

THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY MARCH 4, 2009

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KPA CALENDAR

MARCH 5

Judging of Louisiana newspaper contest entries, KPA office, Topeka.

MARCH 17-20

NNA Government Affairs Conference, Washington, D.C.

APRIL 5-7

NAA convention, San Diego

APRIL 24-25

KPA annual convention
Airport Hilton, Wichita.

Series focuses on lesser-known travel destinations in our state

By Murrel Bland, *past president of KPA*

I spent several weeks recently editing stories and photos that tell of selected lesser-known Kansas tourism venues.

The effort started about three years ago as a project of the Kansas Newspaper Foundation in cooperation with students at the University of Kansas and Wichita State University.

I learned two very basic things during this process:

□ There are very dedicated volunteers who help keep tourist venues open; and

□ There is a dreadfully inefficient state bureaucracy that tries to promote tourism in Kansas.

My idea was to produce a special newspaper section that would tell of these tourist venues. This section would then be inserted into all newspapers in Kansas. Some of the proceeds of the project would be donated to the Newspaper Foundation — an organization that, among other things, helps provide educational services for smaller, family-owned weekly newspapers.

Our efforts to accomplish that through the Kansas Travel & Tourism offices were not fruitful.



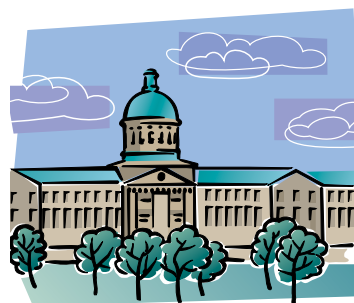
The Chase County Courthouse in Cottonwood Falls is one of the state's cultural treasures.

See **TRAVEL SERIES** on Page 6

Legislature to hear public notices bill soon

Rich Gannon, KPA's director of government affairs, said today a hearing will be scheduled soon on SB 245, a bill that would allow cities to use a summary public notice to announce new ordinances.

Another public notice bill, SB 164, still has not had a hearing, but the fact that the legislation is in bill form should be reason enough to be alarmed, Gannon said.



"The Legislature is at that point where late night floor amendments, conference

committee reports and other 'devious' parliamentary maneuvering might take place," Gannon said. "That's why it's especially important that every member contact their local legislator and express why it's important to keep public notice in newspapers."

Gannon will be sending a separate e-mail to KPA members on Thursday outlining his concerns.

Be watching for it.

Here's how to make money on your newspaper website

I'll never forget my first business. It was a publishing company. I came up with the idea and shared it with a friend during a water skiing outing on Thanksgiving Day 1988. Yes, I lived in Florida back then.



Kevin Slimp

We were soon in business and looking for a way to make a profit. Somewhere, we'd both heard the adage, "You have to spend money to make money."

Spend money we did. And we made a tidy profit in return.

One of the questions I get asked the most when I'm speaking to groups of publishers is, "How can I make money on my newspaper Web site without spending a fortune?"

I'm going to tell you how. Get a pen. I'll wait.

Robert Zimmerman, president of Metro Creative Graphics, has been pestering me for months to look at a product they've been working on. Boy, am I glad he did.

Here's the idea: Metro has created special sections — much like the special sections in your print edition — for newspaper Web sites. Not one or two page sections. Full blown special sections. You find an advertiser or two to sponsor one of these "Microsites" and voila, you're in the money.

These Web sites are a snap to configure and they end up right on your Web site,

not on some obscure URL out in the Netherlands. People go to your Web site, click on a link to your special section and they are taken directly to it.

Here's how it works. For around \$200 per month, a newspaper can subscribe to the "Timely Features Microsites" service. For this, you receive three special section templates per month. There are special sections related to autos, homes, holidays and more. In a year, you'd receive 36 special section templates to choose from. You can create as few or as many special sections for your newspaper Web site as you'd like. There's even a handy calculator at timelyfeatures.com to help you calculate just how much money you can make on this service.

For example, let's say you thought you could sell ads for one special section each month for twelve months. Let's assume you sell three box ads and skyscrapers for

\$300 apiece in each Microsite. That's \$21,600 in a year.

Obviously, if you run a special section related to travel and highways, you should be able to sell a lot more than six ads. But I don't want you to get too excited. You can also sell site sponsorships, directory listings and more. According

to my calculations, even a small weekly newspaper could make a lot more than \$20,000 per year using this service.

Here's the catch. There's not one. No catch. It works as advertised. I went up to Metro's Microsites area and created a couple of special sections in about an hour.

See SLIMP on Page 3

For around \$200 per month, a newspaper can subscribe to the "Timely Features Microsites" service. For this, you receive three special section templates per month. There are special sections related to autos, homes, holidays ...

