

# THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY APRIL 7, 2010

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## KPA CALENDAR

### APRIL 22

Kansas Press Association Board of Directors meeting, Topeka.

### APRIL 23-24

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



Two years ago, Mike Kautsch, right, laid out the reasons why Kansas needed a shield law for reporters. Just to Kautsch's left is Sen. Derek Schmidt, who wrote the legislation in 2008.

## Shield law passes Legislature

A reporter shield law was approved by the Kansas House and Senate March 30, and the bill is on its way to Gov. Mark Parkinson.

Last week, the Kansas Senate voted 39-1 and the House 116-3 to approve a House-Senate conference committee compromise designed to protect reporters from subpoenas seeking to force them to turn over their unpublished notes or reveal the names of their confidential sources.

"This is a huge victory for the reporters and their sources who stick their necks out to

uncover corruption in government," said Doug Anstaett, executive director of the Kansas Press Association. "When this becomes law, prosecutors will be much more reluctant to embark upon fishing expeditions for the work product and confidential sources of reporters."

Earlier Tuesday, a six-member conference committee, comprised of three members of each party — the chairs and vice chairs of the Senate and House Judiciary committees and the ranking

**See SHIELD LAW on Page 3**

## Convention just two weeks away

The 118th Kansas Press Association Annual Convention is just two weeks away. It 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, but deadlines are approaching fast.

We've added a session of sports writing by Tom Eblen to the Saturday breakout schedule: "Improving Your Sports Writing," designed for sports writers and editors. Eblen will have both good and bad examples to share.

This year's meeting will kick off on Friday morning (April 23) with daily and nondaily

**See CONVENTION on Page 3**

# Web sites integral part of solid election coverage

By **Jim Pumarlo**

A small-town editor lamented an approaching press conference by a statewide candidate. The issues to be addressed were at the forefront of her community, but unfortunately her readers would receive the word first from the nearby daily.

Many community newspapers likely face similar circumstances, yet the predicament need not be so daunting if newspapers utilize their Web sites. The Web places community newspapers on a level playing field with their larger counterparts and the broadcast media. The Web should be at the forefront of all newsrooms in everyday operations and especially so during the election season.



**Jim Pumarlo**

The Web affords dailies and nondailies alike an avenue to expand coverage. At the front end, it's the first stop for breaking news. On the other hand, the Web affords unlimited space for in-depth coverage.

Here is one checklist for utilizing the Web to complement and supplement coverage. Newsrooms should take time to brainstorm additional opportunities for embracing the Web in all aspects of election coverage.

**Expand the coverage.** Post candidate position papers, complete press releases and other material that editors deem newsworthy but are unable to accommodate

in the print edition. List appropriate links to candidate Web sites. Make certain however, that unlimited space does not translate into a free-for-all for candidates and their public relations machines. Releases and position papers must be scrutinized for news value. Candidates who attempt to portray advertorial as news should be directed to the advertising department.

**Think beyond words.** Don't limit the expanded coverage to words. Focus on

video and audio as well; the opportunities are many. Present slide shows of campaign events. Bring a camera to a press conference and present immediate coverage, promoting a more detailed story in the print edition. Post full-length candidate interviews for those readers who want to hear candidates think on their feet and respond to questions in their actual words. Live video streaming from iPhones or other handhelds via ustream.tv or qik.com are also available.

**Letters to the editor.** Newspapers generally experience an overabundance of letters to the editor and other commentary during election season. One option is to reserve space in the newspaper for the more substantive letters that address issues. The strictly "endorsement" letters – those that express general support for candidates but don't really focus on issues – can be posted on the Web. Create a letters section on the Web for easy reference.

**Compare and contrast candidate endorsements.** Many organizations and newspapers weigh in on which individuals they believe will best represent various constituencies. Package these endorsements in one section so readers can evaluate the arguments and then respond with their own comments.

