

# The Mississippi Legislature



## Reducing Costs of Employment-Related Classified Advertising by State Agencies and Institutions

July 11, 1995

During a twenty-month period, state agencies, school districts, and institutions of higher learning spent \$21,730 on classified employment advertisements in one newspaper. PEER applied cost reduction guidelines to this set of ads. \$14,049, or 65%, could have been saved.

Wasteful practices included failing to obtain lower rates available to non-profit organizations, wordiness, repetition, lack of abbreviation, excess white space, stating the obvious (e.g., using captions such as *Job Advertisement* or *Applications Sought*), and using more expensive display ads with artwork when not justified by job market conditions.

## The PEER Committee

## **PEER: The Mississippi Legislature's Oversight Agency**

The Mississippi Legislature created the Joint Legislative Committee on Performance Evaluation and Expenditure Review (PEER Committee) by statute in 1973. A standing joint committee, the PEER Committee is composed of five members of the House of Representatives appointed by the Speaker and five members of the Senate appointed by the Lieutenant Governor. Appointments are made for four-year terms with one Senator and one Representative appointed from each of the U. S. Congressional Districts. Committee officers are elected by the membership with officers alternating annually between the two houses. All Committee actions by statute require a majority vote of three Representatives and three Senators voting in the affirmative.

Mississippi's constitution gives the Legislature broad power to conduct examinations and investigations. PEER is authorized by law to review any public entity, including contractors supported in whole or in part by public funds, and to address any issues which may require legislative action. PEER has statutory access to all state and local records and has subpoena power to compel testimony or the production of documents.

PEER provides a variety of services to the Legislature, including program evaluations, economy and efficiency reviews, financial audits, limited scope evaluations, fiscal notes, special investigations, briefings to individual legislators, testimony, and other governmental research and assistance. The Committee identifies inefficiency or ineffectiveness or a failure to accomplish legislative objectives, and makes recommendations for redefinition, redirection, redistribution and/or restructuring of Mississippi government. As directed by and subject to the prior approval of the PEER Committee, the Committee's professional staff executes audit and evaluation projects obtaining information and developing options for consideration by the Committee. The PEER Committee releases reports to the Legislature, Governor, Lieutenant Governor, and the agency examined.

The Committee assigns top priority to written requests from individual legislators and legislative committees. The Committee also considers PEER staff proposals and written requests from state officials and others.

**Reducing Costs of Employment-Related Classified  
Advertising by State Agencies and Institutions**

**July 11, 1995**

**The PEER Committee  
Mississippi Legislature**

The Mississippi Legislature

**Joint Committee on Performance Evaluation and Expenditure Review**

PEER Committee

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Jackson, Mississippi 39201

July 11, 1995

Honorable Kirk Fordice, Governor  
Honorable Eddie Briggs, Lieutenant Governor  
Honorable Tim Ford, Speaker of the House  
Members of the Mississippi State Legislature

At its meeting of July 11, 1995, the PEER Committee authorized release of the report entitled **Reducing Costs of Employment-Related Classified Advertising by State Agencies and Institutions.**

  
\_\_\_\_\_  
Representative Alyce Clarke, Chairman

**This report does not recommend increased  
funding or additional staff.**

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# Reducing Costs of Employment-Related Classified Advertising by State Agencies and Institutions

## *Executive Summary*

July 11, 1995

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### Overview

Some classified advertising practices used by state agencies, school districts, and institutions of higher education are uneconomical. In the twenty-month period during which PEER reviewed ads placed in one newspaper, public sector advertisers used excessive amounts of advertising space and did not take advantage of the newspaper's special not-for-profit advertising rates. As a result, \$14,049 (sixty-five percent) of the \$21,730 cost of the classified employment advertising PEER identified was unnecessary. Of the \$14,049 in unnecessary cost, \$7,992 stemmed from wasted space and \$6,057 from not taking advantage of lower non-profit rates and from inconsistencies in *Clarion-Ledger* billing.

If almost two-thirds of the expenditure for all state agency and public education employment ads reviewed by PEER during a recent period was unnecessary, PEER suggests that a substantial portion of Mississippi government's total annual expenditure for classified employment advertising (several hundred thousand dollars) may be spent unnecessarily as a result of wasteful advertising practices. While potential savings on classified employment advertising appear small when compared to the \$7 billion annual state budget, the changes in advertising practices needed to realize these potential savings are an example of how relatively minor adjustments could result in more economical use of tax dollars. PEER recommends that state government and public education entities use employment advertising practices suggested in this report.

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# **Reducing Costs of Employment-Related Classified Advertising by State Agencies and Institutions**

## ***Introduction***

### **Authority**

In accordance with MISS. CODE ANN. Section 5-3-57 (1972), the PEER Committee examined use of classified employment advertising.

### **Scope**

This review:

- describes local school districts', community and junior colleges', and higher education institutions' expenditures for classified employment advertising for fiscal years 1994 and 1995;
- illustrates uneconomical practices; and,
- recommends economy guidelines when placing classified advertising.

### **Method**

During this review, PEER:

- surveyed local school districts, community and junior colleges, and institutions of higher learning to determine expenses for classified advertising for fiscal years 1994 and 1995 (through February);
- identified all classified advertising for employment purposes and costs placed in the *Clarion-Ledger* one Sunday per month by state agencies, local school districts, community colleges, and institutions of higher learning for fiscal years 1994 and 1995 (through February);
- determined potential cost savings associated with each ad by identifying problems/weaknesses in each ad, rewriting each ad to be more economical, and determining the costs of each rewritten ad.

## Overview

Some classified advertising practices used by state agencies, school districts, and institutions of higher education are uneconomical. In the twenty-month period during which PEER reviewed ads placed in one newspaper, public sector advertisers used excessive amounts of advertising space and did not take advantage of the newspaper's special not-for-profit advertising rates. As a result, \$14,049 (sixty-five percent) of the \$21,730 cost of the classified employment advertising PEER identified was unnecessary. Of the \$14,049 in unnecessary cost, \$7,992 stemmed from wasted space and \$6,057 from not taking advantage of lower non-profit rates and from inconsistencies in *Clarion-Ledger* billing.

If almost two-thirds of the expenditure for all state agency and public education employment ads reviewed by PEER during a recent period was unnecessary, PEER suggests that a substantial portion of Mississippi government's total annual expenditure for classified employment advertising (several hundred thousand dollars) may be spent unnecessarily as a result of wasteful advertising practices. While potential savings on classified employment advertising appear small when compared to the \$7 billion annual state budget, the changes in advertising practices needed to realize these potential savings are an example of how relatively minor adjustments could result in more economical use of tax dollars. PEER recommends that state government and public education entities use employment advertising practices suggested in this report.

## ***Background***

Effective employment ads have a clean and concise appearance and provide the following information: job specifications, name of the organization, benefits and compensation, contacts, and equal employment disclosure. A recruitment ad should generate qualified inquiries, have a positive effect on present employees, and enhance the employer's image.

Classified advertising may create some problems for recruiters: large number of responses, many unqualified candidates, a time-consuming flow of people and mail into an agency, and sometimes burdensome expenses. However, an organization can take steps to avoid such problems, such as choosing an appropriate category for the classified ad, proper wording and identification of the career opportunity, and efficient procedures to handle the influx of resumes and applications.

State law does not address classified advertising by public entities. While most state agencies hiring state service employees rely on the State Personnel Board (SPB) for recruitment and screening of candidates for employment, SPB has authorized a few agencies to maintain their own lists of eligible applicants for certain pre-approved positions. These agencies include the Attorney General's Office, Authority for Educational Television, Department of Economic and Community Development, Employment Security Commission, Forestry Commission, Bureau of Narcotics, Department of Public Safety, State Tax Commission, Secretary of State's Office, and Department of Transportation. Such agencies may place employment ads in the newspaper. Application and evaluation procedures for these positions must comply with SPB policies and procedures.

Mississippi's institutions of higher learning and the community and community colleges, as well as their governing boards, are exempt from SPB recruitment, selection, and oversight (MISS. CODE ANN. Section 25-9-107 [1972]). Mississippi school districts also recruit and select personnel without SPB involvement. The exempt state agencies, as well as public schools, colleges, and universities, are the public entities that routinely place classified employment advertisements.

### **FY 1994-95 Expenditures**

As shown in Exhibit 1, page 4, Mississippi's 149 local school districts reported spending \$153,408 in fiscal years 1994 and 1995 (through February 1995) for classified employment advertising. Thirty-six of these districts reported no expenditures for classified advertising for employment purposes in either Fiscal Year 1994 or in FY 1995, with three replying that job announcements are posted at schools within the district and/or mailed to other school districts and one replying that the local newspaper prints employment ads for the district at no charge.

