

THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY MAY 5, 2010

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KPA CALENDAR

JUNE 24

KPA Board of Directors teleconference (tentative date).

SEPT. 2-4

K-State’s A.Q. Miller School of Journalism will celebrate its centennial.

PHOTO CREDITS

Photographs in this edition of the Kansas Publisher were taken by Jolee Spencer of Topeka, Brandy Cruz of the Junction City Daily Union and Doug Anstaett of KPA.



Family present to see Tom Eblen inducted into the Kansas Newspaper Hall of Fame included (from left) son-in-law Ken McCain, granddaughter Mary McCain, Eblen, wife Jeannie Eblen, daughter Courtney McCain, granddaughter Megan McCain and son Matt Eblen.

Seaton, Eblen named 2010 inductees into Kansas Newspaper Hall of Fame

Two long-time Kansas newspaper publishers were inducted into the Kansas Newspaper Hall of Fame at the 118th annual Kansas Press Association convention in Topeka.

Tom Eblen, who has practiced print journalism as well as taught it to hundreds of students during his 51 years in the newspaper industry, and David Seaton, long-time editor and publisher of the Winfield Daily Courier, were chosen to receive the highest honor bestowed by KPA.

Sweepstakes award winners in the annual Awards of Excellence news and advertising competition, by circulation category, included: Baldwin City Signal, nondaily division 1; Atchison Globe, nondaily division 2; Miami

County Republic, nondaily division 3; High Plains Daily Leader, daily division 1; Hays Daily News, daily division 2; and the Kansas City Star, daily division 3.

Other special awards included:

Golden Wheat Awards (agricultural coverage): Linda Kenyon, Rush County News, nondaily division winner; Shajia Ahmad, Garden City Telegram, daily division winner.

Victor Murdock Award: James Carlson, Topeka Capital-Journal, for coverage of problems at the Topeka Zoo.

Boyd Community Service Award: Wichita Eagle, for “Do the Deed.”

See HALL OF FAME on Page 3

Joining Dave Seaton for his Hall of Fame induction were: (from left) son David Allen and Shannon Seaton, daughter Liz Seaton, Dave and Callie Seaton, brothers Richard Seaton and Edward Seaton and Andy Bodaker.





AWARD WINNERS — Jenny Sharp (above, center), editor and publisher of the Ottawa Herald, was presented the Gaston Outstanding Mentor Award. Two of her colleagues on hand were Tommy Felts of the Herald and Dena Sattler of the Garden City Telegram. Receiving shield-shaped plaques from Tom Throne (below left) for the successful passage of the new reporter shield law in Kansas were (middle photo, from left) Rich Gannon, director of governmental affairs for KPA; Mike Kautsch, KPA's media law consultant; Sen. Terry Bruce; Sen. Derek Schmidt and Doug Anstaett, KPA executive director.



FAREWELL — Outgoing KPA president Tom Throne (left) and his wife, Pam (far right) were joined at the banquet by Pam's parents, Richard and Bonnie Tegethoff, grandson Cole and daughter and son-in-law Dr. Sara and Dr. Eric Steinlage. The Thrones are moving to Arkansas, where their daughter's family lives.

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Hall of Fame

Continued from Page 1

Gaston Outstanding Mentor Award: Jeanny Sharp, Ottawa Herald.

Clyde M. Reed, Jr. Master Editor Award: Tom Dreiling, formerly of the Norton Telegram, Colby Free Press and Goodland News.

Special Award for Shield Law Leadership: Sen. Derek Schmidt, author of the bill; Sen. Terry Bruce, Senate Judiciary Committee architect; Prof. Mike Kautsch, KPA's media law consultant; Rich Gannon, KPA's director of governmental affairs; and Doug Anstaett, KPA executive director.

At the business meeting on Saturday, Linda Mowery-Denning of the Ellsworth County Independent/Reporter, was elected president of KPA for 2010-11.

She succeeds Tom Throne, former editor and general manager of the Junction City Daily Union.

Also at the business meeting, Patrick Lowry of the Hays Daily News was elected first vice president while Ben Marshall of the Sterling Bulletin was elected second vice president.

Dena Sattler was elected treasurer, which means by tradition she will continue through the chairs to the presidency.

