

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

MARCH 7, 2012

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KPA CALENDAR

MARCH 8

National Newspaper Association's "We Believe in Newspapers Leadership Conference (formerly Government Affairs Conference), Washington, D.C.

APRIL 20-21

KPA annual convention, DoubleTree Hotel, Overland Park.

DEC. 15

The birthday of the U.S. Bill of Rights.

KPA's 120th annual convention features special awards, speed topics, digital AOE

The 120th annual Kansas Press Association convention April 20-21 at the DoubleTree in Overland Park will feature the always-popular Kevin Slimp as the headliner.

Slimp, probably the nation's most sought-after speaker on newspaper technology, will provide information on a number of topics.

To lighten up the event, convention organizer Em-

ily Bradbury, KPA's member services director, has lined up Charles Marshall, a motivational speaker who uses humor to teach life lessons.

Marshall will present "Living the Intentional Life," which is designed to help convention-goers learn how to implement change in their professional lives.

Slimp will discuss the latest technology available to newspapers, much of it low-cost or

free, that you can buy today and implement tomorrow.

"Kevin will also let us in on the secrets from successful newspapers in his topic 'What I Have Learned From Successful Newspapers,'" Bradbury said

Of course, the popular Speed Topics are back as well.

Speed topics this year will include:

■ Facebook and Your News-

See KPA on Page 8



Winners of the 2012 Burton W. Marvin Kansas News Enterprise Awards were the Hutchinson News and the Arkansas City Traveler. Shown (left)



are News reporter Ken Stephens and publisher John D. Montgomery and (right) Traveler reporter Andrew Larson and publisher David Allen Seaton.

Newspapers snare news enterprise awards

LAWRENCE — The Hutchinson News and The Arkansas City Traveler are the winners of the 2011 Burton W. Marvin Kansas News Enterprise Award.

The Burton Marvin Award recognizes outstanding reporting by newspapers in Kansas.

The award, given since 1974 by the William Allen White

Foundation, is named in honor of the foundation's first director and a former dean of the KU School of Journalism. The awards were presented Friday, Feb. 10, during William Allen White Day activities at the University of Kansas.

"We congratulate the recipients of this year's awards," said Ann Brill, dean of the School of

Journalism and Mass Communications. "These journalists represent the high quality of Kansas newspapers and demonstrate the critical need for good journalism in our communities."

City government reporter Ken Stephens, with The Hutchinson News, helped lead

See AWARDS on Page 7

Editor planning to go digital only changes mind after talk

I've had some interesting experiences recently. For the first time, I was invited to speak at the Michigan Press Association's convention in Grand Rapids. I never know what to expect when I'm with a new group.

Will the group be somber and quiet or will the attendees be lively and responsive?

My worries were relieved after just a few minutes. Publishers who arrived early waited to tell me how excited they were to hear what I had to say about our industry's future. Others came by while I was setting up to tell me how much they enjoy reading my columns.

With ample ego strokes, I presented two topics on Friday, related to online revenue and customer service, then went on to set up for a morning keynote on Saturday.

The president of the association came by to say "hi" and to let me know I shouldn't be disappointed in the turnout. "It's always a light crowd on Saturday morning," he said.

"No problem," I responded, "I never expect a crowd on Saturday morning at 8."

The room was substantial and had seats arranged in eight or 10 rows, maybe 20 to 25 chairs in a row. It was a wide room, but not very deep. I figured maybe 30 people would show up and I'd speak in front of an empty room.

Just as happened in Kentucky the

week before, when dozens of chairs had to be added, the room began to fill and before I knew it, all the seats were taken. The topic was "What I've learned this year from successful newspapers."

I talked about papers I had visited in Ontario, Kentucky, Tennessee, Minnesota and points all over the map. I shared some of the commonalities among these papers. Things like:

- Investment in staff, training and equipment.
- Trust between staff, publishers and other managers.
- Keeping staff in place, whenever possible.

