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POWER

Judiciary: Internal housecleaning?

THE CLARION-LEDGER • MARCH 2, 2008

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Mississippi's ongoing judicial bribery scandal is bringing national attention to the state's judicial system and fostering a false image of this state operating like a bad Dukes of Hazzard episode.



FBI wiretaps in which highly regarded attorneys speak in code regarding admitted bribery attempts in terms of delivering another bushel of "sweet potatoes" to a Mississippi judge has a way of playing to every negative stereotype about our state.

Oxford attorney Richard "Dickie" Scruggs, his son Zach Scruggs and Sidney Backstrom face federal conspiracy charges in connection with the alleged bribery scheme.

Scruggs and Backstrom have denied any wrongdoing.

Attorneys Tim Balducci and former state auditor Steve Patterson have already pleaded guilty in the case and are cooperating with federal prosecutors.

Booneville attorney Joey Langston has pleaded guilty in a separate case and is also cooperating in a case involving an alleged conspiracy between him and Scruggs to win a favorable ruling from Hinds County Circuit Judge Bobby DeLaughter.

DeLaughter has denied any wrongdoing.

Last week, FBI documents surfaced in which Balducci told the feds that he and Patterson were paid \$500,000 by Scruggs to try to influence Attorney General Jim Hood against indicting State Farm Insurance company.

Hood met with the pair, but has denied any wrongdoing.

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ADVERTIS

The Mississippi Bar has already asked the state Supreme Court to terminate the law licenses of Balducci and Langston. That's appropriate, but both the Bar and the Supreme Court have more work to do.

Judicial elections in Mississippi have turned into a virtual bidding war between business and medical interests and the state's trial bar.

The outside counsel contract relationship between the attorney general's office and campaign contributors is also problematic with no outside oversight.

There is much political hay to be made over these issues by Republicans and Democrats alike and the interests those parties represent.

But this is not at heart a political problem.

The Supreme Court and the Mississippi Bar need to be proactive in crafting solutions that protect access to the courts, the ethical considerations of the bar and the setting of appropriate boundaries between lawyers and judges in the political arena.

The time is now. Mississippians don't trust the current process and are skeptical of the campaign finance competition between both business interests and the trial bar.



Does the Mississippi judicial system need reform?

Vote

Does the federal government have to come in and clean up the courthouses of Mississippi like it cleaned up the road barns of county supervisors in this state in the 1980s?

No, it's time for some internal housecleaning - and the Supreme Court and the Mississippi Bar should be wielding the broom. They can start with revisiting how judges are selected.

in your voice

READ REACTIONS TO THIS STORY



becca45 wrote:

Hold Up. 1. Scruggs gives documents to Jimmy the Hood. 2. 5 million to influence Hood. 3. Money to be used to influence Jim Hood. 4. Recent leak of an agreement by Hood with state farm for 5 million stops charges against state farm. 5. Article states that effected vtcims may receive compensation. Me thinks it's the same deal, does Scruggs still get a cut ? Laxatives wouldn't move this state in the right direction hence the enema.

3/2/2008 8:08:26 AM

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Texamigo wrote:

A "false image of this state operating like a bad Dukes of Hazard episode"? I believe you just identified part of the problem. I believe we can safely say we are in fact operating like a bad Dukes of Hazard episode. No need to pretend it is some sort of delusion of "false image". Whether or not convictions are gotten in all this, we know enough now to understand that there is more than an image problem in Mississippi.

3/2/2008 7:51:50 AM

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falcon47 wrote:

Thank God. Let's see National attention might aid in the Greatest injustice know. No not Dukes of Hazzard. To many have been harmed and worse at the criminal acts of those who have denied common rights. As such the 84 million intial

settlement as well accompanying 2 billion known to be transacted under my family's claims to which that Judge has asended to the supreme court and settlement was held by another Judge who denied relief and transfered the cause before DeLaughter who again denied relief and dismissed our claims and kept awards. The District Court is acting very reluctant to hear this matter and countless criminal allegations and judge recusals are present. again OH THANK YOU, LORD and please forgive the court of their bias injustice regarding pro se' litigation.

3/2/2008 7:47:05 AM

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peanutgallery wrote:

"But this is not at heart a political problem" So massive VPAC contributions by Scruggs et al should just be ignored. Your own newspaper connected the dots and now you want disconnect them ? A judiciary as corrupt as ours has become cannot survive without a tort friendly legislature.