Outgoing board members honored included David Powls, past KPA president,



Sweepstakes winners — *Displaying the sweepstakes awards following the April 24 Awards of Excellence program were (from left) Katy Blair of the Atchison Globe, Jeff Myrick of the Baldwin City Signal, Patrick Lowry of the Hays Daily News, Brian McCauley of the Miami County Republic and Earl Watt of the High Plains Daily Leader. The other sweepstakes winner was the Kansas City Star.*

Holton Recorder, and Dane Hicks, nondaily director, Anderson County Review.

Denning appointed Sarah Kessinger of the Marysville Advocate as nondaily director for the next year and reappointed Ken Knepper of the Newton Kansan legislative director and Susan Lynn of the Iola Register daily director.

Re-elected to two-year terms were A.J. Bozarth of the Norwich News and South Haven New Era, Central District director; and Brad Lowell, Concordia Blade-Empire,

Northwest District director.

Sponsors for the 2010 KPA convention included: Kansas Action for Children, Koch Industries, Kansas Electric Cooperatives, Kansas Farm Bureau and Delta Dental, Kansas Policy Institute, Visit Topeka, Inc., Associated Press, AAA of Kansas, Kansas Gas Service, Blue Cross Blue Shield of Kansas, Publishing Group of America, NewzGroup, Baker University, KU Office of University Relations and Black Hills Energy.

The Master

While his son, Todd, looks on, Tom Dreiling (right) listens as presenters tell of his outstanding newspaper career in Kansas. Dreiling received the Clyde M. Reed Jr. Master Editor, awarded each year to an editor or publisher who has exemplified the best of journalism. Dreiling served stints at the Goodland News, Colby Free Press and at the Norton Telegram during his career. He retired earlier this year — for the third time — and plans to move closer to family in Colorado.



There's a lot of power in the freebie ... try it!

By John Foust

Recently, I ran across two interesting ads in the same paper. Each ad made use of one of the most effective tactics in the marketing toolbox — a free offer. The first ad was for an insurance company, and promised a free key ring — with built-in flashlight — to anyone who called for an estimate on car insurance..



John Foust

The second ad offered a free Mini Cooper automobile with the purchase of a high-end condo.

Obviously, there is a huge difference — in significance and cost — between a new car and a key ring. However, even though these offers are worlds

apart, they have a lot going for them. Here's what we can learn from these two examples:

1. Make it relevant. The insurance ad targeted an older audience, a fact which was clearly stated in the ad. The real estate ad was aimed at hip, young professionals — the audience that also fits the profile of Mini buyers. That was no coincidence.

An offer has to be relevant to the target audience. The condo buyers would not pay attention to a key ring offer. And a Mini would have zero importance to

senior readers.

Even though the flashlight feature may seem cumbersome and unnecessary to some readers, that feature makes the key ring particularly desirable for seniors. Many older people have difficulty finding keyholes at night.

The condo developer probably considered a variety of models, once he or she decided to give cars away. But I have a hunch that the choice was quickly nar-

For years, a business magazine to which I subscribe made the same renewal offer — a free pen. Ho hum. They finally changed their tune, and their most recent subscription notice offered additional issues at no extra cost. That offer is much better.

rowed by the fact that the Mini's "coolness factor" would make a statement about the personality of the development. If you're cool — or if you want to be cool — this is the place for you. It's clearly an offer that appeals to their Yuppie audience.

2. Be a matchmaker. The value of the giveaway should match the action you want readers to take. A freebie that accompanies a purchase should be more

expensive than a gift that rewards an inquiry. And of course, the bigger the purchase, the bigger the giveaway.

A car is an eye-popping gift — big enough to stop readers in their tracks. A key ring is small. But that's okay, because each offer is a good match.

3. Keep it fresh. If an advertiser offers freebies all the time, the tactic will eventually lose its appeal. To produce results, a free offer should seem special — and create a sense of urgency. ("Respond now, before we run out of these handy widgets.")

Each offer should seem new and different, not the same old thing. For years, a business magazine to which I subscribe made the same renewal offer — a free pen. Ho hum. They finally changed their tune, and their most recent subscription notice offered additional issues at no extra cost. That offer is much better.

Although free offers have been around for years, they continue to motivate consumers to take action. The secret is to think it through — and make the right offer to the right audience.

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

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Convention turnout topped last two

The 118th annual convention of the Kansas Press Association attracted 243 registrants, a significant increase over the past two years.

Emily Bradbury, member services director, said the convention on April 23 and 24 saw an increase of 37 over last year's event in Wichita and 35 over the 2008 event in Junction City.

