

# THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY MARCH 3, 2010

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## KPA CALENDAR

### APRIL 23-24

Kansas Press Association annual convention, Capitol Plaza Hotel, Topeka. Your official reservation form and schedule are attached to today’s Kansas Publisher.



Kevin Slimp will be the featured speaker on Friday, April 23 at the 118th Kansas Press Association annual convention in Topeka. Here he is shown speaking last September in Saskatchewan, Canada.

## KPA convention April 23-24 in Topeka

The 118th Kansas Press Association Annual Convention is set for April 23 and 24 at the Capitol Plaza Hotel in Topeka.

The KPA’s “Main Event” will be full of educational and networking opportunities for our members.

A copy of the registration form is attached to today’s Kansas Publisher.

This year’s meeting will kick off on Friday morning (April 23) with daily and nondaily roundtable discussions.

Following the roundtables, participants

will be able to take part in “Newspaper Speed Topics,” an idea suggested by last year’s KPA convention focus group.

Members will be able to listen to a short presentation on a particular topic, ask questions and then move on to the next session (similar to the concept of speed dating).

“We are excited about the addition of the Newspaper Speed Topics,” said Emily Bradbury, member services director. “Our members

See CONVENTION on Page 3

## Legislature inches forward on shield law

While it’s always difficult to predict just what the Kansas Legislature will do, it appears that the shield law for reporters is inching its way to a resolution in the next few weeks.

Rich Gannon, director of governmental affairs for the Kansas Press Association, has been working with key senators to move the legislation forward.

“We’re not there yet, but the right ingredients

are there for success,” Gannon said. “You never say never and you never say it’s a done deal, but we’re optimistic that House and Senate members finally see the need after the debacle in Dodge City.”

Gannon is referring, of course, to the subpoena of Dodge City reporter Claire O’Brien to

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# Slimp takes your questions on variety of current topics

From Becky in Iowa:  
I have an SD card that was taken out of a camera and placed in another without first downloading the photos. We tried using PhotoRescue (3 years old) to retrieve the photos. We were able to get some but most seem corrupt. Do you have any ideas how else to retrieve these photos? It is an 8GB card with approximately 1,000 photos.

Dear Becky:

It sounds like you did what you could do to get them. There are services that normally charge \$700+ to retrieve info from drives, but that's probably more than you want to spend to get your photos back. My favorite program to do this is Klix, from JoeSoft.com. It might be worth \$30 to give it a try. Good luck! (Becky wrote back: "Thanks Kevin! I tried Klix and it retrieved almost all of the photos undamaged. I downloaded it for \$30, but it's worth it. Thanks!")

From Victor in Tennessee:

How can I open an InDesign CS3 file in CS2?

Not a problem, Victor. Simply export the file in InDesign CS3 as an InDesign Interchange (INX) file. You will be able to open the file in InDesign CS2, CS3 or CS4. Now for an interesting side note. During a trip to Minnesota recently, someone told me they had been successful in opening an INX file in a text editor and changing a few numbers, which allowed them to open the file in earlier versions of InDesign than usual. Normally, an INX file can only be opened in versions of InDesign one number lower than the version it was exported from. This morning, I opened a



Kevin Slimp

file in InDesign CS4, exported it as an INX file, then changed three numbers in the INX file by opening it in Apple Text Editor and changing three settings. Sure enough, I sent the file to someone using InDesign CS and they were able to open the file successfully. The settings I changed were "DOMVersion," "readerVersion" and "product."

From Curt in Illinois:

We are getting more and more ads from outside of our company in which black is made up of all four CMYK colors. I remember reading one of your articles a while back about either a plug-in or a program used to fix these PDF files. Can you suggest a good one?

Yes, Curt. I can think of a couple of options.

Your most affordable option, other than to open the file in Photoshop and go through what can be a grueling process of converting the plates to black, is available in Acrobat 9 Pro. There is a color conversion tool that sometimes does a very good job of finding all the black text on multiple plates and converting them to the black plate only.

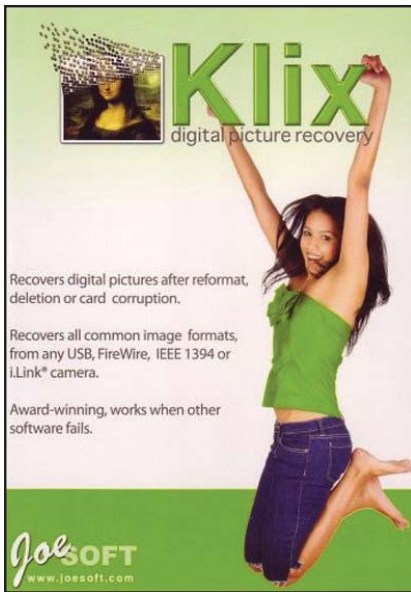
While this doesn't always work, it works often enough to give it a try. Another option, though a bit expensive for many newspaper budgets these days, is Enfocus Pitstop Pro.

This plug-in for Acrobat does a great job of correcting color problems, including converting text on all four plates.

From Beckham in Iowa:

I'm having trouble that no one can seem to help with. My company is still us-

ing InDesign CS2. I tried calling Adobe for help, but they're no longer supporting this version of Creative Suite. We just got two new 27" iMacs, with OS 10.6 (Snow Leopard). On the new computers, InDesign keeps crashing, won't export PDFs, and randomly has items disappear from the



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# Convention

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were very clear in their desire for this format on Friday and I think this will give our members quite the bang for their buck.”

