

CELEBRATING OUR 150TH YEAR!

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

JAN. 16, 2013

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KPA CALENDAR

MAR. 10-16

Sunshine Week, sponsored by the American Society of Newspaper Editors.

MAY 3-4

Kansas Press Association 150th annual convention, Capitol Plaza Hotel, Topeka.

SEPT. 12-15

National Newspaper Association 127th annual convention, Phoenix.

DEC. 15

National Bill of Rights Day.



Peter Wagner, publisher of the Sheldon N'West Iowa Review, will be one of the lead presenters at the 150th anniversary Kansas Press Association annual

convention in Topeka May 3 and 4. Wagner, shown with his wife, Connie, presents sales programs on the power of print advertising.

Iowa's Wagner added to convention line-up

The 150th anniversary of the first meeting of Kansas publishers means lots of activities are being planned for the Kansas Press Association annual convention May 3 and 4 in Topeka.

The convention will be at the Capitol Plaza Hotel.

Headliners at the 2013 convention will be Russell Viers, one of the world's go-to guys on all things dealing with Adobe PhotoShop and InDesign, and Peter Wagner, an Iowa publisher who will tell KPA members how to get the most out of their local newspaper franchises.

Viers wowed the crowd at the Western Kansas Mini-Convention in October in Hays. His

humorous approach keeps audience members on their feet, but he also shares lots of shortcuts and busts a few myths along the way as well.

Wagner, winner of the title Master Editor-Publisher in Iowa, is best known for his fast-paced presentation of easy-to-do promotions for both advertising and circulation growth and his straight-to-the-point training seminars.

His weekly newspaper, the Sheldon N'West Iowa Review, has been called the best weekly newspaper in America by "American Journalism Review."

In addition to his publishing interests, Wag-

See CONVENTION on Page 3

AOE deadline approaches; don't miss out

The deadline is just two weeks away for entries in the Kansas Press Association's Awards of Excellence Contest.

Emily Bradbury, director of member services at KPA, has posted the necessary information

on the KPA website. Paper copies of the entry forms and other vital information were mailed previously to members.

As was the case last year, the contest is online. All you have to do is upload PDFs of the pages that include your entries. Even

the full edition entries are online this year.

"Please begin this process immediately if you've not done so already," Bradbury said.

The entry forms and rules are appended to today's Kansas Publisher.

Times-Picayune surrenders future; Orange County Register ‘seizes’ it

My 13-year-old son received an iPod Touch for Christmas this year. I know my son. Probably as well as I’ve ever known anyone. And I knew, given time, he would lose his expensive gift.

In an effort to soften the blow when the device did turn up missing, I had Zachary create a background screen with the words, “If you find this iPod, please email kevin@kevinslimp.com to let my dad know you have it.”

I had to tell you that story, so you would understand the reference to my son a little further down this column.

Now for story number two. In the late 1990s, I left the newspaper world for a few years to be director of communications for the United Methodist Church in my part of the United States. I had a staff that created publications, online content, P.R. material and a newspaper. Some of the most interesting aspects of my job came under the heading of “crisis communication.”

As crisis communication director, I prepared the organization for emergencies we hoped we’d never see. Several thousand professionals made up the clergy and staffs of these congregations and it was my job to be sure they were ready in the event of a “media event.” I was quite adept at getting TV reporters to report just about anything. Newspapers weren’t as quick — you might say “gullible” — to accept everything as the truth, so I generally used television to get information out to the masses.

This meant I would create text that ministers and others were to use if called by a member of the media during a crisis. They were always instructed, if the reporter wanted more information than I had provided, to contact me directly.

Understanding that story will also come

in handy as you read further.

So last night I was having dinner with a friend when I got a text that read, “Are you watching 60 Minutes?”

“No,” was my immediate response.

“They’re saying the newspaper industry is dead. I thought you’d want to know.”

Within minutes came an email from Karen Geary of the Paris Post-Intelligencer in West Tennessee. “Did you see 60 Minutes? It’s a story about The Times-Picayune. They’re saying newspapers are dead.”

The evening continued like that with texts, emails and calls arriving from concerned viewers near and far.

This morning, I found the 12 minute clip online and watched it. Then I watched it again. Then I watched it and took notes. In less than 11 seconds, Morley Safer said, referring to newspapers,

“virtually an entire industry in free-fall.”

The story, of course, was about the Times-Picayune’s move from daily to three days a week publication. I was especially interested because some of the folks in the story were the same folks who contacted me back when the shift was announced.

Steve Newhouse declined to be interviewed for the story. That job fell to Jim Amoss, longtime editor of the paper.

Safer’s first question to Amoss seemed simple enough. “Did you agree with the decision to start publishing three days a week?”

I’m listening to this interview for the fourth time as I write. And for the life of me, I still haven’t heard him answer the question. He gave what sounded to me like a “packaged” response, the kind I might have written years ago.

It reminded me so much of my son,



Kevin Slimp

See SLIMP on Page 4

2011-12 KPA BOARD

Ben Marshall

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First Vice President

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Legislative Director

Lindsborg News-Record

rebecca@rebeccarice.com

Andy Taylor

Southeast District Director

Montgomery County Chronicle

chronicle@taylornews.org

DECEMBER KDAN, KCAN WINNERS

The following newspapers sold either KDAN or KCAN ads in December, 2012.

Remember, if you sell one of these ads, which run in almost 150 Kansas newspapers, you keep half the money. On out-of-state ads, you get half the commission.

KDANs were sold by:

Anderson County Review — 2 2x4 ads for a commission of \$1,650.

Ellsworth County Independent-Reporter — one 2x2 ad for a commission of \$400.

GateHouse Media placed 20 KCAN ads for a commission of \$3,000.

These newspapers are making real money by selling local advertisers into the statewide networks. Remember, you also now can sell into the online network and the Quarter-Page Network. For details, call Sara Marstall at (855) 572-1863 or email at smarstall@kspress.com.

Power comes with knowing how to SPAR

Thomas knows the power of storytelling.

"I've found that the right stories help me sell more advertising," he said. "After all, prospects are like everyone else. They like to hear stories and examples of things that have happened to other people.

Thomas is right. Every sales person should have an arsenal of stories for a variety of purposes – to establish credibility, illustrate product benefits and answer objections.

"Sales stories shouldn't go on and on forever," he said.

"They must be focused and to-the-point, with a clear beginning, middle and end. And I've learned that it shouldn't take long to get to the end. There are a lot of approaches, but the formula I like best is known as SPAR – Situation, Problem, Action and Result."

Let's take a look at Thomas' storytelling technique:

Situation: "In this step, take a moment to set the stage," Thomas explained, "For example, you could say, 'Three months ago, I was working with the Ace Widget Company on a new ad campaign. They had advertised with our paper on occasion,



John Foust

but most of their budget had been spent in other areas.' In just a couple of sentences, this gives your listener a snapshot of Ace Widget's situation."

Problem: "This is where you isolate a specific problem or challenge. Don't use generalities like, 'Their advertising wasn't working.' Narrow the problem to a challenge that can be easily visualized by your prospect, something like, 'The main problem with Ace Widget's advertising was that they were not running ads that generated measurable results. Their ads described their products, but there was no compelling reason for readers to respond immediately.'

"See the difference?" Thomas asked.

Now your prospect has a clear picture of what the Ace Widget Company was facing. Of course, that problem should relate to the problem you want to solve for the person who is listening to your story. That's why it's important to have a range of stories for different types of challenges faced by advertisers."