## Exhibit 1

### Classified Employment Advertising Expenses of Institutions of Higher Learning, Local School Districts, and Community and Junior Colleges FY 1994 and FY 1995 (through February 1995)

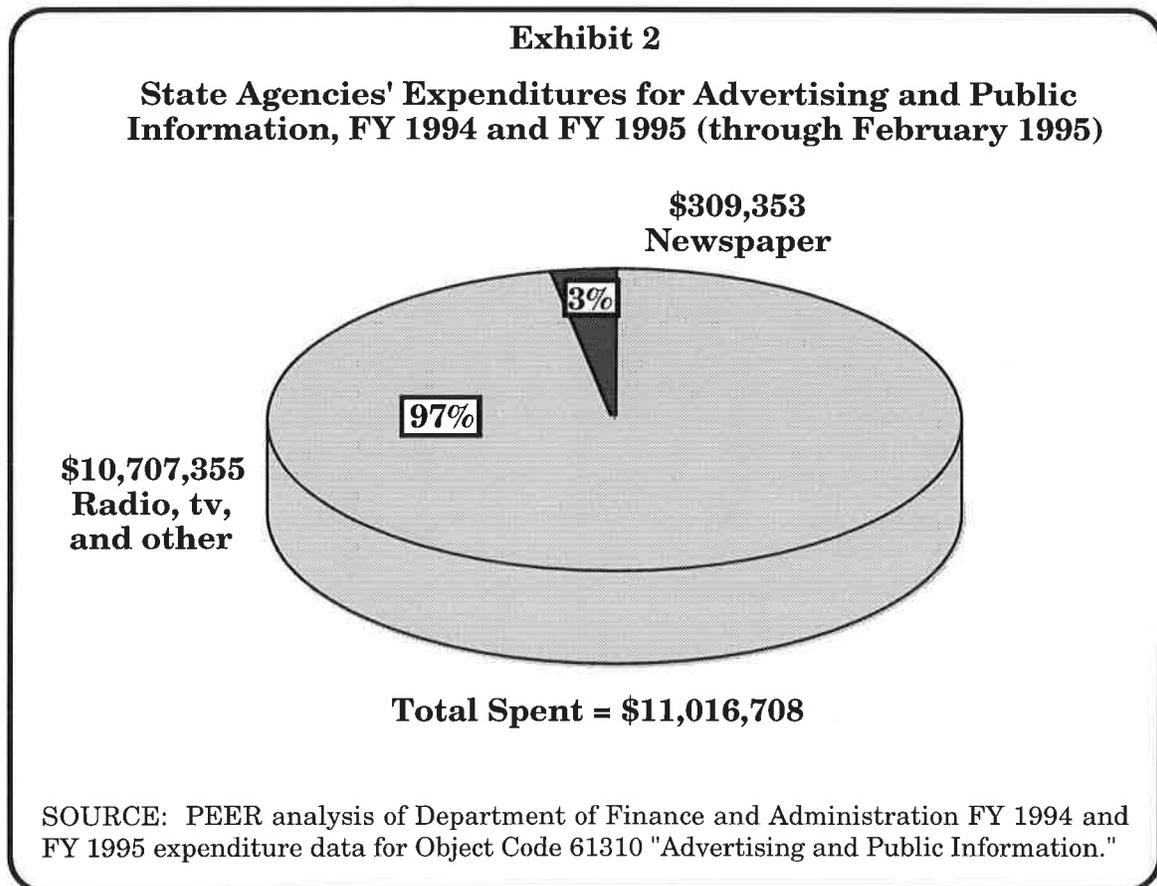
	<b>Total</b>
<b><i>Institutions of Higher Learning</i></b>	
Mississippi State University	\$303,569
University Medical Center	217,600
University of Mississippi	196,028
University of Southern Mississippi	190,972
Jackson State University	67,497
Delta State University	23,452
Mississippi University for Women	22,011
Gulf Coast Research Lab	12,620
Alcorn State University	11,280
IHL Board Office	6,949
Mississippi Valley State University	3,245
<b>Total</b>	<b>\$1,055,223</b>
<b><i>Local School Districts</i></b>	<b>\$153,408</b>
<b><i>Community and Junior Colleges</i></b>	
Coahoma	\$51,463
East Central Mississippi	44,551
East Mississippi	12,364
Pearl River	5,597
Copiah-Lincoln	4,352
Itawamba	3,595
Holmes	3,477
Northwest Mississippi	3,434
Meridian	2,224
Northeast Mississippi	1,439
Mississippi Gulf Coast	648
State Board Office	98
Southwest Mississippi	0
Mississippi Delta	0
Jones	0
Hinds	0
<b>Total</b>	<b>\$133,242</b>
<b>Grand Total</b>	<b>\$1,341,873</b>

SOURCE: PEER analysis of information received from local school districts, State Board for Community and Junior Colleges, and Institutions of Higher Learning.

Community and junior colleges expended \$133,242 in fiscal years 1994 and 1995 for classified advertising for employment purposes. Coahoma Community College spent the most: \$51,463. Hinds, Mississippi Delta, and Southwest Mississippi community colleges, as well as Jones Junior College, reported no classified employment advertising expenditures during this period.

Mississippi institutions of higher learning reported spending \$1,055,223 in fiscal years 1994 and 1995 for classified advertising for employment purposes, eighty-three percent of the total amount expended by school districts, junior colleges and institutions of higher learning for the period. Mississippi State University expended the greatest amount, \$303,569, with Mississippi Valley State expending the least, \$3,245.

State agencies spent \$11,016,708 for advertising and public information during fiscal years 1994 and 1995 through February 1995 (see Exhibit 2 below). This includes the costs of radio, television, and newspaper advertising. Agencies paid newspapers at least \$309,353 of this amount for advertising; however, this includes all advertising in newspapers (i.e., bid notices, public hearings, etc.) and is not limited to expenditures for classified employment advertising.



## *Findings*

**State agencies, local school districts, junior/community colleges, and institutions of higher learning spent sixty-five percent more than necessary in placing the 176 classified employment ads reviewed by PEER.**

To review classified employment advertising practices, PEER identified all employment ads placed in Sunday editions of *The Clarion Ledger* during FY 1994 and the first eight months of FY 1995. PEER identified 197 ads placed by 54 entities during this period. PEER omitted from its analysis 21 of these 197 ads because they were available only on microfiche and could not be reviewed on all criteria and because entities could not provide invoices for the ads. Thus, PEER evaluated the economy of 176 ads (see Appendix A, pages 18 through 23).

PEER considered 86 of the 176 ads to be uneconomical in their use of space. Also, agencies placing 78 of the 176 ads did not take advantage of the not-for-profit rate available to government agencies. (The *Clarion-Ledger* billed at the not-for-profit rate for three ads, even though the agencies had not requested the not-for-profit rate.) Only 35, or 20%, of the 176 ads reviewed by PEER were economical in form and in rate (see Exhibit 3, page 7).

- ***Agencies, school districts, and institutions spent \$7,992 for 2,465 unnecessary lines in eighty-six excessively lengthy ads.***

PEER identified at least eighty-six advertisements (forty-nine percent of the ads PEER reviewed) that used space inefficiently. These ads contained at least 2,465 unnecessary lines at an unnecessary cost of \$7,992. If the public entities running those ads had used more efficient practices, such as the guidelines PEER recommends on page 25, they could have avoided 37% of the total \$21,730 expended on the 176 ads analyzed by PEER (see Exhibit 4, page 8).