**Provide links to other Web sites and blogs.** Many individuals and organizations offer their perspectives on candidates and issues. Candidates also might forward links to Web sites that promote their

campaigns. Establish criteria for publicizing these links. No. 1, Web sites should be verified as credible sources of information. No. 2, editors must sift through

the maze of blogs to see which ones are pertinent and worthwhile to the election dialogue

**Enlist a citizens panel.** Many newspapers, no matter the size of their newsrooms, are strapped for resources to present thorough campaign coverage. Select a citizens panel – representing a cross-section of your community's demographics

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# Shield law

Continued from Page 1

Democrats on each committee — haggled over wording in the bill, but came to a compromise.

The language changes were in Section 3 and affect the three-part test for determining whether the subpoena of a reporter for unpublished notes or the names of confidential sources may be enforced by the court.

“We don’t believe these latest changes are substantive in nature,” Anstaett said. “They are tweaks of language that were more acceptable to the House members on the conference committee.”

On Monday night, House members on the committee had attempted to eliminate part two of the test, which requires that the prosecutor exercise “due diligence” to get the information elsewhere before hauling

a reporter into court. When the senators on the committee and a representative of KPA would not accept that change, the language was slightly modified and the two sides came to agreement.

The impetus for the shield law came late last year when a Dodge City Daily Globe reporter, Claire O’Brien, was subpoenaed after she conducted a jailhouse interview with a murder suspect. The case, and the Kansas Supreme Court’s rejection of an appeal from O’Brien and her employer, were cited by legislators in their deliberations.

This bill was written in 2008 by Sen. Derek Schmidt, Senate majority leader, and co-sponsored by Senate Minority Leader Anthony Hensley. The Kansas Press Association and Mike Kautsch of the University of Kansas School of Law have been working closely with Sen. Terry Bruce of Hutchinson on a compromise for the past four weeks.

“We owe a huge debt of gratitude to

Sens. Schmidt and Bruce,” Anstaett said. “Terry Bruce spent hours working with us to get the language right. The respect other legislators hold for him was a key to the strong support, and Mike Kautsch did yeoman’s work for our association as well.

“And KPA’s director of governmental affairs, Rich Gannon, led the charge as KPA’s point man to get this through.”

John D. Montgomery, Hutchinson News editor and publisher, also played a pivotal role in the process because three Hutchinson legislators were in the middle of the issue: Sen. Terry Bruce, House Speaker Mike O’Neal and Rep. Jan Pauls (who served on the conference committee).

“John made some key calls when we needed him and also took the speaker to lunch one day while his children served as pages in Topeka,” Anstaett said. “This team effort paid off in the end with a nearly unanimous vote in both houses of the Legislature.”

# Convention

Continued from Page 1

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).

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 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.
- Friday’s lunch will be on your own.



Slimp



Hansler



Knepper



Denning



Eblen



Hunt

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.

“Don’t miss out on this opportunity to hear about some innovative practices.”



# The sheer futility of 'I Love Me' advertising

By John Foust

**A**t a regional marketing conference, I had a brief conversation with an unhappy advertiser.

"I used to advertise in my local paper, but it didn't work," he said. "A couple of years ago, I ran a special ad for several months.

"It didn't generate a single call that resulted in new business, so I dropped out of the paper and decided to put my marketing money somewhere else."



**John Foust**

When I asked about the content of the ad, he said, "It was about how much our business has grown. There were pictures of our top producers, with

captions that described their backgrounds and credentials. It was a shame that nobody responded."

It may have been a shame that no one responded, but it is no surprise.

The ad was about the advertiser, not about what the advertiser could do for consumers.

That advertiser's complaint reminded me of the story about a business owner who had no success in getting press releases published in the local media. In an act of desperation, he delivered his latest press release in person. The business edi-

tor opened the envelope, read the release, and unceremoniously dropped it into the trashcan.

The business owner was shocked. "Why did you do that?" he asked.

The editor said, "Because I figure there are only two people who are interested, and both of them have already read it."