Action: "Here's the solution," Thomas said. "Describe – briefly and without exaggerating – the action you took to solve Ace Widget's specific problem. You might say, 'After analyzing the problem, I recom-

mended a series of ads promoting discounts on several key products. We tested various discount techniques (for example: half-price, then two-for-the-price-of-one – which is essentially the same offer)."

Result: "This is the payoff, the point where you show how well the action worked. Your result statement could be something like, 'During the first month of the campaign, the sales of Ace Widgets' advertised products increased by 20 percent.

By creating measurable results, they have been able to tweak their overall strategy and get more mileage from their marketing budget. This is a big change, because now they have a good feel for what works.'

This technique can add depth to your sales presentations. Every story has a hero. And with a SPAR story, the hero is your newspaper.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many are using his training videos to save time and get quick results from in-house training. E-mail for information at jfoust@mindspring.com.

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Training

Continued from Page 1

ner operates Creative House Print Media Consultants, providing training programs on all aspects of newspaper sales, promotion and management. The family also operates White Wolf Web Offset Printers, a separate corporation specializing in the printing of full color newspapers and circulars. The firm currently prints more than 85 area papers on two Harris V-25 and Mercury 4-high press lines.

Wagner served nine years on the National Newspaper Association Board of Directors. He is a past president of the National Newspaper Association Foundation and a regular columnist in NNA's Publisher's Auxiliary.

As part of the 150th anniversary celebration, a new video will be unveiled



Russell Viers

that tells why newspapers still are and will continue to be essential ingredients in successful communities.

The Friday night banquet, always popular with attendees, will once again include the Kansas Hall of Fame inductions, Clyde M. Reed Jr. Master Editor Award, Gaston Outstanding Mentor Award and the Boyd Community Service Award.

Other events will include breakout sessions and speed topics on sales, news writing, digital media, circulation and other issues.

The annual Awards of Excellence presentation will take place as usual on Saturday afternoon.

"As our organization marks a century and a half of service to Kansas, we want to do everything we can to re-energize ourselves to produce better journalism, serve our communities better and continue to hone our role as government watchdog," said Doug Anstaett, executive director of KPA. "That's what this convention is all about."

Every sales person should have an arsenal of stories for a variety of purposes – to establish credibility, illustrate benefits and answer objections.

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NEWS BRIEFS

Update your directory information

The information in the Kansas Press Association's online membership directory is used every day by advertising agencies, colleges and universities and others to communicate with your newspaper.

KPA's staff tries to keep the information up to date, yet we are contacted every week by someone who tried to reach a member but couldn't because an e-mail address, telephone number, address or other bit of information had changed.

"Please just take a quick peek at the online directory information on your newspaper," said Emily Bradbury, member services director. "Absolute accuracy on this information is essential to help our office be a good partner with our newspapers and the clients trying to reach you."

If you find information that is out of date, please just drop us an e-mail with the corrected information. You also may call the KPA toll-free at (855) 572-1863.

KNF takes ownership of Kids Voting USA

The Kansas Newspaper Foundation has stepped forward to take ownership of the Kids Voting USA organization.

For the past five years, the Kansas Press Association has provided management services for KVUSA.

Late in 2012, the possibility existed that KVUSA would just shutter its doors.

"I asked Rachel Willis, KVUSA executive director, and Emily Bradbury, Kids Voting Kansas executive director, to determine whether it made sense to try to save KVUSA," said Doug Anstaett, KPA executive director. "While ensuring the long-term viability of the organization won't be easy, we decided the revenue streams from both organizations were too important to the long-term vitality of our association to let them go away without a fight."

The transition to KNF ownership was virtually seamless. The 27 state and local KVUSA affiliates around the nation are aware of the change.

"We want to thank Diana Carlin and the other KVUSA board members for their past service and loyalty. We will continue to call on them in an advisory capacity as we develop the funding sources of the future for this organization," Willis said.

Keep those ACH authorizations coming

A number of newspapers already have signed up for the Kansas Press Association's ACH program.

KPA accountant Amy Blaufelder wants to thank those newspapers that have responded and encourage others to fill out and return the form attached to today's Kansas Publisher.

KPA will use Automated Clearing House (ACH) to send out advertising payments and rebates to members.

A form is attached to today's Publisher as well.

Slimp

Continued from Page 2

when I asked where his iPod was, knowing full well it had been lost. He told me all about the possible places an iPod could be, without coming out and telling me he'd lost it a few days earlier.

I felt for him. I wanted Amoss to tell us what he really thought, one way or the other. All I got from listening to his interview was that the industry was grappling with options. Safer equated what was happening to surgery, where all the limbs are amputated and replaced by artificial limbs.

In an open letter to Advance, the paper's parent company, several high profile citizens of New Orleans, including many names that you would know, wrote that "The Newhouses are losing the trust of the community."

David Carr, New York Times reporter, said, "I don't think they expected the hurricane winds that came against them."

Yet in a radio interview from a few weeks ago, David Francis, business manager for the NOLA Media Group, of which The Times-Picayune is a part, said that New Orleans is "embracing us again."

I called Carl Redman, executive editor of The Advocate in Baton Rouge to ask him about the new daily paper in New Orleans created by the Baton Rouge paper.

Redman reports that his group was overwhelmed by the response to the new daily. They had hoped for a circulation of 10,000 by February 2013. Instead, more than 10,000 subscribed to the newspaper within a week. Between home delivery and single copy sales, The Advocate currently reaches approximately 20,000 homes each day.

I tried to reach someone at The Times-Picayune, sending emails to the publisher and several managers, but received no response.

Finally, I decided to talk with Rob Curley, deputy editor of the Orange County Register (OCR), whose resume includes more experience in online journalism than anyone I can think of. Rob is a household name and I figured he could give me insight on whatever it is I'm missing related to The Times-Picayune conversion to a non-daily.

Instead we spent most of our conversation talking about his new job in Orange County. OCR is one of the 20 biggest papers in the country.

Rob has left his role as online guru to serve as one of five deputy editors of the paper. He explained that, since July, OCR has increased its newsroom staff room 185 writers and editors to 300.

I could write several columns about the changes at OCR, but I can sense Rob's excitement when he discussed his work with America's "largest community newspaper," a description credited to Ken Brusich,

executive editor.

After spending my afternoon interviewing Carl Redman and Rob Curley, I found it difficult to understand why Safer referred to newspapers as "dying."