Many state associations have seen a

dramatic decrease in their attendance but Kansas has remained fairly steady the past few years.

"While we saw a large decrease in attendees in 2008, we hope the increase we saw this year indicates an upward trend for the 2011 convention," Bradbury said.

The 2011 onvention is scheduled to return April 28 and 29 to the Courtyard by Marriott in Junction City.



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THIS MONTH'S QUESTION

Q. When does the new reporter shield law go into effect?

A. July 1, 2010. The law requires all three of these tests to be met before a subpoena of a reporter can be enforced:

(1) The material sought is material and relevant to the particular case at hand; (2) It could not be obtained through reasonable alternative means; and (3) The information is of a compelling interest. Meeting those tests triggers an in camera inspection by a district judge to determine admissibility.



Kevin Slimp, center, who writes a regular column for the Kansas Publisher and is a frequent speaker at newspaper conventions, shared a laugh with Joe and Rita Relph of the Wilson County

Citizen during the president's reception at the KPA convention in Topeka. Slimp made presentations on Friday and Saturday, outlining how changes in technology are affecting the industry.

Should you upgrade to CS5? Absolutely!

By Kevin Slimp

Now that the iPad hysteria has settled down, it's been replaced by a new onslaught of questions concerning Adobe's latest rendition of Creative Suite, CS5. "Should I upgrade?" has been the query of choice in my email over the past few weeks and now we lay aside our anxiety and take a look at the application of most interest to newspapers, InDesign CS5.

Let's not waste time. For those of you in too much of a hurry to finish this column, the answer is a resounding, "Yes!" No hesitation. No second guessing.

Or maybe a little second guessing. A tad bit of hesitation. But only because the computers you're now using might not support this powerful application. And though you might have the latest Macs and PCs scattered around your newsroom, chances are you still have a few G5s and Pentium IIIs pounding out pages.

However, if you have the computers to support Creative Suite 5 - or you're willing to

go out and replace your older workstations - run, don't walk, to the nearest software dealer and upgrade to InDesign CS5. Here's what you'll get for your trouble:

— Automatic Font Loading: Let's say someone packages an InDesign document on another computer - or in another hemisphere for that matter - and sends it to you. And let's say your computer is missing some of the fonts used in the document. Not a problem. InDesign CS5 will automatically find those fonts in the package, install them in the background

and they appear on your page. No more pink highlights.

— Photo Captions from Metadata: Metadata is that information built into photos that includes data related to how a file is created. Metadata can also include text intended for cutlines. InDesign CS5 will automatically fill your outline text frame with information from this metadata, meaning editors and photographers can include this information in the photo so the paginator can simply insert it into the appropriate text frame.

— Track Text Changes: Newspaper workflows often include writers and editors making changes to text after it appears on the page. InDesign CS5 keeps tracks of these revisions. The paginator can accept or deny changes without having to import multiple text files.

— Creating Animated Flash Documents: Yes, you heard me right. You can design a file to be exported in various Flash formats. These files can include movement, such as a car zooming across the screen, videos and more. In a word, make that three words, I love it. Creating animated files just became much



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Linda Denning, left, editor and publisher of the Ellsworth County Independent/Reporter and the new president of the Kansas Press Association, is shown at the recent KPA annual meeting president's reception with her business manager, Juanita Kepka.

Can we resurrect 'Day at the Legislature?'

By Linda Denning

Those of you who attended April's Kansas Press Association convention in Topeka have already heard this, but it's worth repeating.

This past year was a good one for our association: a Shield Law, another successful effort to beat back those who would remove public notices from newspapers and a financial performance good enough to generate an additional rebate to KPA members.

Many can take credit for the past 12 months. Executive Director Doug Anstaett and his staff. Association members, many of whom called their representatives and senators and others who went to Topeka to testify about the importance of public notices. And Tom Throne, the now retired editor and general manager of the Junction City Daily Union, who served as president.

I've said this before, but it also is worth repeating. Tom will be a hard act to follow.

That said, there continues to be enough issues in play to offer the promise of another interesting year.

In the legislative arena, the association continues to work for a law that will open probable cause affidavits to public scrutiny

without court order. It's also reasonable to expect another assault on public notices as state budget woes continue to provide a cover for those who want to move the notices to government-operated web sites.

I know our school superintendent in Ellsworth can't wait to take responsibility for a job that costs the district less than \$200 a year.