People pay attention to — and take ac-

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**It may have been a shame that no one responded, but it is no surprise.**

**The ad was about the advertiser, not about what the advertiser could do for consumers.**

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tion on — things that have relevance. The disgruntled advertiser's ad didn't work because it lacked what I call RTB — a Reason To Buy. People don't care about the XYZ Company nearly as much as they care about themselves. If the XYZ Company wants to attract buyers, they should stop talking about themselves and start talking about what they can do for potential customers.

RTB doesn't necessarily mean that a purchase is the only desired response to an ad. It is merely shorthand for "buying in" to an advertiser's message — lead-

ing to an appropriate step in a buying decision. RTB could even be a request for more information.

There are two steps in creating RTB advertising:

Step 1: Start by asking, "What do you want readers to do, as a result of reading this ad?" Do you want them to call for details, place an order, or attend an open house? Do you want them to take advantage of a special sale, take a test drive, or clip a coupon?

Advertisers should welcome this time-tested concept. After all, if there is no clearly defined action, how in the world can response be measured with any degree of accuracy?

Step 2: Think backwards. Now that you know the objective, compose the ad with the end in mind — to lead readers to the specific action you want. The more compelling your reasons, the better. How will readers benefit from taking action? What will they lose by not taking action?

Ad response has everything to do with the right RTB. And nothing to do with "I love me" boasting.

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

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## Silent auction planned for surplus items

**A** number of surplus items from the Kansas Press Association office will be up for silent auction at the convention later this month.

Including for sale are two Mac iBooks; a Pioneer stereo/CD disc multi-changer with wood colored speakers; a Martin Yale 959 automatic folding machine; an HP Deskjet D1420; a Mac Powerbook G4 laptop; an iMac with keyboard; an E-Machine with Windows XP, keyboard, mouse and speakers and two USB keyboards for MacIntosh. Minimum bids will be posted on most items.

Bids will be taken from 8 a.m. until 3 p.m., on Saturday, April 24, when the winners will be announced. Payment must be made at that time.

Other miscellaneous items may be added to the list as the convention approaches.



### THIS MONTH'S QUESTION

**Q.** I didn't win anything during KPA's Awards of Excellence competition this year. What am I doing wrong?

**A.** Judging is a very subjective art. Since generally only one judge takes on an entire category of entries, you are sometimes at the mercy of that particular judge's "personal preferences." If it's any consolation, sometimes award winners in regional competitions don't win in KPA's contest with the same entry.

**HOLIDAY**  
*Greetings*

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From left, Rep. Tom Hawk, Steven Smethers, A.Q. Miller School of Journalism and Mass Communications faculty member; Rep. Mike Burgess, Republican from the 51st District and 1998 graduate of the Miller School; Gloria Freeland, Miller School faculty member, and Rep. Sydney Carlin, were on hand when the Miller School was recognized with a resolution noting its centennial celebration later this year. The school has a number of activities planned for this fall.

## KSU's Miller school honored on centennial

The Kansas House of Representatives and the Kansas Senate passed resolutions March 23 recognizing the A. Q. Miller School of Journalism and Mass Communications at Kansas State University on its 2010 centennial celebration.

Rep. Sydney Carlin, Democrat from the 66th District, and Rep. Tom Hawk, Democrat from the 67th District, presented a framed certificate of the House resolution to Gloria Freeland and Steven Smethers, Miller School faculty members. Both Freeland and Smethers are graduates of the K-State journalism and mass communications program.

"Thank you for your leadership in the school and the tradition of excellence for the past 100 years," Hawk said.

Carlin spoke about A.Q. Miller.

"A.Q. Miller was active in Kansas newspapers for 60 years," she said. "Born in 1874, he got his start as a printer's devil on the Clifton News. He is most remembered as the publisher of the Belleville Telescope. His commitment to excellence in journalism led to the presidency of the Kansas Editorial Association."

Sen. Roger Reitz, Republican from

the 22nd District, presented the Senate resolution to Freeland and Smethers later in the day.

"As a Kansas State University graduate, I am proud to bring this resolution to the attention of the Kansas Senate," Reitz said.

The Miller School will celebrate its centennial with activities Sept. 2-4.