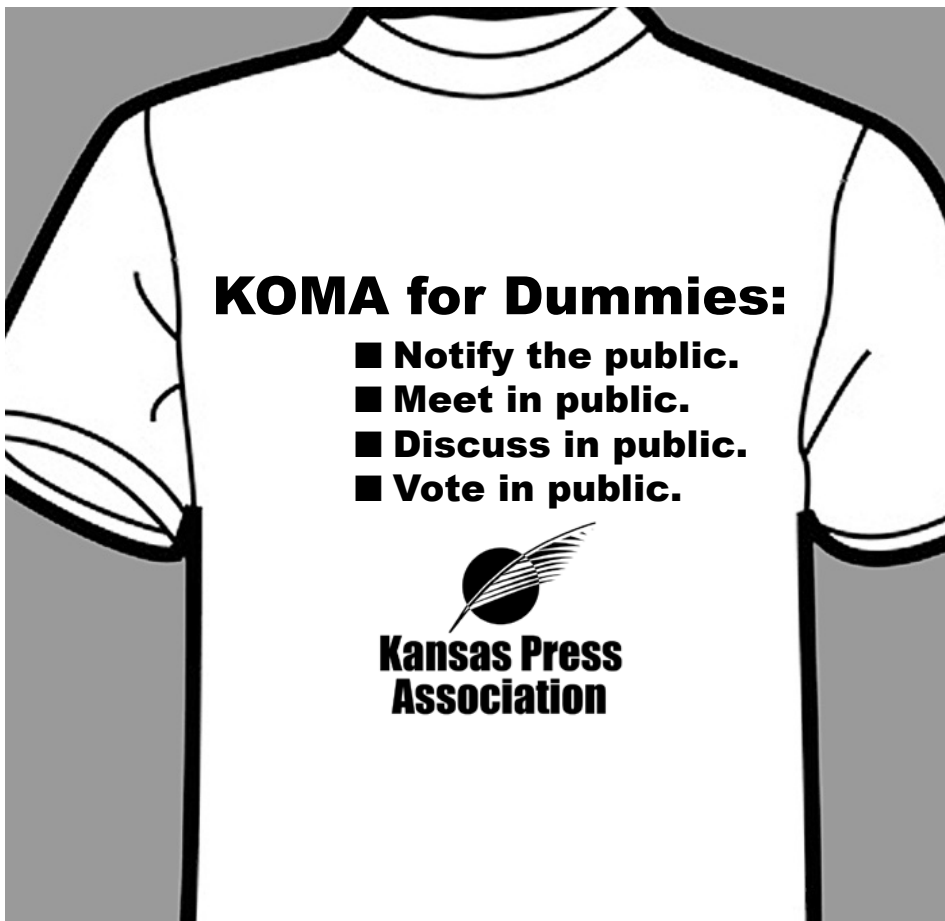
I found it even harder to understand after reading a story in News & Tech today that six of eight publicly traded newspaper companies showed increases in their stock prices in 2012. Not small increases, but double-digit increases.

I love talking with folks who are excited about working for their newspapers. I visited with two newspapers in Virginia and Kentucky over the past few weeks to work with their staffs. Both papers are doing well and continue to invest in the future.

It's no coincidence that papers that invest in the future thrive. And while the Orange County Register may be America's largest community paper, you can bet that thousands of community papers will continue to serve their communities and surprise Morley Safer at the same time.

My suggestion? Remind your readers that your paper is providing a vital service to the community as it has for years. And, perhaps, take a cue from the folks in Orange County and continue to invest in the future.

Kevin Slimp is a speaker and trainer in the newspaper industry. He can be reached at kevin@kevinslimp.com.



Special t-shirts will be available for sale at the annual convention of the Kansas Press Association in May. Adequate pre-orders will help the KPA drill down to the lowest price, so members are being asked to pre-order the shirts. We guarantee the cost will be below \$20.

Special t-shirt will help simplify the Kansas Open Meetings Act

As he watched the controversy unfold over the questionable gatherings of state legislators at Cedar Crest last year, Kansas Press Association Executive Director Doug Anstaett couldn't help but wonder why it was so difficult to understand the Kansas Open Meetings Act.

Yet, here were elected officials, many of them long-time veterans of the legislative process, who didn't know that entire committees meeting in a common area and discussing a common topic was a violation of KOMA.

"I read some of the transcripts of the Shawnee County prosecutors' interviews with legislators, and I actually broke out laughing at some of the answers," Anstaett said. "Most of them didn't understand, but some of them actually refused to understand."

Rather than bang his head on the wall, he decided to come up with a short and pithy way to get the idea of KOMA across.

The "Books for Dummies" series came to mind.

So, this year, both at the annual convention in May and through the office later, KPA members will be able to "advertise" the simplicity of KOMA with a special 150th anniversary t-shirt.

The t-shirt will say:
KOMA for Dummies:

- Notify the Public.
- Meet in Public.
- Discuss in Public.
- Vote in Public.

"If legislators just keep those four simple rules in mind," Anstaett said, "they'll never have an excuse to break KOMA again."

Pre-orders encouraged

To order your special t-shirt, go to this special web site:

<http://www.customink.com/signup/25ijwfk2>

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JOB OPENINGS/FOR SALE

NEWS

NEWS REPORTER — The Morning Sun (Pittsburg, Kan.) has an immediate opening for a news reporter to join its newsroom staff. We are seeking a versatile news hound with an eye for creative approaches. The position will emphasize education, from K-12 to Pittsburg State University, but will not be limited to those areas. Applicants should have a journalism or equivalent degree. Professional experience is preferred. The ideal candidate must show the ability to generate story ideas, write clean copy and communicate with those inside and outside the newsroom. Experience with photography and layout/design are preferred, but not required. Digital affinity is a must. The Morning Sun is a six-day GateHouse Media paper located close to Joplin, Mo., and within a quick drive to Kansas City, Springfield, Mo., Tulsa and Wichita. The paper offers a competitive salary and an excellent benefit package. Please email a cover letter, resume and 3-5 examples of your work to gfunkhouser@corp.gatehousemedia.com.

MANAGING EDITOR — The Pratt Tribune, a south-central Kansas publication with a strong online presence, is seeking a motivated and imaginative journalist to lead its newsroom. Must possess sound news judgment and exceptional design skills. The position is a perfect next step for a reporter or news editor who understands traditional print products as well as new media. Excellent benefits, competitive salary. To apply, send resume and cover letter to Conrad Easterday, general manager, The Pratt Tribune, P.O. Box 909, Pratt, KS 67124 or e-mail conrad.easterday@dodgeglobe.com.

REPORTER — The Chanute Tribune in southeast Kansas is seeking a reporter to cover city government beat and feature writing. The beat will require everything from covering meetings to enterprising feature stories. Knowledge of AP Style and experience in photography, videography and InDesign experience a plus. College degree in journalism is preferred. The Tribune is a five-day a week AM newspaper located two hours from Kansas City, Tulsa, Joplin and Wichita. Please email resume to editor Stu Butcher: stu@chanute.com or mail to Chanute Tribune, P.O. Box 559, Chanute, KS 66720.

COPY EDITOR/PAGE DESIGNER — The Garden City Telegram is seeking a copy editor/page designer who can make good copy great, has a knack for designing

engaging, attractive pages, and possesses the ability to take a lead role on the copy/design desk — and can do it all on tight deadlines. Previous experience as a copy editor and page designer at a daily newspaper preferred as the person in this position will be asked to juggle working with reporters, editing copy, laying out pages and occasional writing assignments. Knowledge of AP Style is required, and experience with InDesign is preferred. The Telegram, a daily newspaper in southwest Kansas and part of the Harris Group, offers a generous salary and benefits package and a chance to work with an outstanding staff of reporters and editors. The Telegram is an Equal Opportunity Employer. To apply, send resume and cover letter to: Brett Riggs, managing editor, The Garden City Telegram, 310 N. Seventh St., Garden City, KS 67846. For more information or to express interest in the position, send e-mail to: riggs@gctelegram.com.

The Beloit Call, a three-day-a-week publication in north-central Kansas, is seeking a combination NEWS EDITOR/SPORTS WRITER. Salary commensurate with experience. Health care insurance provided along with a voluntary Simple IRA plan. Send resume, clips and salary history to Brad Lowell at jbrad@nckcn.com, Box 309, Concordia, Kansas 66901.