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THIS MONTH'S QUESTION

Q. When is the KPA going to start an online blog that we can use to exchange information on newspaper topics of interest to members.

A. It's in the plans with the new website. We will be talking with various sources to determine how best to set up the blog so we serve our members but don't end up revealing proprietary information to our competitors and detractors.

Slimp

Continued from Page 2

My favorite is a spring travel section. All the stories and layouts were done for me. I simply uploaded the ads, along with link information, and uploaded the site. Oh, speaking of uploading the site, you don't even have to do that if you don't want to. You can hit a "publish" button and the site will be uploaded to your Web site for you.

As my friends in New England say, "I kid you not."

If you want to see for yourself, just look at the Microsite I uploaded a few minutes ago. You can find it at KevinSlimp.com. Just click on the "Spring Travel" link on the right side of the home page.

A little more detail, to whet your appetite. You can upload JPEG files or animated GIF files in the ad areas. You can also create your own stories and pictures to add to those already available. If you visit the Microsite I created, you'll notice two stories on the front page that were placed there just to show you it can be done. As you move between stories, you might also notice that the ads rotate. I created a couple of "skyscraper" and "box" ads for my Microsite. While reading one story, you might see a skyscraper ad for Braincast webinars. When you move to another article, you might see a different ad in the same place.

OK. That's it. No one is allowed to tell me they can't make money on their newspaper Web site.

For more information, visit timelyfeatures.com.

Consider the Institute

Many of you know that I direct a training program for newspaper designers, publishers and I.T. related staff called the Institute of Newspaper Technology. The schedule for the October 2009 session is complete and includes classes in InDesign, scripting, photo editing, video production for Web sites, Flash, Illustrator, InCopy, Adobe Bridge, digital photography, audio slideshow creation, fonts, editing photos in camera raw, Photoshop, font management and more. As you can see, we're trying to cover topics of most interest to print and online newspapers. Basic and advanced classes are offered.

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

AMERICA'S FIRST PORTABLE INFORMATION DEVICE

The newspaper, yes the newspaper, is still America's best portable information device. In these complex times, newspaper newsrooms continue to produce the most trusted journalism available anywhere, thanks to teams of dedicated, professional reporters and editors. That's why more than 100 million Americans pick up a newspaper every day. So impress your family, friends and co-workers by enjoying the most portable, easy-to-use information device available anywhere. No charger required.

People Depend On
Newspapers
www.newspaperproject.org
NP newspaper PROJECT

This ad and others are available for your use at the Newspaper Project website.

Project promotes newspapers as 'eyes, ears' of democracy

The Newspaper Project, the new grassroots organization launched last month to support a constructive exchange of information and ideas about the future of newspapers, will release its second round of advertisements today.

The two ads, scheduled to run in newspapers nationwide, feature the taglines "Defending Freedom Daily Since 1776," promoting the role of newspapers in our democracy as the eyes and ears of the American people and "America's First Portable Information Device," stressing the high quality journalism that newspapers provide.

Both ads will be available at <http://www.newspaperproject.org> and on the Southern Newspaper Publishers As-

sociation web site at <http://www.snppainfo.org/newspaperproject>.

The Newspaper Project also announces that the Pulitzer Prize-winning, nationally syndicated editorial cartoonist for the Atlanta Journal-Constitution, Mike Luckovich, has contributed two original cartoons about the importance of newspapers, which are available for downloading today.

The Newspaper Project's website attracted more than 40,000 unique visitors in its first three weeks.

To learn more and download the latest advertisements and two original cartoons, visit www.newspaperproject.org <<http://www.newspaperproject.org>> .

Some principles apply to virtually all businesses

By John Foust

MC has an interesting perspective on advertising. "I used to represent a different media in another market," he said. "When I relocated, I moved over to the newspaper industry. I've found that some principles apply to every business – no matter how big or small they are, and no matter where they advertise. For example, I used to hear around my old office that people advertise for one of three reasons: profit, prestige or protection.



John Foust

"There are a lot of complicated theories regarding why a business should advertise. But the more complicated something is, the more difficult it is to sell. It makes a lot of sense to simplify things."

MC has a good point. It is widely known that there are

two categories of advertising: image and response. But when it comes to reasons to advertise, there are dozens – maybe hundreds – of opinions. The good news is most of those reasons can easily fit into MC's three areas: profit, prestige and protection.

Let's take a closer look:

Profit: Of course, every merchant is in

business to make a profit. But in this case, the key factor is timing. Profit advertising is clearly in the response category – and can be defined as "advertising that moves consumers to buy now, rather than later."