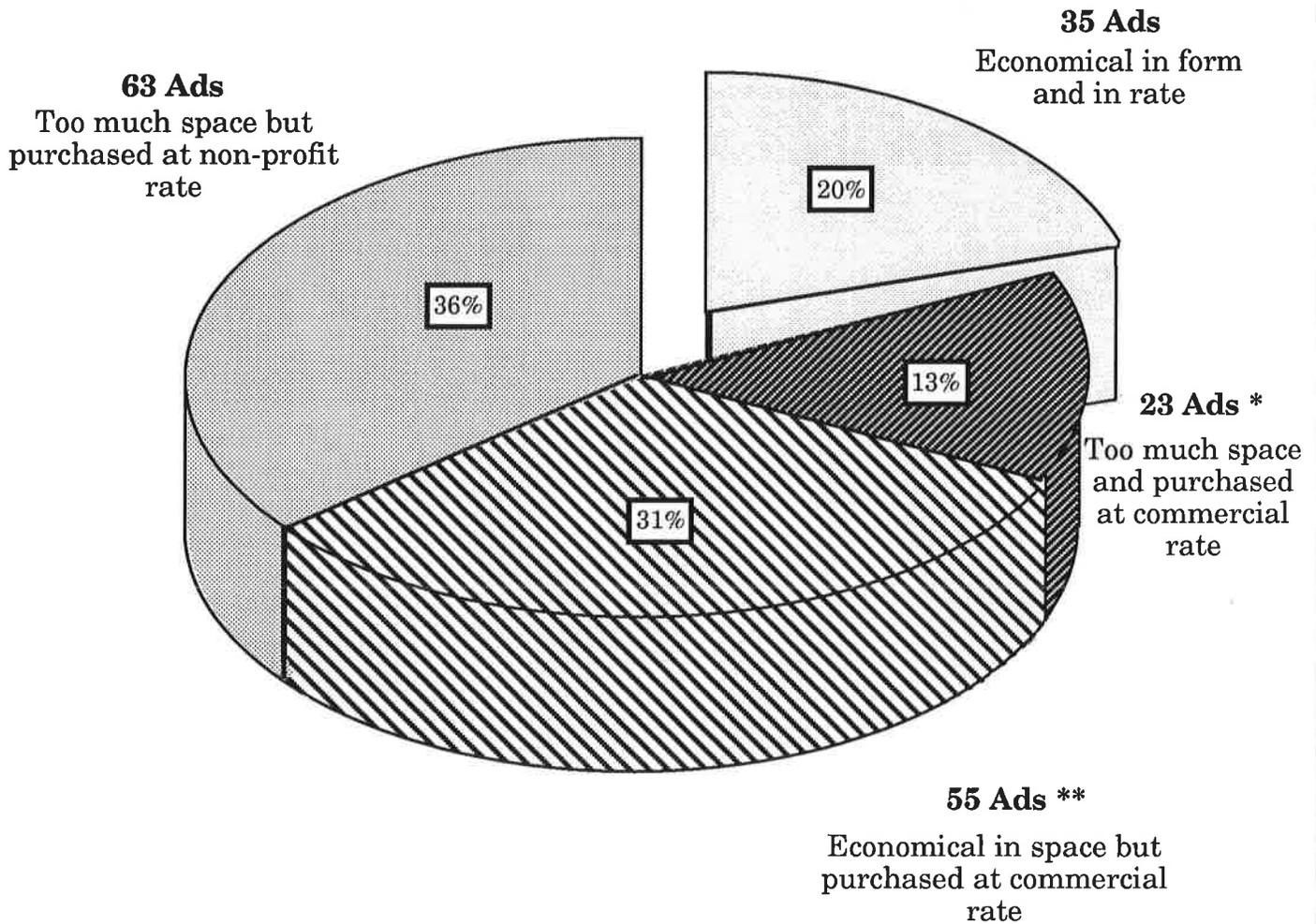
Characteristics of these ads which contributed to their excessive length ranged from the use of unnecessary decorative accents; excessive white space; wordiness or too much detail; repetition within the ad; and use of display ads when columnar ads would have sufficed.

### *Unnecessary decorative accents or white space*

*Clarion-Ledger* classified ad lines contain approximately twenty-five lower case letters at a non-profit rate of \$2.48/line. Advertisers are charged for white space or blank lines of text at the same rate. The *Clarion-Ledger* charges a minimum of three lines for stars and text which appears alone on a line in all capital letters.

### Exhibit 3

### Frequency of Ads Reviewed by PEER



**Total = 176 ads**

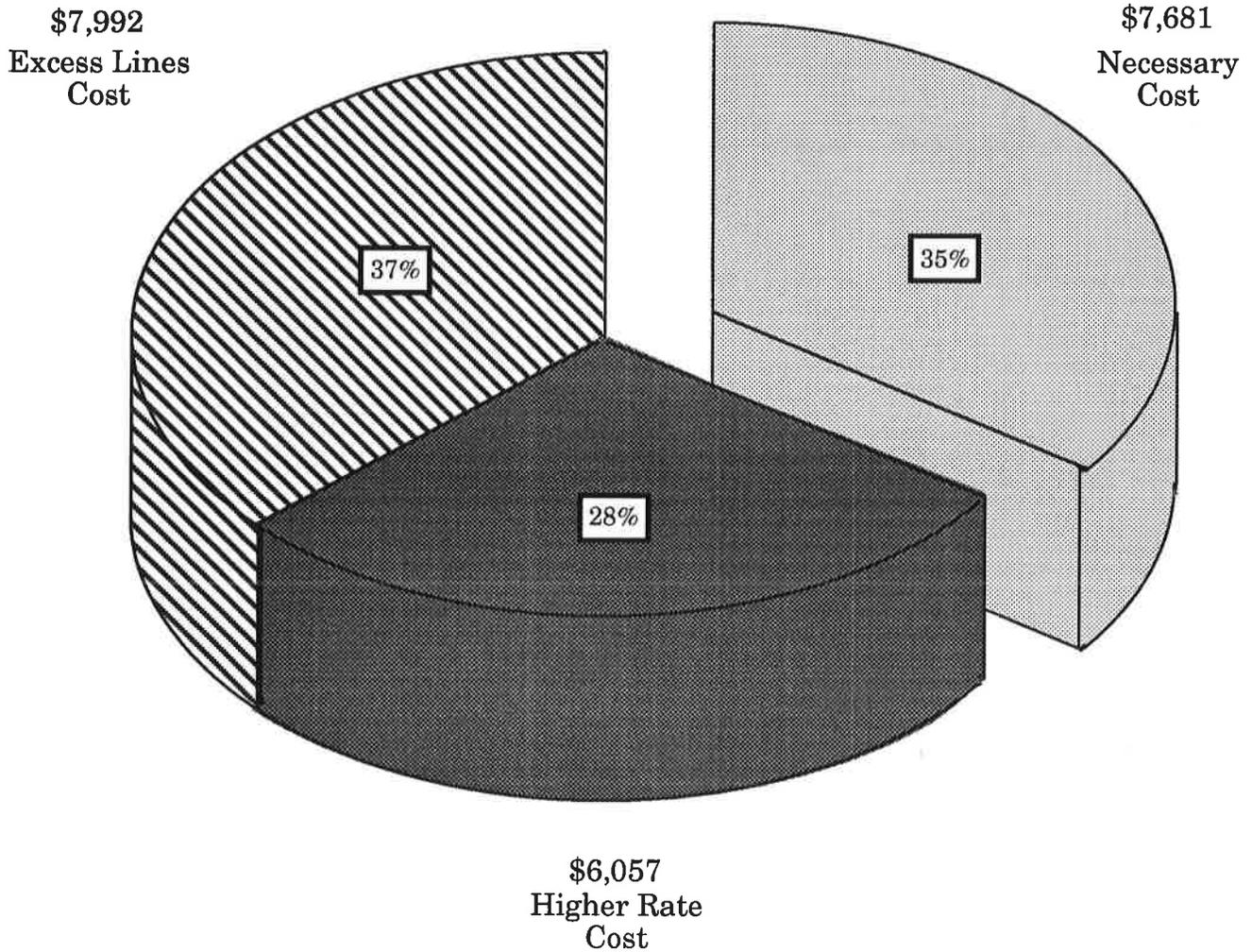
\* Includes one ad placed by an agency that the Clarion-Ledger billed at a not-for-profit rate, although the agency did not apply for the lower rate.

\*\* Includes two ads placed by an agency that the Clarion-Ledger billed at a not-for-profit rate, although the agency did not apply for the lower rate.

SOURCE: PEER analysis of *Clarion-Ledger* classified employment advertisements.

**Exhibit 4**

**Proportion of Costs of Ads Reviewed  
by PEER**



**Total = \$21,730**

SOURCE: PEER analysis of *Clarion-Ledger* classified employment advertisements.

As shown in Exhibit 5, page 10, the original ad (left side) uses unnecessary capital letters, white space and stars. PEER's rewritten version appears to the right. As printed with fifty-seven lines, the original ad cost approximately \$238. PEER's rewritten version with fourteen lines at the non-profit rate of \$2.48/line would cost approximately \$35, an 85% savings of \$203. As printed with forty-two lines, the original ad in Exhibit 6, page 11, cost approximately \$186. PEER's rewritten version with eight lines at the non-profit rate of \$2.48/line would cost approximately \$20, an 89% savings of \$166.

### *Wordiness and too much detail*

Many classified ads identified by PEER, particularly ads for positions in institutions of higher learning, were wordy. Practices contributing to the length of such ads included:

- wasting space on the obvious by labeling ads "Job Announcement." This is unnecessary because the ad will appear in employment classifieds;
- restating information that appears in the ad's caption or title in the first sentence of the ad;
- including details which could be discussed in interviews or provided in a job announcement mailed to interested parties.

