

THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY JUNE 2, 2010

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KPA CALENDAR

JUNE 17

KPA Board of Directors, Topeka.

JUNE 24-25

Multi-State Digital Task Force, Columbia, Mo.

SEPT. 2-4

Centennial for K-State's A.Q. Miller School of Journalism.

SEPT. 30 - OCT. 3

NNA's 125th anniversary celebration, convention, Omaha.



Joining Kansas Gov. Mark Parkinson (seated) at the signing ceremony April 28 were: (from left) Doug Anstaett, Ken Knepper, Mike Kautsch, Sen. Anthony Hensley, Sen. Derek Schmidt, Sen. Terry Bruce, Richard Gannon, Joe Jindra, Kent Cornish and Jon Janes.

Ceremony marks shield law approval

By the Associated Press

Kansas journalists were granted additional legal protection regarding confidential sources and unpublished material under a law signed by Gov. Mark Parkinson.

A ceremonial bill signing took place on April 28.

The measure gives journalists limited protection against being forced to identify anonymous sources or disclose information they haven't published or broadcast.

"The shield law demonstrates that Kansas upholds that

belief and respects a reporter's discretion in disclosing information and sources," Parkinson said.

A journalist can be forced to comply with a subpoena only if a district court judge rules that a three-part test has been met.

Doug Anstaett, executive director of the Kansas Press Association, said the law would encourage reporters and their sources to step forward to uncover abuse and corruption.

"While this won't eliminate all fishing expeditions by prosecutors, it will certainly at least cause them to pause

when they're tempted to try to force reporters to become an arm of law enforcement, which is not what the framers had in mind when they wrote the First Amendment to the U.S. Constitution," Anstaett said.

The law states that the disclosure of information must be of compelling interest, which means that the material must be likely to be admissible during trial and have value that outweighs free dissemination of information.

The law takes effect July 1 with publication in the Kansas Statute Book.

Multi-State group heads for Columbia

COLUMBIA, Mo. — Three U.S. newspaper trade groups and the Donald W. Reynolds Journalism Institute are teaming up to seed ideas and a possible solution to how news and other information can be managed and sold online. "From Blueprint to

Building: Making the Market for Digital Information," is being billed as an "action congress" to discuss issues of trust, identity and Internet information commerce.

The June 23-25 event at the University of Missouri-based research center will include un-

veiling of a 148-page business plan for a proposed news-industry collaborative, according to Bill Monroe, director of the Multistate Digital Task Force, an ad-hoc group formed by state press associations in Kansas,

See **DIGITAL** on Page 9

Public records form the core of your newsgathering efforts

By **Jim Pumarlo**

A couple gets a divorce, but it is not recorded in the newspaper until four months later.

Someone appears in court for a domestic assault, but the sentence isn't reported in the newspaper until weeks after the fact.

Their publication likely raises two questions among many readers, especially the subjects of the reports: What constitutes these items as news? Why is there such a delay in the report?

Public records are at the heart of news gathering in community newspapers. Yet most editors likely face the challenges underscored in these two examples.

The simplest answer – one that editors and should regularly communicate to readers – is that these are public records under state and federal laws. Ambulance runs, marriages and divorces, traffic tickets, court fines - they all fall under the realm of public information.

Individuals often will challenge publication of a specific record and present what they consider justification for withholding publication. Some of the arguments may have merit.

From a newspaper's perspective, however, all public records must be treated the same. It's difficult to place an editor in the position of being judge and jury - trying to determine who has a valid argument for withholding information and who does not.

It's understandable that individuals may disagree with the fact that newspapers choose to print public records. But consider the

alternative. Editors should expect readers to be more critical – and legitimately so – if records were selectively published. A policy riddled with double standards is no policy at all.

As with any "right" to publish records, newspapers have an accompanying responsibility. Readers are correct that newsrooms should do everything possible to ensure timely reports.

Public records often are of sensitive

nature - a divorce, a bankruptcy, a court sentence. The circumstances can be stressful for individuals and the publication of the item draws more attention. Delayed publication can unnecessarily aggravate a situation.