The audience laughed out loud when I told of some of the things I had seen at newspapers and wrote furiously as I shared advice as they plan for the future.

When the Michigan keynote ended, a line formed. One publisher after another wanted to talk about

their situations. College students (there were probably 30 or 40 in attendance) asked me for advice concerning their futures.

Finally, after visiting with at

least two dozen folks, the line was gone. From my left appeared a man who asked if he could speak with me. He shared that he published a newspaper in the state and was already making plans to cease his printed newspaper and go with an online version.

"I've got to tell you," he said. "You may have changed my mind."



Kevin Slimp

Kevin Slimp will once again be a headliner at the KPA annual convention April 20 and 21 in Overland Park. Register soon for this year's event.

See SLIMP on Page 3

2011-12 KPA BOARD

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THIS MONTH'S QUESTION

Q. What was the feedback you received from members on the new online Awards of Excellence contest?

A. Mostly positive. A few early glitches were worked out and most comments were that it was a vast improvement over the past. We did have some concerns raised about not using "actual" newspaper clips in the contest, and we understand. We believe as members become more accustomed to the new process, we'll see more newspapers participate. In fact, we had almost a 10 percent increase in the number of participants this year.

Right word can help make a sale, or prevent it

Ad agency legend David Ogilvy once wrote, “Advertising is a business of words.” The same can be said for selling. The right word can make a sale, and the wrong word can lose a sale.

Sharp sales people are aware that certain words call for special handling. Generally speaking, these are common expressions that seem harmless at first glance – but can communicate the wrong message or the wrong tone. Let’s take a look at a few examples:



John Foust

■ “Advertising cost.” Cost suggests spending. When it comes to money, business people don’t like to think of spending. “Investment” is a better word, because it indicates that there will be a return on their money.

Don’t send the wrong signal. Talk about investing, instead of spending. After all, ROI (return on investment) has been a hot business acronym for years.

■ “Sign here.” When it’s time to close the sale, some prospects flinch at words that suggest an iron-clad, formal agree-

ment. “Sign” is cold. It makes the document sound like a treaty.

It’s better to say, “Just approve here,” or “All we need is your autograph here.” It’s even stronger to follow up with a benefit statement like, “...and we’ll get to work on that ad idea we’ve worked out.”

■ “But.” This little word has big implications. Consider what happens when a sales person says, “I like your idea, BUT it might work better with a change in the headline.”

The word “but” voids the first part of the statement. It says, “Forget what I just said. Here’s the bad news.” And it can make the speaker sound condescending and corrective.

It’s better to substitute “and” for “but.” The statement now becomes, “I like your idea, AND it might work even better with a change in the headline.” See the difference? Although only one word has changed, the statement is less confrontational.

■ Waffle words. “Kinda,” “sorta,” and “basically” are puny words that have joined “you know” in the fuzzy thinker’s vocabulary.

What do these words say about a sales person? At best, they are evidence of bad communication habits. At worst, they sug-

gest that he or she is an indecisive person who has a hard time being specific.

I laugh every time I hear an athlete say, “Basically, we were trying to keep our momentum going.” What does “basically” add to this sentence? Nothing.

■ “You’ll have to...” This phrase creeps into a lot of conversations:

Advertiser: “I need help with my ad design.”

Sales person: “You’ll have to talk to someone in our creative department.”

In reality, your advertisers don’t “have to” do anything. By placing ads in your publication – or on your website – they have put their trust in you to help them grow their businesses. It’s more respectful to substitute “I’ll be glad to” for “You’ll have to.”

Advertiser: “I need help with my ad design.”

Sales person: “I’ll be glad to introduce you to our design team. Let’s set an appointment.”

It’s all a matter of using the right words.

John Foust can be contacted about his training videos for ad departments at jfoust@mindspring.com.

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Slimp

Continued from Page 2

Like thousands of other publishers, he’s heard the reports of gloom and doom. And like some others, he was ready to accept his newspaper’s fate.