Speed topics will be offered from 10 a.m. to noon on Friday. Each speed session will last for 30 minutes. Participants will pick four topics from this list:

- ☐ How Do I Use KanVote (formerly Vote-Tracker)? with Kevin Yowell.
- ☐ Free Tools for My Website, with Fred Hunt.
- ☐ How Do I Set Online Advertising Rates? with Al Bonner.
- ☐ Ask the Media Lawyer Q & A, with Mike Merriam.
- ☐ Newspaper Management for the NonDaily, with Linda Denning.
- ☐ Newspaper Management for the Daily, with Ken Knepper.

☐ Question and Qualify – Finding and Making Sales Opportunities, with Jeffrey Hansler.

☐ Reporting Techniques — Things to Think About When Gathering Information, with Tom Eblen.

Friday’s lunch will be on your own.

The afternoon general session will feature Kevin Slimp, an international expert in online journalism.

The Friday night President’s Reception will honor 2009-2010 KPA President Tom Throne.

The reception will be followed by the President’s Banquet, which will include recognition of winners of the Clyde M. Reed Jr. Master Editor Award, the Boyd Award for Community Service, the Victor Murdock Award and the Gaston Outstanding Mentor Award.

We’ll also induct new members into the Kansas Newspaper Hall of Fame.

On Saturday, the annual business meeting and breakfast will kick off the day at 9 a.m.

Topics for discussion on Saturday will include:

- ☐ Online Journalism III: Tools and Information To Help You Make Informed Decisions, with Kevin Slimp.
- ☐ How to Sell More Newspapers, with American Opinion Research.
- ☐ Turn Your Newspaper Into a Web Shopping Portal, with Al Bonner.
- ☐ Improving Your Writing, with Tom Eblen.
- ☐ Revamping the Newspaper Business Model, with American Opinion Research, and many others.

We’ll end the day with a repeat of the daily and nondaily roundtables, followed by the Awards of Excellence reception and presentation.

“We’ve put together a solid program that will easily be worth far more than the price of admission,” said Doug Anstaett, executive director of KPA. “This will be the kind of information you can take back to make improvements in your product and your bottom line.”

# Shield law

Continued from Page 1

appear at an inquisition in Ford County.

O’Brien and her employer and parent company fought the subpoena, but the Kansas Supreme Court refused to quash the directive in early February.

Subsequently, O’Brien defied a court order to appear and was found in contempt of court and fined \$1,000 per day.

When the source she was protecting decided to step forward and identify himself, O’Brien agreed to attend the inquisition.

Her contempt of court citation and fine were withdrawn.

“We are working with a number of legislators on a solution,” said Doug Anstaett, executive director of KPA. “Most see the injustice in forcing journalists to become part of the law enforcement apparatus and how chilling such a move would be to investigative reporting and to whistleblowers who would not step forward in the future without their identity being protected.”

Gannon is working with legislators on both sides of the aisle and in both houses to craft language that will stand the test of a legislative vote.

“We are reviewing some new language offered by legislators who want to support the bill but still have some reservations,” Gannon said. “We’re open to taking a look at their concerns.”

Anstaett said a resolution of the differ-



ences is being worked on by media law consultant Mike Kautsch of the University of Kansas.

## Probable cause affidavits

House Bill 2204 is still in a subcommittee, which another meeting to be scheduled to hear from judges on the bill that would open probable cause affidavits to public scrutiny.

The bill would change the law to presume such records “open” rather than closed.

The current language requires those seeking the documents to file a request with a judge to open them. In most other states with a similar court system to Kansas, the records are open. Missouri has a preliminary hearing system like Kansas, but the Show Me State’s records are presumed open and routinely shared with the media.

The subcommittee includes Reps. Pat Colloton, Janice Pauls and Aaron Jack. It has met twice so far.

## Public notice

While KPA is confident that a public notice bill won’t resurface at some point during this legislative session, there is never any guarantee.

Earlier, a motion to move Senate Bill 405 forward died for lack of a second in the Ways & Means Committee.

KPA had mobilized its membership to submit testimony and to call or e-mail legislators opposing changes in the public notice system in Kansas.

“Our success was absolutely related to the hard work done by KPA members,” Anstaett said. “To keep the bill from even being seconded was quite an accomplishment.”

“But as we all know, we’re never truly safe until the Legislature adjourns.”

## Tape recorded executive sessions

House Bill 2525, which would have allowed for tape recordings of executive sessions when a member of the body raised an objection, was voted down by voice vote in the House Judiciary Committee.

Even so, the tenor of the discussion this time was much more positive, with a number of committee members voting to move the idea out of committee.

“I think that while the opposition is well-organized and quite sure that this would cripple government, we have a number of legislators who realize there is no way to know when the open meetings law is violated under present conditions,” Anstaett said.

# It's so important to pay attention to clients

By John Foust

Rosa controls the advertising for a regional business. When I asked if she had any advice for media sales people, she laughed and said, "Tell them to pay attention. That's the best way to make a good impression."

She told me that when she started in her position as marketing director, one of her first tasks was to update her media files. She called the local paper's sales executive who was assigned to her account and told him that she needed their latest media kit. She made it clear that she was just gathering information



John Foust

for future consideration and, therefore, was not in a position to sign any advertising contracts for at least a year. He insisted that an in-person meeting would be better than putting the media kit in the mail, and she agreed to an appointment.