On a less sarcastic note, I hope that one of the issues the association considers this year is the resurrection of the yearly legislative day. Richard Gannon, KPA director of governmental affairs and a former lawmaker himself, thinks it's important for the Kansas Press Association and its members to show a united front in the state Capitol.

All we have to do is convince our newspapers to show up. The day was cancelled several years ago because not enough of us — myself included — attended.

Time is perhaps our most valuable commodity, especially for non-dailies, some of which are single person operations. But

For us to do our jobs, for our newspapers to be economically viable, others must understand and appreciate what we do.

this is important, too.

For us to do our jobs, for our newspapers to be economically viable, others must understand and appreciate what we do. In terms of any future legislation supported by KPA — and for the protection of public notices — that means we must be politically visible.

My e-mail address is ldenning@eaglecom.net or you can write to Doug at danstaett@kspress.com. Let us know what you think. Specifically, tell us what it will take to get you to the statehouse for a day.

Meanwhile, it's truly an honor to serve as president of the Kansas Press Association. My hope is that next year, when Pat Lowry of the Hays Daily News becomes president, he will say I was a hard act to follow.

Linda Denning is editor and publisher of the Ellsworth County Independent/Reporter and 2010-11 president of the Kansas Press Association Board of Directors.

JOB OPENINGS/FOR SALE

MANAGEMENT

Associate Publisher: The Parsons Sun is currently in search of an enthusiastic, outgoing and organized individual to partner with the Publisher to ensure the paper's continued success, as well as lead the advertising departments at the Sun and The Chanute Tribune. Experience in the newspaper industry is a plus. This is a full-time, salaried, performance-based position that can become a career. Must demonstrate team-building skills, be customer-driven and represent the newspaper in the community. Travel to both papers required. Kansas Newspapers offers competitive pay, paid vacation and sick leave, health insurance and life insurance. Send a detailed resume with professional and personal references to: Shanna L. Guiot, Publisher, The Parsons Sun, P.O. Box 836, Parsons, KS 67357

ADVERTISING

Monthly publication serving the senior market looking for an energetic, person to join our team. Unique position in a non-profit environment. Five years print advertising sales or equivalent experience, well-developed, prospecting and cold-calling skills, knowledge of Microsoft Office, database, and design software and a positive attitude. Base salary plus commission; limited benefits. Send cover letter, resume and salary requirements to Active Aging, 125 S. West St., Ste 105, Wichita, KS 67213 or send to bfunke@activeagingonline.com. Applications accepted through May 10.

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

WANTED: Eager, hungry, energetic sports writer to cover state- and nationally-contending high school and college athletic programs for a daily newspaper launching into the world of new media. This full-time position requires a reliable professional who possess good writing and communications skills, has reliable transportation, and a passion for

sports. There will be weekend and evening hours. If this fits you, please send letter, clips, resume and references to ebradbury@kspress.com with EB-3044 in the subject line.

WANTED: Sports editor passionate about local sports to energetically lead a two-person department in covering high school and college programs that are perennial state and national contenders. This full-time position is responsible for coordinating daily multimedia sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation, and most importantly, a desire for excellence. Weekend and evening hours required. If this is you, please send letter, clips, resume and references to ebradbury@kspress.com with EB-3043 in the subject line.

SPORTS EDITOR NEEDED for M-F south central Kansas daily. We are looking for the applicant who can be the local hero for our avid fan base. We cover two high schools and a community college. Photography and Quark skills are important, but we can train good talent. Contact Publisher Keith Lipoldt, The Pratt Tribune, P.O. Box 909, Pratt, KS, 67124. Phone: 620-672-5511. E-mail: publisher@pratttribune.com.

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

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See JOBS on Page 9

More from the KPA convention in Topeka —



Sales trainer Jeff Hansler, above left, led a team discussion on advertising during a breakout session at the KPA convention.



Representing the Hill City Times at the convention were (from left) Diane Boyd and Jim and Fran Logback. Jim Logback once again presented the Boyd Award for Community Service on behalf of the Boyd family.

Jobs

Continued from Page 8

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@morning-sun.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.com

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

Kids Voting USA thrives in first year with KPA

By Rachel Willis

Kids Voting USA is celebrating its one-year anniversary with the Kansas Press Association. Since the move, the organization has undergone some significant changes, added new services and continues to work on key elements such as fundraising and expansion.

The KVUSA board of directors has grown by four members. Pam Johnson, the executive director of the School of Journalism at the University of Missouri and Peter Harkness, the publisher emeritus of "Governing" magazine became part of the organization in June 2009.