Consider advertising for watches. In the same publication, you might see an ad for a watch that sells for under \$100 and an ad promoting a watch that sells for several thousand dollars. Which ad do you think will communicate a "buy now" or "special sale" message? Certainly not the high-end watch.

Prestige: You will rarely see Rolex

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ads with pricing, because that company is selling timeless imagery and the exclusive nature of the brand. Like the old cliché says, "If you have to ask how much it costs, you can't afford it."

Protection: In the battle for market share, half a percentage point can make a huge difference. When a new competitor arrives on the scene – or when an old com-

petitor launches a new product or service – it's time to dig in and protect your image, your turf. Advertising is on the front line of that turf war.

A protection campaign says, "We're still here, and we're better than the other guys."

"A big part of selling is in helping advertisers set clear objectives," MC said. "Early in a meeting, I ask what they want to accomplish in their advertising – profit, prestige or protection. If they say 'all three' – and a lot of them do – it gives me a chance to talk about each one. Of course, they want their advertising to work in all three areas – but part of my job is to help them pick which one is most important.

"It's crucial to run a cohesive campaign, not a series of disjointed ads. If they try to switch back and forth between profit, prestige, and protection, they won't gain any traction with their target audience. I tell them, 'Pick a horse and ride it.'"

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John Foust can be reached by e-mail for information about his training videos for ad departments: jfoust@mindspring.com.

DEATHS

PETE GOERING, retired executive editor of the Topeka Capital-Journal, died Feb. 7, 2009, following a two-year battle with lung cancer. He was 60.

Goering's almost 40-year newspaper career was all spent at the Capital-Journal.

He was the 2008 recipient of KPA's Clyde M. Reed Jr. Master Editor Award.

GLADYS 'SCHMITTY' HAWKINS, 78, died Feb. 15, 2009 at Life Care Center in Osawatomie.

She and her husband, Web, owned and operated the Osawatomie Graphic for almost 40 years.

When they sold the paper in 1998, Mrs. Hawkins was general manager and co-owner of the Osawatomie Publishing Co.

LUCILE JOHNTZ MCNEAL, wife of long-time Council Grove Republican owner Don McNeal and mother of current

owner Craig McNeal, died Jan. 24, 2009 at the Council Grove HealthCare Center. She was 94.

She and Don celebrated their 71st wedding anniversary last summer.

LOUISE D. FANNING, 92, owner-editor of the Fairview Enterprise, died Feb. 8, 2009 in Sabetha.

She operated the Enterprise the past 14 years with the help of her cousins and friends.

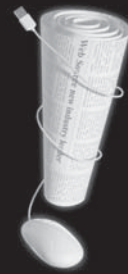
ROBERT DAVIS STEVENS, 63, former wire editor at the Junction City Daily Union, died Feb. 9, 2009, at his home.

He worked at the Daily Union from 1973 to 1989. He also taught journalism.

JENELLE COWEN, former managing editor of the Abilene Reflector-Chronicle, died Feb. 26, 2009. She was 71.

"81% of newspaper Web site users also read their printed paper."

—Newspaper National Network



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sales_builder@multiad.com

MultiAd

EARLIER TODAY...

I SURE WISH I HAD THE POWER TO MAKE A DIFFERENCE.

YOU DO!

ME?! HOW?!!

BECAUSE YOU HAVE THE RIGHT TO KNOW!

USING THE PHENOMENAL POWER OF SUNSHINE!

BE A HERO!

SUNSHINE AND FREEDOM OF INFORMATION LAWS* EMPOWER ALL OF US TO HOLD GOVERNMENT OFFICIALS ACCOUNTABLE.

*SEE ISSUE #1966, "FOIA LAW FOR ALL"

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POWER UP!

CELEBRATE GOVERNMENT TRANSPARENCY DURING **SUNSHINE WEEK** AND ALL YEAR. EXERCISING YOUR **RIGHT TO KNOW** MAKES YOU AND YOUR COMMUNITY STRONGER. GET THE INFO, MAKE A DIFFERENCE. LEARN MORE AT SUNSHINeweek.org.



Sunshine Week 2009 is March 15 through 21
Be watching for more information from KPA

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In 1993, concerned Wichita firefighters and neighborhood residents came together to restore an old firehouse and the Kansas Firefighters Museum was born.

Travel series

Continued from Page 2

These stories about the smaller venues will not be lost despite the refusal of the state to help fund the project. They have been placed on this website maintained by the Kansas Press Association, and member newspapers will be encouraged to develop their own Kansas travel sections using these stories and photos.

I commend folks in these smaller venues — mostly volunteers — who promote their locations because of the love of their communities. I see that in places like the Wichita Aviation Museum, the Oxford one-room school in Leawood and the Wyandotte County Museum.