Newsrooms should try their best to ensure punctual reports. It's a two-step process and, unfortunately, one over which editors have varying degrees of control.

The first step is the release of the information from the appropriate agency. The process often has some built-in delays, and it's something that is really out of the hands of newsrooms. Reporters have limited ability to speed that process, but they should work with officials to get the information as soon as possible.

Newsrooms do, however, control how soon the information gets published once it is received. The turnaround of publication is something most newsrooms can improve upon.

Feedback from readers is a good reminder for newsrooms to always scrutinize their processes for the collection and reporting of public information.

Readers may ask why newspapers stand firm on access to and publication of these records. It's much like the proverbial "if you give an inch, they'll take a mile." If the press agrees to one concession, all too often an individual or agency will try to stretch the rules. Soon

laws are enacted with additional restrictions on what once was routinely public data.

Editors should routinely communicate the message to

readers that society is best served by a full menu of public data rather than a selective serving.

Jim Pumarlo writes, speaks and provides training on Community Newsroom Success Strategies. He is author of "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.



Jim Pumarlo

Feedback from readers is a good reminder for newsrooms to always scrutinize their processes for the collection and reporting of public information.

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Avoid ‘glittering generalities’ in your ad copy

Remember hearing a radio interview with a teacher who had a unique approach to teaching high school students about communication.

In her classroom, she paid special attention to what she called “glittering generalities,” those phrases which look and sound impressive — but have no meaning. She said that politicians



John Foust

(regardless of party affiliation) are the most visible offenders, but the affliction has crept into every corner of the world of communication.

Her students have fun finding glittering generalities — so they can tear them apart in class.

If her classes ever examine ad copy, they will have no problems locating glitter.

In a matter of minutes, I ran across the following colorful phrases. Can you guess the products and services being advertised?

1. Cloud nine never looked better than this.
2. Inspired by genius. Crafted with care.
3. Relaxation is calling. Are you ready?
4. Get the right perspective.
5. Nobody does it more. Nobody does it better.
6. Treat yourself.
7. Unparalleled amenities to enhance your lifestyle of luxury.
8. Comfort deluxe.
9. Now you can have your dreams and wake up, too.
10. From urban elegance to casual design, we can take you wherever your dreams and budget can reach.

Answers: (1) Condo development.

- (2) Furniture.
- (3) Vacation resort.
- (4) Solar heating.
- (5) Health club.
- (6) Windows.
- (7) Real estate.
- (8) Athletic shoes.
- (9) Auto.
- (10) Outdoor furniture.

What these phrases need — what advertising needs — is specificity. Claude C. Hopkins, one of the early gurus of advertising, wrote, “Platitudes and gen-

She said that politicians (regardless of party affiliation) are the most visible offenders, but the affliction has crept into every corner of the world of communication. Her students have fun finding glittering generalities — so they can tear them apart in class.

eralities roll off the human understanding like water from a duck. They leave no impression whatever. They suggest looseness of expression, a tendency to exaggerate, a carelessness of truth. They lead readers to discount all the statements that you make.”

Let’s take a closer look at the “comfort deluxe” description of athletic shoes. Right off the bat, the word “deluxe” can be tossed out the window. Like its cousins, “fantastic” and “excellent,” it is too vague to mean anything. On the other hand, the word “comfort” has potential, because it suggests a specific benefit to the wearer. What is it about these shoes that makes them comfortable? Special cushioning? Extra ankle support? Larger toe box? Focus on the specifics of comfort, and you’ll have a winning idea.

Glittering generalities can also appear in conversations. If you’re on the receiving end, it is a frustrating experience. For example:

Friend: You’ve gotta see the new movie that just opened.

You: How did you like it?

Friend: It’s fantastic.

You: What is it about?

Friend: You won’t believe the plot. It’s one of the best ever.

You: So, what happens in the movie?

Friend: All kinds of incredible things. Unbelievable special effects. It kept me on the edge of my seat for two hours.

You: Is it an action movie? A mystery? A comedy?

Friend: I can’t say enough good things about it. You’ll be impressed.

You: I don’t know.