The kick-off event will be the 11th annual Huck Boyd Lecture in Community Media at 10:30 a.m. Thursday, Sept. 2 in Forum Hall of the K-State Student Union.

Gail Pennybacker, award-winning journalist at ABC/WJLA-TV and 1981 K-State journalism and mass communications graduate, will be the speaker for the lecture.

Workshops on advertising, journalism and digital media, and public relations will bring together current students and alumni on Thursday and Friday afternoons.

A celebration banquet and program on Friday, Sept. 3, will include a silent auction. Alumni can also attend a tailgate party and the K-State-UCLA football game on Saturday, Sept. 4.

Receptions, campus tours and tours

of Greek houses and residence halls will also be part of the festivities.

The K-State journalism and mass communications program began in 1910, when Kansas State Agricultural College President Henry J. Waters appointed Charles James Dillon to teach "reportorial work" and to establish a Department of Industrial Journalism, separate from printing, which had been a part of the curriculum from KSAC's beginning.

Among its more well-known alumni are:

☐ Marlin Fitzwater, former presidential press secretary to Presidents Ronald Reagan and George H.W. Bush;

☐ Clementine Paddleford, food writer for the New York Herald Tribune for 30 years;

☐ Gordon Jump, who played Arthur Carlson on the television series, "WKRP" and was the "lonely Maytag repairman;"

☐ Pete Souza, official White House photographer for Presidents Ronald Reagan and Barack Obama;

☐ Milton Eisenhower, brother of President Dwight D. Eisenhower and ninth president of K-State; and

☐ Marianna Kistler Beach, for whom K-State's art museum is named.



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Tom Throne, 2009-10 president of the Kansas Press Association Board of Directors, sits in his office at the Junction City Daily Union.

## He started his career with flip of a coin

By Tom Throne

**W**here does the time go? It seems like yesterday that I accepted the gavel from outgoing president Dave Powls at the annual convention in Wichita.

I want to thank the board of directors as well as the KPA staff led by Doug Anstaett for making my year a great one. The association remains on sound financial footing.

Thanks to the efforts of our lobbyist Rich Gannon and Doug and the assistance of several key legislators, we were able to pass a shield law to protect reporters and their sources. That's been a long, hard fight.

In addition, it appears we were able to stave off another attempt to eliminate public notices in our papers.

In both instances, the active involvement of our members by making phone calls and visits to our lawmakers paid off. Thanks for that assistance.

For me, the conclusion of my term as KPA president will mean a major change in the lives of my family. My wife, Pam, and I have decided to move to Arkansas to be closer to our daughter and her family, especially our 4-year-old grandson.

I don't know what the future holds for

me, but I will always cherish my time serving as your KPA president as well as the nearly 38 years that I have spent in newspaper business.

I started in Junction City as a photojournalist fresh out of the University of Kansas in 1972. My roommate, Greg Sorber, another photojournalist,

and I found two job postings. One was in Leavenworth and the other in JC.

We flipped a coin to see who was going to go where. Greg won, interviewed in Leavenworth and got the job.

I went to JC, interviewed and got the job. I stayed nearly nine years, eventually becoming the managing editor.

I met my wife, a Kansas State student at the time, while working there and we've been married nearly 37 years. Our daughter was born in Manhattan in 1975.

I've gotten to cover some great stories such as the 1982 murder of Ken Rex McElroy — the town bully who was gunned down on the streets of Skidmore, Mo., in broad daylight in front of about 60 people — when I was the managing

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**My wife, Pam, and I have decided to move to Arkansas to be closer to our daughter and her family, especially our 4-year-old grandson.**

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editor at Maryville, Mo. No one saw who did it and the case remains unsolved to this day.

We had the opportunity to meet journalists from around the world, including "60 Minutes" correspondent Morley Safer, who we invited to our company picnic but he was a no-show. Every

once in a while on A&E's City Confidential you can see my 20 seconds of fame on TV discussing the case.

As a managing editor and later publisher or a general manager at three newspapers, one of my greatest joys is being actively involved in the community.