"When he arrived at my office, the first thing I noticed was that he didn't

have a briefcase or notebook," she said. "If he had a media kit with him, it had to be small enough to fit in his jacket pocket. I asked him point blank if he had brought the kit. He said, 'First I'd get to know your business,' and asked about our marketing plans."

She provided him with basic information about the company, their marketing history, and general goals for the future. The conversation was pleasant enough, but she found it strange that he didn't take notes.

At one point, he pulled an index card out of his pocket, jotted something down, and quickly put it back in his pocket. She remembered thinking that he couldn't have written more than a

**She provided him with basic information about the company, their marketing history, and general goals for the future. The conversation was pleasant enough, but she found it strange that he didn't take notes.**

couple of words.

As the conversation ended, she reminded him that the purpose of the appointment was to provide her with a media kit. He promised to send one to her. "The meeting was a complete waste of time," she said. "I had made a simple request, and he ignored it."

To compound her disappointment, he e-mailed an attachment of the media kit, instead of sending an original, printed copy. "The attachment was inadequate, because their original media kit was produced on oversized paper," she said. "By the time

the attachment was reduced so it could be printed on our office printer, the type was barely readable, and the color was blurred."

The worst was yet to come. "A couple of weeks later," Rosa said, "he called to say that he had worked up an advertising proposal based what we had discussed. He seemed surprised when I repeated what I had been telling him all along

- that the purpose of my original call was to get a copy of his paper's media kit for my file.

"The most surprising thing," she explained, "was that he told me he had over 20 years of media sales experience in radio, television, web and print. Considering that background - and considering the fact that he had worked with hundreds of advertisers - I wonder why he never learned to pay attention."

**John Foust** can be contacted about his training videos for ad departments at [jfoust@mindspring.com](mailto:jfoust@mindspring.com).

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**THIS MONTH'S QUESTION**

**Q.** Please explain the political advertising disclaimer rules.

**A.** The general rule is that if an ad supports the nomination, election or defeat of a clearly identified candidate for office, it must contain the word "Advertisement" or "Adv.", along with the name of the chairperson of the organization or the individual who is responsible for the ad. The same rule applies for ballot questions or bills before the Legislature. Under no circumstances is the name of the organization sufficient.

## Newspaper Hall of Fame

Deadline for nominations for the Kansas Newspaper Hall of Fame's contemporary inductee is Monday, March 8. KPA invites your nominations of long-time leaders in the Kansas newspaper industry. E-mail your nomination to [rwillis@kspress.com](mailto:rwillis@kspress.com). Historical nominees for the hall become eligible for consideration three full calendar years following their death.

## Announcing the new Recas.com

Want to see these brands advertising in your paper?

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### Burton W. Marvin award winners —

*The Kansas City Star and the Ottawa Herald were named winners of the 2009 Burton W. Marvin Kansas News Enterprise Award at the William Allen White Foundation luncheon. Joining Ann Brill (far right), dean of the William Allen White School of Journalism at the University of Kansas and representing the Star (above from left) were Mike Fannin, editor; Mark Morris, federal courts reporter; Mike McGraw, projects reporter; and Laura Bauer, general assignment reporter. Representing the Herald were (bottom photo, from left) Jeanny Sharp, publisher; Tommy Felts, managing editor; Elliot Sutherland, photographer; Courtney Servaes, staff writer; Jenalea Myers, news editor; Rachel Hawkins, former intern; and Sharon Stauffer, production technician. Other staff members who contributed were Vickie Moss and Linda Brown. The Star's entry focused on human trafficking and the Herald series delved into the economic downturn. (Photos courtesy KU School of Journalism)*



## Herald, Star cited for enterprise work

**L**AURENCE — The Kansas City Star and the Ottawa Herald are the winners of the 2009 Burton W. Marvin Kansas News Enterprise Award.

In its December series, the Kansas City Star examined a new slavery that has developed in the Heartland and throughout the country. The Star's investigative team traveled throughout the hemisphere and detailed story after story of human trafficking in violation of U.S. laws. Six months of reporting focused on what was wrong, and the final day of publication concentrated on solutions and initiatives. The Burton Marvin judges said the

series mirrored the first criterion of the Marvin award: It reflected a commitment to serve the public and demonstrated initiative on acting on that commitment.

In the community category, the Ottawa Herald devoted a five-day series featuring 40 original, local stories that explored aspects of the struggling economy. Most of the Herald's newsroom was involved in coverage that had significance to the newspaper's readership.

Judges said that with a relatively small news staff, the Herald examined every aspect of its suffering economy. They called it well-planned and well-executed.

# KPA is a great organization, and here's why

Several examples have popped up in the last couple of weeks that show why the Kansas Press Association is such a great organization. The commitment by our publishers and employees is truly a blessing.

Two weeks ago, many of us participated in the judging of the Nebraska Press Association's newspaper contest. We had an overwhelming response on the call for judges and it seemed to me that it was one of the smoothest judging efforts that we've had in a while. We were finishing up the last categories by mid-afternoon.



**Tom Throne**

I want to thank all those who made the trip to Topeka to help judge. I'm sure many of the judges came away with an idea to use in their paper. That's one of the great things about judging the contest.