Friend: Let me tell you about special ingredients in the popcorn. It was the best I’ve ever tasted.

One of the keys to effective communication — and effective advertising — is to replace glitter

with specifics.

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

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THIS MONTH’S QUESTION

Q. When is KPA going to institute a blog on its website?

A. Soon. We’ll be working with Fred Hunt, KPA’s technology consultant, on a members-only blog where we can discuss issues of interest to KPA members that will allow for past discussions to be available as well as current ones. We’ll even be utilizing some video when possible to offer training in such areas as PhotoShop and InDesign, among others.

Newspaper staff survives huge transition

I'm happy to report that the staff of the Ellsworth County Independent-Reporter survived the transition to a new operating system.

There were no guarantees that was going to be the case.

We often complain that those outside the newspaper have little idea of the effort it takes to produce a weekly publication. After the past few weeks, I think we're sometimes as clueless.

Fonts, style sheets — we take them for granted. No more, at least not for awhile.

The transition was necessary because our workhorse Macs were 10 years old. They carried us through the establishment of the Independent in 1999 and the merger between the Independent and the Reporter in 2001. They kept going, much like the Energizer bunny.

Unfortunately, it was time to grant our Macs their well-earned retirement. We only had one computer in the office that was new enough to access Yahoo mail. Most days, we lined up, waiting for its operator, County Editor Alan Rusch, to go out and interview someone so we could check our e-mail accounts.

Our Macs have been replaced by shiny

new Dells, a switch that has been especially difficult for me. Most of the staff uses PCs at home. Not me. The first time I touched a PC was several months ago, when I took a computer class at Barton County Community College. Is it really necessary for the mice on our new computers to have two buttons? A click is a click on a Mac.

With our Dells has come a new editing system, InDesign, which replaced the Quark we used before. We are

now comfortable enough with InDesign to produce a newspaper. There are still moments of frustration, but then I remember the colorful language and dropped lines that became a part of our lives when we learned Quark. This, too, shall pass.

None of this is simple under the best of circumstances. At a small operation like the I-R, which also publishes the weekly Marquette Tribune, it is complicated by a lack of expertise.

We were fortunate that my partner, Morris MultiMedia, has a technology division. However, as helpful as everyone there was, they were still in Savannah, Ga.

We were at the newspaper, trying to make everything work.

The bulk of the technical work for the transition was done by I-R business man-

ager Juanita Kepka. She connected computers, installed fonts and did dozens of other jobs — all in addition to her regular duties.

I spearheaded our major redesign, the first in a decade, with the help of just about anyone with design experience who was distracted enough to give me their cell

phone number or e-mail address. Actually, the bulk of the I-R's new look comes from Bret Wallace, a former edi-

Unfortunately, it was time to grant our Macs their well-earned retirement. We only had one computer in the office that was new enough to access Yahoo mail.

tor at the Salina Journal who now operates two retail businesses and publishes a Spanish newspaper.

One of the best things about our upgrade was the opportunity it gave us to work with our local high school journalism class.

Teacher Dawnae Bunch conducted Saturday sessions for us on InDesign. Then she and her students were in our office the Tuesday we went live with our new everything.

We provided pizza; they answered our questions about InDesign.

In retrospect, the expectation was much worse than the experience. And isn't that often the case?

Linda Denning is the 2010-11 president of the Kansas Press Association.



Linda Denning

Go ahead ... call legal hotline, make his day

By Mike Merriam

I asked Doug Anstaett for a bit of space this week to mention a KPA member service that many of you know and use. It's the legal hotline. I have been privileged to address your telephone or email questions for over 30 years, and it just keeps getting better.

In the last 12 months, I've received about 150 contacts from KPA members.

The majority of questions are on open government and advertising issues, with letters to the editor running a strong third place. But any legal question is fair game. Keep calling. Representing the press is what I do and I enjoy the chances I have to talk with you.



Mike Merriam

Occasionally I get a call from someone who hasn't used the hotline before. This is how it works.

First, it's free. Any KPA member can contact me at any time at no cost to the member. KPA pays me a monthly amount to offer this as a free service to members. Even the call is free if you use the toll free number.