As the recipient of the Boyd Community Service Award in 1988, I've always believed that community service is an important way to improve and support our communities.

Some of the best and brightest people in a community work at our newspapers and we have an obligation to community service.

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See **THRONE** on Page 9

## MARKETPLACE/JOBS

### ONLINE

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 Fred Hunt at (785) 628-1081, Ext 147, to hear how we can help.

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### ADVERTISING

Great Bend's local news and advertising leader is looking for a sales manager experienced in media sales and management. Responsibilities include overseeing sales staff, coordinating, special sections, budgeting, setting goals, coordinating contests, developing marketing initiatives, sales staff training and exploring and enhancing revenue generating opportunities. This, position reports directly to the publisher. The ideal candidate will have print and digital advertising sales experience. Please submit both a cover letter and resume to mhoisington@gbtribune.com or mail to Great Bend Tribune, Attn: Mary Hoisington, PO Box 228, Great Bend, KS 67530

### NEWS

The Chanute Tribune seeks a reporter who would cover police and education beats, write features, take photos and assist with pagination. InDesign experience a plus. Send resume and writing samples to Stu Butcher, Box 559, Chanute, KS 66720, or email news@chanute.com. Chanute is a small southeast Kansas newspaper, publishes AM Tuesday through Saturday, and located two hours away from

Kansas City, Joplin, Wichita and Tulsa.

The (Pittsburg, Kan.) Morning Sun is accepting resumes for a full-time Visual Presentation Editor. We're looking for someone who can edit for grammar and style but also can find holes in stories and isn't afraid to ask questions. Online duties will be required. A bachelor's degree in journalism or English, two years of editing experience, InDesign knowledge and AP Stylebook proficiency are preferred. Photoshop, as well as time on a desk or editing copy, are pluses. This is a great opportunity for someone who wants to make a difference at a daily paper. Pittsburg, a city of 20,000, is in the southeast corner of Kansas, home to Pittsburg State University, and offers an excellent quality of life. We offer competitive salary and benefits. Send resumes, five editing/design clips and three references to Matthew Clark, Community Conversation Editor, The Morning Sun, 701 N. Locust St., Pittsburg, KS 66762, or e-mail PDF files only to matthew.clark@morningsun.net.

### CIRCULATION

Montgomery Communications, a five-generation family-owned newspaper company, is seeking a circulation director to manage the distribution of its 4,000-circulation daily newspaper, two weekly newspapers and a free entertainment weekly. Ideal candidates should have a background in circulation sales and customer service. 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.

### NEWSPAPERS FOR SALE

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.

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.comsale.

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.

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# We made sausage, and out popped a shield law

**W**e've devoted a considerable amount of space in today's Kansas Publisher to the passage of the shield law for reporters.

There are good reasons for that. It was hard work. It took years to accomplish.

And it required a tag-team effort from our members, legislators and others when the stars finally lined up in just the right formation.



**Doug Anstaett**

In the past, the single greatest stumbling block to passage was the lack of anecdotal evidence that illustrated the need.

Oh, we had a long history of reporters receiving subpoenas.

But late last year, when Dodge City Daily Globe reporter Claire O'Brien received a subpoena to appear at an inquisition after she wrote an article about a jailhouse interview with a murder suspect, the perfect storm blew in.

O'Brien and the Globe's owners, GateHouse Publishing, fought the subpoena, appealing the issue to the Kansas Supreme Court. The court's curt, out-of-hand dismissal of the case apparently even alarmed those outside the journalism profession.

We now had our anecdotal evidence.

As you can see from the chronology of events printed on Page 10 today, the road to passage had a number of twists and turns. That's typical of the legislative process.

There was arm-twisting, back-scratching, horse-trading and give-and-take along the way.

But the key element, Rich Gannon and I believe, was when Hutchinson Sen. Terry Bruce stepped into the picture.

Bruce had voted against us a year ago when we failed to get the shield law bill out of the Senate Judiciary Committee.