As shown in Exhibit 7, page 12, the original ad (left side) illustrates several of the conditions that add length without providing essential information. PEER's rewritten version appears to the right. As printed with 108 lines, the original ad cost approximately \$255. PEER's rewritten version with twenty lines at the non-profit rate of \$2.48/line would cost approximately \$50, an 80% savings of \$205. As printed with seventy-one lines, the original ad in Exhibit 8, page 13, cost approximately \$314. PEER's rewritten version with eighteen lines at the non-profit rate of \$2.48/line would cost approximately \$45, an 86% savings of \$269.

### *Display Ads vs. Columnar Ads*

PEER identified nine display advertisements among the 176 ads placed in *The Clarion-Ledger* by state entities, public schools, community colleges, and universities during the period reviewed. Display ads generally are larger than columnar ads and often contain a high proportion of white space. They may be bordered, may contain logos or other artwork, and often are custom typeset. Each inch of a *Clarion-Ledger* display ad occupies fourteen lines, which are billed at the same rate (\$2.48/line non-profit or \$4.42/line commercial) as columnar advertising.

Exhibit 5

Examples of Uneconomical Advertising Practices:  
Unnecessary White Space and Decorative Accents

*Published Version*

*PEER Version*

COLUMBUS  
MUNICIPAL  
SCHOOL DISTRICT  
Columbus, Mississippi  
is taking applications for  
the following positions:

ELEMENTARY  
PRINCIPAL  
Endorsement 487  
Valid Mississippi Administra-  
tor's Certificate required.  
Employment to begin  
August 1, 1994

CLOSING DATE:  
FEBRUARY 4, 1994

★ ★ ★ ★

ELEMENTARY  
ART TEACHER  
Endorsement 102  
Valid Mississippi Teacher's  
Certificate required.  
Employment to begin  
August, 1994

CLOSING DATE:  
MAY 1, 1994

For an application or more  
information contact:  
Tommye Henderson  
Columbus School District  
320 7th Street North  
P. O. Box 1308  
Columbus, MS 39703  
(601) 328-2598

The Columbus Municipal  
School District  
is an equal opportunity  
employer

Columbus Municipal School District: 1)Elementary princi-  
pal, begin August 1, 1994;  
valid MS Administrator's  
License; close February 4;  
and, 2) Elementary art  
teacher, begin August 1994;  
valid MS certificate; close  
May 1. Application or info:  
Tommye C. Henderson,  
Columbus School District,  
P.O. Box 1308, 320 7th St.  
North, Columbus, MS 39703.  
601/328-2598. EOE/AA.

14 lines @\$2.48/line =  
\$34.72

57 lines = \$237.97

SOURCE: PEER analysis of Clarion-Ledger classified employment advertisements.

**Exhibit 6**

**Examples of Uneconomical Advertising Practices:  
Unnecessary White Space and Decorative Accents**

*Published Version*

**JACKSON STATE  
UNIVERSITY  
Jackson, MS 39217  
DEPARTMENT OF  
FACILITIES  
MANAGEMENT  
VACANT POSITIONS  
LOCKSMITH  
CARPENTER  
ELECTRICIAN  
INSPECTOR/  
ESTIMATOR  
SITEKEEPER  
Deadline For Applying:  
November 11, 1994  
PLEASE APPLY:  
Jackson State University,  
Dept. of Human Resources,  
1400 J.R. Lynch Street,  
Jackson, MS 39217  
Jackson State University is  
an Equal Opportunity  
Employer. ALL applicants  
for positions are considered  
without regard to race,  
religion, national origin, sex,  
physical handicap or age.**

**42 lines = \$185.72**

*PEER Version*

Facilities Mgt Jobs, Jackson  
State Univ: Locksmith,  
Carpenter, Electrician, In-  
spector/Estimator, Site-  
keeper. By 11/11/94: Human  
Resources, JSU, 1400 J.R.  
Lynch St., Jackson, MS  
39217 ADA/AA/EEOE

**8 lines @ \$2.48/line =  
\$19.84**

SOURCE: PEER analysis of Clarion-Ledger classified employment advertisements.

Exhibit 7

Examples of Uneconomical Advertising Practices: Wordiness, Too Much Detail

*Published Version*

Mississippi State University  
**ASSISTANT  
 TREASURER**

Mississippi State University is seeking a highly motivated self-starter to fill the Assistant Treasurer position. This position is responsible for the various Treasury functions of the University to include cash receipt, cash disbursement, cash flow management and investment management. This position will be part of a management team reporting to the Associate Comptroller with the Disbursements Manager, Cashiering Manager and the Financial Analyst reporting to this position. This position will provide leadership to the Treasury Services section of the Comptroller and Treasurer's Office; work in a team environment with leadership in coordination of interrelated functions of the office; be responsible for design and implementation of system improvements as they specifically relate to the treasury functions and as they interrelate to all functions of the office; be responsible for providing proper counseling to students regarding their tuition obligations to the University; be responsible for the continuing conversion from old software systems for finance and student receivables to the new BANNER Systems; continually monitor and adjust procedures as necessary to ensure safety of University funds and adequacy of internal controls; implement electronic processes for various functions to include direct deposits, bank reconciliation, monitoring bank balances, daily check clearing, etc.; be responsible for management and oversight of banking and financial services and recommending to management any necessary changes in services to be provided or service providers; and other duties as assigned by the Associate Comptroller and/or the Comptroller & Treasurer.

Qualifications: Minimum qualifications include a Bachelor's degree and five years experience in Accounting, Finance, Business Administration or related field; demonstrated ability and understanding of the complexities of large scale automated information systems as well as personal computer applications; and demonstrated management, organizational, interpersonal and communications skills. Additional preferred qualifications would include an advanced degree and/or professional certification; recent related experience with a land-grant university; computer programming experience; and experience with implementation and operation of the SCT BANNER software systems.

The search committee will begin reviewing applications on April 16, 1994 with the position remaining open until the position is filled. MSU is an AA/EEO Employer. To apply please send a letter and resume to:

Mr. Ronald S. Brown, Chair  
 Assistant Treasurer Search  
 Committee  
 Mississippi State University  
 P.O. Drawer 5227  
 MS State, MS 39762

108 lines = \$255.42

*PEER Version*

Asst. Treasurer, MS State Univ: resp. for treasury functions, cash receipt, cash disbursement, cash flow and investment mgt. B.S. and 5 years accounting, finance, business admn. or related exp.; demonstrated ability in large scale automated info systems and personal computers; mgt skills. Pref. adv. degree and/or professional certification, land-grant univ. exp., or SCT BANNER exp. Letter and resume by April 16: Ronald S. Brown, Chair, Asst. Treasurer Search Cmte, P.O. Drawer 5227, MS State, MS 39762. AA/EEO.

20 lines @\$2.48/line = \$49.60

SOURCE: PEER analysis of Clarion-Ledger classified employment advertisements.

**Exhibit 8**

**Examples of Uneconomical Advertising Practices:  
Wordiness and Too Much Detail**

***Published Version***

**HUMAN  
RESOURCE  
ASSISTANT**

Mississippi Home Corporation, a hub agency for single and multifamily housing in Mississippi, seeks a HUMAN RESOURCE ASSISTANT to coordinate a variety of clerical and administrative duties pertaining to the Corporation's human resource functions. Primary responsibilities includes interpretation of federal and state work rules, policies and procedures, technical assistance and training, recommending, drafting and implementing policies and procedures in accordance with established Board policies to strengthen the human resource function of the Corporation.

**QUALIFICATIONS:** Applicants should possess a master's degree in business, public or personnel administration; 3 years experience in position classification, position management, salary/compensation determination, employee selection, training and benefits management, or any combination of these.

**OR**

A bachelor's degree in the above stated fields, and five (5) years experience as stated above. In addition, the applicant must possess excellent communication and people skills; and the ability to use a personal computer and Word Perfect.

Salary competitive. Excellent benefit package. Serious and qualified applicants send letter of application, resume, and salary history by March 3, 1995 to:

**DEPUTY EXECUTIVE  
DIRECTOR**  
Mississippi Home Corporation  
840 East River Place  
Suite 605  
Jackson, MS 39202  
Smoke Free Environment  
An EOE

**71 lines = \$313.82**

***PEER Version***

Human Resource Asst., MS Home Corp: clerical and admn., interpret fed and state regs, technical asst. and training, draft policies to strengthen resource function; Master's In business, public or personnel admn. and 3 years exp. in personnel related area (OR) B.S. In above and 5 years exp. Word Perfect. Competitive salary. Excel benefits. Smoke free. Appl. letter, resume and sal history by 3/3/95: Deputy Exec Dir, 840 East River Place, Suite 605, Jackson MS 39202. EOE

**18 lines @\$2.48/line =  
\$44.64**

SOURCE: PEER analysis of Clarion-Ledger classified employment advertisements.