Rachel Willis

Two other positions were created to provide representation for the affiliates. After a brief nomination period, Katie Biggie, the executive director of Kids Voting Western New York, and Richard Coe, executive director of Kids Voting Southeast Pennsylvania, joined. The board also elected Dr. Diana Carlin, a professor at the University of Kansas, as the new board chairman.

Improving and increasing the services for affiliates has been a top priority for the organization since the transition. Carlin said when an affiliate asks, "What do we get for our affiliate dues?" the answer should be easy. We believe that the online voting system and our work to develop an updated curriculum and more frequent information to assist in managing the affiliate are but a few examples. We are doing all that we can to also keep our costs low and our services to the affiliates at an all time high.

For example, KVUSA hosted its annual conference in Kansas City to decrease travel costs to attendees. Individuals representing affiliates from 16 different states were in attendance. The organization is gearing up for its 2010 conference on June 17 and 18, once again in Kansas City.

Another large project the organization undertook this year was converting the web site to a new system. KVUSA selected a company called AVECtra and their membership software, Netforum, to house the web



The chairs of the Kids Voting Kansas and Kids Voting USA boards of directors were introduced at the KPA annual convention. They are Judge Joe Pierron, Kids Voting Kansas, left, and Diana Carlin, Kids Voting USA. KPA manages both organizations.

site. In the future, affiliates will be able to pay their dues online, register for the conference and track committee business on the site. The national office also will be able to follow users of the curriculum.

Additionally, the organization just announced that the national office will be providing an online voting system, DoubleClick Democracy, for affiliates to use during the 2010 elections at no additional cost. This pilot project will assist those affiliates who do not have enough resources to conduct a paper ballot mock election.

KVUSA continues to work on developing some new curriculum activities. The goal of this project is to provide some lessons that incorporate social media and are a supplement to the current curriculum. KVUSA hopes that this project will generate new excitement for those teachers already using the activities and draw new teachers to the program.

A DC pilot program is also under way. A grant from the Gannett Foundation is making these efforts possible. KVUSA is excited to begin a new partnership with Nativity Miguel Network of Schools in the DC area. About six of these schools will participate and vote using DoubleClick Democracy. The national office is eager to be growing and beginning a new relation-

ship with this network.

Finally, KVUSA will be involved in a new project titled, "Midwest Democracy." The schools of journalism at both the University of Missouri and the University of Kansas are involved, as well as the Kansas City Star. KVUSA's involvement will be providing the group with information regarding the participants in the Kansas City area, which is now included in the Kansas affiliate. The board believes that the research results from this project will have a positive impact for the entire affiliate network.

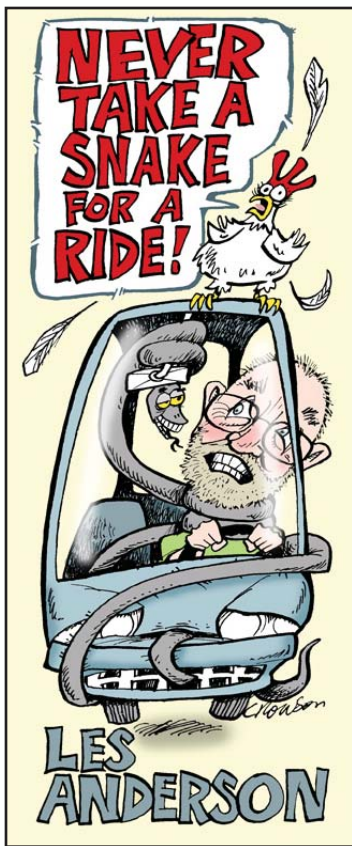
Kids Voting USA also has completed some special projects. For example, KVUSA has provided a few curriculum activities for the Montana 4-H "Exploring Citizenship" book, participated in the Orange County Water Festival and is part of an exhibit in the International Civil Rights Center and Museum in North Carolina.

We have tremendous pride in the accomplishments of the last year. We have worked hard at fund-raising, opening the lines of communication with the affiliates, providing new or different services to the network and starting new partnerships.

KVUSA quickly settled into its new home at the Kansas Press Association and has kept busy during the off year. The organization now is looking forward to an exciting 2010 mid-term election season.

Rachel Willis is executive director of Kids Voting USA and also serves as education director for the Kansas Press Association.