Nebraska judges worked on our entries several weeks before we did theirs. We should be seeing those results shortly. We looking forward to presenting the awards of excellence for both advertising and editorial at our annual convention April 23-24 in Topeka.

Also in the past couple of weeks, our efforts to bottle up the public notice bills in committee have been successful. In the Senate, where we had our greatest chal-

lenge, we were able to defeat the bill proposed by Sen. John Vratil. It died for lack of a second. Many of you testified before the committee, wrote testimony to present to the committee or made telephone calls to your lawmakers. Your efforts paid off and we thank you.

In the House, it was bottled up in committee and no testimony was presented.

However, we can't rest on our laurels quite yet. With a month to go in the session, we expect a bill to come to the floor, so we will be calling on members to help us out again.

Doug gave the board the following report last week on other legislation that was pending in the Legislature:

HB 2204, the probable cause affidavits bill, is going to die because we've run out of time. The subcommittee will likely continue to meet and make a recommendation for next year's session.

HB 2525, the bill to provide for tape recording of executive sessions, went down by voice vote in the House Judiciary Committee. But our hearing this year was more "intelligent" because the attorneys on the committee were able to counter spurious arguments from the opposition. Nonetheless, the scare tactics of confidential discussions being leaked to the public by disgruntled

employees held some sway with members.

SB 211, the shield law, is still alive as Rich, Doug and Mike Kautsch will meet with Sens. Derek Schmidt and Terry Bruce to see what can be done about the bill.

There is still hope for a much needed protection of our reporters.

If we could get a shield law and be successful in bottling up public notice, I'd say we've had a pretty good legislative session. □

On a personal note, I told the KPA board at our meeting in February that I would

be leaving my general manager's job in Junction City and moving to Bentonville, Ark., some time after the convention. My wife, Pam, and I are looking forward to being closer to our daughter and her family, especially our grandson, Cole, 4.

I've had a fantastic 38 years in the business. We've met and worked with some of the greatest

folks in the business in three different communities in the state — twice in Junction City, McPherson and Leavenworth.

Life couldn't be better and we're looking forward to the next steps in a great adventure.

*Tom Throne is president of the Kansas Press Association and editor and general manager of the Junction City Daily Union.*

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**I've had a fantastic 38 years in the business. We've met and worked with some of the greatest folks in the business in three different communities in the state ...**

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## Court's ruling demonstrates need for shield law

By **Kent Bush**

Each word cost hundreds of dollars. The price society pays for truths withheld will be much greater.

GateHouse Media Inc. — the parent company of the Augusta Daily Gazette — and those who joined the effort to protect Dodge City Globe reporter Claire O'Brien from having to reveal confidential sources used in a story about a racially charged homicide case, spent thousands of dollars to protect her rights as a journalist.

Kansas Supreme Court Chief Justice Robert Davis denied the petition in only 37 words — one paragraph. The court refused to even hear arguments or receive briefs in the case.

It is obvious that the court was afraid

the facts might interfere with the court's predisposed ruling.

"Obviously, we are extremely disappointed in this ruling," said Doug Anstaett, executive director of the Kansas Press Association. "It sends an unmistakably chilling message to our reporters and to their sources that no protections exist for those who want to blow the whistle on government, uncover corruption and abuse, or report on the criminal element in our communities."



**Kent Bush**

Anstaett pointed out that this ruling and its negative effects could have been prevented if Kansas joined 36 other states and the District of Columbia that have shield laws for journalists.

Senate Bill 211 would provide protections against governmental and judicial

intimidation of Kansas' reporters and their sources.

This case demonstrates the need to pass the bill without delay.

The incredible cost of fighting this action only to have the court show such judicial disinterest will no doubt discourage bold reporting and challenges to perceived misconduct by governmental officials in the future.

"Who is going to want to step forward and challenge rulings in the future?" Anstaett asked. "The chilling effect will take over: reporters will be discouraged from doing their jobs and the power of government, the courts and law enforcement will continue to expand. It's a sad day for Kansas."

*Kent Bush is editor and publisher of the Augusta Gazette and wrote this editorial following the Supreme Court ruling.*

## MARKETPLACE/JOBS

### MANAGEMENT

Montgomery Communications, a five-generation family-owned newspaper company, is seeking an executive to manage its Kansas newspaper group. Responsibilities include a 4,000-circulation daily newspaper, two weekly newspapers, a free entertainment weekly and a successful homes guide. Ideal candidates should have newspaper management experience, with a successful track record in sales and revenue growth, and have a vision for developing new products and electronic media. We offer a competitive benefits package and compensation plan commensurate with experience. Send cover letter and resume to John G. Montgomery at [j.montgomery@thedailyunion.net](mailto:j.montgomery@thedailyunion.net). Application deadline: March 26.

### NEWS

The Newton Kansan is looking for a productive, resourceful reporter to join our outstanding news team. The Kansan's general assignment reporter will enjoy a variety of assignments, including city and county coverage, business stories, features and, occasionally, sports stories. The job includes shooting photos, designing pages on Quark, typing obituaries and proofreading. The ideal candidate should produce clean, clear

breaking news stories throughout the week for print and online, but also thrive on enterprise journalism. Some evening and weekend work is required. Send resume, 3 to 5 clips and 3 work references by Feb. 22 to Christine Wyrick, managing editor, 121 W. Sixth St., Newton, KS 67114 or email: [Kenneth.Knepper@thekansan.com](mailto:Kenneth.Knepper@thekansan.com). EOE/Drug free

For Sale — Small, profitable weekly newspaper in Southeast Kansas. Circulation under around 900. Located in a warm, friendly town. Good schools. Good Community. Publisher starting new career. Price negotiable. Please send inquiries to [ebradbury@kspress.com](mailto:ebradbury@kspress.com).