It’s not my job to talk people into anything. I just present the facts and share what I see at newspapers all over North America. I’m constantly amazed that anyone has any interest in hearing anything I have to say. It surprises me even more when I hear from publishers that tell me they’ve changed their future plans after reading or hearing what I think.

Iowa was more of the same the week after Michigan. Another convention. More chairs had to be added to the already large room. That was three

weeks in a row.

Next up are conventions in Colorado, Pennsylvania, Texas, New York, Kansas and back to Iowa.

We keep hearing that our industry is at a crossroads. Coming to a crossroad doesn’t mean it’s best to take a hard right or hard left turn. Sometimes you move ahead.

Let me suggest that for most of us, it’s time to move ahead. Sure, you’ll pick up some new tools along the way. But the introduction of mobile media, social media and competing sources for news doesn’t mean that newspapers are outdated or history.

Be careful when you come to that crossroad. Straight ahead might be the best route for your newspaper.

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

2012 KPA Convention Speed Topics

CHANCELLOR
BERNADETTE
GRAY-LITTLE

Sit down and discuss how KU’s strategic plan will benefit students and the state.

2:30-5:30 p.m.
Friday, April 20, 2012

KU

DEATHS

Mary Frances (Boyd) Logback

Mary Frances Boyd was born Jan. 19, 1940 in Topeka, the daughter of F.W. "Bus" and Mary Dexter Boyd of Mankato. She died Friday at the Hays Medical Center at age 72.



Fran Logback

She was a 1958 graduate of Mankato High School and graduated from Kansas State University in 1962.

She married Jim Logback of Clay Center on June 15, 1962.

She was an ardent supporter of K-State. Two of her granddaughters have enrolled at K-State, making it the fifth generation of the family to attend there. Her grandmother, Mamie Boyd, was the namesake for Boyd Hall at K-State.

Survivors include her husband, Jim, editor of the Hill City Times; three children, Frank Logback, Lydia Graham and Steve Logback; seven grandchildren; two brothers, Bob Boyd and Dick Boyd; and a sister, Elizabeth "Betty" James.

Funeral services are at 11 a.m. Saturday at Hill City United Methodist Church, followed by burial in Memorial Lawn Cemetery, Hill City.

Memorials are suggested to the church or to the Frances Boyd Logback Memorial Fund at the KSU Foundation.

Stinemetz Funeral Home, Hill City, is in charge of arrangements.

Todd F. Simon

Todd F. Simon, professor of journalism and former head of the A.Q. Miller School of Journalism at Kansas State University, died of an apparent heart attack on Monday (March 5, 2012). He was 61.

He was born in Omaha on Feb. 1, 1951. He received a B.S. in Journalism in 1974 from the University of Nebraska at Omaha and became the editor of the west Omaha zoned edition of the Omaha Sun. From 1976 to 1981, he was a part-time instructor at UNO and did freelance writing, public relations, photography and design.

Simon earned a J.D. degree from Boston College Law School in 1980. He was a professor at Michigan State University from 1984 to 1996.

In 1997, Simon was named director of the Miller School at K-State, where he served until 2004. Since then, he had been a professor in the school.

A memorial service is set for 7 p.m. Sunday at All Faiths Chapel at K-State.

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NAA calls for cross-ownership rule repeal

ARLINGTON, Va. – The Newspaper Association of America called Monday (March 5) for a full repeal of the 37-year-old ban on newspaper-broadcast cross-ownership in comments filed with the Federal Communications Commission.

“Technology and market forces have moved light-years ahead of this outdated rule,” said Carolyn Little, NAA president and CEO. “Consumers have more choices among media voices than ever. It makes absolutely no sense to keep a rule on the books that has shackled newspapers and broadcasters since 1975.

“In these times of challenge for the news industry, it is irrational and unwise to keep a rule that suppresses investment in newspaper companies,” Little added.