Second, any legal subject can be addressed. I don't always know the answer, but with 34 years of representing the industry, I can help you with most questions, or I will find the answer for you.

Third, it's meant to be telephone advice. Email and fax also work. If the issue is too broad for that, I can always assist you on a fee basis.

Please remember that I can't give advice when the question involves one member's interests against another member. Your questions and my advice are confidential. I report the call itself to Doug, but only the

caller and general topic are identified.

When I say you may contact me at any time, that's a literal statement. All my contact information, including my home number, is at your disposal any time of day or night. If I miss your call I will certainly get back to you. If you email me, please put "HOTLINE QUESTION" in the subject line so I don't delete it inadvertently.

It is a very great privilege for me to represent you and the KPA. Utilize this service. It makes my day.

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Long-time Eagle food editor dies

HOUSTON — Longtime Kansas journalist Kathleen Kelly Whalen, who made a career of her love of food and its preparation, died May 9, 2010, in Houston. She served as food editor and columnist for the Wichita Eagle for 40 years, retiring in 1995.

She was born on July 14, 1933, in Manhattan. She was a graduate of Kansas State University, where she received undergraduate and master's degrees. She lived most of her life in Wichita and Harvey

County before moving to Houston in 2005.

Widowed at an early age, she raised her son, Kelly Humphries, as a single mother. Her husband, Gary Humphries, a photographer for the Eagle, died in a 1959 plane crash while on assignment.

Readers came to know Kelly as "Lanky Lad" through her newspaper columns.

In 1966, she married John Whalen, who preceded her in death.

In addition to her son Kelly, who resides in Houston, she is survived by her granddaughter, Lauren Humphries of Chicago; sister Jane Kelly of Medina, Texas; brother Michael Kelly of Wichita; and stepchildren, Hal Slentz-Whalen of Edgewater, Md., Janet Sue Whalen Dunning of Key West, Fla., and Pat Pollak of Jamul, Calif.



Kathleen Kelly

12 times since 1997, the top names in design and technology training have gathered for an event unparalleled in the newspaper industry. On October 7-9, 2010 these trainers will gather once again for the 13th session of the:

Institute of Newspaper Technology

The Institute of Newspaper Technology offers the industry's leading trainers, utilizing state-of-the-art lab facilities (both Mac and PC), to newspaper professionals throughout the United States and Canada.

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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

NEWS

The (Pittsburg, Kan.) Morning Sun is accepting resumes for a full-time Sports Editor. We're looking for someone who can dive into recreational, youth, high school and collegiate stories and isn't afraid to ask questions. Online duties will be required. Coverage will include Pittsburg State University, a Division II university with a full complement of athletics as well as six area high schools and a myriad of youth and recreational sports. A bachelor's degree in journalism or English, InDesign knowledge and AP Style-book 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 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.

The Hutchinson News seeks a versatile general assignment reporter who has some experience in reporting on education, public safety and city government issues. The right candidate also should have a good working knowledge of various multimedia platforms, including Twitter, Facebook, mobile and video. The Hutchinson News is the flagship paper of the Harris Group, which owns four other dailies in Kansas and one in Iowa. The News offers a competitive salary, an ESOP, 401(k) and other benefits. Please submit a letter of application, a resume (with references), three story clips and any relevant multimedia work that complemented your work

as a journalist. Materials should be mailed or e-mailed by noon May 19 to: Mary Rintoul, managing editor, The Hutchinson News, Box 190, Hutchinson, KS 67501-0190. E-mail: mrintoul@hutchnews.com.

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 collage 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.

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.

Wanted: Photographer (Position opening in early July): A journalist with solid photography and writing skills, who can combine organizational and reporting abilities to create, develop and manage content in a community news-oriented setting. Position is the primary photographer for The Herald newsroom, is the newspaper's first responder for breaking news and is required to be available for day and night assignments, sports coverage and weekend events. Position is responsible for preparing photos for print, online and archival uses. Experience with reporting and multimedia storytelling is a plus. Ability to handle multiple projects is a must. A full-time, entry-level job for an energetic, driven photographer who enjoys telling the stories

of ordinary people. Minimum requirements: bachelor's degree in journalism, photojournalism or related field, or professionally equivalent experience. The Ottawa Herald is a 4,500-circulation Tuesday through Saturday daily morning newspaper in growing northeastern Kansas. Interested candidates should send a resume and work samples to: Tommy Felts, managing editor, The Ottawa Herald, 104 S. Cedar St., Ottawa, KS 66067 or tfelts@ottawaherald.com.