FREELANCE SPORTS WRITERS — Sixteen 60 Publishing, publishers of the Lincoln Sentinel and Chapman News-Times, is looking for freelance sports writers who can compose weekly sports stories featuring our area high schools in Chapman, Lincoln, Sylvan Grove, and Tescott. Stories can be compiled from statistics and coach interviews. Great opportunity for aggressive sports writer to supplement current income. Send experience and clips to publisher John Baetz at johnbaetz@gmail.com.

REPORTER -- Independently owned newspaper located in Southeast Kansas has opening for a special assignment reporter in our Fort Scott, KS office. The job requires attending governmental meetings throughout the county and writing a detailed summary of said meeting. Pay is per assignment. Apply in writing to JD Handly, The Bourbon County Review, 14 S Main, Fort Scott, KS 66701.

MANAGEMENT

GROUP PUBLISHER — An innovative, progressive company is looking for an experienced leader to guide its multimedia

publishing efforts in the beautiful gateway to the Ozarks area of southeast Kansas and southwest Missouri. This person will oversee teams in three daily and two weekly GateHouse Media newspapers. The ideal candidate will demonstrate strong leadership in a digital-first environment and will be able to show a track record of mentoring employees. Revenue experience is a plus. GateHouse Media serves audiences nationwide through community-focused publications and related websites. To apply for this position: email stephen.wade@examiner.net.

ADVERTISING-MARKETING

REGIONAL AD DIRECTOR — An innovative, progressive company is looking for an experienced sales executive to lead its multimedia publishing efforts in the beautiful gateway to the Ozarks area of southeast Kansas and southwest Missouri. This person will oversee sales staffs in three daily and two weekly newspapers. Only candidates with a passion for motivation and leadership in a digital-first environment need apply. GateHouse Media serves audiences nationwide through community-focused publications and related websites. To apply for this position: email stephen.wade@examiner.net.

Independently owned newspaper located in Southeast Kansas has openings in ADVERTISING SALES in our Chanute, KS office. The job requires making daily sales calls to established accounts, building an account list, achieving monthly sales goals for multiple products, including the newspaper, website, niche products and a community magazine. This is a small retail sales market with the closest city about half an hour away. If you like people, have an outgoing personality and a positive attitude, this could be a great opportunity. Compensation includes salary, monthly commissions and a competitive benefit package. Apply in writing to Peter Cook, The Chanute Tribune, PO Box 559, Chanute, KS 66720. No phone calls please.

Independently owned newspaper located in Southeast Kansas has openings in ADVERTISING SALES in our Fort Scott, KS office. The job requires making daily sales calls to established accounts, building an account list, achieving monthly sales goals for multiple products, including the newspaper, website, niche products and a monthly shopper. If you like people, have an outgoing personality and a positive attitude, this could be

JOB OPENINGS/FOR SALE

Jobs

Continued from Page 6

a great opportunity. Compensation includes an aggressive commission. Apply in writing to JD Handy, The Bourbon County Review, 14 S Main, Fort Scott, KS 66701.

Independently owned newspaper located in North Central Kansas has openings in ADVERTISING SALES in our Westmoreland, KS office. The job requires making daily sales calls to established accounts, building an account list, achieving monthly sales goals for multiple products, including the newspaper, website, niche products and a monthly shopper. If you like people, have an outgoing personality and a positive attitude, this could be a great opportunity. Compensation includes an aggressive commission. Apply in writing to Randall Handy, The Westmoreland Recorder, 317 Main, Westmoreland, KS 66549.

PRODUCTION

Experienced PRESS OPERATOR needed: The Junction City Daily Union is seeking a dependable, mature individual to join our operation. The right candidate will serve as team leader and help oversee press and mailroom staff for either our day or night shifts. We publish two daily newspapers, two weekly newspapers and multiple commercial print publications each week. Experience should include working on a Goss Community, 6 unit press and insert equipment. Must be mechanically inclined, detail oriented and able to assist in performing regular maintenance on equipment. If interested, please email G.Malsbury@thedailyunion.net. EOE

PACKAGING SUPERVISOR — The position is responsible for managing a staff of full and part-time Mailroom employees in assembling, inserting and packaging two daily newspapers and several weekly newspapers, special sections and niche publications. Responsible for a heavy volume of insert pieces, and decision-making during critical times of the operation. Good judgment and communication skills are essential. The Packaging Supervisor must plan effectively in order to achieve results necessary in the Mailroom, which operates overnight six days a week. This includes insert-receiving inventory and scheduling the packaging process and staff in a way to achieve positive results. The Packaging Supervisor must be mechanically inclined in

order to resolve mechanical issues that arise, and be able to lift up to 50 pounds. Must be able to effectively communicate with employees and peers and achieve positive results by hiring, motivating and leading the mailroom staff. Experience in the packaging industry a plus. To apply, please send resume to: Dena Sattler, Editor-publisher, denas@gctelegram.com, The Garden City Telegram, PO Box 958, Garden City, KS 67846.

The Pittsburg Morning Sun newspaper has a full-time PRESS OPERATOR position available. Experience operating a 5 unit Urbanite press is desired. Position requires a high degree of concentration, excellent quality control skills, press maintenance knowledge and managing all aspects of safety. Approximate shift hours are 6 p.m. to 3 a.m. This position includes a full benefit package, health, dental, vision and 401k. EOE. Send resumes to Steve Boggs, publisher, at 701 N. Locust, P.O. Drawer H, Pittsburg, Kan. 66762, or email to steve.boggs@morning-sun.net.

DIGITAL MEDIA

For much less than you think, you can take charge of your online future. Let The Hays Daily News' Pixel Power Haus take your newspaper to the next level, whether you are considering your first website or looking to retool your existing one. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

NEWSPAPERS FOR SALE

For Sale — The Westmoreland Recorder, the county seat newspaper of Pottawatomie County, is looking for a new owner. Please send inquires to JD Handy, The Bourbon County Review, 14 S Main, Fort Scott, KS 66701.

For Sale — The St. Marys Star, founded in 1884, printed Wednesdays and only newspaper in county with website, www.thesmstar.com. Circulation 1,375+. Big community supporter and official paper for St. Marys, Emmett, Willard and Delia, St. Mary's Academy and Kaw Valley USD 321. Building not included, but computer equipment supports electronic delivery to printer. Above average cash flow. Expansion potential obtainable or good add-on acquisition. E-mail owner at ranaetetlow@gmail.com. Small towns, farm communities. Serious inquiries only. Phone owner at home, 620-488-3695 after 5 p.m.

MISCELLANEOUS FOR SALE

SUPPLIES FOR SALE — We have recently

switch to CtP and still have a little inventory we would like to sell at a discounted rate, including Southern Litho film and plates as well as fixer, activator and finisher. Contact Mary Hoisington at the Great Bend Tribune for more information. 620-792-1211 or mhoisington@gbtribune.com.

KANSA 480 INSERTER □ Reduce labor costs with an efficient machine for handling preprinted inserts. The Garden City Telegram is selling its Kansa 480, 5:1 inserter, in good condition. This unit performs with a high degree of reliability and consistency over a wide range of operating conditions. Works with broadsheets for everything from single sheet fliers to multi-page editions and has been well maintained. Length 23'10", width 6'4" to 8'10" for creeper conveyor. We used an inline labeler and typically operated the unit at 6,000 to 6,500 pieces per hour though it is rated to do more than double that amount. Model #4601; Serial #480-036. Asking \$10,000, however no reasonable offer refused. For more information email Dena Sattler, denas@gctelegram.com, or call (620) 275-8500, extension 201.