NAA submitted comments as part of the FCC’s 2010 Quadrennial Review of the broadcast ownership rule. NAA’s comments are supported by the FCC’s “Information Needs of Communities” report from July 2011, which documented the historic changes in the news industry and analyzed the effects of these changes on U.S. communities.

Over the past decade, the FCC’s own studies have consistently found that broadcast stations that are co-owned with newspapers produce more breaking news and investigative reporting compared

to other broadcast stations in the same markets.

“This is not surprising, given that news reporting is in newspapers’ DNA,” Little said. “A repeal of this ban will generate investments in newspapers and broadcast stations, which will help sustain more local news and public affairs content across both

mediums that greatly benefits local communities.”

In addition, NAA noted that the FCC’s goal of increased editorial and viewpoint diversity has been met now that 21st-century audiences have such a wide range of media and content choices. The Internet – including hyperlocal news websites, nonprofit journalism websites and news blogs – along with mobile platforms, and cable and satellite channels, together create a rich diversity of media sources and original content. The FCC’s cross-ownership ban is simply unsuited for today’s media marketplace.

“The government and Congress have been investigating for years how to ensure the future of journalism,” Little said. “Fully repealing this relic from a bygone era is an important step government can take to preserve high-quality journalism for the benefit of local communities.”

‘Technology and market forces have moved light-years ahead of this outdated rule. ... It makes absolutely no sense to keep a rule on the books that has shackled newspapers and broadcasters since 1975.’

Carolyn Little,
NAA president and CEO

DA to interview legislators about Cedar Crest meetings

Shawnee County District Attorney Chad Taylor has sent letters to legislators, asking them to schedule interviews next week as part of his investigation into dinners hosted by Gov. Sam Brownback in January.

“As you may know, my office is conducting an investigation into possible violations of the Kansas Open Meetings Act

arising out of a series of legislative dinners hosted by Governor Brownback at Cedar Crest,” reads a letter provided by a legislator Wednesday and dated Feb. 29.

The Kansas Open Meetings Act prohibits majorities of public bodies from discussing business behind closed doors.

Brownback hosted Republican members of 13 legislative committees at seven

dinners in January, sometimes bringing together two or three committees with related policy missions.

The Topeka Capital-Journal and Kansas Press Association filed the complaint.



Celebrating a half century — Paul Branson, center, celebrated 50 years in the newspaper business Feb. 16 at the Osawatimie Graphic at a reception in his honor. Among those joining him for the

festivities at the Graphic office were his first publisher, Web Hawkins, left, and his current publisher, Sandy Nelson. Several colleagues joined in on the celebration.

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JOB OPENINGS/FOR SALE

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■
Multi-media Account Executives needed in Southeast Kansas. Ideal candidates will be self-starters with outgoing, positive personality. We seek people who are hard-working, dependable and creative. Sales experience helps, but not required. Preference given to candidates with sales experience in competitive environment. Full-time positions have great earning potential (salary+commission). paid mileage and health insurance benefits. Part-time, commission-only opportunities could be available. Send letter of interest and resume to pcook@parsonssun.com.

PRODUCTION

Experienced Press Manager. A small central Kansas web printer is seeking a manager to oversee printing operations. Responsibilities include: coordinating inventory purchases, completing operational paperwork, managing production process and staff, equipment maintenance, controlling quality and cost, and assisting in the overall success of our operation. Good mechanical skills required and press operation supervisory experience preferred. Preference will

be given to qualified candidates with cost management and post-press experience. Send letter of interest and resume to Doug Anstaett at the Kansas Press Association at danstaett@kspress.com.

NEWS

Reporter/Sports Writer — The Beloit Call is seeking someone to write sports in addition to general assignment reporting and photography. For the ambitious person, the job could become a management position in the next two years. Send resume and clips to Brad Lowell, Concordia Blade-Empire, Box 309, Concordia, KS 66901 or email to jbrad@nckcn.com.