The Huntsville (Texas) Item, a 5,000-circulation daily, is seeking an editor to take us to the next level. This is the top position in our seven-person newsroom, with responsibility over our print edition, special sections and Web site. We need someone who can wear a lot of different hats – page designer, editorial writer, copy editor, project planner, writing coach and occasional reporter – all while maintaining high editorial standards and inspiring and directing our team of young, talented journalists. Leadership and management skills are important. Planning and execution are critical, as is an understanding of the importance of local news content in a community newspaper. Our new editor also needs to have the skills to give our readers a great Web experience, preferably including audio and video content. We offer competitive pay, a good benefits package and a wonderful place to live. Huntsville is home to Sam Houston State University, located 3 1/2 hours southeast of Dallas (I45) and 55 minutes north of Houston, TX on I-45. E-mail resumes and work samples to dgarri-son@itemonline.com or mail them to Dennis Garrison, The Huntsville Item, 1409 10th St., P.O. Box 539, Huntsville, TX 77340. Dennis Garrison, Publisher, The Huntsville Item Huntsville, TX.

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.

UNIVERSITY OPENINGS

Campus news and K-Statement editor -- News writer. Kansas State University seeks a talented self-starter for full-time opening

FREE
to report to dance to sing to play to pray

Thanks to the First Amendment, you can be whoever and whatever you want to be. Celebrate your freedoms by sharing your videos, photos, stories and songs.

Show us how free you can be. **1forAll.us**

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to dance to sing to tweet to play to pray

Thanks to the First Amendment, you can be whoever and whatever you want to be. Celebrate your freedoms by sharing your videos, photos, stories and songs.

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ASNE kicks off First Amendment campaign

By Ken Paulson

Every July 4th, we celebrate the Founding Fathers who gave America the gift of liberty.

Except that they didn't. Actually, the operative word is "fathers." These gentlemen did a fine job of building a nation founded on freedom — unless you happened to be a woman, a slave or poor.

For all the poetic flourish of the Declaration of Independence, the most powerful passage in America's history can be found in the First Amendment to the Constitution. The five freedoms guaranteed there gave Americans the right to speak out against injustice, to report about inequality, to protest and petition, and to draw strength from freedom of faith.

In the centuries that followed this nation's founding, the First Amendment was used to free the slaves, extend the vote to women and ensure equal protection under the laws.

Yet despite its pivotal role in making America what it is today, there are no fireworks celebrating the First Amendment. The anniversary of its ratification on Dec. 15 goes largely unnoticed.

More tellingly, most Americans have no idea what the First Amendment says. Surveys indicate that only one American in 25 can name the freedoms of the First Amendment and that a majority — when pressed — can come up with only one, typically freedom of speech. It's constitu-

KPA members urged to run ad on July 1

The American Society of Newspaper Editors is asking all newspapers in the United States to participate in the "1 for All" campaign to promote the First Amendment. The Kansas Press Association has signed on as a co-sponsor.

Newspapers are asked:

- To donate the space to run one of the "1 for All" ads on July 1, 2010 (or the edition closest to that date). Some examples are printed above.
- To allow their publication to be listed as a supporter of the campaign.
- As space allows, to publish other "1 for All" ads.

You can find the ads at:

<http://1forall.us/media-resources/print-and-web-ads/>

tional illiteracy of the highest order.

The truth is that we don't do a very good job of standing up for the First Amendment. Its freedoms are truly the cornerstone of democracy and make America the special nation it is.

It's time we said that. Publicly. Passionately. Over and over again.

That's the core concept behind "1 for All", a nationwide campaign to remind the public that there's one amendment that we all use daily. And it's the one that truly guarantees freedom for all.