Under unusual circumstances, such as intense competition for workers with certain qualifications needed to meet an urgent state need, agencies may be justified in placing carefully written display ads. However, unless agencies can demonstrate a high degree of need and substantially improved effectiveness associated with display ads, public funds are spent more economically when agencies use the less expensive columnar format. For example, in the ads PEER reviewed, the cost of a display ad typically exceeded the cost of an efficiently written columnar ad by ninety-two percent.

Although newspaper staffs often actually design display ads, with the advertiser providing only minimum input, the advertiser has ultimate approval authority over the final product. Thus, the public entities purchasing such ads, even though they may not design them, are responsible for their cost and content.

PEER rewrote the nine display ads placed by public entities during the period reviewed and put them into columnar ad form at the not-for-profit rate of \$2.48 per line with a savings of \$3,553. As shown in Exhibit 9, page 15, the original version of the ad (left side) contains unnecessary detail and a high proportion of white space. As printed, the original ad (two columns by three inches) occupies eighty-four lines (six column inches X 14 lines/inch) for a cost of approximately \$350. PEER's rewritten version with eight lines at the non-profit rate would cost approximately \$20, a 94% savings of \$330. As printed, the original version of the ad in Exhibit 10, page 16, (two columns by five inches) occupies 140 lines (ten column inches X 14 lines/inch) for a cost of approximately \$584. PEER's rewritten version with thirteen lines at the non-profit rate would cost approximately \$32, a 95% savings of \$552.

- ***By neglecting to take advantage of the newspaper's lower not-for-profit rate, state agencies, local school districts, junior/community colleges, and institutions of higher learning spent approximately \$3,541 (sixteen percent) more than necessary.***

The *Clarion-Ledger* has a standard Sunday classified employment advertising rate of \$4.42 per line. The *Clarion-Ledger* offers a non-profit rate of \$2.48/line to organizations that demonstrate their tax-exempt status. Government entities may submit letters from the State of Mississippi or the federal Internal Revenue Service to the *Clarion-Ledger* to qualify for the non-profit rate.

According to records furnished by *The Clarion-Ledger*, forty-five, or eighty-three percent, of the fifty-four entities which placed ads identified by PEER have not submitted the required documentation to obtain the non-profit advertisement rate from the *Clarion-Ledger*. Agencies that had not applied and received the not-for-profit rate placed 78 of the 176 ads analyzed by PEER. (The *Clarion-Ledger* billed at the not-for-profit rate for three of these ads, even though the agencies placing these ads had not applied for the lower rate.) The public sector advertisers that did not apply for the not-

## Exhibit 9

### Examples of Uneconomical Advertising Practices: Display Ads v. Columnar Ads

#### *Published Version*

**CANTON PUBLIC SCHOOLS**  
**Canton, Mississippi**

The Canton Public School District invites applicants to apply for teaching positions in all areas for the 1994-95 school year.

Specific areas of need include:

- Elementary/Middle School Teachers
- Consumer Science
- Biology
- Elementary Librarian
- English
- Mathematics

Mississippi teaching certification is required.

Interested applicants should contact:

Canton Public Schools  
403 East Lincoln Street  
Canton, MS 39046  
(601) 859-4110

**AN EQUAL OPPORTUNITY EMPLOYER**

#### *PEER Version*

Canton Public Schools, 94-95: Elementary/Middle Teachers, Consumer Science, Biology, Elementary Librarian, English, Math; MS certificate req.; Info: 403 East Lincoln St, Canton, MS 39046. 601/859-4110. EOE

**8 lines @ \$2.48/line =  
\$19.84**

**(6 column inches)(14 lines/inch) = 84 lines**  
**84 lines = \$350.20**

SOURCE: PEER analysis of Clarion-Ledger classified employment advertisements.

**Exhibit 10**

**Examples of Uneconomical Advertising Practices:  
Display Ads v. Columnar Ads**

***Published Version***

***PEER Version***

**Dean of Academic Instruction**

**ITAWAMBA COMMUNITY COLLEGE**

The College, established in 1948, is a public, comprehensive community college located in Fulton, Mississippi. The College also has a vocational/technical campus located in Tupelo, Mississippi. The Dean will be responsible for all academic programs of the College with a day student enrollment of 1256 plus an evening student enrollment of 638 with an academic faculty of 92. The College has a total enrollment of approximately 3500 credit students and 6000 non-credit students.

Minimum criteria required are earned doctorate from regionally-accredited institution, teaching/administrative experience in comprehensive community college, and demonstrated understanding of/commitment to diversity of community college students, learning technologies, and teaching strategies.

A current resume, official transcript and completed ICC application form must be received by March 1, 1994. To secure application form, write Itawamba Community College, Academic Dean Search Committee, 602 West Hill Street, Fulton, MS 38843 or call 601/862-3101, ext. 219.

Position begins July 1, 1994. Salary commensurate with qualifications/experience.

EOE

**Dean of Academic Instruction, Itawamba Community College: 1256 day students, 638 night, 92 faculty; Doctorate from regionally-accredited inst.; begin 7/1/94; sal. comm w/ qual/exp; Resume, transcript, and ICC application by 3/1/94: ICC, Academic Dean Search Cmte, 602 W. Hill St, Fulton, MS 38843. 601/862-3101 ext. 219. EOE.**

**13 lines @ \$2.48/line =  
\$32.24**

**(10 column inches)(14 lines/inch) = 140 lines  
140 lines = \$583.66**

SOURCE: PEER analysis of Clarion-Ledger classified employment advertisements.

for-profit rate paid \$3,541 in unnecessary charges. Unfortunately, PEER also did not take advantage of the lower rate because PEER staff failed to inquire about the availability of the discount. Some of PEER's ads also wasted space as well.

Although the *Clarion-Ledger* reported standard Sunday classified advertising rates of \$2.48/line not-for-profit and \$4.42/line commercial, *Clarion-Ledger* billings reflected inconsistent Sunday rates. The *Clarion-Ledger* charged \$2,516 in excess of the \$2.48/line not-for-profit rate to agencies which had submitted the proper documentation to receive the rate.

### ***Conclusion***

State agencies, public schools, community and junior colleges, and universities spend more than \$1.5 million annually in classified employment advertising. PEER found that public entities, including PEER staff, could have spent sixty-five percent less on the 176 ads they placed in the Sunday edition of one newspaper over a twenty-month period. While the total savings that could be achieved by using more efficient practices in classified employment advertising are modest in relation to the \$7 billion state budget, changes in advertising practices needed to realize these potential savings are an example of the relatively minor adjustments in state government practices that could result in more economical use of tax dollars.

### ***Recommendations***

Local school districts, community and junior colleges, institutions of higher learning, and state agencies should avoid purchasing unnecessary advertising space and should take advantage of the lowest advertising rates available. Appendix B, page 24, contains proposed legislation to require agencies and governing authorities to secure the lowest available advertising rate for employment advertising. Appendix C, page 25, provides PEER's recommended checklist of economical standards for entities to use when developing classified employment advertisements.

**Appendix A**

**Clarion-Ledger Sunday Classified Employment Ads Purchased by Public Entities Examined by PEER  
FY 1994 and FY 1995 (through February)**

