown of the Orlando (Fla.) Sentinel.

‘GRAYING’ AND ‘FOOD’ JOIN SCRIPPS HOWARD PACKAGE

Scripps Howard News Service (SHNS) is adding a column called “Graying of America” by Dr. Donald Kauser, who has authored seven books. SHNS is also offering “Ask Food Network,” a weekly Q-and-A column from TV’s Food Network.

SYNDICATE OFFERS SPORTS COLUMN WITH A ‘TWIST’

The New York Times Syndicate has introduced “This Week in Sports Trivia” (TWIST) by Eric Corwin.

Gown appears and Lawrence returns in ‘FB’

“For Better or For Worse” is in the news, for better or for worse. The better news for Lynn Johnston is that real-life bridal-gown designer Romona Keveza has created a custom wedding dress for cartoon character Deanna Sobinski, who will marry Michael Patterson in the Sept. 15 episode of Johnston’s comic.

The worse news is that about two dozen (mostly smaller) “For Better” clients requested alternate strips for the Sept. 6-8 installments that featured Michael’s gay friend Lawrence, who will be best man at the wedding. It was uncertain at E&P’s press time how many of the newspapers would actually use the alternative strips. There were no cancellations, according to United Media Executive Director of Public Relations Mary Anne Grimes.

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client lists decreased. This happened to "WorkWise" columnist Mildred Culp, formerly of Universal Press Syndicate and now with her own Passage Media, who is convinced the economic downturn caused some papers to cancel her column. "I did not have one person tell me that the column wasn't good," she said. Frequent -- and famous -- columns fare somewhat better than other text features. "You're always going to have Ann and Abby and Miss Manners hold up," observed United's Wilson. She added that supplements, as well as syndicates such as United's Newspaper Enterprise Association, tend to fare better in tough economic times because their package offerings give newspapers a lot for the money. "People are on a limited budget now, and what we have is an all-you-can-eat buffet," said Peter Copeland, editor and general manager of Scripps Howard News Service, which now offers nearly 100 columns as part of its wire. Los Angeles Times-Washington Post News Service President Al Leeds reported that only five of LAT-WP's 400 domestic clients (it also has about 260 customers abroad) have given written notice this year that they want to cancel. "Editors do feel we're a good buy, for a fraction of the cost of a reporter," he said. In some cases, news services and syndicates have given clients price breaks, which can prevent cancellations but decrease the distributor's bottom line. Copley's Winders did say she's had good experiences with newspapers voluntarily going back to higher rates when they're ready to pay them again. Different pricing levels can also work. NYTSS' Edwards said the recently launched nyimages.com Web site offers clients the option of buying packages with a limited number of photos and graphics at a discount off the full service rate. Several syndicates laid off people during the 1990s, so there hasn't been a need for many staff cuts this year. But at least a couple of places -- including NYTSS and Tribune Media Services -- offered some employees buyouts this year as part of reductions mandated by their parent companies. Also, United has opted to not yet fill a position that became open when someone retired. The good times have continued to "Slumps come and go, but newspapers always seem to pull out ahead." offered some employees buyouts this year as part of reductions mandated by their parent companies. Also, United has opted to not yet fill a position that became open when someone retired. The good times have continued to...
NET-LINX’S LAUNCH LEADERS TAKING OFF

Architect of Publishing Solutions division exits with three other top executives, including its strategic planning vice president

BY JIM ROSENBERG

ARELY MORE THAN A YEAR OLD, SOFTWARE DEVELOPER net-linx AG’s Publishing Solutions division lost four top executives last month, including the one who put together the deal creating the division and was asked to oversee the new unit, the industry veteran tapped to run the operation, its chief financial officer, and its planning chief.

Created last summer through the acquisition and merger of System Integrators Inc. (SII) and CText Inc., and including the Compu-Text technology already acquired by SII, the new business quickly narrowed the focus of development on editorial systems at SII’s headquarters in Sacramento, Calif., and ad systems at CText’s offices in Ann Arbor, Mich.

Besides its Dresden, Germany, headquarters, net-linx also has a directory-solutions division in Edmonton, Alberta, and operations in Malaysia.

Industry consultant William Solimeno, the dealmaker behind the new division, and former Autologic President and Vice Chairman Dennis Doolittle, who served as the division’s chief operating officer, left the company for unspecified “personal” reasons, along with Chief Financial Officer Gordon Jones. At about the same time but for unrelated personal reasons, Strategic Planning Vice President Eugene J. Kiel — the CText development and marketing executive who created its earlier ad system — resigned to accept a position with the Gale Group, Thomson Corp.’s electronic publisher of references for libraries. Other managers from the acquired companies remain, including Chief Technology Officer Jimmy Connell, who founded CompuText.

Though the reason for the others’ departures seemed work-related, Kiel said it was genuinely personal and that the announcement of their resignations not a cover for dissatisfaction with performance, though he declined to disclose precisely what led to their decisions.