Kansas Traveler is for sale. Established in 2004, this quarterly, full color publication has subscribers Kansaswide and in 30 other states. For more information, contact Susan Howell at 316-688-0905 or [howell@kansastraveler.com](mailto:howell@kansastraveler.com)

The Sherwood Gazette, a monthly publication serving southwest Topeka since 1983 and mailed free to 3,300 households, is for sale. Sale includes an annual directory for the area. Call Brett Sanders at (785) 608-1621 for more details.

## Slimp

Continued from Page 2

page. Is this a problem with using CS2 on the new machines? I also thought it may be a problem with our ancient font package; a lot of them conflict with the system fonts in the new OS. I've disabled all of the fonts that do, but am still having problems. I am assuming that it's either the fonts, or CS2 or both, but no one can tell me for sure. This only happens in InDesign.

Dear Beckham:

If it were the fonts, I would think you'd see similar problems in other applications. Have you tried throwing away your InDesign preferences? That's the first thing I always try. You'll find them in your User folder>Library>Preferences>com.adobe.indesign.plist. (Beckham wrote back the following: "I just exported a PDF. You made my day! Thanks.")

**Kevin Slimp** is a speaker and trainer in the newspaper industry. He can be reached at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).

## Associated Press creates division for digital sales

The Associated Press is setting up a division to help the news cooperative, newspapers and broadcasters sell digital products directly to readers on the next wave of Internet-connected devices such as Apple's iPad.

The AP's chief executive, Tom Curley, announced the new business unit, called AP Gateway, during a speech Friday to the Colorado Press Association.

AP Gateway will focus on expanding such products as the AP Mobile news service for cell phones and the kinds of online platforms that the AP developed for the Winter Olympics and Copenhagen climate talks. Some services might be supported by advertising revenue, while others might require readers to pay subscriptions, Curley said.

"At last, we truly will be able to deliver the right content to the right people at the right time to the right device," he said. "We must seize this opportunity to reinvigorate our business models as well as our journalism."

## Watch your use of NCAA terms

The words "Final Four" and "March Madness" are among the National Collegiate Athletic Association's list of registered trademarks. The unauthorized use of these and other words registered by the NCAA could lead to legal action.

In conjunction with its championships, the NCAA has developed licensing and marketing programs that make use of its trademarks and championships marks. Such programs are carefully controlled and aggressively protected to be consistent with the purposes and objectives of the NCAA.

Any direct or indirect usage of the NCAA's championships, tickets or marks/logos (including references to the name of the NCAA championship) requires prior written consent of the NCAA and its corporate marketing staff. Federal regulations support the NCAA's efforts to prohibit the unauthorized use of the NCAA's name and trademarks, or any use of NCAA championship tickets in sweepstakes, promotions or contests.

## Newspaper Hall of Fame

Deadline for nominations for the Kansas Newspaper Hall of Fame's contemporary inductee is Monday, March 8. KPA invites your nominations of long-time leaders in the Kansas newspaper industry. E-mail your nomination to [rwillis@kspress.com](mailto:rwillis@kspress.com). Historical nominees for the hall become eligible for consideration three full calendar years following their death.

# Public notice is a bedrock of open government

**Editor's note:** *This is the testimony presented last month to the Senate Ways & Means Committee on why public notice should remain in newspapers.*

**P**ublic notice has been one of the bedrocks of our nation's commitment to open government for more than two centuries. The theory is that government should not be able to dive into major new projects, new ordinances, special elections, annual budgets and the like without oversight from the citizenry.



**Doug Anstaett**

Why has public notice always appeared in newspapers? It's

simple: public notices are meant to be "noticed." If you want them to be noticed, you put them where that is the most likely to occur.

Sure, you could put a piece of paper on the bulletin board at the local laundromat, the local grocery store and outside city hall, but the likelihood of it being seen by those affected would be hit or miss at best.

Notices appear in newspapers for a number of reasons:

(1) Most citizens would agree that government officials can never be allowed to be in control of their own information. Newspapers provide independence from government and, therefore, are reliable as a source of information;

(2) Newspapers are a permanent record that cannot be altered, hidden, manipulat-

ed, hacked or changed after the fact. When notice is published in a newspaper, it is guaranteed by the publisher as fact;

(3) Newspaper publication provides a verifiable public record through sworn affidavits of publication that have been accepted for decades as adequate notice in a court of law. If you give notice that a subdivision is going to encroach on neighbors, you certainly don't want to have to revisit this decision at some future date because notice was messed up;

(4) Newspapers ensure that readers will "happen upon" public notices and share that information with each other;

(5) Study after study over the past 20 years has concluded that readers want their public notices in newspapers because that's where they are most likely to see them.

Any attempt to reduce the frequency of public notice, to require a trip to City Hall to view them, to require citizens to search for them on the internet or to look for them in a "new" place rather than their local newspaper is simply a road map to more closed government, more secrecy, more shenanigans and less public awareness of what is going on in our communities.