REVENUE IDEAS

BOOST YOUR REVENUE — Invest 6 minutes of your time to watch these online tutorials about your newspaper's newest non-advertising revenue stream. Solavei cuts your cell phone bill with unlimited 4G voice, text and data service and pays you to sign up your readers. Just run house ads and promote it like you would any product you sell. Watch these videos, then call me to get started. Worth the risk, because you risk nothing. Dane Hicks, publisher, The Anderson County Review. Click videos here: Solavei 6-Minute Overview: <http://vimeo.com/48049267>; Solavei Overview Vision Presentation: <http://vimeo.com/46908223>; Compensation Plan Overview-Solavei: <http://vimeo.com/46411570>.

Attwood

Continued from Page 8

came managing editor of the Olathe News in 1978.

He left to join the University Relations staff at KU in 1988 and was director of university relations at the University of Kansas Medical Center until 2005.

The book is available at:

http://www.amazon.com/SPILL-ebook/dp/B005MRA588/ref=sr_1_7?s=books&ie=UTF8&qid=1316031857&sr=1-7.

Whatever happened to the term ‘public servant’?

A prevailing argument among Republicans today is that government has simply become too large.

It must be reined in.

We couldn't agree more. So this year, we are going to adopt the mantra that, yes, government has become too large, it has become unresponsive to the public and downright arrogant about its importance.

Of course, some of our reasons for believing this aren't about lowering taxes and reducing regulations. No, our reasons are these:

☐ When government gets so large that it can ignore its own laws, it has become too large.

☐ When government can place burdensome costs on the people's right to know by jacking up the charges for retrieving what is rightfully the people's property — public records, for instance — the government has become too large.

☐ And when government can thumb its nose at its own law enforcement and legal system because it doesn't like a particular court decision, government has become too large.

Government has three branches: executive, legislative and judicial. They are all designed to provide checks and balances to each other. The press is there to provide a check on all three.

The Kansas Press Association is pursuing legislative changes this year that are simply



Doug Anstaett

designed to force government to do what it is supposed to do under the law.

We shouldn't have to do this, but we've been forced to do it by government officials who believe essentially that they are above the law.

We have reporters who are trying to fulfill the watchdog role that is so important to our democracy.

Yet, those reporters are met at every turn by “public servants” who have forgotten the meaning of the phrase.

Why do we have a Kansas Open Records Act if access to those public records being sought by reporters or private citizens comes only when accompanied by deep pockets or a huge checkbook?

KORA cannot fulfill its purpose if public officials are allowed to gouge the public and press every time someone seeks a peek at the records of what government is doing.

Taxpayers already pay the salaries of every government employee. One of the duties under the law is for those employees to create public documents to record what has been done. We pay for the paper and computers those public records are printed or stored upon and we pay for the file cabinets and computer networks that store them. We pay for the electricity to keep the rooms comfortable and for the chairs and desks used by those staff members.

Why, then, should we have to pay anything other than nominal costs for access to those records?

Senate Bill 10 has been filed by new Pittsburg Republican Sen. Jacob LaTurner. The bill would eliminate 95 percent of the frivolous charges made today by government officials when records are sought.

Mr. LaTurner, of course, will be told he is naive. He will hear from the government-paid lobbyists who represent the cities, counties, school boards and other public bodies that this bill would create unimaginable burdens for those government workers.

The taxpayer-funded lobbyists will try to convince legislators that they must charge for records or risk being inundated with frivolous requests for access.

And they'll argue that the cost of doing all that research for citizens and the press will be impossible to fund from their puny office budgets, what with all the budget-cutting going on.

I hope Mr. LaTurner and others will meet those crocodile tears with a reality check.

Government has become too large, and it must become a servant of the people again.

Doug Anstaett is executive director of the Kansas Press Association.

Why do we have a Kansas Open Records Act if access to those public records being sought by reporters or private citizens comes only when accompanied by deep pockets or a huge checkbook?

Two retired Kansas newspapermen publish books

Hall-of-Famer Miller focuses on how pioneer era editors faced angry mobs in the early days

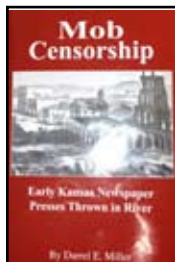
When the earliest Kansas newspapers began publishing in the mid-1850s, the state was struggling with its identity as a free or slave state.

Darrel Miller, former president of the Kansas Press Association and a member of the Kansas Newspaper Hall of Fame, has chronicled those early-day struggles in his new book, “Mob Censorship: Early Kansas Presses Thrown in River.”

Information for his book was culled from thousands of articles on microfilm at the Kansas State Historical Society in Topeka. His painstaking research also led to interesting stories about other aspects of the early days of newspapering.

The book was published by Cellar Door Publications, P.O. Box 94, Downs, KS 67437.

Miller's other books include ones on the history of the Solomon Valley, the story of the Lincoln Park Chautauqua and others about life in small towns and in a railroad town.



Former Harris reporter Attwood's political novel takes comedic look inside newsroom

Former Kansas reporter Randy Attwood has been writing fiction all his life. But in the winter of 2006, he had an idea for a political comedy based somewhat on his newsroom experiences.

“Spill” provided that opportunity. The book focuses on Fred Underwood, a fired English teacher who makes his living as a small-package delivery man and comes up with an idea to scam the political system. He ends up getting the girl, the money and a killer skateboard computer game.

The newsroom of the city's newspaper plays a major role in the novel.

“I think any print or radio journalist will howl while reading these sections,” he said.

He began his career in 1972 at the Hutchinson News and be-



Veteran writers to ponder: ‘Is Journalism Dead?’

RENNELLAERVILLE — Carl Bernstein and Lance Morrow were barely out of their teens in 1963 when they worked as dictation typists alongside each other in the noisy, crowded newsroom of the defunct Washington Star on Virginia Avenue Southeast.

They came from dissimilar backgrounds, thrown together into a heady stew of clattering typewriters, crackling police radios, plumes of cigarette smoke and brilliant eccentrics. Barks of “Copy!” cut through the cacophony, and tension rose with the approaching deadline.

Morrow, of Philadelphia, had just graduated from Harvard with a degree in English literature. He was the son of Hugh Morrow, a former Philadelphia Inquirer reporter and Saturday Evening Post editor who left to become a speechwriter and aide to Gov. Nelson A. Rockefeller in Albany.

Bernstein was a townie, a son of radical-leftist parents whose activities in the nation’s capital during the McCarthy era were tracked by the FBI and got them blacklisted. Carl started at the Star as a copyboy at 16, dropped out of the University of Maryland to work full time at the paper and yearned to become a reporter.

They pounded out stories on manual

Royals as reporters called in dispatches from the field. They earned \$44.25 a week for their toil and felt like they had just hit the lottery.

Morrow was soon promoted to cub reporter, but Bernstein was passed over because he did not have a college degree. Their paths soon diverged, but they remained close buddies over 50 years as both built major-league careers in journalism.

Bernstein was half of the celebrated Pulitzer Prize-winning reporting team with Bob Woodward that broke the Watergate scandal and forced President Richard M. Nixon to resign. Morrow became an award-winning senior writer for Time and spent 44 years at the magazine. He held down the prime real estate of the magazine’s back

page for many years with erudite, evocative essays.

The aging veterans of the ink-on-trees trade — Morrow is 73 and Bernstein is 68 — will take the stage Sunday at the Carey Center for Global Good in Rensselaerville (formerly the Rensselaerville Institute) for a panel discussion and to kick around a provocative question: “Is Journalism Dead?”