3/2/2008 7:46:26 AM

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maeleoin2002@yahoo.com wrote:

Remember that it was a judge, a "country judge" by his own account, who blew the whistle in the scandal at hand. Also recall that campaign funding is not an issue in the Scruggs investigations. In fact, a judicial appointment is at issue in the inquiry into potential influence on Judge DeLaughter. It is important to remember that our justice system is working. It is bringing to the light of day allegations of wrongdoing; and, it is giving the people and the accused their day in court. An Operation Gray Beard may be required, but that is for the executive not the judiciary to initiate. What the judiciary can do is what each judge or justice can do personally; that is, avoid even the appearance of impropriety.

3/2/2008 6:48:38 AM

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Daily Journal

NORTHEAST MISSISSIPPI

ESTABLISHED 1870

A locally owned newspaper dedicated to the service of God and mankind.

JANUARY 1, 2008

PRODUCTS



Elvis Presley's Birthplace
Elvis Presley's Birthplace attracts tens of thousands of visitors each year.

LEE COUNTY PLUS...
This TMC product features entertainment, retail ads and classifieds.
See page 3

NEIGHBORS...
This zoned product reaches Tupelo and Lee County, featuring local news, sports and civic events.
See page 3

VIEW...
View magazine publishes every Sunday, featuring television and movie schedules for the week.
See rates on page 3

SCENE...
North Mississippi's entertainment guide, publishes every Thursday.
See schedule on page 3

SPECIAL SECTIONS...
Target your audience with high readership editions from fashion to football.
See schedule on page 3

QUOTE, UNQUOTE...
"The Daily Journal extends the definition of a newspaper far further than possible any newspaper in America. The paper exercises leadership, it reflects and encourages its community, but it also pulls the community along. I think it succeeds because it is perceived by its readers as being accessible and essentially on their side."
Hansy Craig
Publications Editor, The Information Magazine
October 2007

INSIDE

- Circulation Page 2
- Retail Rates Page 3
- Headlines Page 3
- Special Editions Page 4
- Classified Rates Page 5
- National Rates Page 6
- Reader Profiles Page 6
- Big News On Direct Mail Page 7
- Market Study Page 8

Daily Journal Advertising Rates

The rates published in this card are effective January 1, 2008.

The Daily Journal does more than just sell you advertising space. We want to help you get results. This rate card will show you how to get the greatest advertising impact for your money.

Whether you want to run your ad larger, more frequently - or both - the

Daily Journal has an advertising program to fit your specific needs. As a rule, the more space you buy, the less your cost per column inch. Advertising frequency is your surest route to sales success. It increases sales by building name recognition and making customers aware of your product or service when they're ready to buy.

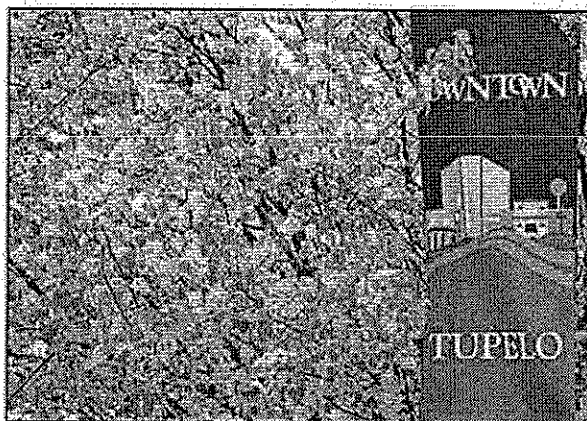
The Daily Journal offers a number of moneysaving plans for running your advertising to build frequency and cost efficiency, as well as a variety of products and services to target your

customer.

As the first and foremost advertising medium in Northeast Mississippi, there isn't a more powerful or proven advertising vehicle at your disposal.

Your Daily Journal advertising message reaches nearly 100,000 of the adults in our market every day. With PLUS, our total market coverage product, your ad will reach nearly every household in Lee County.

See **RETAIL RATES** on page 3.



Published Sunday Through Saturday Morning
Every Day Except Christmas Day



Daily Journal: Living Legacy of Visionary Owner a Vital Component of Community's Continued Growth

The late George McLean noted he bought "a bankrupt newspaper from a bankrupt bank" in 1933. At his death in 1983, he had taken the biweekly Tupelo Journal with less than 5,000 circulation to the Northeast Mississippi Daily Journal with more than 33,000 circulation. One of his newspaper's mottos, still prominent today, he put his vision: "A locally owned newspaper dedicated to the service of God and mankind."