As for himself, the longtime CText employee was recruited by a former Thomson Newspapers customer at Nexpo for a Gale position at offices near his home. It required no constant travel, said Kiel, and was an “opportunity to do something that’ll have a greater impact on society.”

Announcing the departures, CEO Holm Hallbauer said net-linx was prepared “to deliver a more focused local presence in each of its major markets by streamlining activities in the United States, Canada, Malaysia, and Germany,” though leaving unchanged other overseas regional offices and distribution channels.

In the current business climate, net-linx will “structure the company the way they best see it,” said a net-linx user’s systems manager, who asked not to be named and was not surprised that net-linx veterans replaced those who saw the division through its first year. He viewed Solimeno strictly “as a money man” and dealmaker.

For the company and its customers, the manager predicted, any impact of changes made now will not be felt for another two years. For reasons of geography and politics, not product origin, he’s betting the division will select Ann Arbor as its only headquarters. To get past persisting notions of SII and CText, he said, a mental as well as material merger is the long-term goal, “to make people net-linx aware.”

“I think they’ve done their shake-out. The next step is to take over management so they can streamline,” he said.

Before the end of last month, net-linx put management of Publishing Solutions and all research and development under Directory Solutions executives. Net-linx Director and Directory Solutions Senior Vice President Paul Donlan became head of Publishing Solutions, “to ensure a dedicated and focused attention to the newspaper and media publishing marketplaces,” according to an announcement.

Donlan looks to further consolidation and “merger of corporate activities.”

R&D will consolidate under Directory Solutions Vice President John Shillington, who joined net-linx eight years ago. Net-linx said it expects projects to benefit from “a common set of resources and practices throughout the organization” and to “realize economies of scale” in product delivery and quality assurance.

Kiel saw no downside to the appointment of executives with no newspaper-systems background. He said Donlan has demonstrated he can deliver for Hallbauer, who trusts him; Shillington is regarded as a smart R&D chief; and both men are respected within the organization.

Pointing to the company’s “enviable market share,” Kiel said “net-linx has some pretty grand long-term plans” that...
he's confident it will be able to execute. Statements by the CEO and vice presidents reflect others made by Solimeno and Donlan when the new division was unveiled at Nexpo 2000. There, Solimeno spoke of a possible "opportunity to integrate" net-linx directory-pagination software, which relies on some of its work in artificial intelligence. Other net-linx products also seemed to hold potential for newspapers, such as the Voyager laptop-based sales tool, a text and display-ad-sales management system, and work in wireless and personal digital assistant applications.

"It's a fusion, really, of the technologies" newspapers and directories have long used to compete for the same advertisers' dollars, Donlan remarked at the time.

Net-linx was off to a running start when it took on The Cincinnati Enquirer project, under direction of former CText Chief Operating Officer Lynne Punnett, within weeks of announcing its new division. "In all the years I've done this, it was probably the most interesting project I'd seen," remarked Robert J. Mueller, the paper's technical services manager, who saw his first system into service 25 years ago.

Mueller said it was "very impressive" to see staffers from two just-joined former competitors working together, sharing proprietary information, and "not take a long time to get us to a completed product."

Net-linx integrated a three-workstation AdVision Layout and Pagination System (CText) with the Enquirer's Czar II-based System 77 (SII). The automatic, rules-based pagination handles multiple publications and complex requirements, allowing pagination of the Enquirer; its joint-operating-agreement partner, The Cincinnati Post; classified-ad sections of The Kentucky Post in Covington; and various special sections.

Net-linx's Czar-to-ALPS integrated pagination "was probably the most interesting project I'd seen."

— ROBERT J. MUELLER
THE CINCINNATI ENQUIRER

S.C. Work involved conversion of more than 4,000 ads into the ATS system. Phases two and three encompass implementation of AdOnTime and AdFax remote ad-management (with six AdCheck workstations) and the MediaDesk editorial and pagination systems. Ad-system interfaces include those to an Edgil credit-card clearinghouse and existing Pongrass pagination and Geac VisionShift business systems. The MediaDesk system comprises 95 editorial seats and 15 QuarkXPress pagination seats, including ATS Local Sports Tabular Copy Processing Module and full integration with Managing Editor's ALS Layout system. All systems use clients and servers running Microsoft Windows 2000 with Sybase 12.0 SQL databases. A Dell PowerVault 660 Storage Area Network using Fibre Technology, together with Windows 2000 Cluster Service Technology, provides required redundancy and scalability.