If you have any questions about any of the articles or see mistakes that need to be corrected, contact Doug Anstaett at KPA.

Murrel Bland is the former editor of *The Wyandotte West* and *The Piper Press*.



Other attractions in the new KPA travel series include the Sacred Heart Church in Colwich (above) and the Legler Barn in Lenexa.



What if they had a recession and no one came?

Fargo, N.D. is a city whose leaders and citizens are taking a positive approach to all of the bad economic news they're reading and hearing about our national economy.

They are refusing "to sign up" for the national recession.

Good for them.

The major Fargo banking institutions reportedly decided way back when not to get too wrapped up in the sub-prime mortgage market, which now seems to be driving this national financial downturn.

Also, the Fargo, N.D. community has bought into the "shop at home" concept that hometown newspa-



David Powls

pers have been promoting for many years. Fargo, N.D. knows that if its citizens do not support their local businesses they may lose them some day.

Fargo, N.D. businesses know that if they do not purchase all the supplies they can from local suppliers they may lose those local suppliers.

Fargo, N.D. banks decided long ago they'd rather stay in business for the long haul and maybe realize less profit, instead of risking solvency for short-term mother-love profits.

Most of our Kansas banks are a lot like the ones in Fargo, it seems. And our Kansas businesses and citizens also are a lot like those in Fargo, too.

Now, more than ever, community newspapers need to take leadership roles in reminding people how dependent businesses and consumers are on each other in our local communities.

Local citizens depend on local businesses for the bulk of the goods and services needed. Local businesses depend on local shoppers to keep the light bills paid and the store shelves stocked.

Money spent outside our local trade areas never comes back and never assists our local communities in providing sale tax funds to pay for police, fire, street, recreation, etc., services that we expect.

Money spent in our own towns and counties, however, changes hands three or four times and thus helps keep our local economies chugging along.

I don't know about you, but I'm not "signing up" for a recession, either.

How about you?

David Powls is president of the Kansas Press Association for 2008-09. He and his wife, Connie, own the Holton Recorder.

MARKETPLACE

NEWS

The Holton Recorder, a semiweekly newspaper in northeast Kansas, has an immediate opening for a sports editor. We are 30 minutes from Topeka and 50 from Lawrence and Manhattan. Great sports community. Competitive salary and benefits offered. Contact David Powls at 785-364-3141 days or 785-364-3800 evenings. Send resumes to holtonrecorder@embarqmail.com.

Wanted — Full-time area beat reporter to cover several colorful small communities and the spaces in between. Must be self starter, energetic, hardworking and able to establish good working relationships with a wide variety of sources. Excellent writing skills a must and photography skills a plus. This is a great opportunity for a reporter to cover a wide range stories and meet a wide range of interesting people. If this fits you, please send letter, clips, resume and references to Dale Hogg, managing editor, Great Bend Tribune, PO Box 228, Great Bend, Kan., 67530, or to dhogg@gbtribune.com.

Publisher position now open at the Pratt Tribune, Pratt, Kansas. Responsibilities would include overseeing all operations at the Pratt Tribune, St. John News and Kiowa County Signal. This is an exceptional opportunity for an energetic individual with good journalism and business skills to prove themselves in a growing rural en-

vironment. We offer an outstanding benefit and compensation program with opportunities for advancement throughout our nationwide company. Contact Gary Mehl, regional manager, GateHouse Media, P.O. Box 926, McPherson, KS 67460. Phone (620) 241-2422 or email macsentinel-pub@sbcglobal.net.

Kansas Pregame is looking for freelance writers to complete features focused on high school and college football in the state of Kansas. Kansas Pregame will publish its first ever Winter Edition in early March and the fourth annual fall preview issue goes to print in late July. E-mail clips and references to john@kansaspregame.com

Daily newspaper in central Kansas looking for full-time reporter. Candidate must be able and willing to write news and features, layout pages and take some photos. Please send resume and work samples to Katie Stockstill, managing editor, at katie.sentinel@gmail.com or via mail at The McPherson Sentinel, 301 S. Main St., McPherson, KS 67460, attn: Katie Stockstill.

PRODUCTION

Wanted: Experienced web press operator who can make our Goss Community sing. This is a department head position, with full responsibility for pre-press, press and mailroom operations. Goss web press and

supervisory experience helpful. We offer a great salary and benefit package commensurate with experience. Send resumes to: Kansas Press Association, Box EB1, 5423 S.W. 7th, Topeka, KS 66606 or e-mail ebradbury@kspress.com.

CIRCULATION

Weeklies — attract more subscribers and turn your circulation into CASH with the proven Hometown Sweepstakes circulation development program. Cheaper & better than telemarketing with a no-fee guarantee! Now booking fall '08 promotions. See more at www.hometownsweepstakes.com, or e-mail Dane Hicks at dhicks@garnett-ks.com.