Improving and increasing the services for affiliates has been a top priority for the organization since the transition. ... We are keeping our costs low and our services at an all time high.



Anderson puts columns in book

“**N**ever Take a Snake for a Ride,” a collection of newspaper columns written by Les Anderson, is being sold as a benefit for the Valley Center Public Library.

The book features a collection of Anderson’s “More or les” columns. Anderson has written columns for The Ark Valley News since 1975.

Anderson is a professor in the Elliott School of Communication at Wichita State University and past president of the Kansas Press Association.

The cover was designed by Richard Crowson. The book sells for \$15.95, including tax.

Books are available at Watermark Books in Wichita and several locations in Valley Center. Books also may be ordered online from Watermark at <http://www.watermarkbooks.com>.

Book signings are set for 10 a.m. to noon Saturday, May 15, at the Valley Center Public Library, 321 W. First, and at 4 p.m. May 15 at Watermark Books, Douglas and Oliver.

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Murdock, Boyd Awards

James Carlson of the Topeka Capital-Journal (left) was awarded the Victor Murdock Award for his articles on problems uncovered at the Topeka Zoo with the treatment of animals.

Carlson's series of articles took the zoo director to task and dug into records of past inspections at the zoo.

The winner of the Boyd Community Service award was the Wichita Eagle for its project, "Do the Deed," a campaign to encourage people to help others through good deeds.

People were encouraged to practice acts of kindness and to leave a small, preprinted card encouraging others to do the same, a take-off on the "Pay It Forward" concept. Publisher Skip Hidlay (right) accepted the award.



Golden Wheat Awards

Winners of the Golden Wheat Awards for agricultural reporting were Shajia Ahmad (left) and Linda Kenyon.

Kenyon, of the Rush County News, focused her story on a local farmer, Kirk Wells, who was told by doctors he would never walk again because of a severely ruptured disk and pinched nerved in his back.

He proved them wrong. He was able to plant his wheat crop that fall with help from friends, family and neighbors.

Ahmad took a close look at the dairy industry in southwest Kansas and chronicled its recent steep decline.

She talked to a number of milk producers, who said rising corn prices and decreasing demand for their products had severely damaged the industry.



Slimp

Continued from Page 5

easier. And you don't have to have Flash to make it happen. The work can be done solely in InDesign or exported and opened in Flash for further enhancements.

— Multiple Column Headlines: In previous versions of InDesign, headlines that spanned multiple columns had to be created in separate text frames. Not any more. Now headlines can be included in the same text file as body copy, then reflowed across columns by applying a span setting.

— Revamped Selection Tool: Tasks that previously meant changing tools can now be easily accomplished using

the Selection tool. Rotate, resize, move, distribute, crop and scale content without changing tools. A real time-saver.

— Mini Bridge: Adobe Bridge is now included with InDesign. A new Mini Bridge operates within InDesign CS5, allowing the user to browse files and drag and drop graphics, text and photos right on the page. Handy dandy.

— Multiple Page Sizes: This might not impress newspaper editors very much, but your production staff will have to be restrained when they learn they can create varying sized pages within one InDesign document. If I had a dollar for every time a layout person asked why this couldn't be done ... well, I'd have a lot of dollars. Now it can.

Enough already. If I haven't convinced

you to upgrade to InDesign CS5 by now, it's probably not possible. Heck, I don't get a penny if you upgrade, so use any version you wish. However, for those of you who want my humble opinion, this is the most impressive upgrade I've seen in any application in a long time. And it's well worth the \$199 upgrade, if you've got the computer to run it. It might even be worth considering new computer purchases.

Adobe InDesign CS5 can be purchased as part of the Design Standard or Design Premium versions of CS5. It can be purchased separately for \$699 or upgraded from a previous version for \$199.

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



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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.

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Producing Video for the Web *and Monetizing It*

Friday, May 14

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

Registration deadline: Tuesday, May 11

(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...

Producing good video storytelling isn't easy. Making money doing it is just as difficult. This webinar will focus on video story forms, what's most popular and ideas for generating advertising.

- Learn the basics about video in the newsroom
- Discover the pros and cons of video production
- Look at good examples of what other news organizations are doing
- Revenue roundtable – ideas for making your efforts profitable. Share your ideas and questions.

The presenter...