“I obviously don’t think journalism is dead,” Bernstein said. He’s currently writing a memoir about his time at the Washington Star and developing a dramatic TV series about the dysfunctional Congress with director Steven Bochco for Turner.

“My view is that obviously journalism is not dead, but it is changing form radically,” Morrow said.



THIS MONTH’S QUESTION

Q. Are there any changes this year in the Awards of Excellence Contest?

A. Yes. First, you’ll be able to upload all your entries electronically this year, rather than mailing in the full edition entries. Second, we’ve added new categories including Best Environmental Story, Best Environmental Portrait, Best Story/Picture Combination and Best Special Section/Advertising. We’re also excited because all the photography winners will be judged against each other to come up with the “Photo of the Year.”



Keep It Local campaign —

The KPA’s “Keep It Local” ad campaign is available free for the use of members. You can find several 2x4 ads ready for your customization or to run as is. To download the ads, paste this URL into

your web browser: <http://kspress.com/580/keep-it-local-campaign>. The campaign is designed to be a constant reminder to your local businesses, and readers, that shopping local makes a difference.



KANSAS PRESS ASSOCIATION Awards of Excellence

Online Uploading for 2013

All entries will be uploaded electronically (detailed instructions are attached). If you cannot upload PDFs, please contact Emily Bradbury at ebradbury@kspress.com

Eligibility

Active and associate members of Kansas Press Association may enter the Awards of Excellence contest. All entries must have been conceived, written, designed and sold by full-time or part-time employees of the newspaper.

Contest Period

Publication of all entries must have occurred between Jan. 1, 2012, and Dec. 31, 2012. Publication is defined by the issue date printed in the newspaper.

Deadline for Entries

Entries must be postmarked/uploaded by **Wednesday, Jan. 30, 2013 at Midnight**. Entries uploaded after the deadline will be disqualified.

Divisions

Divisions are based upon each newspaper's circulation figures as reported for the 2013 Kansas Newspaper Directory. In those cases where a newspaper's circulation is both paid and free, the total distribution determines the division. A newspaper may elect to compete in a higher circulation class, but may not choose to compete in a lower division. If an entry was published in more than one newspaper, the entry may only be submitted in the circulation division of the highest circulation newspaper.

Daily Newspapers

- Division I – Circulation 5,000 or less
- Division II – Circulation 5,001 to 15,000
- Division III – Circulation more than 15,001

Nondaily Newspapers

- Division I – Circulation 1,750 or less
- Division II – Circulation 1,751 to 4,000
- Division III – Circulation more than 4,001

Preparation of Entries

• All entries must be uploaded/submitted as full-page e-tearsheets that show the date of publication.

• All entries will be submitted electronically via www.betterbnc.com.

• Some categories limit the number of entries allowed per newspaper or per person. These restrictions are indicated in each individual category description.

• If you do not choose to pay via PayPal, please mail payments to: KPA, 5423 SW 7th, Topeka, KS 66606, Attn: AOE.

Entry Fees

Entry fees are \$25 per newspaper plus \$5 per entry. Payment must accompany your entries. NOTE: The entry fee calculator will omit the \$25 entry fee in the final total. Please be sure to add the entry fee to your final total.

Determination of Winners

The entries will be judged by members of another state press association. Judges will select a first, second and third place winner for each category. Plaques will be awarded to the first place and Sweepstakes winners. Other winners will receive certificates. The judges will be asked to comment on each of the winning entries. The judges' decisions are final.

Sweepstakes Awards

Points will be given to a newspaper for each first, second and third place award received. The newspapers with the highest cumulative points in their division will be awarded the Sweepstakes plaque. There will be two separate Sweepstakes awards in each division: one for News and Writing AND one for Advertising.

Points awarded in each category

- First Place – 100 points
- Second Place – 70 points
- Third Place – 60 points

Recognition of Winners

Winners will be recognized during the KPA convention on May 4, 2013, at the Capitol Plaza Hotel in Topeka, KS.

New Categories for 2013!

We have added four new categories for 2013. Check out page 4 for details!

Contest Categories

DEADLINE: WEDNESDAY, JAN. 30

NEWS & WRITING CATEGORIES

- 1. Feature Story** - Judging based on writing style, originality and interest. Limit two entries per person. One story constitutes an entry.
- 2. News Story** - Judging based on community importance of event, timeliness, thoroughness of reporting and writing style. Limit two entries per person. One story constitutes an entry.
- 3. Investigative Story** - Judging based on writing style, community importance of event, enterprise and thoroughness of reporting. May include a single story or series of stories. A series constitutes one entry. Limit two entries per person. All first place entries will be considered for the Murdock Award which includes an award statuette and a \$1000 cash prize.
- 4. Series** - Judging based on writing style, reader interest, enterprise and thoroughness of reporting. A series constitutes one entry. Limit two entries per person. All first place entries will be considered for the Murdock Award which includes an award statuette and a \$1000 cash prize.
- 5. Editorial Writing** - Judging based on local impact, reasoning, writing excellence and leadership shown through the editorials. Submit three different samples of editorials by the same writer. The three editorials constitute one entry. Limit one entry per person.
- 6. Local Business Story** - Judging based on writing style, community importance, originality and enterprise. Limit two entries per person. One story constitutes an entry.
- 7. Government/Political Story** - Judging based on local impact, writing style, originality and enterprise. Limit two entries per person. One story constitutes an entry.
- 8. Religion Story** - Judging based on writing style, community importance, originality and enterprise. Limit three entries per person. One story constitutes an entry.
- 9. Agricultural Story** - Judging based on writing style, community importance, originality and enterprise. One story constitutes an entry. Limit two entries per person.
- 10. Youth Story** - Judging based on writing style, interest to community youth, originality and enterprise. One story constitutes an entry. Limit two entries per person.
- 11. Education Story** - Judging based on writing style,

community importance, originality and enterprise. One story constitutes an entry. Limit two entries per person.

12. Column Writing - Judging based on writing style, originality and reader interest. Submit three different columns from the same writer. The three columns constitute one entry. Limit one entry per person.

13. Sports Story - Judging based on deadline writing style, reader interest and originality. One story constitutes an entry. Limit two entries per person.

14. Sports Feature Story - Judging based on general interest, writing style and originality. One story constitutes an entry. Limit two entries per person.

15. Sports Column Writing - Judging based on writing style, originality and reader interest. Submit three different columns from the same writer. The three columns constitute one entry. Limit one entry per writer.

16. Headline Writing - Judging based on originality and effectiveness of headlines, appropriateness for story subject and layout of headlines. Submit tearsheets identifying three headlines with stories to be judged. Limit one entry per person.

17. News & Writing Excellence - This is an overall evaluation of the newspaper's news and writing ability. Judging based on writing styles, originality, headlines and general interest. Submit three complete issues of the newspaper, one from each of the following months: February, June and October. Awards are presented to the newspaper. Limit one entry per newspaper.

PHOTOGRAPHY CATEGORIES

18. News Photo - Judging based on timeliness, impact and technical quality. Category includes black and white or color photos. One photo constitutes an entry. Limit four entries per person.

19. Feature Photo - Judging based on reader appeal, quality and photographic excellence. Category includes black and white or color photos. One photo constitutes an entry. Limit four entries per person.

20. Sports Photo - Judging based on action, newsworthiness and quality. Category includes black and white or color photos. One photo constitutes an entry. Limit four entries per person.