INTERNET

Is your newspaper on the World Wide Web? If not, you're missing a powerful revenue generator. You're also leaving yourself vulnerable to outside vendors who have no geographical boundaries. Dominate your local Internet audience. Creating an online edition is easy and affordable with Pixel Power Haus, a division of The Hays Daily News. Custom designs tailored to your market that feature easy-to-use content management systems fully integrated with your editorial and advertising software. Contact Patrick Lowry at (785) 628-1081 or plowry@dailynews.net.

Let's get together and share our best practices

Planning and organizing an annual meeting is always an exercise in timing.

What will be the most helpful to the largest number of members?

Are newspaper publishers looking for revenue ideas, cost-cutting ideas, niche publication ideas, ways to use the web to their advantage?



Doug Anstaett

And these decisions sometimes have to be made in the summer or fall preceding the annual meeting because speakers fill up their schedules early in the year.

It's difficult enough when times are more normal.

This year, as you all know, very little is

normal.

We've got newspapers that are reporting record years.

We've got newspapers that are cutting staff, utilizing furloughs, cutting feature costs, looking for more free content, beefing up their online presence, adjusting the number of publishing days and just about every other conceivable thing to bring relief to the bottom line.

Because of the pressures that are coming to bear on our industry, this year's

convention will be about sharing information among friends. We need to explore ideas that work.

No other industry is quite like the newspaper industry in this regard. While we go out of our way to make sure we keep our readers and advertisers happy so that competition is kept to a minimum, we have no problem sharing our best ideas with our colleagues.

At the 2009 Kansas Press Association convention next month, you'll have a number of opportunities to hear what is working as newspapers struggle to find their bearings during this downturn.

We've got roundtables and panels on a variety of topics that many of you have said is of interest: blogging, online advertising, ethics.

Our keynote speaker on Friday afternoon is Jeffrey Hansler. Even if you've never sold a thing in your life, you'll be inspired after hearing him to go out and sell something.

Jeff worked for Apple in its early days, so you know he's sharp.

He'll teach you the skills you need to reach and influence the decision-makers.

Steve Buttry of the Cedar Rapids Ga-

zette will lead a fairly extensive discussion of journalistic ethics in the internet age. Are the rules different on the internet? Yes they are, and Steve will explain how.

Rudy Taylor and his Taylor Family colleagues will tell you how that southeast Kansas company is surviving — and thriving — in the age of internet news.

Tom Eblen will give you the straight scoop on just where the newspaper industry is headed. He'll be gentle, but frank, about what we need to do to adjust to the changing realities.

Tony Berg of the Lawrence Journal-World will lead two sessions on online advertising and Kevin Yowell will explain how to use VoteTracker to keep your local legislators on their toes.

Of course, we'll have the traditional Friday night President's Banquet and the Awards of Excellence on Saturday night, times

when we recognize the excellent work being produced by our staff members.

We look forward to seeing you on April 24 and 25.

Doug Anstaett is executive director of the Kansas Press Association.

Because of the pressures that are coming to bear on our industry, this year's convention will be about sharing information among friends. We need to explore ideas that work.

Fire damages Osage County newspaper

A fire erupted in downtown Osage City Sunday afternoon, destroying the building adjacent to the Osage County Herald-Chronicle and doing considerable smoke and water damage to the newspaper office (to the fire's right in the picture). The newspaper is temporarily working out of the Senior Center across the street. The staff was able to save computers, keyboards and a printer, but will be out of the building for some time as repairs are made, co-owners Chris and Catherine Faiman said.

Photo by Jan Ogleby of the Herald-Chronicle staff



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 \$58 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	
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TOTAL AMOUNT DUE:						

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 _____

MENUS

Friday President's Banquet
 Traditional London broil with cracked black peppercorn sauce.

Saturday Lunch Buffet
 Kansas BBQ

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 above.

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

Refunds will be issued on changes and cancellations received by 5 p.m. Friday, April 10.

HOW TO REGISTER

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

OVERNIGHT ACCOMMODATIONS

Sleeping rooms are being held for KPA convention attendees at the Wichita Airport Hilton until Thursday, April 9. For reservations, call 1-316-945-5272 or go to <http://www.hilton.com/en/hi/groups/personalized/ICTAHHF-PRS-20090423/index.html> before the deadline. The room rate is \$94 per night.