DIGITAL MEDIA

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

NEWSPAPERS FOR SALE

For Sale — **The St. Marys Star**, founded in 1884, printed Wednesdays and only newspaper in county with website, www.thesmstar.com. Circulation 1,375+. Big community supporter and official paper for St. Marys, Emmett, Willard and Delia, St. Mary's Academy and Kaw Valley USD 321. Building not included, but computer equipment supports electronic delivery to printer. Above average cash flow. Expansion potential obtainable or good add-on acquisition. Email owner at ranaetetlow@gmail.com.

■
A well-respected **northwest Kansas weekly** newspaper is for sale. The business has been in existence since 1992 and has a subscription list of 2,001. It is the legal publication for the City of Atwood and Rawlins County and is an integral part of the community with a loyal customer base. Atwood is a progressive community with a golf course, good school system, new hospital, new swimming pool and new water system. The sale includes inventory: computers, software, networking, an office building constructed in 1997. Call Mary Holle 785-322-5533 for more information.

■
Two 100-year-old weeklies in Sumner County for sale. Owner is moving out of state. **The Belle Plaine News** (legal publication for city, county 2012 year, school, several TWP's) and **The Oxford Register** (legal publication for city, school, several TWP's). Steady subs and advertising. No cash flow problems. Comes with computers, software, archives, other big and small equipment. Mac-based office. Serious inquiries only. Phone owner at home, 620-488-3695 after 5.

FOR SALE

CTP UNIT FOR SALE — Have 2 and only need 1: ECRM Computer to Plate unit with plate processor, computer and all software. Everything you need to replace your entire camera room and eliminate the need for film. Call 620-626-0840.

■
EXTRA PRESS — Web Leader Press with two quad units for full color. Operating right now in Liberal, but we have a second press. Call 620-626-0840.

Awards

Continued from Page 1

a series of reports focusing on the housing blight in Hutchinson. The stories, which ran in July and August, began after Stephens' initial report following a visit to the house of a young mother and her two children that was deteriorating. The visit happened following the adoption of the International Property Maintenance Code by the city, as well as the release of the Mayor's Housing Task Force report.

The series prompted a sweeping evaluation of the deteriorating housing in Hutchinson. As part of his reporting, Stephens also utilized mapping software to help illustrate the quality and health of housing around the city.

Burton Marvin judges said, "The comprehensive coverage reflected the newspaper's commitment to serve the public. Its outstanding planning and execution had significance to The Hutchinson News readers."

Reporter Andrew Lawson, with The Arkansas City Traveler, uncovered "controversial" agreements between the city and key de-

parting employees. Through thorough investigation of public records Lawson found these agreements, which were a surprise to the public as well as some elected officials, were made to compensate key public officials who had resigned amid controversy or in secrecy, using public funds. The agreements would cost the city thousands of dollars.

Judges said: "The Traveler displayed persistence and effectiveness in gathering information through knowledgeable sources and examination of public records."

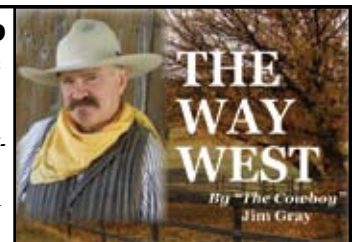
White Foundation trustees chose Candy Crowley, CNN's chief political correspondent, to receive the National Citation, given annually since 1950.

Build Your Readership

with The Way West, a weekly column of Wild West Kansas. Sample columns available upon request.

'We're big fans of your work, and we get lots of compliments on your articles. I'm happy to be associated.' Kate Catlin, Harper County Herald

Contact "The Cowboy" Jim Gray by phone at 785-531-2058 or e-mail at kansascowboy@kans.com



What will happen to journalism in America?

If you've spent your entire career in or around the newspaper business, it's no surprise to you that we're in transition.

Layoffs, furloughs and reductions-in-force have become commonplace at our nation's newspapers over the past 10 years or so.

Only a small percentage of our daily newspapers could boast today that their news staffs or advertising sales departments are the same size they once were.