In early February, after the Supreme Court threw out the appeal, we contacted the sponsor and author of our bill, Sen. Derek Schmidt, for advice. He asked if we had tried to find out what concerns Sen. Bruce had with the bill.

After former KPA president John D. Montgomery of the Hutchinson News made a telephone call to Bruce, a chain of contacts and negotiations kicked off that included Schmidt, Bruce, Mike Kautsch, Richard Gannon, Kent Cornish of the Kansas Association of Broadcasters and me.

Bruce's objections were laid out on the table, and we discovered we really weren't that far apart.

With Kautsch's able guidance, we tweaked the language this way and that, trying to meet the concerns without giving away the farm. It made no sense to get a shield law that wouldn't provide the basic

protections we believed were needed.

We offered what are called "balloon amendments" back and forth, massaging the wording, occasionally giving something to get something else.

In the end, the decision to sit down with a legislator who voted against us last year was the key, because Sen. Bruce has earned the respect of his colleagues in both houses.

If he was OK with the new language — because he had opposed the shield law a year ago — that would hold sway with a number of legislators.

The sausage-making process worked.

With Gov. Mark Parkinson's signature in the next couple of weeks,

Kansas will join 38 other states with shield laws around the nation.

Our law will be slightly different from every other one, but it will include the critical three-part test that must be met before a subpoena can be enforced: (1) the information sought is material and relevant; (2) it cannot be obtained from alternative sources; and (3) the information is of a compelling interest.

Thanks to everyone who worked with us to make the shield law a reality in Kansas.

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

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**Sen. Bruce has earned the respect of his colleagues in both houses. If he was OK with the language — because he had opposed the shield law a year ago — that would hold sway with a number of legislators.**

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## Throne

Continued from Page 6

One example that comes in mind is a program we started in McPherson. There was a need by the Community Resource Council, a consortium of social agencies, for funds to help families whose needs fell through the cracks of regular funding.

At The Sentinel, we started a Christmas Fund in the mid-1990s to raise funds for the council. It has grown from a modest beginning of \$1,500 to more than \$15,000 today, thanks in large measure to the leadership of Gary Mehl, who followed me as publisher at McPherson. That is the power of community involvement by our newspapers.

We've all been involved in the development of employees. Nothing pleases me

more than watching new employees grow in their capabilities and then take those capabilities to new endeavors.

There is a certain satisfaction in knowing that I helped in some small way.

Over my years, I've seen them become editors, publishers, media relations folks, great writers and in one case, a novelist.

As I move to Bentonville, Ark., later next month, I will always cherish my time serving the KPA in a variety of ways from legislative director, daily director, treasurer, vice president and now president.

More importantly, I will cherish the great friendships that I have made over the past 37 years.

Thank you for that opportunity.

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

## Online Media Campus offers Photoshop, sales

**O**nline Media Campus, which is co-sponsored by the Kansas Press Association, is offering webinars on Photoshop on April 16 and basic sales training on May 6.

You can sign up for either webinar for just \$35 each if you meet the deadline.

KPA has joined with a number of other state press associations to offer webinars at affordable prices.

Graphic Arts Training & Consulting Group associate director Tina Berg-Boldt will lead the Photoshop webinar.

The sales training webinar will be presented by Steve Fisher and Cindi Gyger, both from Iowa.

Attachments to today's Kansas Publisher include all the details.

# KPA's march to a shield law — step by step

## 2008

(1) The Reporters Shield Law bill was introduced by Sens. Derek Schmidt (majority leader) and Anthony Hensley (minority leader) in 2008. The bill, Senate Bill 313, was assigned to the Senate Judiciary Committee and heard on March 10, 2008.

## 2009

(2) The bill was re-introduced in 2009 as Senate Bill 211 and again assigned to the Senate Judiciary Committee. Another hearing was held on Feb. 13, 2009.

(3) Subsequently, the bill was worked, but the measure failed to get out of committee. Voting yes: Schmidt, Lynn, Haley, Kelly. Voting no: Vratil, Bruce, Schodorf, Umbarger, Donovan. Pilcher Cook abstained.