Read,
 Reuse,
 Recycle



Kansas Press Association's
 117th Annual Convention
 April 24-25, 2009
 Wichita, Kansas



**Kansas Press
 Association**



**BAKER
 UNIVERSITY**

Platinum Sponsor

1858

Own Confidence

REGISTRATIONS ARE REQUESTED NO LATER THAN FRIDAY, APRIL 10

Questions? Contact the KPA office at 785-271-5304 or info@kspress.com

Read, Reuse, Recycle



Thursday, April 23

Noon to 4 p.m.

Bud Bruce Memorial Scramble - Auburn Hills Golf Course

A full 2 days of energizing sessions and rewards!

Friday, April 24

9:30 a.m.

Kansas Newspaper Foundation Trustees Meeting

12:30 p.m.

Kansas Press Association Board Meeting

1 - 2:15 p.m.

Breakout Sessions

Times are Changing

TOM EBLEN

Times are changing. Is your newspaper ready for the enormous changes that are happening to the newspaper industry? Join Tom Eblen in discussing the threats to your newspaper and the opportunities you have to reverse the trend.

How We Are Surviving The Internet Age

RUDY TAYLOR

Join the Taylor Family (Labette Avenue and Prairie Star) as they discuss how their group of newspapers is surviving and thriving in the age of internet news.

2:15 - 2:30 p.m.

Afternoon Break

2:30 - 3:45 p.m.

Breakout Sessions

Online Advertising: How Do We Begin To Make Money?

TONY BERG

Join Tony Berg of the Lawrence Journal World for an informational session on online advertising and how it can increase your bottom line. This session will help you to navigate the world of online advertising from setting ad rates to exploring other revenue streams.

Votetracker: A FREE Window To The Legislature

KEVIN YOWELL

VoteTracker is a free member resource that helps educate you and your staff on how your representatives in the Kansas Legislature and Congress voted on issues that are important to you. Join Kevin Yowell in this informational session on how VoteTracker can help you!

3:45 - 4 p.m.

Afternoon Break

4 - 5:30 p.m.

Daily and NonDaily Roundtables

6 - 7 p.m.

President's Reception

Join us for appetizers, drinks and prizes before the annual President's Banquet

7 - 9:30 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, Gaston Outstanding Mentor Award and Kansas Farm Bureau Golden Wheat Awards. We'll also induct two members into the Kansas Newspaper Hall of Fame.

9 - 11:30 p.m.

President's Hospitality Suite

Saturday, April 25

8 a.m. - 3 p.m.

Registration and Contest Display

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

9 - 9:30 a.m.

Annual Meeting and Breakfast

9:30 - 10:30 a.m.

General Session

Winning in Sales

JEFFREY HANSLER

In a competitive market, where success depends on closing the business immediately and instilling a passion for active involvement, your ability to uncover driving needs is critical. In this powerfully interactive session, you will learn the questions and the communication skills to elicit action in others and increase sales immediately. You will learn the skills to identify the information that makes a sale happen. You will gain the tools to continually improve your sales skills and the sales skills of those working with you. Jeffrey earned his degree from UC Irvine in psychology with a minor in biochemistry. His career began with Apple Computer in 1980 where he was one of the top sales representatives in the nation.



Since then, he's led several small companies to double and triple digit growth as a senior executive. He developed a successful international distribution company. He has been a professional trainer, speaker and president of Oxford Company since 1992. An avid surfer, father of two sons, he has a great tee shot and lousy short game, and several more books ready for publication.

10:30 - 11 a.m.

Legislative Update

11 a.m. - 1 p.m.

Lunch Program

Blogs

DAN THALMANN, TODD VOGTS, RUDY TAYLOR, LINDA DENNING, LES ANDERSON, MIKE KAUTSCH

Come with us as we explore the role blogs can play in the newspaper business. Learn how you can use blogging as a tool for reporting. Panelists to include: Dan Thalmann, Todd Vogts, Rudy Taylor, Linda Denning, Les Anderson and Mike Kautsch (moderator).

11 a.m. - 12:30 p.m.

Past President Lunch

1:15 - 2:45 p.m.

Breakout Sessions

Upholding and Updating Ethical Standards

STEVE BUTTRY

The seminar will discuss ethical issues related to such aspects of digital journalism as online comments and discussions, audio/visual journalism, blogging, accuracy, breaking news coverage, links, databases, revenue generation and transparency. We won't present simple answers, but will lead a discussion of difficult questions and discuss how to apply journalism values to make sound decisions in this ever-changing field.

The Print to Pixel Necessity

**PIXEL POWER HAUS, WEBSITE DESIGN AND HOSTING
DIVISION OF THE HAYS DAILY NEWS**

As the information leaders for their communities, it is essential local newspapers have a web presence in today's market of ever-expanding information availability. Local newspapers are still the trusted source for community information and they need to protect existing revenue streams such as legals, classifieds and obituaries from national and area online nibblers.