Thomas Ritchie is online director for news at the Sioux City Journal, a Lee Newspaper. The Journal has received many honors through the past four year for our web site, ranking it among the best in contests sponsored by the Iowa Newspaper Association, Inland Press and Suburban Newspapers Association. He regularly speaks to state and regional media about the Journal's multimedia efforts, social media and video. He has worked in journalism for 18 years, as a reporter, copy editor, news editor, lifestyle editor and online editor. He is a self-proclaimed lover of Macs, technology and the evolving newsroom, and spends way too much time online.



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Living, Learning and Leading in Turbulent Times

Friday, June 4

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

Registration deadline: Tuesday, June 1

(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...

In these rapidly changing times it is critical for individuals as well as organizations to take time to live in the moment. Unfortunately, the current moment is packed with turbulence, ambiguity and lack of security. The question becomes, how do we live, learn and lead in these turbulent times.

This session will help all participants, no matter what their background, what their role, what their longevity with the organization may be, in analyzing what they can do to seize the moment and learn to live in what has been deemed "Permanent Whitewater."

After participating in this session, individuals will be able to:

- Check their "radar" to see what is causing turbulence in their roles
- Understand and utilize three principles to learn, live and lead in turbulent times
- Identify issues that can be controlled and influenced while setting uncontrollable issues aside
- Recognize opportunities to help others deal with turbulent times

The presenter...

Todd McDonald has been in the human resource and training industry for over 20 years. He served as executive vice president for American Media Inc., where he worked for 10 years in multiple capacities including management of the product development, human resource, training, marketing, and sales areas.



In 1999, he left AMI and founded ATW Training & Consulting.

He has created over 500 off-the-shelf training products dealing with subjects such as management, leadership, communications skills, legal issues, customer service and more.

He is the author of two books: "I Wish You Would Just..." and "How to Find 100 Extra Minutes a Day."

Presented in partnership with:

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SENATE Substitute for HOUSE BILL No. 2585

AN ACT concerning journalists; providing a privilege with regard to certain disclosures of information.

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

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

(a) “Journalist” means: (1) A publisher, editor, reporter or other person employed by a newspaper, magazine, news wire service, television station or radio station who gathers, receives or processes information for communication to the public; or (2) an online journal in the regular business of newsgathering and disseminating news or information to the public.

(b) “Information” means any information gathered, received or processed by a journalist, whether or not such information is actually published, and whether or not related information has been disseminated, and includes, but is not limited to, all notes, outtakes, photographs, tapes and other recordings or other data of whatever sort that is gathered by a journalist in the process of gathering, receiving or processing information for communication to the public.

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

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

Sec. 3. (a) A journalist may not be compelled to disclose any previously undisclosed information or the source of any such information procured while acting as a journalist until the party seeking to compel the disclosure establishes by a preponderance of the evidence in district court that the disclosure sought:

(1) Is material and relevant to the proceeding for which the disclosure is sought;

(2) could not, after a showing of reasonable effort, be obtained by readily available alternative means; and

(3) is of a compelling interest.

(b) For purposes of this section, a “compelling interest” is evidence likely to be admissible and has probative value that is likely to outweigh any harm done to the free dissemination of information to the public through the activities of journalists, which includes, but is not limited to:

(1) The prevention of a certain miscarriage of justice; or

(2) an imminent act that would result in death or great bodily harm.

Interests that are not compelling include, but are not limited to, those of parties whose litigation lacks sufficient grounds, is abusive or is brought in bad faith.

Sec. 4. The party claiming the privilege and the party seeking to compel disclosure shall be entitled to a hearing. After such hearing, the court may conduct an in camera inspection to determine if such disclosure is admissible. If the court then specifically finds that such disclosure is admissible and that its probative value outweighs any harm to the free dissemination of information to the public through the activities of journalists, then the court shall direct production of such disclosure and such disclosure only.

Sec. 5. If the court finds that the party seeking to compel disclosure had no reasonable basis to request such disclosure, the court may assess costs and attorney fees against the party seeking to compel disclosure. If the court finds that the party claiming the privilege had no reasonable basis to claim such privilege, the court may assess costs and attorney fees against the party claiming the privilege. If an application for attorney fees is made, the judge shall set forth the reasons for awarding or denying such costs or fees.

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

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

I hereby certify that the above BILL originated in the HOUSE, and passed that body

HOUSE adopted
Conference Committee Report _____

Speaker of the House.

Chief Clerk of the House.

Passed the SENATE
as amended _____

SENATE adopted
Conference Committee Report _____

President of the Senate.

Secretary of the Senate.

APPROVED _____

Governor.