"It is the responsibility of the educated people of Mississippi," McLean em-

phasized, "to raise the level educationally, economically, spiritually and morally of the people of Mississippi." To this effort he dedicated his life and backed up his values with his own money, time and energy. George McLean pledged \$1 million from his newspaper to put reading aides in every first-grade classroom in Lee County for 10 years. The New York Times said it was the largest gift to a United States public elementary school.

Personnel & Departments

Retail Advertising
(662) 842-2614

Advertising Director
Richard Crenshaw
(662) 678-1550

Classified Advertising
(662) 842-2622

Classified Advertising Manager
Cindy Carr
(662) 678-1534

Creative Solutions Manager
Paula Hall
(662) 678-1529

National/Agency Coordinator
Erielle McGee
(662) 678-1506

Online Director
Bill Johnson
(662) 678-1548

Publisher
Billy Greys
(662) 678-1504

Chief Operating Officer
Clay Foster
(662) 678-1505

Business Office
(662) 842-2611

Circulation Department
(662) 842-2613

Facsimile
(662) 620-8301

Visit Our Web Page
<http://www.djournal.com>

RETAIL RATES

PAGE 3

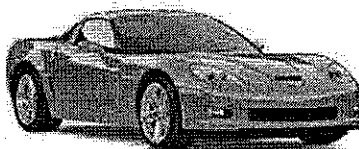
3 out of 4 NEMS adults use the Journal to make daily shopping decisions



CLASSIFIED RATES

PAGE 5

85% of NEMS adults read Journal Classifieds!



DEMOGRAPHICS

PAGE 6

80% of Journal readers own their home ... meaning they buy everything from mowers to entertainment centers.



POLICIES

TERMS OF PAYMENT

- a. Payments for advertising are due the 10th day of each month. A 1.5 percent per month service charge will be added on all accounts past due. No discounts allowed. Failure to pay advertising bill within 60 days makes contract subject to cancellation by the Northeast Mississippi Daily Journal and the advertiser agrees to being re-billed at the OPEN RATE for all unpaid advertising.
- b. Accounts payable in advance, except for firms or individuals with established credit with the Daily Journal.
- c. All "going out of business" accounts must pay in advance unless there are multiple locations.
- d. All local rates are non-commissionable.

GENERAL POLICY

- a. **Rate Increases:** The Northeast Mississippi Daily Journal may revise its advertising rate schedule at any time upon 30 days written notice to the advertiser. Once notified, the advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rates become effective by providing written notice to The Northeast Mississippi Daily Journal.
- b. **Advertising Subject to Approval:** The Northeast Mississippi Daily Journal reserves the right to reject any and all advertising submissions that it considers objectionable and concerning material that are subject to content regulation and compliance with state, federal or local law. Gaming ads accepted upon content approval. Tobacco advertisements not accepted. Alcohol beverage advertising: beer accepted, liquor upon approval of content.
- c. **Advertising simulating news can be set in body type, but must carry the word "Advertisement" at the top of the ad.**
- d. **Advertising placed by groups, such as concerned citizens must carry a contact name such as the president or chairman.**
- e. **Mechanical Requirements -** Minimum depth for all advertising is one inch. Advertising exceeding 18 inches in depth are set

to occupy full column depths of 21 1/2" are charged accordingly.

- f. **Position -** Although position of an ad will not be guaranteed, every effort will be made to meet any reasonable request. No position in violation of standard rates.
- g. **Tax -** Any advertising tax imposed on the publisher will be added to the rates shown herein.

CONTRACT AND COPY REGULATIONS

- a. **Contract Coverage:** Contracts cover only the advertising of the firm signing the agreement, and that firm shall be a retail advertiser selling directly to the consumer and be permanently located within this newspaper retail trade zone.
- b. **Cancellation or Termination:** If during the period covered by a contract, the full amount of revenue contracted for is not used, or if this contract is terminated because of breach thereof by the advertiser, then the advertiser shall be "short rated" and shall pay for the space actually used at the rates set forth on the rate card of the Publisher.
- c. **Deadlines/Mechanical Requirements:** All copy and proof deadlines and requirements must be observed. Proofs when submitted, are for typographical corrections only. Changes from original copy will be charged on the basis of the time required to make such changes.
- d. **Error Responsibility:** The Northeast Mississippi Daily Journal assumes no financial responsibility for typographical errors or for omission of copy beyond the cost of their space. Claims for adjustment must be made within 7 days of publication. Credit allowable for first insertion only. In the event of an error or omission, we will, upon request, furnish a letter of explanation which can be utilized by the advertiser.
- e. **Indemnification:** Advertiser agrees to indemnify the Northeast Mississippi Daily Journal, its agents and assigns of and from any and all loss, liability, claim, cause of action, lawsuit, damages of any type, attorney



The Barrow-Johnson Arena has seen a number of sold out audience for such performers as Bill Cosby, Fred Stewart, the Eagles, Travis Tritt and Elton John. It's also the home of the Mississippi Mudcats of the American Indoor Football Association.