"1 for All" is the collaborative effort of educators, artists, journalists, lawyers, librarians and many more who believe that the American public would benefit from a greater understanding of the First Amendment and the need to protect all voices, views and faiths.

With the help of the Weber Shandwick agency, we've crafted ads that celebrate

freedom in America and the ways we exercise those freedoms in our daily lives. The First Amendment gives us freedom of speech, but it also provides freedom to tweet. It protects political speeches, but it also guarantees our right to sing, dance and perform.

In fact, the First Amendment enriches our lives on a daily basis. That's the essence of "1 for All." The campaign — which will launch on July 1 — is defined by these guiding principles:

- "1 for All" is non-partisan: At a time of deep political polarization, we choose not to take sides. In fact, a shared commitment to freedom of speech, press and faith should unify this nation. Organizations of all political stripes are welcome to support "1 for All" but the campaign will steer clear of partisan content.

- It's all about education: America's

1 for All

Continued from Page 8

teachers would like to do a better job of teaching about the First Amendment, but they often lack the resources they need. "1 for All" will provide educational materials, course content and study guides for teachers of grades 1-12. In addition, "1 for All" and its Liberty Tree Initiative will sponsor campus festivals celebrating and exploring First Amendment freedoms.

- "1 for All" is interactive: There's no point in celebrating free expression without encouraging some of it. Students and others will be encouraged to submit photos, videos, songs and stories that reflect the value of freedom in America.

- The focus is on all five freedoms: America's news media are quick to defend freedom of the press and churches embrace freedom of faith, but these freedoms are interdependent and deserve the full support of all Americans. We can't pick and choose the freedoms we like.

- We need a little help from our friends: Marketing is expensive and an organization determined not to engage in political advocacy or take a partisan position faces an uphill battle in raising the funds needed to spread the word. So we're not going to try. Instead, we're going to provide the ad campaign to news media, First Amendment groups, educational organizations, performing arts groups and anyone else who believes in this cause. We ask that these "1 for All" partners use one of the ads on the July 1 launch date and then publish additional ads whenever space allows. "1 for All" is not asking for money; we're asking for media.

There's extraordinary power in repeatedly marketing a message to the American people. "Got Milk" proved that. And every generation understands that "Only you can prevent forest fires."

"1 for All" is an opportunity for those who believe in the importance of free expression to share one overriding message with the American people: It's not a coincidence that the strongest, most dynamic, most creative and most ambitious nation in the history of the planet is also the most free.

One amendment. Freedom for all.

Ken Paulson is a founder of "1 for All", the president of the Newseum and First Amendment Center and the former editor of USA TODAY.

Stylebook recognizes social media, changes 'website' to just one word

NEW YORK -- Social media have gained greater recognition in the 2010 edition of The Associated Press Stylebook with a separate section that also makes "website" one word.

The new Social Media Guidelines section includes information and policies on using tools like Facebook and Twitter, how journalists can apply them to their work and how to verify sources found through them. Also included are 42 separate entries on such terms as app, blogs, click-throughs, friend and unfriend, metadata, RSS, search engine optimization, smart phone, trending, widget and wiki.

The AP said the change from "Web site" to "website" was based on increasingly common usage both in print and online.

"In making the change, the Stylebook team considered responses from our staff as well as readers and users of the Stylebook. It was clear that website has become the widely accepted usage," said Darrell Christian, AP editor-at-large.

"Web" remains a capitalized proper noun when used as a shortened form of World Wide Web, and e-mail, with the hyphen, remains unchanged for electronic mail, along the lines of similar phrases such as e-book, e-reader and A-list.

The Stylebook also makes the distinction between Wal-Mart Stores Inc., the

corporate name of the discount retailer, and Walmart, for the stores themselves.

New entries recognize significant developments in world events: Great Recession, referring to the 2007-08 economic downturn that was the worst recession since the Great Depression, and tea party, for the conservative political movement.

Other new entries cover Alcoholics Anonymous, Bluetooth, Blu-ray, bondholder, Breathalyzer, flu-like, GED, International Space Station, mic as the shortened form for microphone, hard line, high-five, Taser, thumbs-up and Ultimate Fighting.