21. Photo Package - Judging based on overall theme, design and photo quality. A photo package is defined as three or more photos packaged together in a layout. Category includes black and white or color photo spreads. Limit five entries per newspaper.

22. Photo Illustration - Judging based on originality, creativity, artistic quality and subject matter. A photo illustration is defined as a manipulated or preconceived photograph used as a graphic to accompany a story. Entries will be judged in one daily and one nondaily category with no circulation divisions. Limit two entries per person.

23. Best Use of Photos - Judging based on overall use of photos throughout the newspaper, photo layout, photo quality, general interest and impact. Submit three complete issues of the newspaper, one from each of the following months: January, May and September. Awards are presented to the newspaper. Limit one entry per newspaper.

DESIGN & LAYOUT CATEGORIES

24. Editorial Pages - Judging based on editorial content, leadership, community interest, impact and layout and design. Submit three editorial pages, one from each of the following months: February, June and October. Awards are presented to the newspaper. Limit one entry per newspaper.

25. Sports Pages - Judging based on layout, use of photos and graphics, and variety of articles. Submit three sports pages/sections, one from each of the following months: January, May and September. Awards are presented to the newspaper. Limit one entry per newspaper.

26. Special Section - Editorial - Judging based on news, layout, editorial content and local coverage. Submit entire special section. Awards are presented to the newspaper. Limit three entries per newspaper.

27. Feature Package - Judging based on quality of writing and photos, use of photos and layout of package. Limit five entries per newspaper.

28. Infographic - Judging based on originality, creativity, artistic quality and relation to subject matter. This category is for any graphic that explains information used for the story (i.e. map, chart, etc.) Entries will be judged in one daily and one weekly category with no circulation division. Limit two entries per person.

29. Design and Layout Excellence - This is an overall evaluation of the newspaper's design and layout. Judging based on layout and design of each page, use of white space, font selections and use of photos and graphics. Submit three complete issues of the newspaper, one from each of the following months: March, July and November. Awards are presented to the newspaper. Limit one entry per newspaper.

30. Best Front Page - Judging based on layout and design, use of photos and graphics, headlines, local coverage and reader appeal. Submit three front pages, one from each of the following months: April, August and December. Awards are presented to the newspaper. Limit one entry per newspaper.

MISC. CATEGORIES

31. Community Service Project - Judging based on originality of idea, effectiveness of project, newspaper leadership and community participation. Submit a one-page summary of the project along with samples of materials used in the project. Community service projects may include NIE programs, Kids Voting Kansas sponsorships or any other project aimed at serving the newspaper's community. Entries will be judged in one daily and one weekly category with no circulation division. Awards are presented to the newspaper. Limit one entry per newspaper.

32. Best Newspaper Web Site - Judging based on layout and design, graphics, user-friendliness, timeliness and local appeal. Include a temporary user name and password for the judges if your site is password-protected. Awards are presented to the newspaper. Limit one entry per newspaper.

Online Video Categories

33. Best Online Video (News) - Single online video depicting a breaking news story.

34. Best Online Video (Feature) - Single online video or series of videos featuring a specific topic.

Contest Categories

DEADLINE: WEDNESDAY, JAN, 30

ADVERTISING CATEGORIES

35 • Best Grocery Ad

Single ad for supermarket, grocery store, convenience store, specific food/beverage brands or other grocery advertiser

36 • Best Professional Service Ad

Single ad for bank, accountant, attorney, travel agent, college, funeral director or other professional service advertiser

37 • Best Furniture Ad

Single ad for furniture store, appliance sale, upholstery store or other furniture industry advertiser

38 • Best Hardware Ad

Single ad for lumberyard, hardware store, home center and other hardware-related advertiser

39 • Best Fashion Ad

Single ad for clothing store, seamstress, fabric store, shoe store or other fashion-related advertiser

40 • Best Automotive Ad

Single ad for car/truck dealer, automotive repair shop or other automotive industry advertiser

41 • Best Classified Display Ad

Single ad that was in the classified section of your newspaper.

42 • Best Specialty Ad

Single ad for any specialty item. Examples: jewelry stores, craft stores, Pampered Chef.

43 • Best Healthcare Ad

Single ad for hospital, pharmacy, doctor, dentist or other healthcare industry advertiser

44 • Best Political Ad

Single ad or series of ads for a candidate, ballot issue, political party or other political advertiser

45 • Best Entertainment Ad

Single ad for restaurant, theater production, bowling alley, golf course, movie theater or other entertainment industry advertiser

46 • Best Agricultural Ad

Single ad for farm implement company, co-op, seed and fertilizer dealer, livestock auction or other ag industry advertiser

47 • Best Ad Series or Campaign

A series of three or more ads with a common theme

designed for the same advertiser

48 • Best Community Event Ad

Single ad for sidewalk sale, rodeo, festival, fair or other community event

49 • Best House Ad

Single ad or series of ads promoting subscriptions, advertising or a specific aspect/department of the newspaper

50 • Most Adaptable Promotion

Single overall idea for an ad or series of ads that could be adapted for advertisers in other markets

51 • Best Online Ad (Static)

Single static ad designed for the newspaper's Web site. Submit the complete URL and headline of ad.

52 • Best Online Ad (Motion)

Single Motion ad designed for the newspaper's Web site. Submit the complete URL and headline of ad.

53 • Best Online Promotion

Single newspaper online promotion ad.

NEW CONTEST CATEGORIES FOR 2013!

54 • Best Environmental Story - News and Writing

News or feature stories may be submitted. Judging is based on quality of writing. Extra consideration will be given to entries that show a strong ability to explain complicated environmental issues.

55 • Best Environmental Portrait - Photography

Posed image of one or more subjects (which could be human or animal, depending on the story) that helps tell the story by conveying why the story is being told about the subject, what they do, etc. Judging based on photo quality, creativity, story-telling power, and relevance.

56 • Best Story/Picture Combination

Entries should consist of stories that would not otherwise be told adequately without the combination of text and visual elements. Judging is based on the entire single-day story package. Limit five entries per newspaper.

57 • Special Section - Advertising

Judging based on advertising content and design. Submit entire special section. Awards are presented to the newspaper. Limit three entries per newspaper.

ALSO NEW FOR 2013:

All winners in the photography categories will be eligible for the Photo of the Year Contest!

How to Upload

This year, entries to the KPA Awards of Excellence will be submitted using a web-based program at www.betterbnc.com. Below are directions for preparing and submitting entries. If you have questions, please contact Emily Bradbury at (785) 213-8524, or ebradbury@kspress.com.

IMPORTANT: The contest platform is optimized for Firefox for PC and Macintosh. Please have a recent version downloaded and installed for the best contest experience.

The deadline for all entries is Wednesday, Jan, 30, 2013.