Well, our adversaries say, this is really just about money. We're not going to apologize for providing a valued service

to our government. Everyone else who provides a service gets paid. The cost of public notice in most cases is such a drop in the bucket as to be laughable that it is even an issue.

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**If public notice went away, and with it many newspapers in Kansas, it would rob the people of the information they need to keep an eye on their cities, counties, school districts and other governmental entities.**

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Is public notice revenue important to the newspapers of Kansas? Yes it is. And local newspapers also are very important to their communities. We have calculated after discussing this issue with out association members that we would — conservatively — stand to lose 50 newspapers in Kansas if public notice income went away.

But that's not the half of it. If public notice went away, and with it many newspapers in Kansas, it would rob the people of the information they need to keep an eye on their cities, counties, school districts and other governmental entities.

These kinds of checks and balances keep government on its toes.

The Kansas Press Association opposes SB 405 and asks that the committee reject it if it comes to a vote. It doesn't guarantee an informed citizenry; in fact, it has the potential to close down the communication between communities and those who ultimately pay the bills.

**Doug Anstaett** is executive director of the Kansas Press Association.

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## Survey shows newspaper web sites rank at the top

**A** survey of 3,050 adult Internet users ranks newspaper web sites as the single most visited and most trusted source of online local news.

The survey was conducted by comScore for the Newspaper Association of America.

Overall, 57 percent of respondents said local newspaper web sites were their No. 1 destination for various kinds of local information — more than all other online local news media combined. The survey also revealed high rankings for the trustworthiness of advertising on local newspaper web sites.

Breaking local content and advertising down into various categories, 29 percent said newspaper web sites were their primary destination for local news, 27 percent

ranked them first for local sports, 26 percent for local entertainment, and 39 percent for local classifieds.

The proportion of respondents ranking newspaper web sites as their primary destination for local content rose to 60 percent among college educated respondents and 63 percent among well-to-do households.

The NAA noted that newspaper web sites beat various competitors in terms of trustworthiness as well.

Local newspapers were chosen as the most trustworthy source of local news by 34 percent of respondents, compared to 23 percent for local TV news sites.

They also ranked ahead of local TV news sites in local sports (30 percent-24 percent), local entertainment (30 per-

cent-20 percent), and local classifieds (42 percent-13 percent). For advertising in general, 36 percent said they considered local newspaper web sites to be trustworthy advertising media compared to 23 percent for local TV news sites and just 12 percent for online portals in general.

At first glance, newspaper web sites seem to be sitting pretty, but newspaper publishers have struggled to monetize large online audiences at anywhere near the rate of their legacy print product.

According to the NAA, in the first three quarters of 2009, newspapers' online advertising revenues were still just 10 percent of their total advertising revenues — after a decade spent building online audiences and advertising programs.



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April 23-24, 2010  
Capitol Plaza Hotel  
Topeka, Kansas

Kansas Press Association's  
118th Annual Convention

THE MAIN EVENT

## Registration Form

### CONTACT INFORMATION

Newspaper/Company \_\_\_\_\_ Contact Person \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_  
Area Code/Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Name of Attendee print clearly for name badges	Registration Fees please check one	Friday Banquet \$35 per person	Sat. Breakfast free w/ registration <small>\$15 if not registered for full or Sat. convention</small>	Saturday Lunch free w/registration <small>\$20 if not registered for full or Sat. convention</small>	AOE Celebration free w/ registration <small>\$12 if not registered for full or Sat. convention</small>	Total Fees
	<input type="checkbox"/> Full registration - \$120 <input type="checkbox"/> Friday only - \$60 <input type="checkbox"/> Saturday only - \$70	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
	<input type="checkbox"/> Full registration - \$90 <input type="checkbox"/> Friday only - \$55 <input type="checkbox"/> Saturday only - \$65	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
	<input type="checkbox"/> Full registration - \$85 <input type="checkbox"/> Friday only - \$55 <input type="checkbox"/> Saturday only - \$65	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
	<input type="checkbox"/> Full registration - \$80 <input type="checkbox"/> Friday only - \$55 <input type="checkbox"/> Saturday only - \$65	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
	<input type="checkbox"/> Full registration - \$80 <input type="checkbox"/> Friday only - \$55 <input type="checkbox"/> Saturday only - \$65	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
<b>TOTAL AMOUNT DUE:</b>						

### Registration Fees

Convention registration fees include admittance to all sessions on the day(s) for which you have paid a registration fee. Additional fees, indicated on the registration grid above, may apply for some special activities and meals. Discounts for multiple registrations from the same newspaper apply, and are listed on the grid at left.

### Late Registrations

Registrations received after April 10 will be accepted as space permits. On-site registrations are not encouraged. Late and on-site registrations will be assessed a \$20 late fee.

### Nonmembers

Rates listed are for KPA members. For nonmember rates, please call the KPA office at (785) 271-5304.

### Refunds and Substitutions

Refunds will be issued on changes and cancellations received by 5 p.m. Friday, April 9. Substitutions will not be allowed on registrations. If the registered person is unable to attend, the person will still be charged even if another person comes in their place.

### How to Register

Mail: 5423 SW 7th, Topeka, KS 66606  
Fax: (785) 271-7341  
E-mail: ebradbury@kspress.com

### Overnight Accommodations

Sleeping rooms are being held for KPA convention attendees at the Capitol Plaza Hotel until Tuesday, March 30. For reservations, call 1-785-431-7200. The room rate is \$99 per night.