The new print edition and online subscriptions can be ordered by credit card online at a secure site at <http://www.ap-bookstore.com>. The order form also allows customers to create an invoice to pay by check or money order, and member news organizations can request direct assessment.

The new edition costs \$11.75 for member news organizations and college bookstores and \$18.95 retail. For the second year in a row, AP held prices steady. Stylebook Online prices also are the same, with individual subscribers paying \$25 annually, \$15 for news organizations that are AP members. Prices for Online site licenses are based on the number of users, with the price declining as the number of users increases.

Digital

Continued from Page 1

Missouri and Iowa with support from several other state trade groups.

Details of the public event, and links to participant registration, are at <http://www.infotrust.org>.

"This is not a conference, or a summit," said Bill Densmore, a consulting researcher to the Reynolds Journalism Institute. "It's a public congress of news and information service providers — organized by U.S. state press associations. The intention is to move beyond talk, and to launch one or more enterprises or collaboratives." Reynolds is an ideas-experiments-research center affiliated with the nation's oldest journalism school, at the University of Missouri.

Densmore said the gathering has two intentions:

- Consider establishing a non-profit collaborative that will specify standards,

platforms and protocols for a digital information marketplace; supporting investment and partnering with operating companies and,

- Define and start raising money for an operating company or association that answers to, and primarily serves and benefits, all America's newspapers — and is focused on profitably sharing, protecting and managing their digital content. Monroe said the working name for the new entity is the American Newspaper Digital Access Corp.

The Multi-State Task Force was formed a year ago by the Kansas Press Association, Missouri Press Association and Iowa Newspaper Association to collaborate on ways to monetize content, to create an independently-owned public notice website and to look into electronic tearsheeting, among other initiatives.

The gathering in Columbia will begin with a meeting of that task force on Thursday, followed by a full day of other discussions on Friday with a much wider group of participants and potential vendors.

Here's how we're going to save public notice

If you haven't been living in a cave the past few years, you're probably aware that public notice is under fire from a number of directions.

Governmental entities don't like public notice because it costs them money. And in this day of tighter budgets, they're looking for every way possible to cut back on expenses, even if public notice is only a minuscule drop in the huge budget bucket.



Doug Anstaett

Others don't like it because it actually accomplishes its goal of informing the public of upcoming budget hearings, bid lettings, protest petition possibilities, foreclosures and other important news.

And a few others don't like public notice because it helps keep newspapers in business, which leads to

its own set of problems. Newspapers can make life miserable for those who like to work in the darkness.

Rich Gannon and I, with your help, can continue to fend off these threats for a time, but at some point we're going to have to come up with something that recognizes the growing influence of the Internet and the fact that newspaper readership isn't as strong as it once was.

We think we have the answer, but it's

going to take a leap of faith on your part and some added trust in your press association to accomplish it.

Here's the answer: we have to beat government to the punch on utilizing the Web, and the only way to do that is to come up with a solution that solves the problem — wider distribution — without costing the taxpayer another dime.

To accomplish that, we must find a way to get public notices online faster and certainly more economically than 700 governmental entities in Kansas could ever do it.

We think we've found that answer: If every newspaper in Kansas agreed to send PDFs of their published pages to the Kansas Press Association, we could create a website that would become the go-to place for everyone interested in public notices.

Our solution would keep printed public notices in newspapers, but it would also solve the online issue that is growing every day.

Plus, having your pages in PDF format would also create a couple of other opportunities:

First, we could provide online tearsheets to those advertisers who would accept them as proof of publication. That list is growing, although not all advertisers are on board yet.

Second, we could help you create your own online morgue, backing up any local files you had just in case you had a global

crash of your system or a fire destroyed all your backup files.

Third, we could switch to an online process for our news and advertising contests, which would save on travel expenses and allow every newspaper in Kansas to participate.

Oh, I'm not naive. I know there will be some who will argue that sharing such information with KPA raises the possibility that content could be stolen, advertising designs pirated, and so on.

All I can say here is you're going to have to trust us.