Agency	Position Advertised	Ad Date	Lines As Publ'd	Estimated Cost As Published *	Necessary Cost		Excess Cost			
					Cost	As % of Publ'd	Excess Space	Higher Rate	Total	As % of Publ'd
<b>Ads Uneconomical in Length</b>										
Columbus Schools	Varsity Head Football Coach	10/24/93	34	\$142	\$27	19%	\$57	\$58	\$115	81%
Columbus Schools	Elementary Principal; Instructor	1/16/94	57	\$238	\$35	15%	\$107	\$96	\$203	85%
Columbus Schools	Football Coaches	3/6/94	51	\$213	\$30	14%	\$97	\$86	\$183	86%
Columbus Schools	Instructors	6/5/94	58	\$243	\$35	14%	\$109	\$99	\$208	86%
Dpt. of Rehab Services	RN Nurse IV	11/7/93	24	\$94	\$22	23%	\$37	\$35	\$72	77%
Economic & Cmnty Dev't	Associate Manager	9/18/94	37	\$93	\$37	40%	\$55	\$1	\$56	60%
Economic & Cmnty Dev't	Associate Manager	9/18/94	41	\$102	\$37	36%	\$64	\$1	\$65	64%
Educational Television	Announcer/Operator	7/4/93	30	\$68	\$40	59%	\$28	\$0	\$28	41%
Educational Television	Producer Radio	7/4/93	34	\$77	\$45	58%	\$32	\$0	\$32	42%
Educational Television	ETV-ITV Consultant	8/8/93	39	\$89	\$42	47%	\$47	\$0	\$47	53%
Educational Television	Broadcast Technician	8/8/93	38	\$87	\$52	60%	\$35	\$0	\$35	40%
Educational Television	Public Information Manager	11/7/93	54	\$128	\$52	41%	\$76	\$0	\$76	59%
Greenwood Schools	Instructors	8/8/93	23	\$102	\$17	17%	\$40	\$45	\$85	83%
Greenwood Schools	Health Cluster Instructor	5/15/94	49	\$217	\$20	9%	\$102	\$95	\$197	91%
Hinds Community College	Instructor	12/11/94	32	\$79	\$25	32%	\$54	\$0	\$54	68%
Holmes County Schools	Instructors	6/5/94	30	\$58	\$37	64%	\$21	\$0	\$21	36%
Holmes County Schools	Instructors	7/3/94	30	\$58	\$30	52%	\$28	\$0	\$28	48%
Holmes County Schools	Program Developer	8/14/94	33	\$138	\$27	20%	\$55	\$56 †	\$111	80%
Holmes County Schools	Instructors	8/14/94	30	\$125	\$35	28%	\$40	\$50 †	\$90	72%
Holmes County Schools	Instructors	1/15/95	31	\$137	\$25	18%	\$52	\$60 †	\$112	82%
Holmes County Schools	Middle School Principal	2/19/95	37	\$92	\$27	29%	\$64	\$1 †	\$65	71%
Jackson State University	Facilities Management Positions	11/6/94	42	\$186	\$20	11%	\$84	\$82 †	\$166	89%
MS Home Corporation	Human Resource Assistant	2/19/95	71	\$314	\$45	14%	\$131	\$138	\$269	86%
MS Mgt & Reporting Systems	Programmer Analyst	10/24/93	37	\$155	\$30	19%	\$62	\$63	\$125	81%
MS Regional Housing Auth	Housing Specialist	12/11/94	31	\$77	\$25	32%	\$52	\$0 ††	\$52	68%
MS State Hospital	Social Worker, Social Work Spvrs	2/19/95	22	\$97	\$20	21%	\$35	\$42	\$77	79%
MS State University	Mgr, Inst. for Tech Training	8/8/93	84	\$190	\$37	19%	\$153	\$0	\$153	81%

MS State University	Research Assistant I	12/12/93	31	\$73	\$25	34%	\$48	\$0	\$48	66%
MS State University	Systems Analyst	12/12/93	54	\$128	\$32	25%	\$96	\$0	\$96	75%
MS State University	Senior MDL Preparator II	1/16/94	46	\$114	\$35	31%	\$79	\$0	\$79	69%
MS State University	Assistant Treasurer	3/6/94	108	\$255	\$50	20%	\$205	\$0	\$205	80%
MS State University	Research Assistant I	4/10/94	40	\$95	\$35	37%	\$60	\$0	\$60	63%
MS State University	Computer Programmer	4/10/94	53	\$125	\$42	34%	\$83	\$0	\$83	66%
MS State University	Video Producer	6/5/94	57	\$135	\$52	39%	\$83	\$0	\$83	61%
MS State University	Histology Technician	7/3/94	37	\$92	\$32	35%	\$60	\$0	\$60	65%
MS State University	Computer Services Assistant	8/14/94	72	\$170	\$42	25%	\$128	\$0	\$128	75%
MS State University	Systems & Database Admnstr	8/14/94	75	\$186	\$37	20%	\$149	\$0	\$149	80%
MS State University	Apple Computer Specialist	9/18/94	50	\$124	\$35	28%	\$89	\$0	\$89	72%
MS State University	Research Assistant	10/23/94	67	\$166	\$45	27%	\$121	\$0	\$121	73%
MS State University	Research Assistant	10/23/94	75	\$186	\$42	23%	\$144	\$0	\$144	77%
MS State University	Project Manager	10/23/94	66	\$163	\$47	29%	\$116	\$0	\$116	71%
MS State University	Research Assistant	10/23/94	56	\$139	\$52	37%	\$87	\$0	\$87	63%
MS State University	Research Scientist	10/23/94	56	\$139	\$50	36%	\$89	\$0	\$89	64%
MS State University	Environmental Safety Engineer	11/6/94	40	\$99	\$37	37%	\$62	\$0	\$62	63%
MS State University	Instr'l Resources Center Coord	11/6/94	71	\$176	\$45	26%	\$131	\$0	\$131	74%
MS State University	Research Assistant I	12/11/94	52	\$129	\$37	29%	\$92	\$0	\$92	71%
MS State University	Research Assistant I	12/11/94	48	\$119	\$47	39%	\$72	\$0	\$72	61%
MS State University	Project Leader	2/19/95	83	\$206	\$42	20%	\$164	\$0	\$164	80%
MS State University	Staff Pharmacist	2/19/95	32	\$79	\$22	28%	\$57	\$0	\$57	72%
MS Univ for Women	Researcher/Programmer	6/5/94	85	\$354	\$52	15%	\$159	\$143 †	\$302	85%
MS Valley State University	Networking Specialist	2/19/95	50	\$221	\$35	16%	\$89	\$97	\$186	84%
PEER Committee	Purchasing Clerk	2/19/95	21	\$93	\$30	32%	\$22	\$41	\$63	68%
Region 8 Mental Health	3 Case Managers	11/7/93	31	\$137	\$22	16%	\$55	\$60	\$115	84%
Secretary of State	Data Processing Manager	11/6/94	60	\$265	\$47	18%	\$102	\$116	\$218	82%
University Medical Center	Occupational Therapy Faculty	7/4/93	49	\$122	\$35	29%	\$87	\$0	\$87	71%

\* Estimated "Cost as Published" is actual cost, rounded to nearest dollar, according to Clarion-Ledger invoices. For those ads which ran on multiple days, PEER calculated Sunday's cost by multiplying the ad lineage by the entity's commercial or not-for-profit rate/line.

† denotes "Higher Rate" costs attributable to Clarion-Ledger billings in excess of \$2.48/line. The Clarion-Ledger has billed some agencies which have requested the not-for-profit rate at a rate higher than its quoted \$2.48/line.

†† denotes ads placed by agencies that the Clarion-Ledger billed at the not-for-profit rate, even though the agencies had not requested the lower rate.

SOURCE: PEER analysis of Clarion-Ledger classified employment advertisements and invoices.

Appendix A (continued)