Learn how a dynamic web presence also offers new revenue stream opportunities to supplement the nationwide decline in print spending and is an essential tool for expanding a newspaper's reach and market area.

Selling Advertising in an Online World

TONY BERG

Many newspapers have seen the need to sell advertising on their Websites. This session will focus on how you can sell your print advertising and online advertising in a way that will benefit your bottom line.

2:45 - 3:15 p.m.

Afternoon Break

3:15 - 4:45 p.m.

Breakout Sessions

Upholding and Updating Ethical Standards (continued)

STEVE BUTTRY

Part 2 of the session

How to Recycle Newspaper and Earn Cash

MIDLAND DAVIS

Come to this breakout session and learn how going green can help your newspaper earn cash!

How Small Weeklies Can Use Online Resources to Survive

TODD VOGTS, RUDY TAYLOR AND LINDA DENNING

Join us for a panel discussion on how weeklies are using online resources to generate readers and revenue.

5 - 5:30 p.m.

Awards of Excellence Reception

5:30 - 7 p.m.

Awards of Excellence Presentation



Start convention week off right. Join us for golf.

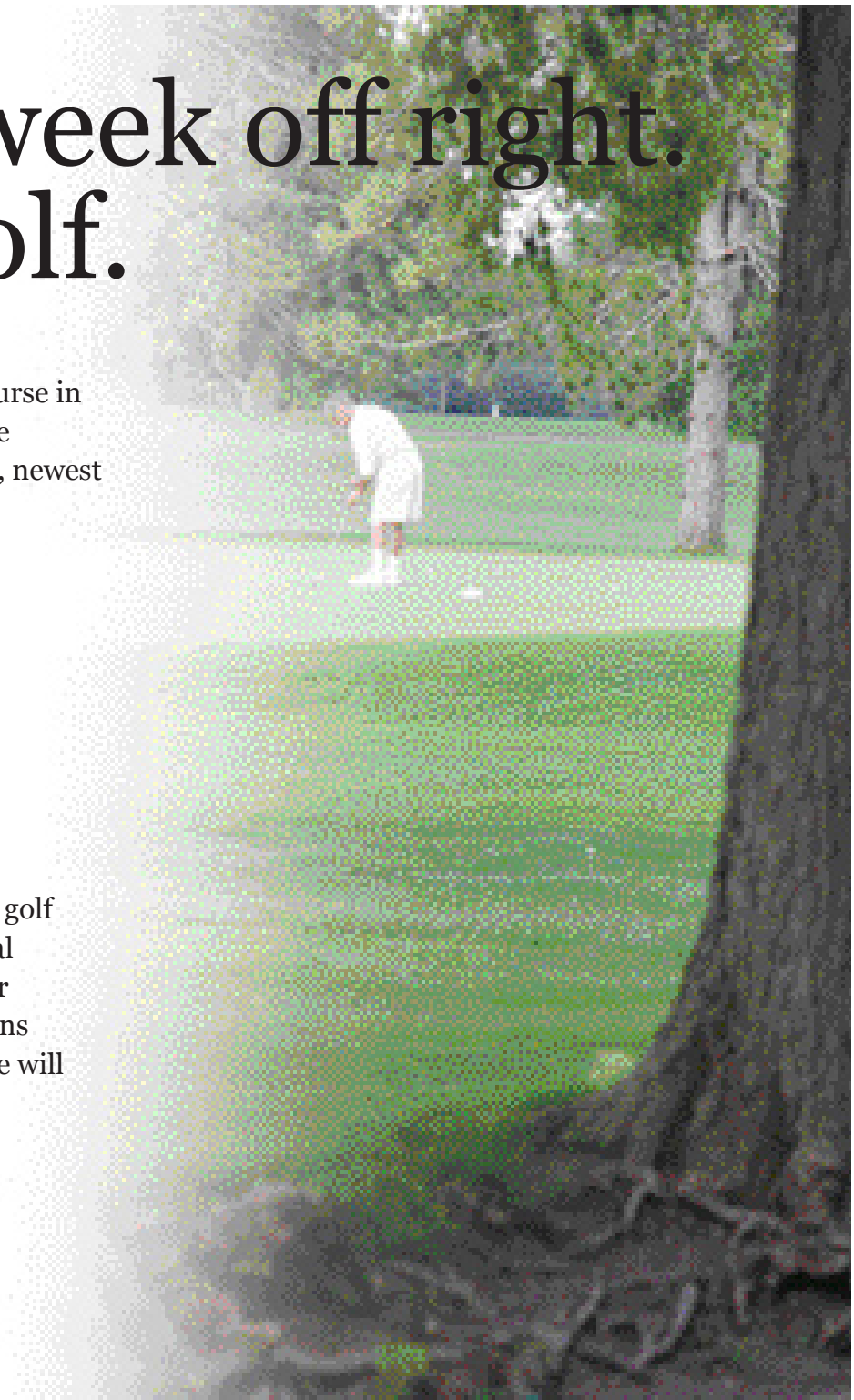
KPA members and friends are invited to play at Auburn Hills Golf Course in Wichita. The Kansas Press Association is hosting its annual Bud Bruce Memorial Golf Scramble April 23rd. Come and enjoy one of the finest, newest municipal courses in the region!!