The alternative, if we don't do this, is a future without public notice.

I guarantee you some business — or governmental entity for that matter — is going to step forward one of these days that has a solution.

If you don't think it can happen, you haven't been paying attention. Do the words Google and Yahoo ring a bell?

Someone is going to step up to the plate with a solution.

Why not the state press association?

Why not the one organization you work with on a daily basis and that exists simply to serve your needs?

KPA staff will be approaching the board of directors later this month with this idea. Help us make it work.

Doug Anstaett is executive director of the Kansas Press Association.

Job Openings

Continued from Page 7

as Campus News/K-Statement Editor. More info online: <http://www.k-state.edu/vpcm/jobs>. To apply, send copies of three published articles, letter of application, resume, names and contact information for three references to: Search committee-Science Writer, K-State Communications & Marketing, 128 Dole Hall, Manhattan, KS 66506-6902. E-mail applications in PDF format ONLY will be accepted via e-mail to media@k-state.edu. Kansas State University is an equal opportunity employer. Background check required.

Science Research news and features, Senior Writer — Senior Writer, science and research news and features. Kansas State University seeks a talented self-starter with professional news writing experience. More info online: <http://www.k-state.edu/vpcm/jobs>. To apply,

send copies of three published articles, letter of application, resume, names and contact information for three references to: Search committee-Science Writer, K-State Communications & Marketing, 128 Dole Hall, Manhattan, KS 66506-6902. E-mail applications in PDF format ONLY will be accepted via e-mail to media@k-state.edu. Kansas State University is an equal opportunity employer. Background check required.

K-State Communications & Marketing has a full-time opening for a writer/editor for publications. BA or BS degree in journalism or communications required. For job description and information on how to apply, visit <http://www.k-state.edu/vpcm/>. Kansas State University is an equal opportunity employer. Background check required.

ONLINE

Designed by a newspaper, for newspapers. The Hays Daily News' Pixel Power Haus wants to give you control over the direct residents use to find information about

the businesses that make up your coverage area. BizLink is a searchable database of businesses and organizations that provides considerable upsell opportunity for newspaper seeking new revenue streams. You've seen expensive "subscription-based" models ... try one that works with your budget. Call Fred Hunt at (785) 628-1081, Ext 147, to hear how we can help.

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@kansas-traveler.com



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



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*Your source for
on-demand training*

Photoshop Tips & Tricks

Thursday, June 17

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

Registration deadline: Monday, June 14

(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...

The best way to master Photoshop is through experience. In this webinar, we'll shorten your learning curve and your production timeline. Tips and tricks covered are applicable to all user levels and are geared specifically to newspaper image work. You'll learn how to:

- Lighten dark images
- Use image adjustment layers and blending modes
- Easily change a color in an image
- Quickly remove color casts

GATC 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 is 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.

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Reporting Politics & Government

Covering campaigns in the digital age

Friday, June 25

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

Registration deadline: Tuesday, June 22

(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...

Candidates and newspapers are both traveling a steep learning curve in using new media - social networks, web video, Twitter and more - to tell their stories to voters. This timely webinar will go over some of the opportunities for journalists to provide new tools for voters, as well as some of the pitfalls presented by the 24-hour news cycle. The high cost of polling combined with tight budgets is another challenge for journalists. Webinar participants will brainstorm some low-cost ways to connect with voters and keep their interests at the forefront of your coverage. Topics covered will be applicable to any newspaper, anywhere.

The presenter...

Kathie Obradovich has been covering Iowa government and politics for more than two decades. Her experience runs the gamut from her first job covering the night-cop beat at the Davenport (Iowa) Quad-City Times to covering the last four presidential caucus campaigns and the Iowa Statehouse. She came to the Des Moines Register as political editor in 2003, just a few months before the 2004 Iowa caucuses. The Register's caucus coverage won national awards that year, and again in 2008. She's also been the lead editor for the award-winning Iowa Poll. In June, she took over as the Register's political columnist, one of only about five people to have held that title in the past 80 years. She's an Iowa native and brings that perspective to her columns.



Presented in partnership with:

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