Agency	Position Advertised	Ad Date	Lines As Publ'd	Estimated Cost As Published *	Necessary Cost		Excess Cost			
					Cost	As % of Publ'd	Excess Space	Higher Rate	Total	As % of Publ'd
University Medical Center	Physical Therapy Faculty	8/8/93	50	\$124	\$27	22%	\$97	\$0	\$97	78%
University Medical Center	Nurses	12/12/93	44	\$183	\$30	16%	\$79	\$74 †	\$153	84%
University Medical Center	Recreational Therapist	5/15/94	35	\$87	\$40	46%	\$47	\$0	\$47	54%
University Medical Center	Administrative Secretary	10/23/94	34	\$150	\$32	21%	\$52	\$66 †	\$118	79%
University Medical Center	Occupational Therapy Faculty	1/15/95	53	\$131	\$40	31%	\$91	\$0	\$91	69%
University Medical Center	Administrative Secretary	2/19/95	34	\$84	\$42	50%	\$42	\$0	\$42	50%
University of Mississippi	LEAP Instructors	8/8/93	58	\$144	\$27	19%	\$117	\$0	\$117	81%
University of Mississippi	Computer Graphics Designer	8/8/93	35	\$140	\$25	18%	\$62	\$53 †	\$115	82%
University of Mississippi	Staff Writer	8/8/93	31	\$77	\$20	26%	\$57	\$0	\$57	74%
University of Mississippi	Accountant	9/19/93	34	\$129	\$25	19%	\$60	\$44 †	\$104	81%
University of Mississippi	Aux. System Mgr & Tech Analyst	11/7/93	52	\$217	\$45	21%	\$32	\$140 †	\$172	79%
University of Mississippi	Pharmacy Publications/Info Coord	12/12/93	42	\$175	\$35	20%	\$94	\$46 †	\$140	80%
University of Mississippi	Teleproduction Resource Cntr Dir	12/12/93	42	\$175	\$32	18%	\$72	\$71 †	\$143	82%
University of Mississippi	Network Design Specialist	3/6/94	34	\$142	\$37	26%	\$67	\$38 †	\$105	74%
University of Mississippi	Attorney/Assistant to Dean	3/6/94	55	\$229	\$37	16%	\$47	\$145 †	\$192	84%
University of Mississippi	Telecommunications Analyst II	3/6/94	35	\$146	\$32	22%	\$104	\$10 †	\$114	78%
University of Mississippi	Science Editor	8/14/94	41	\$161	\$35	22%	\$52	\$74 †	\$126	78%
University of Mississippi	Asst to Dean/Acct Instructor	10/23/94	25	\$112	\$27	24%	\$74	\$11 †	\$85	76%
University of Mississippi	Staff Writer	10/23/94	31	\$77	\$25	32%	\$37	\$15 †	\$52	68%
University of Mississippi	Staff Writer	1/15/95	31	\$77	\$25	32%	\$52	\$0	\$52	68%
University of Southern MS	Dir, Developmental Ed Program	11/6/94	68	\$301	\$45	15%	\$124	\$132	\$256	85%
Wilkinson County Schools	Instructors	10/24/93	37	\$154	\$20	13%	\$72	\$62	\$134	87%
<b>Display Ads</b>										
Canton Public Schools	Instructors	7/3/94	84	\$350	\$20	6%	\$188	\$142	\$330	94%
Canton Public Schools	Instructors	8/14/94	84	\$350	\$20	6%	\$188	\$142	\$330	94%
East MS Community College	Band Director/Instructor	3/6/94	70	\$292	\$20	7%	\$154	\$118 †	\$272	93%
Holmes Community College	Plastic Technology Instructor	6/5/94	84	\$350	\$25	7%	\$184	\$141	\$325	93%
Itawamba Comm. College	Dean of Academic Instruction	1/16/94	140	\$584	\$32	5%	\$315	\$237	\$552	95%
Jackson State University	Director, Procurement/Inventory	6/5/94	112	\$467	\$27	6%	\$250	\$190 †	\$440	94%
University Medical Center	Nurses	8/14/94	210	\$875	\$17	2%	\$503	\$355 †	\$858	98%
University Medical Center	Nursing Managers	8/14/94	56	\$233	\$15	6%	\$124	\$94 †	\$218	94%

University Medical Center	Maintenance Positions	2/19/95	70	\$292	\$64	22%	\$109	\$119 +	\$228	78%
<b>Ads Economical in Length</b>										
Amite County Schools	Instructors	5/15/94	18	\$80	\$45	56%	\$0	\$35	\$35	44%
Boswell Center	Psychologist	7/3/94	27	\$113	\$67	59%	\$0	\$46	\$46	41%
Canton Public Schools	Instructors	7/4/93	17	\$75	\$42	56%	\$0	\$33	\$33	44%
Canton Public Schools	Instructors	5/15/94	32	\$141	\$79	56%	\$0	\$62	\$62	44%
Canton Public Schools	Instructors	1/15/95	6	\$27	\$15	56%	\$0	\$12	\$12	44%
Co-Lin Community College	Instructors	3/6/94	28	\$117	\$69	59%	\$0	\$48	\$48	41%
Coahoma Comm. College	Instructors	7/4/93	8	\$35	\$20	57%	\$0	\$15	\$15	43%
Columbus Schools	Elementary PE Instructor	9/19/93	21	\$80	\$52	65%	\$0	\$28	\$28	35%
Department of Corrections	Construction Supervisor	1/15/95	12	\$53	\$30	57%	\$0	\$23	\$23	43%
Dpt of Transportation	Engineer IV	10/24/93	18	\$75	\$45	60%	\$0	\$30	\$30	40%
Dpt of Transportation	Engineer IV	7/3/94	18	\$75	\$45	60%	\$0	\$30	\$30	40%
Educational Television	Broadcast Technician	1/16/94	41	\$97	\$97	100%	\$0	\$0	\$0	0%
Educational Television	Writer/Producer	1/16/94	33	\$78	\$78	100%	\$0	\$0	\$0	0%
Educational Television	Secretary Principal	3/6/94	31	\$73	\$73	100%	\$0	\$0	\$0	0%
Educational Television	ITV Consultant	5/15/94	31	\$73	\$73	100%	\$0	\$0	\$0	0%
Educational Television	Executive Producer Sr.	11/6/94	30	\$74	\$74	100%	\$0	\$0	\$0	0%
Educational Television	Broadcast Technician Sr.	2/19/95	40	\$99	\$99	100%	\$0	\$0	\$0	0%
Fire Academy	Instructor	7/4/93	16	\$56	\$40	71%	\$0	\$16	\$16	29%
Holmes Community College	English Instructor	3/6/94	16	\$67	\$40	60%	\$0	\$27	\$27	40%
Holmes Community College	Assistant Band Instructor	5/15/94	19	\$79	\$47	59%	\$0	\$32	\$32	41%
Holmes County Schools	High School Principal	7/3/94	23	\$96	\$57	59%	\$0	\$39 +	\$39	41%
Hudspeth Center	Speech/Language Pathologists	8/8/93	13	\$57	\$32	56%	\$0	\$25	\$25	44%
Hudspeth Center	Licensed Practical Nurse	12/12/93	11	\$49	\$27	55%	\$0	\$22	\$22	45%
Hudspeth Center	Special Education Teachers	9/18/94	13	\$57	\$32	56%	\$0	\$25	\$25	44%
Hudspeth Center	Speech/Language Pathologists	9/18/94	14	\$62	\$35	56%	\$0	\$27	\$27	44%
Hudspeth Center	Speech Pathologist I	10/23/94	11	\$49	\$27	55%	\$0	\$22	\$22	45%
Hudspeth Center	Special Education Teachers	10/23/94	13	\$57	\$32	56%	\$0	\$25	\$25	44%
Hudspeth Center	Speech Language Pathologists	10/23/94	14	\$62	\$35	56%	\$0	\$27	\$27	44%
Inst's of Higher Learning	Systems Analyst	7/3/94	19	\$84	\$47	56%	\$0	\$37	\$37	44%
Jackson Public Schools	Speech Therapist	10/24/93	10	\$42	\$25	60%	\$0	\$17	\$17	40%
Jackson Public Schools	Cosmetology Instructor	6/5/94	14	\$58	\$35	60%	\$0	\$23	\$23	40%
Jackson Public Schools	Social Worker	1/15/95	15	\$66	\$37	56%	\$0	\$29	\$29	44%
Jackson Public Schools	Physical Therapist	1/15/95	14	\$62	\$35	56%	\$0	\$27	\$27	44%
Jackson State University	Assistant Professor of Psychology	8/14/94	27	\$67	\$67	100%	\$0	\$0	\$0	0%
Military Department	Hazardous Waste Specialist	6/5/94	26	\$108	\$64	59%	\$0	\$44	\$44	41%

Appendix A (continued)