Circulations are down for most, at least for the print product, even though in many areas the number of households has increased substantially.

Despite the gloomy recent history, I believe there is a greater appetite for news today than ever in our history.

By news, of course, I mean the kind generated by journalists who seek out the truth, try to uncover all sides of the story and deliver it to readers without bias.

We continue to get beat up every day by folks who think they have a corner on the knowledge market.

Why, just yesterday, the interim city manager of Topeka referred to newspapers at a Senate hearing as today's buggy whip manufacturers, insinuating that our time has come and gone. Really!

There are still more than 10,000 daily and non-daily newspapers operating today in the United States.

Because of the internet, there are tens of

thousands of bloggers and others who spend their days commenting on the news events of the day. Those bloggers often use as their source of reference the stories that have appeared in our newspapers.

Are newspapers still the authoritative source for news in America?

Of course they are. Those who attack the "Mainstream Media" believe newspapers lean to the left, slant stories against those with traditional values, hate religion, distort right and wrong and glorify celebrity and deviant behavior.

Do newspapers do that? Or do we often just get lumped in with the seamier side of television and Hollywood?

The newspapers I read try to engage their communities in what is going on in society, which is not always pretty.

We often take on the stories that the leaders in our communities believe we should just ignore. Have you ever been accused of washing your community's "dirty linen in public"? I thought so.

That's what journalism does. It holds up the community's shortcomings — and triumphs as well — to a mirror. If we're doing our jobs as journalists, we never "look the other way." We tackle the problems of our communities head-on, realizing that we can never get better if we simply bury our heads in the sand.

We've boasted for more than two centuries that "newspapers are the first draft of

history." How can we meet that lofty goal if we aren't reflecting the good and the bad in our communities?

As journalists, we ask the tough questions. We try, as the old saying goes, to "comfort the afflicted and afflict the comfortable."

We shine a light on that which many would rather keep in the dark.

We fight for open government even though our friends say we're overreacting or that what we are trying to do won't make a difference.

I'm proud of the profession I chose because it is essential to the kind of government we have chosen for ourselves.

It demands that our

citizens be informed.

It searches for truth even when others try to keep it from us.

It asks citizens to stand up for their rights and to speak truth to power.

Now more than ever, we need good quality journalism in America.

Maybe the printed newspaper will go the way of the buggy whip at some point.

But journalism will survive. It must.

It's up to "journalists" to protect the craft, to continue to embrace high standards and to demand answers for citizens.

It's our job. And we're good at it.

Doug Anstaett is executive director of the Kansas Press Association.



Doug Anstaett

That's what journalism does. It holds up the community's shortcomings — and triumphs as well — to a mirror. If we're doing our jobs as journalists, we never 'look the other way.'

KPA convention

Continued from Page 1

paper, with Dan Thalmann.

■ Going Postal, with Steve Haynes.

■ How Is My Legislator Voting? with Kevin Yowell

■ AOE Best Practices, with Ron Fields.

■ Ask the Media Lawyer, with Mike Merriam.

■ Community Newspaper Leadership, with Doug Anstaett.

■ Community Management Tune-up, with Murrel Bland.

■ Technology Answers with Ron Fields, KPA's technology consultant.

We'll also have breakouts on a number of subjects, including:

■ Photo Editing and Color Correction

Tips to Increase the Quality of Your Publication.

■ What You Need To Have a Successful Community Newspaper.

■ Customer Service.

■ Advertising Training and Best Practices.

On Saturday morning, we're going to feature a "Bring Your Family to Breakfast" event.

If you're registered for the convention, you can include your children for free at the Saturday breakfast.

"We've even decided to start a little later to accommodate those who don't like to get up so early on Saturday morning," Bradbury said.



Charles Marshall

The AOE Advertising Awards will be presented separately during lunch on Saturday, while the News Awards will be given at the usual time beginning late on Saturday afternoon.