### PAYMENT METHOD

- Check enclosed (made payable to KPA)
- Please invoice me at the address above
- Charge to Visa, MasterCard or American Express  
Credit Card # \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
V-Code (three-digit code on back of card) \_\_\_\_\_  
Cardholder's Name \_\_\_\_\_

**Registrations are requested no later than Friday, April 9**  
**Questions? Contact the KPA office at 785-271-5304 or ebradbury@kspress.com**

## Thursday, April 22

KPA Board Meeting - 4 p.m.

## Friday, April 23

8 a.m. - 9 p.m.

### Registration and Contest Display

The registration desk and contest display room will open at 8 a.m.

8 a.m.

### Continental Breakfast

9 - 10 a.m.

### Daily Roundtable - 1

### Nondaily Roundtable - 1

10 a.m. - Noon

### Newspaper Speed Topics - New for 2010!

Come and get a short presentation on numerous topics and then ask the experts! All speed sessions will last 30 minutes.

Pick your top 4!

Topics

- How Do I Use KanVote (formerly VoteTracker)? with Kevin Yowell
- Free Tools for My Website with Fred Hunt
- How Do I Set Online Advertising Rates? with Al Bonner
- Ask the Media Lawyer Q & A with Mike Merriam
- Newspaper Management for the NonDaily with Linda Denning
- Newspaper Management for the Daily with Ken Knepper
- Question and Qualify - Finding and Making Sales Opportunities with Jeffrey Hansler
- Reporting Techniques - Things to Think About When Gathering Information with Tom Eblen.

Noon - 2 p.m.

### General Attendees: Lunch on Your Own

Noon - 1:30 p.m.

### Kansas Newspaper Foundation Trustee Lunch

2 - 4:30 p.m.

### General Session

### Online Journalism III: Tools and Information To Help You Make Informed Decisions

KEVIN SLIMP

Kevin Slimp was one of the first recognized experts in the area of online journalism. He has been speaking on the topic at universities and press conventions for the past six years. Don't miss this important opportunity to get advice and information that you can use.

What tools do I need to beef up my online presence? How will the iPad effect my newspaper?

What do I need to know about creating videos and audio slideshows? These are just a few of the

many topics Kevin will discuss in this fast-paced session.

6 - 7 p.m.

### President's Reception

7 - 9 p.m.

### President's Banquet

Enjoy a sit-down dinner as we recognize this year's recipients of the Clyde M. Reed Jr. Master Editor Award, Boyd Award for Community Service, Victor Murdock Award, and the Gaston Outstanding Mentor Award. We'll also induct new members into the Kansas Newspaper Hall of Fame.

9 - 11 p.m.

### President's Hospitality Suite

## FEATURED SPEAKER

### Kevin Slimp

Kevin Slimp serves as director of the Institute of Newspaper Technology - a training program for newspaper designers and publishers housed on campus at The University of Tennessee,



He's best known for his work leading to the development of the PDF Remote Printing Method in the early 1990s, now the standard for file transfer and design in the publishing world.

Kevin is an adjunct professor at the University of Tennessee College of Communication and Information. In addition to his live training events, Kevin provides online training for groups throughout the US and Canada. Each year he speaks at approximately 100 conferences and events in the newspaper industry.



## Saturday, April 24

8 a.m. - 7 p.m.

### Registration and Contest Display

The registration desk and contest display room will open at 8 a.m.

9 - 10 a.m.

### Annual Meeting and Breakfast

10 - 11 a.m.

General Session

### How to Sell More Newspapers

AMERICAN OPINION RESEARCH

There are still plenty of consumers willing to buy newspapers. We'll tell you how best to reach them including marketing, circulation, and content promotion with a particular focus on building retention and reader frequency and loyalty.

11 a.m. - 1 p.m.

Lunch Program

### Technology Update: New Technology for Newspapers

KEVIN SLIMP

Kevin will take you through a fast paced tour of hardware and software that newspapers should know about. He'll include information about cameras, scanners, online applications, layout and design software, computers, network devices, drives, photo editing technology and much more. It's like having an expert come to your newspaper to offer advice.

11 a.m. - Noon

### Past President Lunch

1 p.m. - 2:30 p.m.

Breakout Sessions

### Turn Your Newspaper Web Site Into a Local Shopping Portal

AL BONNER

If fresh, turn-key ideas with no upfront costs are music to your ears, you will not want to miss this session. You will learn about the new opportunities available to your newspaper national shopping site called Zip2save.com and many other turn-key solutions that allow you to sell into and position your web site as a local shopping hub. Learn how to leverage your content, promotional reach and local sales staff into new streams of revenue by selling local online coupons, deals, inserts, product searches and much more. No matter how small your newspaper is, how under-developed your web site is, or even if you don't have a web site, you can take advantage of these new revenue opportunities. This session will feature valuable information about the rapidly growing online promotion and shopping categories. You will also see new online tools, approaches, selling strategies and a demonstration of the new newspaper industry supported national shopping site, Zip2save.com.

### Improving Your Writing; Putting the words in order. Good and bad examples.

TOM EBLEN

Come join Tom as he gives you examples on how to improve your writing. This session will benefit the new and experienced reporter.