OUTPUT
SeeColor Corp.
Mountain View, Calif.
Is extending Los Angeles Times colorproofing to all three printing plants, with seven printers now controlled by SeeColor software, giving control over post-RIPped halftone dots for density, area, and ink color, according to Niko Ruokosuo, LA Times advertising operations prepress and print quality director. The files used to make plates are the same used to create broadsheet proofs on the newsprint run on the press, allowing inexpensive but accurate assurance of consistent publication quality among all three sites. SeeColor ColorLoop linearization software assures consistency from printer to printer, regardless of location. In California, many ad firms' SeeColor systems can match Times press conditions.
Seattle scandal gets a jump start

It was the shock heard 'round the world: a 28-year-old woman threatening to throw herself off a bridge in Seattle — and being taunted to do so by motorists angry that she was tying up traffic. She did jump and was seriously injured, and the famously civil city got a black eye for mean-spiritedness. How to handle all this created a dilemma for Seattle papers.

Both The Seattle Times and the Seattle Post-Intelligencer covered the episode, but have refused to reveal the woman's name. The P-I even printed a disclaimer saying it wouldn't normally cover a suicide attempt but the "extraordinary" actions of the motorists required it. Both local papers also failed to publish a photo of the woman in mid-air taken by Associated Press photographer Frank Franklin II — a summer intern on his last day of work. Seattle AP Bureau Chief Dale Leach said there was office debate over whether to distribute the shot, but AP went ahead since it was "such a highly public event that was seen by so many people."

Seattle Times Executive News Editor Mike Stanton said the paper did not identify the woman to keep from adding to her mental burdens. Last Tuesday, however, Los Angeles-based "shock jock" Tom Keykis gave out the woman's name on his radio show, which is aired in Seattle, denouncing the Seattle media for not doing so even though she had "shut down the city for 3 1/2 hours." — Greg Mitchell

The 'ee' street shuffle

You'd think The Star-Ledger of Newark would know how to spell the last name of the Jersey Shore's most famous entertainer, but when readers saw an item in the Sept. 3 issue about a bomb threat at Asbury Park's famed Stone Pony, it referenced a Bruce Springstein, not once but twice. — Joe Strupp
The 'Monster' Mash

If nobody knows the rules, it’s easy to break one — even when it doesn’t exist. Just ask Jim Dyer, former 'Mercury News'-man.

Jim Dyer kept his San Jose (Calif.) Mercury News press card to himself after he walked into the state archives in Des Moines to read the records of a 1939 academic atrocity by the University of Iowa.

He seemed to be just one more graduate student trying to make sense of data detailing the lives of 22 children from the Iowa Soldiers' Orphans' Home in Davenport who were drafted into an experiment that allegedly made six of them stutter.

That masquerade cost him his job. But it shouldn’t have. Dyer didn’t totally misrepresent his mission at the archives.

He is a graduate student in journalism with a final thesis due fall on the Iowa orphans — headlined "Ethics and Orphans: The Monster Study" — published in the Mercury News June 6 and was a sensation in the Midwest and on the West Coast.

The Mercury apologized, sent letters to the surviving children in the study or their heirs, braced itself for lawsuits, and fended off editorials demanding Johnson be punished posthumously by taking his name off its speech-pathology building.

But it all came apart for Dyer this summer after The Kansas City (Mo.) Star, a Knight Ridder sibling newspaper, decided to reprint his series because the daughter of one of the children in the orphans' experiment lived in its area. The daughter, according to sources, told Star editors that the Iowa archivist was incensed because the Mercury reporter had not said he was working on a story. "Jim Dyer never once told me he was a reporter," recalled Gordon Hendrickson, the archivist. "I wasn’t angry or anything. He just told me he was doing research on his dissertation."

When newspapers began calling Hendrickson, he told them Dyer would not have been allowed into the archives if he had identified himself as a reporter. That was it for Dyer. Those papers pounced on Hendrickson's comments as proof Dyer was guilty of misrepresenting himself.

"The archive... is not open to journalists," Mercury News Executive Editor and Senior Vice President David Yarnold wrote in a mea culpa, attacking Dyer for not getting permission to play graduate student. Yarnold was wrong. So was Hendrickson.

"I made a mistake," Hendrickson said. "My colleagues reminded me that we had allowed other reporters to look at information that was just as sensitive as the material we gave to Dyer." Had Dyer waited or perhaps filed a freedom-of-information request, he might have found someone who would have corrected Hendrickson and allowed him to access the archives.

Even sadder, Dyer had acquired most of the records he needed from the diaries and notes handwritten by Jacobs, the woman who conducted what she called the "Monster Study." In fact, her thesis — without the names — is available for anyone to read at the university library.

Considering how much has been written and said about Dyer's troubles — he was forced to resign shortly after Yarnold wrote his column — it is astounding how little any of the principals are willing to say.

Mercury News editors refused to comment, saying Yarnold's column is their last word on the Monster series. They're wrong. They need to tell their readers about Hendrickson's honest mistake and explain that Dyer shouldn't have had to play student to look at public records.

And Dyer needs to break his silence about what he did and why he did it. The lone voice out of his corner is that of Bennett, his professor. "Jim wrote a good piece," insisted Bennett. "He didn't do anything wrong.

Yes, he did. Dyer should have told his bosses what he was up to. And they should have spent more time learning about the ins and outs of life at the Iowa archives.
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