The hotel deadline of March 17 is a bit earlier this year, so please make your reservations early and remember that you can cancel up until 6 p.m. on the date of arrival. Rooms are \$92.

Use the hotel's personalized page for KPA at http://doubletree.hilton.com/en/dt/groups/personalized/M/MCIMSMT-KPA-20120419/index.jhtml?WT.mc_id=POG#reservation.

The official registration form is attached to today's Kansas Publisher.

Winners in the AOE advertising and news contests will be notified on Thursday, March 8 by the KPA office.

NewsFlash

**Kansas Press Association
120th Annual Convention**
April 20-21, 2012
Doubletree Hotel in Overland Park, KS

Registration deadline is Friday, April 6.
Hotel Deadline is Saturday, March 17.

Exciting speakers will include Kevin Slimp, Charles Marshall, and John Baetz!

Speed topics are back by popular demand!

New for 2012!

Advertising Awards luncheon

Bring the kids to the Family Breakfast on Saturday!

One-on-one technology sessions with Ron Fields

Personalized hotel reservation website

awards, sharing best practices

...and much more!



Friday, April 20

9 a.m. - 9 p.m.

Registration and Contest Display

The registration desk and contest display room will open at 9 a.m.

10 a.m. - Noon

KPA Board Meeting

Noon - 1:30 p.m.

KNF Trustee Meeting

1 - 2 p.m.

Daily Roundtable - 1

Nondaily Roundtable - 1

2 - 2:30 p.m.

Afternoon Break

2:30 - 5:30 p.m.

Newspaper Speed Topics

Come and get a short presentation on numerous topics and then ask the experts! All speed sessions will last 30 minutes. Session topics are below. Pick your top 6!

- How Did My Legislator Vote? with KanFocus
- Going Postal with Steve Haynes
- Facebook and Your Newspaper with Dan Thalmann
- AOE Best Practices with Ron Fields
- Ask the Media Lawyer with Mike Merriam
- Community Newspaper Leadership with Doug Anstaett
- Community Management Tune-Up with Murrel Bland
- The KDAN and KCAN Networks: How You Can Make Money!
- From Writing a Column to Writing a Book with Darrel Miller
- The 5Ws and H of Health Reform with Bob Hanson
- How KU's Bold Aspirations Will Benefit Students and the State with KU Chancellor Bernadette Gray-Little
- Q&A on QuickBooks with Amy Blaufelder
- Reporting on Safety with AAA of Kansas

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

Join President Patrick Lowry as we toast to his year as president of the Kansas Press Association.

FEATURED SPONSORS



Saturday, April 21

7 a.m. - 4 p.m.

Registration and Contest Display

The registration desk and contest display room will open at 7 a.m.

8 - 9 a.m.

Annual Meeting and Family Breakfast

Bring the kids (15 and under) for free!

9:15 - 10:45 a.m.

General Session

Staying On Top of New Technology

KEVIN SLIMP

Join Kevin Slimp as he discusses the latest technology available to newspapers, much of it low-cost or free, that you can buy today and implement tomorrow.

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

AOE Advertising Awards Presentation and Program

Living the Intentional Life

CHARLES MARSHALL

Real success is never accidental! Are you the author of your destiny or do you let circumstances determine your direction and focus? Are you where you have chosen to be or where you have allowed yourself to be? Only you have the power to create and implement positive change in your life. Learn to identify the artificial limitations you unknowingly allow to direct your personal and professional lives and use the Power of Choice to actively control your fate. Great for your sales staff!

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

Past President's Lunch

12:45 - 1:45 p.m.

Breakout Sessions

Customer Service Isn't a Joke

CHARLES MARSHALL

How to make sure your customer service isn't a joke? With the practiced eye of a professional humorous speaker, Charles examines common blunders and questionable customer-service practices that prevent your newspaper from growing.