- fees and expenses and other related costs as a result of the newspaper's publication of an advertisement or advertising campaign prepared by the advertiser or its agents and submitted to The Northeast Mississippi Daily Journal for publication. This agreement shall be performed at least in part in the State of Mississippi whose laws shall govern any dispute arising hereunder. The Circuit Court of Lee County, Mississippi shall have the exclusive jurisdiction over any dispute arising under the terms and conditions of this Agreement.
- f. **Screens:** Screens ranging from 85 to 100 lines are required. Publisher not responsible for reproduction quality of screens denser than 100 lines.
- g. **Alteration Charges:** A charge will be made for excessive alterations (not caused by publisher's mistakes) which are made by the advertiser.
- h. **Proofs:** A maximum of one set of proofs will be furnished upon request on any advertisement that meets the proof deadline (see Closing Times, Page 3) and is the required size of 30 column inches or larger.
- i. **Copy and Material:** The submission of copy should include all components of the advertisement, including layout, copy, art, etc. Copy will be considered complete only

when all components of the advertisement are on hand.

- j. **Cancellations or Size Changes:** Not acceptable after 5 p.m. day of copy deadline.

CIRCULATION

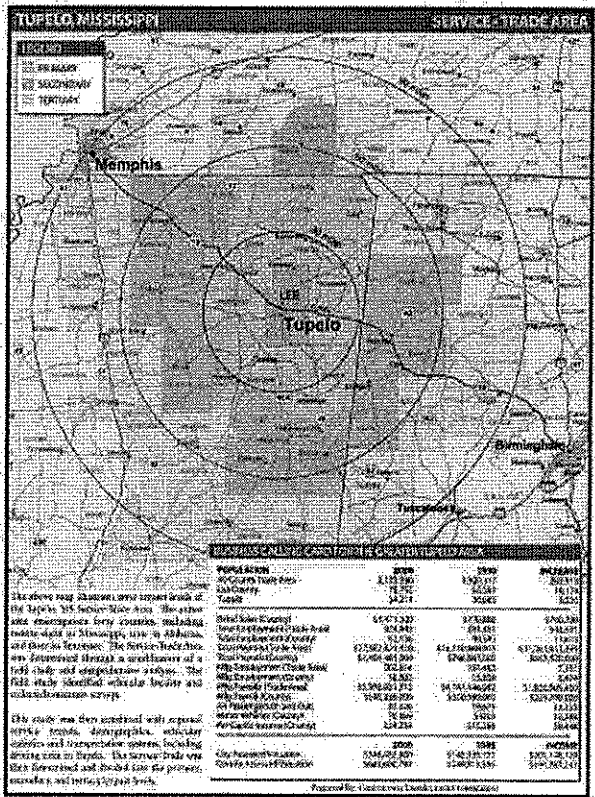
SINGLE COPY PRICES
50¢ daily per copy, \$1.50 on Sunday

SUBSCRIPTION PRICES
\$11.00 per month delivered by carrier
\$120.00 per year delivered by carrier
\$45.50 for 3 months by mail throughout most of Mississippi, call (662) 842-2613 or 1-800-270-2613 for out of state mail rates.

The Daily Journal is a member of the Audit Bureau of Circulation.

Total Average Paid Circulation*
Daily 36,508
Sunday 36,486
Average Daily Readership: 90,010**

*ABC Newspaper Publisher's Statement for the period ending September 2007.
**Pulse Research, Portland, OR



Average Paid Circulation:

Weekday 36,508 **Sundays 36,486**

certified by Audit Bureau of Circulations, September 2007

- read by about 90,000 Northeast Mississippians daily
- published 7 days a week, 364 days a year
- the South's largest circulation for cities Tupelo's size
- reaches +51% of households in Lee County
- 55% of circulation is regional, outside Lee County

25,000 The Journal nominates

20,000 newspaper circulation

15,000 throughout Northeast Mississippi

10,000 COMMERCIAL APPEAL

5,000 CLARION LEADER