### Revamping the Newspaper Business Model

AMERICAN OPINION RESEARCH

While much has been written about the need, there has been little agreement on how to rethink the newspaper business model. This presentation, based on interviews with more than 3,000 consumers and 1,000 media executives across the nation, proposes specific strategies (including print, online and mobile) to revitalize the newspaper industry as well as the potential "pay for content" online models.

2:30 - 2:45 p.m.

### Afternoon Break

2:45 - 4:15 p.m.

Breakout Sessions

### Selling the value of your newspaper: Simple, money-making print and online selling approaches

AL BONNER

Selling advertising is always a challenge. Selling in tough times demands a selling approach that focuses on value and results. Business owners don't want to be pressured into buying an advertising program that will not benefit them. They will respond to value when they see it demonstrated through compelling examples and true professionalism. This straight-forward, common sense approach to selling media can have an immediate impact on your sales results. You will learn how to help an inexperienced or new sales staff gain the upper hand in their market. Topic will include: presentation basics, a fresh approach to handling objections, simple call planning, ad design tips and tips to help your salespeople stand out from their competitors.

### Improving Your Writing; Putting the words in order. Good and bad examples. (repeat)

TOM EBLEN

Come join Tom as he gives you examples on how to improve your writing. This session will benefit the new and experienced reporter.

### Measured Success: The Key to Winning Every Day

JEFFREY HANSLER

Success breeds success. The key to winning every day is moving forward: motivated and focused, day-in and day-out. This program from our KPA Webinar Series will give you the game plan for bringing in bigger and better sales. It will provide you a key to dealing with rejection and staying energized to make your next sale.

4:15 - 5 p.m.

### Daily Roundtable - 2

### Nondaily Roundtable - 2

5 - 5:30 p.m.

### Awards of Excellence Reception

5:30 - 7 p.m.

### Awards of Excellence Presentation

## SENATE BILL No. 211

By Senators D. Schmidt and Hensley

2-4

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9 AN ACT concerning journalists; providing a privilege with regard to cer-  
10 tain disclosures of information.

11

12 *Be it enacted by the Legislature of the State of Kansas:*

13 Section 1. As used in sections 1 through 6, and amendments thereto:

14 (a) “Journalist” means a publisher, editor, reporter or other person  
15 employed by a newspaper, magazine, news wire service, television station  
16 or radio station who gathers, receives or processes information for com-  
17 munication to the public.

18 (b) “Information” means any information gathered, received or proc-  
19 essed by a journalist, whether or not such information is actually pub-  
20 lished, and whether or not related information has been disseminated,  
21 and includes, but is not limited to, all notes, outtakes, photographs, tapes  
22 and other recordings or other data of whatever sort that is gathered by a  
23 journalist in the process of gathering, receiving or processing information  
24 for communication to the public.

25 (c) “Acting as a journalist” means a journalist who is engaged in ac-  
26 tivities that are part of such journalist’s gathering, receiving or processing  
27 information for communication to the public.

28 Sec. 2. Except as provided in section 3, and amendments thereto, a  
29 journalist cannot be adjudged in contempt by a judicial, legislative, ad-  
30 ministrative body or any other body having the power to issue subpoenas,  
31 for refusing to disclose, in any state or local proceeding, any information  
32 or the source of any such information procured while acting as a  
33 journalist.

34 Sec. 3. A journalist may not be compelled to disclose any information  
35 or the source of any such information procured while acting as a journalist  
36 until the party seeking to compel the disclosure establishes by clear and  
37 convincing evidence in district court that the disclosure sought:

38 (a) Is material and relevant to the controversy for which the disclo-  
39 sure is sought;

40 (b) cannot be obtained by alternative means; and

41 (c) is of a compelling and overriding interest for the party seeking the  
42 disclosure and is necessary to secure the interests of justice.

43 Sec. 4. Upon a finding by the court that the party seeking to compel

1 the disclosure has met the requirements in section 3, and amendments  
2 thereto, the court shall order the disclosure, and such disclosure only, for  
3 in camera inspection. Upon such in camera inspection, the court shall  
4 determine whether the disclosure is likely to be admissible as evidence  
5 and whether its probative value is likely to outweigh any harm done to  
6 the free dissemination of information to the public through the activities  
7 of journalists. The party claiming the privilege and the party seeking to  
8 compel disclosure shall be entitled to a hearing in connection with the in  
9 camera inspection of such disclosure by the court, during which hearing  
10 each party shall have a full opportunity to be heard. If the court then  
11 determines that such disclosure is admissible and that its probative value  
12 outweighs any harm to the free dissemination of information to the public  
13 through the activities of journalists, then the court shall direct production  
14 of such disclosure and such disclosure only.

15 Sec. 5. If the court finds no reasonable basis has been shown for  
16 requesting the disclosure, costs and attorney fees may be assessed against  
17 the party seeking disclosure. If an application for attorney fees is made,  
18 the judge shall set forth the reasons for awarding or denying such costs  
19 or fees.

20 Sec. 6. The rights and privileges provided by this act are in addition  
21 to any other rights guaranteed by the constitutions of the United States  
22 or the state of Kansas. The provisions of sections 1 through 6, and amend-  
23 ments thereto, shall not be construed to create or imply any limitation on  
24 or to otherwise affect a privilege guaranteed by the constitutions of the  
25 United States or the state of Kansas.

26 Sec. 7. This act shall take effect and be in force from and after its  
27 publication in the statute book.