Sales Training 101

JOHN BAETZ

Back by popular demand! This session was featured at the 2011 mini-convention and was so popular, we brought him back! The session will focus on the "nuts & bolts" or sales. From pitch to proof, Baetz will use his years of sales experience to help you and your staff close more print sales, generate more revenue and most importantly, help more advertisers find success in your products.

What I've Learned From Successful Newspapers

KEVIN SLIMP

Join Kevin as he examines what newspapers are doing right and, more importantly, what they are doing wrong.

1:45 - 2 p.m.

Afternoon Break

2:15 - 3 p.m.

Breakout Sessions

Advertising Best Practices

JOHN BAETZ

Join John as he talks with you about your best advertising ideas. Bring samples of your best special sections or advertising pieces. All members will be able to participate in this unique session (no speaking is required). Be prepared to share and/or learn about the best advertising ideas Kansas newspapers have to offer. If you have the best idea you will win a Kindle Fire!

Photo Editing and Color Correction Tips to Increase the Quality of Your Publication

KEVIN SLIMP

Join Kevin as he gives you easy tips you can use tomorrow to help improve the quality of your newspaper.

The Absolute Essentials: What I Need to Have a Successful Newspaper

TOM EBLEN

Time and money are precious commodities in today's economic state. What are the essentials for a successful newspaper? Some ideas cost money, others simply require sound decision making. Join Tom as he shares the absolute essentials you need to make your newspaper a successful venture.

3:15 - 4 p.m.

Daily Roundtable - 2

Nondaily Roundtable - 2

4 - 4:30 p.m.

Awards of Excellence Reception

4:30 - 6 p.m.

Awards of Excellence Presentation

FEATURED SPONSORS



KANSAS GAS SERVICE

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FEATURED SPEAKERS



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 U.S. and Canada. Each year he speaks at approximately 100 conferences and events in the newspaper industry.



Charles Marshall

Charles is the author of the modern day motivational classic Shattering the Glass Slipper, whose central message is that success is available for all who harness, develop and apply their Seven Powers.

Charles is the founder and president of M Power Resources, a company dedicated to providing growth resources for business and individuals. He has more than 15 years of full-time experience as a motivational speaker and comedian and is recognized by meeting planners as one of the top corporate comedians and humorous keynote speakers in the nation.

Registration Form

CONTACT INFORMATION

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

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 at left, 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 6 will be accepted as space permits. 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. Thursday, April 12. 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 DoubleTree in Overland Park until Saturday, March 17. For reservations, call 1-913-451-6100 or register online at http://doubletree Hilton.com/en/dt/groups/personalized/M/MCIMSDT:KPA-20120419/index.jhtml?WT.mc_id=POG#reservation. The room rate is \$92 per night.

Registrations are requested no later than Friday, April 6.

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

Name of Attendee <small>Print clearly for name badges</small>	Registration Fees <small>Please check one</small>	Friday Banquet <small>\$40 per person</small>	Sat. Breakfast <small>free w/ registration</small>	Saturday Lunch <small>free w/registration</small>	AOE <small>free w/registration</small>	Total <small>Fees</small>
	<input type="checkbox"/> Full registration- \$130 <input type="checkbox"/> Friday only - \$70 <input type="checkbox"/> Saturday only - \$80	<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- \$100 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$75	<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- \$95 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$75	<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 - \$65 <input type="checkbox"/> Saturday only - \$75	<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	
TOTAL AMOUNT						

PAYMENT METHOD

- Check enclosed (made payable to KPA)
- Please invoice me at the address above or send e-invoice to the following email: _____
- Charge to Visa, MasterCard or American Express
 - Credit Card # _____
 - Expiration Date _____
 - V-Code (three-digit code on back of card) _____
 - Cardholder's Name _____
- Corporate Card (billing address as listed above)
- Personal Card
 - Please provide billing address below.
 - Street Address _____
 - City, State _____
 - Zipcode _____

Family Breakfast

- I will have family members accompany me to the breakfast on Saturday.
- Adults _____
- Children _____
- Adults will be charged \$25. Children under 15 are free!