1. Login
 - a. Go to <http://betternewspapercontest.com/beta4/>.
 - b. Click contestant login (upper left).
 - c. Select "2013 KPA Awards of Excellence"
 - d. Select "Contestant Manager"
 - e. Select your newspaper name
 - f. Enter your temporary Password: bnc (lower case), and click Login. When you first login, the system will prompt you to create a secure password and enter your contact information.
2. Submit Entries
 - a. On the Manage Entries page, click Submit Entry (left side).
 - b. Select the appropriate contest division
 - c. Select the appropriate contest category.
 - d. Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category's entry content.
 - e. Complete the Headline/Title field. This is VERY important as the judges need to know which story to read if a full page PDF is provided.
 - f. Based on the type of entry, add content:
 - i. To upload digital file attachments (other than audio/video), click Browse, navigate to the desired file, select Open, and click Upload. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator. Please try to keep file sizes to 5mb or less, to aid judges in accessing entry content. For larger files (between 5-50mb), you may upload your file(s) to www.issuu.com, and copy and paste the URL into the Web URL field. ISSUU will need to be used for the following categories: News and Writing Excellence, Design and Layout Excellence, Best Use of Photos and Special Section. See next page for details on ISSUU.com
 - ii. To add web/audio/video content, copy and paste the content's web address into the provided Web URL field. To host your content online, either upload it to a free streaming content website (e.g. YouTube) or talk to your IT person about adding it to your newspaper's website. Make sure the content will be accessible online throughout the contest and awards process. Here are some examples of free streaming content websites where you can upload audio and video content:
Audio: www.kiwi6.com, www.tindeck.com
Video: www.youtube.com, www.vimeo.com
3. Payment for Entries
 - a. When all entries are submitted (but before the Entry Deadline), log in to your account's Manage Entries page.
 - b. Click Calculate Entry Fee (middle right) and review your list of entries for accuracy.
 - c. Scroll to the bottom of the list for your Entry Fee Subtotal (lower right). Remember, the program will not add the \$25 entry fee to your total. Please add \$25 before submitting payment.
 - d. Click the payment link (lower left) to pay for your contest entries, following the instructions on the payment page.
 - e. (Optional) Click the Print icon (upper right) to print your list of entries and fees.

You may pay with a credit card via PayPal (no account needed) or you may mail a check to the KPA office. Please submit your online invoice with your payment if you pay by mail. Be sure to add your \$25 base entry fee to the payment!

ISSUU.COM

ISSUU.com is a free online service that allows high-quality and customizable viewing of uploaded material. ISSUU.com can be used to upload special sections, complete editions of your newspaper for News and Writing Excellence/Design and Layout Excellence categories and other large, multi-page files.

Simply upload your pages to ISSUU.com and a unique URL will be created that can be added to your online contest entry form that will take the judge directly to your content on the ISSUU.com site.

To create your entry URLs:

1. Go to www.issuu.com
2. Choose "Create Account" on the top right navigation bar.
3. Once you create your account, you will be guided through two separate pages before you can begin uploading content.
4. The first page asks you whether you want to connect with friends using Facebook, Twitter or other social networking tools. If you wish to skip this step, simply choose "Skip this step" in blue letters at the bottom of the screen.
5. The second page is a tour of ISSUU.com. You may skip the tour.
6. On the top right navigation bar, choose "Upload." This will walk you through the necessary steps to upload your publication.
7. Once you have uploaded your document, it will appear in "My Library."
8. Double click the document for which you would like to obtain a URL. Below the document are several icons, including an envelope icon. Choose this icon and you will be directed to "Share This Publication." Simply copy and paste the URL into the online contest entry form.
9. Once you have pasted the link into the online contest entry form, judges will be able to access your entry without the need for a password or ISSUU.com account.

If you have problems uploading your entries or have questions about the process, please contact Emily Bradbury at 785-213-8524 or ebradbury@kspress.com.

Authorization Agreement for Direct Deposit (ACH)

I hereby authorize Kansas Press Association, Inc., hereinafter referred to as COMPANY, to initiate credit entries to Recipient's account indicated below at the financial institution _____, hereinafter referred to as DEPOSITORY, and to credit the same to such account. I acknowledge that the origination of ACH transactions to my account must comply with the provisions of U.S. law.

Recipient's Name: _____

Recipient's Address: _____

City: _____ State: _____ Zip: _____

Accounting Email Address: _____
(An itemization of the ACH deposit amount will be sent to this address.)

Accounting Contact (Name): _____

Phone Number/Extension: _____

Primary Account

Account Type: *Checking* _____ *Savings* _____

Recipient's Account Number: _____

Recipient's Bank Routing Number: _____

This authorization is to remain in full force and effect until COMPANY has received written notification from Recipient of its termination in such time and in such manner as to afford COMPANY and DEPOSITORY a reasonable opportunity to act upon it.

SIGNATURE _____ DATE _____

Please submit a copy of a voided check along with this completed form to:



Kansas Press Association, Inc.

Dedicated to serving and advancing the interests of Kansas newspapers

5423 SW Seventh Street • Topeka, Kansas 66606 • Phone (785) 271-5304 • Fax (785) 271-7341 • www.kspress.com

Thank you!

CALL FOR PROPOSALS

Newspapers and Community-Building Symposium XIX

Papers accepted for Symposium XIX will be presented at the National Newspaper Association's 127th Annual Convention and Trade Show Phoenix, AZ Sept. 12-15, 2013

The Huck Boyd National Center for Community Media and the National Newspaper Association and its foundation will co-sponsor the 19th annual Newspapers and Community-Building Symposium. The National Newspaper Association will host the presentations at the 127th Annual Convention and Trade Show Sept. 12-15, 2013 in Phoenix, AZ. The symposium promotes research relevant to community newspapers with less than 50,000 circulation or those that target specific niche markets.

The NNA is particularly interested in the importance of community newspapers in relation to civic engagement, especially when it comes to citizens participating in local elections and holding local government accountable. Newspapers are fundamental to informing citizens and, therefore, fundamental to the future of our democracy. Some possible topic areas: how well are citizen journalists

doing over the long term; are online experiments like Patch paying overtime; what is being done to get the texting generation to be as well-informed as the newspaper-reading generation; what do high readership numbers of college newspapers have to say about the myth that young people won't read papers; what are citizens willing to pay for good journalism; what happens when the blogs get it wrong; and others.

Email a title page (with the title of your proposal, your name, email address, mailing address, including university or professional affiliation, and phone) and accompanying one-page proposal with only the title and proposal. Nine proposals and three alternates will be selected. Proposals are due March 11, 2013. Completed papers are due July 8, 2013.

Presentations will be 10 minutes each. Please keep in mind that a majority of the audience will be owners, editors and publishers of community newspapers.

E-mail your one-page proposal and SEPARATE title page by March 11, 2013:

Gloria Freeland, gfreela@ksu.edu; Huck Boyd National Center for Community Media, A.Q. Miller School of Journalism and Mass Communications, 105 Kedzie Hall, Kansas State University, Manhattan, KS 66506-1501
Phone: 785-532-0721 Fax: 785-532-5484

The Huck Boyd National Center for Community Media

The Huck Boyd National Center for Community Media is in the A.Q. Miller School of Journalism and Mass Communications at Kansas State University. The center's mission is to strengthen local media to create better, stronger communities in America.

The center works with the NNA and NNAF each year to co-sponsor the symposium;

sponsors an annual lecture series dedicated to community media; co-sponsors the Great Plains Radio History Symposium; encourages journalism educators to include a community media perspective in their teaching; fosters research that benefits community media; and helps provide development programs for them.

The National Newspaper Association Foundation

The National Newspaper Association Foundation was established in 1957 to enhance literacy, print journalism and the role of community papers. NNAF is the nonprofit educational arm of the National Newspaper Association.

NNA, the nation's oldest and largest newspaper organization, was founded in 1885.

It has 3,300 community papers as members.

Its membership includes a majority of the weekly newspapers and more than a third of the dailies in the country. NNA represents member newspapers before all branches of government, publishes Publishers' Auxiliary, and helps keep its members up to date on developments affecting newspapers.