Agency	Position Advertised	Ad Date	Lines As Publ'd	Estimated Cost As Published *	Necessary Cost		Excess Cost			
					Cost	As % of Publ'd	Excess Space	Higher Rate	Total	As % of Publ'd
Millcreek School	Special Education Teacher	11/6/94	10	\$44	\$25	57%	\$0	\$19	\$19	43%
MS Delta Community College	LPN Instructor	10/24/93	31	\$137	\$77	56%	\$0	\$60	\$60	44%
MS State University	Research Assistant I	9/19/93	21	\$45	\$45	100%	\$0	\$0	\$0	0%
MS State University	Coor of Multidisciplinary Labs	10/24/93	24	\$60	\$60	100%	\$0	\$0	\$0	0%
MS State University	Senior Medical Technologist	1/16/94	30	\$74	\$74	100%	\$0	\$0	\$0	0%
MS State University	Medical Technologist	2/27/94	24	\$60	\$60	100%	\$0	\$0	\$0	0%
MS State University	Assistant Budget Manager	2/27/94	22	\$55	\$55	100%	\$0	\$0	\$0	0%
MS State University	Medical Technologist I	7/3/94	27	\$67	\$67	100%	\$0	\$0	\$0	0%
MS State University	JTPA Instructors	7/3/94	59	\$140	\$140	100%	\$0	\$0	\$0	0%
MS State University	Asst. Accounts Payable Manager	9/18/94	30	\$74	\$74	100%	\$0	\$0	\$0	0%
MS University for Women	Coordinator, Student Org's	1/16/94	18	\$74	\$45	61%	\$0	\$29 +	\$29	39%
Pascagoula Schools	Manager of Data Processing	5/15/94	21	\$88	\$52	59%	\$0	\$36	\$36	41%
PEER Committee	Project Assistant/Clerk	11/6/94	17	\$75	\$42	56%	\$0	\$33	\$33	44%
PEER Committee	Analyst/Auditor	11/6/94	16	\$72	\$40	56%	\$0	\$32	\$32	44%
Petal School District	Math Teacher	5/15/94	22	\$92	\$55	60%	\$0	\$37	\$37	40%
Pub. Empl. Retirement Syst.	Pension Fund Administrator	7/4/93	25	\$99	\$62	63%	\$0	\$37	\$37	37%
Pub. Empl. Retirement Syst.	Data Processing Systems Analyst	1/16/94	21	\$88	\$52	59%	\$0	\$36	\$36	41%
Pub. Empl. Retirement Syst.	Secretary	1/16/94	19	\$79	\$47	59%	\$0	\$32	\$32	41%
Pub. Empl. Retirement Syst.	Operations Mgr I; Computer Op II	3/6/94	31	\$129	\$77	60%	\$0	\$52	\$52	40%
Rankin County Schools	Instructors	9/19/93	6	\$27	\$15	56%	\$0	\$12	\$12	44%
Region 8 Mental Health	Case Manager II	10/24/93	11	\$49	\$27	55%	\$0	\$22	\$22	45%
Region 8 Mental Health	Substance Abuse Counselor	11/7/93	8	\$35	\$20	57%	\$0	\$15	\$15	43%
Region 8 Mental Health	Mental Health Clinician	11/7/93	10	\$44	\$25	57%	\$0	\$19	\$19	43%
Region 8 Mental Health	Center Coordinator	11/7/93	10	\$44	\$25	57%	\$0	\$19	\$19	43%
Region 8 Mental Health	Mental Health Clinician	2/27/94	10	\$44	\$25	57%	\$0	\$19	\$19	43%
Region 8 Mental Health	Secretary/Receptionist	7/3/94	12	\$53	\$30	57%	\$0	\$23	\$23	43%
Region 8 Mental Health	Mental Health Worker	11/6/94	9	\$40	\$22	55%	\$0	\$18	\$18	45%
Region 8 Mental Health	Mental Health Clinician	11/6/94	9	\$40	\$22	55%	\$0	\$18	\$18	45%
Region 8 Mental Health	Case Manager	11/6/94	9	\$40	\$22	55%	\$0	\$18	\$18	45%
Region 8 Mental Health	Secretary/Receptionist	11/6/94	10	\$44	\$25	57%	\$0	\$19	\$19	43%
Region 8 Mental Health	Chemical Dependency Counselor	1/15/95	11	\$49	\$27	55%	\$0	\$22	\$22	45%
Region 8 Mental Health	Sub. Abuse/Prevention Counselor	1/15/95	11	\$49	\$27	55%	\$0	\$22	\$22	45%

Rehabilitation Services	Psychiatrists	5/15/94	63	\$278	\$156	56%	\$0	\$122	\$122	44%
School for Math & Science	Instructors; Administrators	6/5/94	19	\$79	\$47	59%	\$0	\$32	\$32	41%
State Personnel Board	Hearing Officer	2/19/95	26	\$115	\$64	56%	\$0	\$51	\$51	44%
SW MS Mental Health	Program Coordinator	2/27/94	27	\$64	\$64	100%	\$0	\$0	\$0	0%
SW MS Mental Health	Outpatient Therapist	9/18/94	28	\$66	\$66	100%	\$0	\$0	\$0	0%
University Medical Center	Fire Safety Specialist	8/8/93	24	\$60	\$60	100%	\$0	\$0	\$0	0%
University Medical Center	Accredited Records Technician	8/8/93	19	\$76	\$47	62%	\$0	\$29	\$29	38%
University Medical Center	Organ Recovery Coordinator	10/24/93	40	\$99	\$99	100%	\$0	\$0	\$0	0%
University Medical Center	Dental Assistant II	11/7/93	21	\$52	\$52	100%	\$0	\$0	\$0	0%
University Medical Center	Psychometrist	11/7/93	23	\$57	\$57	100%	\$0	\$0	\$0	0%
University Medical Center	Respiratory Therapist	1/16/94	22	\$55	\$55	100%	\$0	\$0	\$0	0%
University Medical Center	Institutional Research Associate	2/27/94	35	\$87	\$87	100%	\$0	\$0	\$0	0%
University Medical Center	Vaccine Study Nurse/RN	3/6/94	23	\$57	\$57	100%	\$0	\$0	\$0	0%
University Medical Center	Medical Technologist	3/6/94	20	\$83	\$50	60%	\$0	\$33	\$33	40%
University Medical Center	Medical Technologist	5/15/94	20	\$83	\$50	60%	\$0	\$33	\$33	40%
University Medical Center	Registered Nurses	8/8/93	12	\$48	\$30	63%	\$0	\$18	\$18	38%
University of Mississippi	Telecommunications Analyst III	8/8/93	31	\$129	\$77	60%	\$0	\$52	\$52	40%
University of Mississippi	Assistant Greenskeeper	2/27/94	33	\$138	\$82	59%	\$0	\$56	\$56	41%
University of Mississippi	Database Analyst	6/5/94	27	\$113	\$67	59%	\$0	\$46	\$46	41%
University of Mississippi	Mgr of Classification & Training	7/3/94	44	\$183	\$109	60%	\$0	\$74	\$74	40%
University of Mississippi	Assistant Director, Bookstore	11/6/94	27	\$119	\$67	56%	\$0	\$52	\$52	44%
University of Mississippi	LEAP Instructors	1/15/95	29	\$72	\$72	100%	\$0	\$0	\$0	0%
Wildlife & Fisheries (MSU)	Research Assistant I	7/3/94	27	\$67	\$67	100%	\$0	\$0	\$0	0%
<b>Total</b>			<b>6,388</b>	<b>\$21,730</b>	<b>\$7,681</b>	<b>35%</b>	<b>\$7,992</b>	<b>\$6,057</b>	<b>\$14,049</b>	<b>65%</b>

*Appendix B*

*Proposed Legislation to Require Agencies and Governing Authorities to  
Secure the Lowest Rate Available for Employment Advertising*

MISSISSIPPI LEGISLATURE

REGULAR SESSION, 1996

BY:

TO:

\_\_\_\_\_ BILL NO. \_\_\_\_\_

AN ACT TO REQUIRE AGENCIES AND GOVERNING AUTHORITIES TO SECURE THE LOWEST ADVERTISING RATE AVAILABLE AND TAKE ALL AVAILABLE DISCOUNTS FOR EMPLOYMENT ADVERTISING; AND FOR RELATED PURPOSES.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI:

SECTION 1. Any agency or governing authority which procures advertising for employment or personal service contracts shall procure such advertising at the lowest rate available and take all available discounts.

SECTION 2. This act shall take effect and be in force from and after its passage.

*SHORT TITLE: Take discounts for employment advertising.*

*Appendix C*

***Classified Employment Advertising  
Economical Standards Checklist***

Division/Dept. -----  
Position: -----  
Publication(s): -----  
Date(s) -----  
Estimated Cost: -----

Please complete the following steps before submitting classified employment advertising for publication.

- obtained non-profit advertising rate (if available)
- less expensive columnar ads used whenever possible avoiding display ads
- ad contains the following information: job title and duties, name of employer, benefits and compensation, contacts, and equal employment disclosures
- ad only contains text and does not contain any decorative accents such as stars, words in capital letters or excessive white space (especially blank lines inserted for appearance only)
- phrases such as "Job Announcement" or "Positions Opening" are not placed at the top of the ad
- title or location of the job is not repeated within the first few lines of ad
- abbreviations used where possible
- phrasing rather than complete sentences used
- telephone number provided for interested parties to call and request a job announcement that contains lengthy information or details about the job (i.e., ad does not include excessive details about the position and its duties)

SOURCE: PEER analysis.

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## PEER Staff

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### Director

John W. Turcotte

### Administrative Division

Steve Miller, General  
Counsel and Controller

Shirley Anderson  
Ann Hutcherson  
Mary McNeill

### Planning and Support Division

Max Arinder, Chief  
Analyst

Sam Dawkins  
Myrtle Jones  
Larry Landrum  
Kathleen Sullivan  
Bonita Sutton  
Ava Welborn

### Operations Division

James Barber, Chief  
Analyst

Mitchell Adcock  
Ted Booth  
Michael Boyd  
Louwill Davis  
Barbara Hamilton  
Kevin Humphreys  
Clarence Jones  
Kelly Lockhart  
Joyce McCants  
Omar Nelson  
David Pray  
Katherine Stark  
Pam Sutton  
Linda Triplett  
Larry Whiting

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