

# SUICIDE OF THE KANSAS CITY STAR

Our news release on the decision by the *Kansas City Star* to reject the ad exposing the phony victims' group, SNAP, and its attack on Bishop Finn, reached approximately 200 employees of the *Star* and about 300 media outlets in the Kansas City, Missouri area; another 1500 media outlets around the nation received it. All will continue to receive our releases on this subject.

Much of the chatter has focused on the wisdom of turning down \$25,000. Consider the following: In June 2008: 10 percent of the *Star's* workforce is cut; Sept. 2008: 65 employees accept buyouts or are laid off; Nov. 2008: 50 employees are let go; March 2009: 15 percent of the workforce is cut; Aug. 2009: More buyouts are offered; one-week unpaid furlough is instituted; Jan. 2010: another dozen are terminated; May 2010: another dozen get their pink slips; Sept. 2010: another dozen are booted; Jan. 2011: 20 others are shown the door.

Ten years ago, there were 1,869 employees at the *Star*; today there are 840. Given these data, turning down \$25K must mean the *Star* is more concerned about getting Bishop Finn than it is the welfare of its own workers. Looks like the *Star* is suicidal.

The McClatchy Company owns the *Star*, and its advertising revenue is down 10 percent between the third quarter 2010 and the third quarter 2011. The Board of Directors will receive this release, as will the three major investors: John Paulson, Stephen C. Mildenhall and Andrew Feldstein. They are not going to be happy.