(4) In late 2009, Dodge City Daily Globe reporter Claire O'Brien was subpoenaed to appear at an inquisition and reveal a confidential source.

## 2010

(5) Sen. Schmidt and the KPA attempted to resurrect S.B. 211 but the bill had not been "blessed" following the previous session and missed the committee rule deadline. A series of procedural moves followed to get the bill back in play.

(6) Rep. Melvin Neufeld told KPA he was willing to introduce a bill in House Federal and State Affairs, a deadline exempt committee, and have the measure referred to House Judiciary.

(7) House Judiciary Chairman Lance Kinzer agreed to participate but asked that KPA start the action on the Senate side. During this time period, Hutchinson News publisher John Montgomery asked for and received a commitment from House Speaker Mike O'Neal to support a shield law.

(8) Simultaneously, Sen. Terry Bruce, a Judiciary Committee member and opponent of the measure in 2009, started to work on compromise language because, following the Dodge City Daily Globe incident, he saw a need to develop statutory change.

(9) Senate Judiciary Chairman Tim Owens offered to help find a "vehicle" in his committee. We were searching for a House passed bill that would ultimately allow us to procedurally "speed up" the process.

(10) Sen. Owens selected H.B. 2585, a marriage license bill that was not going to be worked in Senate Judiciary.

(11) Sen. Bruce spent a great deal of effort researching the issue and crafted language with input from Sen. Schmidt, Prof. Mike Kautsch, KPA and Kansas Association of Broadcasters. The KPA and KAB lobbied the other Judiciary Committee members.

(12) The newly crafted language from Sen. Bruce was submitted to the full Senate Judiciary Committee in a procedural maneuver known as a "gut and go." Sen. Bruce offered a motion to strike the existing language in H.B. 2585 (leaving only a

bill number) and in the same motion create a Senate Substitute for H.B. 2585 by inserting the compromise shield law language.

(13) The Senate Judiciary Committee discussed the bill and, following a couple of minor committee amendments, Senate Substitute for H.B. 2585 was recommended for passage with no "nay" votes.

(14) S.S. for H.B. 2585 was passed by the full Senate on a 39-1 vote.

(15) The bill was returned to the full House and a motion was made to non-concur with the Senate amendments and appoint a conference committee.

(16) In turn, the Senate acceded to the House request and appointed a conference committee.

(17) Sens. Owens, Schmidt and David Haley were the conferees for the Senate. Reps. Kinzer, Jan Pauls and Jeff Whitham were the conferees for the House.

(18) Following several Conference Committee meetings, over a period of days, agreement was reached by the committee.

(19) Both houses passed the Conference Committee Report March 30 on the last night before first adjournment: the vote was 116-3 in the House and 39-1 in the Senate.

(20) Senate Substitute for H.B. 2585 today awaits the signature of the governor.

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## Pumarlo

### Continued from Page 2

— and have them weigh in at various stages of the campaigns. Who do they support, and why? Are their opinions swayed by a particular event or press conference at a critical juncture of the campaign, and why? What do they identify as candidate strengths and weaknesses? Their observations and reactions throughout the campaign — and on election night — can be posted on the Web immediately with minimal or no editing.

**Breaking news.** Distribute e-mail blasts for important breaking news.

**Campaigns from beginning to end.** Editors would like to believe that all readers are attentive to the blow-by-blow developments in campaigns. The real-

ity is that people are busy and stories get missed. The Web presents an opportunity to chronicle campaigns from candidate profiles to debates to Q&As on issues central to the race. Readers have a one-stop shop to a comprehensive and chronological overview of campaigns. Most important, however, is that the coverage is organized and easy to navigate.

**Election-night coverage.** Post running vote totals on election night, especially for those local races where the information might not be readily available in other media outlets.

A couple of final points to consider as newsrooms weave the Web into their everyday election coverage.

No. 1, personal blogs for editors and political reporters should be mandatory. The observations and insights can be valuable elements in election dialogue.

No. 2, explain what coverage will be found in the newspaper and what will be posted on the Web. Readers and candidates can become confused if coverage is fragmented and disjointed.