BUD BRUCE **MEMORIAL GOLF SCRAMBLE**

*Tee times begin at Noon.
Thursday, April 23, 2009*

This four-person team scramble — named in memory of longtime KPA golf chairman Bud Bruce, editor and publisher of the Hillsboro Star-Journal — is open to KPA members, friends and ringers. Registration is \$65 per player, which includes green fees, lunch, half a cart and prizes. Mulligans are available in advance at \$20 for four. All proceeds from the scramble will benefit the Kansas Newspaper Foundation.

sponsored by  **Kansas Press
Association**



More information

TEE TIMES

Tee times will be assigned on a first come, first served basis. The first tee time on April 23rd will be at Noon. Additional tee times will follow every 10 minutes.

LOCATION

Auburn Hills Golf Course
443 S 135th St. West
Wichita, KS 67235

DEADLINE

Please register by Friday,
April 3rd, 2009.

QUESTIONS?

Contact Rachel Willis in
the Kansas Press Association
office at (785) 271-5304 or
rwillis@kspress.com.

REGISTRATION FORM

2009 Golf Scramble

CONTACT INFORMATION

Contact Person _____
Newspaper/Company _____
Mailing Address _____
City/State/ZIP _____
Phone Number _____
E-mail _____

PAYMENT METHOD

- Check enclosed payable to "KPA"
 Invoice me at the address above
 Charge to my credit card
Card No. _____
Expiration Date _____
V-Code (three digits on back of card) _____

TOTAL FEES \$ _____

PREFERRED TEE TIME

- Noon 12:40 p.m.
 12:10 p.m. 12:50 p.m.
 12:20 p.m. 1 p.m.
 12:30 p.m. 1:10 p.m.

**Return registration by Friday,
April 3rd, to:**

Kansas Press Association
5423 SW 7th
Topeka, KS 66606

PARTICIPANT #1

Name _____
Average Score _____ Handicap _____
 Bud Bruce Scramble — \$65
 Mulligans — \$20

PARTICIPANT #2

Name _____
Average Score _____ Handicap _____
 Bud Bruce Scramble — \$65
 Mulligans — \$20

PARTICIPANT #3

Name _____
Average Score _____ Handicap _____
 Bud Bruce Scramble — \$65
 Mulligans — \$20

PARTICIPANT #4

Name _____
Average Score _____ Handicap _____
 Bud Bruce Scramble — \$65
 Mulligans — \$20

NEWSPAPERS: Protect your people

IT'S THE NEW LAW.

Newspaper employees working along federal highways soon are required to wear a specific type of high-visibility safety vest.

The new US Department of Transportation regulation, which went effect on Nov. 24, requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility vest. This applies to all newspaper employees — not just reporters and photographers.



The required garment is an ANSI Class II-2004-107 safety vest. For sizes Small, Medium, Large and XLarge, the price is \$15 plus shipping and handling. For sizes up to 4XLarge, the price is \$17 plus shipping and handling.

High Visibility Safety Vests

Please order _____ vests for our staff at \$15 each; \$17 for plus sizes. Vest \$ _____

Number of each size: S _____ M _____ L _____ XL _____ 2XL _____ 3XL _____ 4XL _____
Plus sizes are 2XL, 3XL and 4XL

Please check

NNA logo / Press Press only

Please ship to the address below. The cost is \$2 per vest. Shipping and handling \$ _____

Total \$ _____

Contact person _____

Newspaper/company _____

Shipping address _____

City _____ State _____ ZIP _____

Telephone _____ E-mail _____

Payment options (check one)

Visa MasterCard American Express Check enclosed

Credit card # _____ CVV code* _____ Exp. date _____

Name of cardholder _____

Address _____

City _____ State _____ ZIP _____

Signature _____

*Card Verification Value Code: For Visa and MasterCard, the 3-digit number on the back of the card. For American Express, the 4-digit number on the front of the card.



Return this form to National Newspaper Association
 P.O. Box 7540, Columbia, MO 65205-7540
 Questions? Contact NNA (573) 882-5800
 fax (573) 884-5490