Newspapers should continually cross-promote their tandem coverage between the print edition and the Web. The best coverage in either venue will be missed if readers are not kept abreast of the hows and whys of coverage.

**Jim Pumarlo** writes, speaks and provides training on *Community Newsroom Success Strategies*. He is author of *"Votes and Quotes: A Guide to Outstanding Election Coverage"* and *"Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper."*

He can be contacted at [www.pumarlo.com](http://www.pumarlo.com).



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The Voice of Agriculture



sponsored by:



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 \_\_\_\_\_

**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.

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>						

**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





**ONLINE MEDIA CAMPUS**

*Your source for  
on-demand training*

# Intro to Photoshop

Learn Photoshop from the ground up  
in this one-hour webinar!

**Friday, April 16**

**2:00-3:00 p.m. EST | 1:00-2:00 p.m. CST**

**Registration deadline: Tuesday, April 13**

(Registrations submitted after this date are subject to a \$10 late fee)

**Registration fee: \$35**

Group discounts are available. Visit our website for more information.



## *In this webinar, you will learn...*

Photoshop, a powerful software application, is a big program that can be a little daunting for beginning users. If you find reading help screens frustrating and are struggling to get going, this webinar gives you the nitty gritty foundation you need. We'll concentrate on what features to focus on first for newspaper production; show you how to best use them and give you practical, real-life examples.

- Workspace and Menu setup to save time
- Efficiently working with different color modes
- Image adjustment tools you use all the time (and ones you don't)
- Sharpening your images

Graphic Arts Training & Consulting Group webinars are "watch and learn" experiences. GATC will share their screens with you so you can easily see what's being talked about as well as how to use it. They'll be glad to take your questions and will answer all of them, either during or after the webinar. GATC staff are also available to help you with individual concerns.

*Presented in partnership with:*

## *The presenter...*

GATC Associate Director Tina Berg-Boldt has used Photoshop since its first release. She helps users take a practical, results-oriented approach to working in Photoshop and producing quality images by utilizing the capabilities of their presses. Her specialties include newspaper production, process improvement, lean methods, facilitation and training program development and implementation.



**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**

*Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation*



**ONLINE MEDIA CAMPUS**

*Your source for  
on-demand training*

# Advertising Sales 201

## “The Pitch” - Building a Presentation

### Thursday, May 6

2:00-3:00 p.m. EDT | 1:00-2:00 p.m. CDT

**Registration deadline: Monday, May 3**

(Registrations submitted after this date are subject to a \$10 late fee.)

**Registration fee: \$35**

Group discounts are available. Visit our Web site for more information.



#### *In this webinar, you will learn...*

This session is focused on putting together sales presentations. Since most businesses have different needs and varying budgets, an advertising account executive relies on many different presentations. All sales calls are not alike. An advertising account executive needs a “pitch” for every situation. This session will focus on different types of sales calls and how to close the call.

*Presented in partnership with:*

#### *The presenters...*



Steve Fisher was named Group Publisher for Woodward Communications, Inc.'s Weekly Division in early 2009. WCI's Weekly Division publishes newspapers in Dyersville and Cascade, Iowa, and in Oregon, Verona and Stoughton, Wis., along with several accompanying Web sites. He joined the Dubuque (Iowa) Telegraph Herald in June of 2001 as Retail Advertising Manager, became the Advertising Director in September of 2002, was named Sales and Marketing Director in September of 2004 and General Manager in April of 2007.



Cindi Gyger is the Retail Advertising Manager for the Dubuque (Iowa) Telegraph Herald. She started her newspaper career at the Boone News Republican in Boone, Iowa, 23 years ago as an Account Executive. She held sales and management positions at Casa Grande Valley Newspapers in Arizona, Iowa City Press-Citizen and Lansing State Journal with Gannett, Muscatine Journal with Lee Enterprises and Shaw Suburban Media in northwestern Chicago before joining the Telegraph Herald in March 2008.

**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**

*Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation*