

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

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He may sound like a broken record, but Doug Anstaett continues to harp on the importance of uploading digital PDFs.

KPA CALENDAR

JULY 20

NNA Governmental Affairs Conference, Washington, D.C.

SAVE THIS DATE!!

SEPT. 8

KPA Western Kansas Mini-Convention, City Limits Convention Center, Colby.

SEPT. 22-25

NNA annual convention, Albuquerque.



On their trek to the concert area, Symphony in the Flint Hills attendees in 2010 take a break to talk with two outriders, whose task was to keep the attendees and the cattle in the pasture safe.

Flint Hills Symphony project: Part II

Concert content available

In just a few short years, the Symphony in the Flint Hills has become a marquee event for the state of Kansas.

The sixth annual concert is set for Saturday (June 11), this time in the Fix Pasture near Vol-land, Kan. in Wabaunsee County.

The event celebrates the native grassland prairie of Kansas, which has remained virtually undisturbed for centuries.

Les Anderson's students from Wichita State

Uploads from 54 newspapers go to site

The pages of 54 Kansas Press Association newspapers are being uploaded to the KPA's FTP site.

The total includes 18 dailies, more than half the state's total.

A resolution passed at the annual convention on April 30 seeking the action was designed to give KPA the tools to create a statewide public notice website to counter the idea expressed by

University will provide free access to stories, photographs and videos for use in Kansas newspapers for the second consecutive year.

The material will be available for use in newspapers soon after the event.

To download stories, photos and videos for your newspaper, go to: http://www.flinthillsmediaproject.com/?page_id=220

The only request is that if you use content, please send two copies of the work to Anderson, at: Elliott School of Communication, WSU, 1845 Fairmont, Wichita, KS 67260.0031.

some legislators of a government website for notices.

"We want to thank those who have heeded the call," said Doug Anstaett, executive director of KPA. "We have dozens more that have the codes necessary and are ready to join the effort."

Not only will be PDFs be used for public no-

See **UPLOADS** on Page 7

Small newspapers can benefit from website tool called ANT

Over the past few weeks, my mailbox has been filled with new and updated software from several well-known and not so well-know vendors.

Products like Adobe Creative Suite 5.5, QuarkXPress 9 and MultiAd Creator Express have been making headlines over



Kevin Slimp

the past couple of months. That makes it hard on a guy who does reviews for a living. It's impossible to learn all of the software quickly enough to make a thorough review in just a few hours. So I create a stack. The stack on my desk is pretty deep right now.

With that in mind, here are some thoughts on those big-name products, all of which I've used but haven't taken the time to do full blown reviews:

☐ Creative Suite 5.5: If you do a lot of work in website development, ads, or videos for the Web, get it.

☐ QuarkXPress 9: A major upgrade with lots of nice features. I still like InDesign more, but if you're sticking with XPress, this upgrade is worth the money.

☐ Creator Express: It's only \$30. If you're a Mac user, what do you have to lose?

With that out of the way (Don't worry. I plan to do full-blown reviews of CS5.5 and QuarkXPress 9 in the near future), let's turn our attention to a new software product that has the potential to be a valuable tool for small newspapers who have yet to create an online presence or who are looking for an easier method to get their news online.

Atomic News Tools (ANT) is a set of scripts for InDesign that takes the stories, photos and ads straight from the InDesign page to the newspaper website with the click of a button. Before getting into the details, understand that this is an easy and affordable solution for small newspapers that have been avoiding creating a website because of time, expense or staff to get the paper online.

Basically, ANT is made up of scripts that allow items from the InDesign page to be uploaded directly to a website with the click of a button in InDesign CS3 - CS5.5. "Adslinger" allows users to create, schedule, position and upload ads directly from InDesign to the Web page. "NuzBot" makes populating the news area of the website as simple as clicking a few buttons while you design the print edition of the newspaper in InDesign.

Going into detail about ANT would take more than the space I have for this column. But let me share a few snippets:

☐ The software is downloaded and placed in the InDesign Scripts folder. That's all the installation needed.

☐ Setup is included in the price. When a customer orders ANT, the layout of the site is done for them. With the customer's input and approval, of course.

☐ Users control everything when populating a website. Placement, schedule and more is set up right from the InDesign page.

☐ Ads can be pointed to different pages. For instance, an ad for a car dealership might be pointed to the Sports and Local News pages.

☐ Videos, Flash files and other ads can be placed in various areas at no additional cost.

The cost for ANT is \$100 per month. There are no setup fees, contracts or hidden

costs. Included in this price are templates, plug-ins, hosting, support, video module and more.

Here's what I like about ANT. For newspapers that have yet to create a website, there's no longer an excuse. If you already use Adobe InDesign CS3, CS4 or CS5, you

can begin using ANT almost immediately. There is no contract or setup fee, so the risk is minimal. The \$100 monthly cost includes hosting. This means you don't pay an extra fee for a company to host your site.

For newspapers that are looking for an alternative to the way they're already creating their websites, ANT is a option worthy of consideration. I would estimate that half the newspapers I visit tell me they're

For newspapers that have yet to create a website, there's no longer an excuse. If you already use Adobe InDesign CS3, 4 or 5, you can begin using ANT almost immediately.

See SLIMP on Page 3

2011-12 KPA BOARD

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Business news policy needs explanation

Stories about employers and employees have a big impact on communities. What happens at the workplace might even overshadow a decision of the local city council. Today's challenging economy warrants even greater attention to business as an everyday beat.

Yet, many newspapers struggle for consistent coverage of local business.

It's impractical, especially in small newsrooms, to devote one person to the business beat. Editors and reporters still can incorporate business coverage into their regimen of assignments. The first step is to brainstorm stories on a regular basis similar to a local government body or sports beat. A word of caution, however. It's best to proceed slowly. You can't simply turn on the spigot.

At the same time, developing and implementing a plan can prove long-term dividends for newspaper content and advertising revenue.

A discussion of business news inevitably prompts many editors to focus on the garden variety items — grand openings, anniversaries, new owners and managers. But think for a moment about the broader dynamics of business coverage that affect the everyday fabric of communities.

When is the last time you compared and contrasted local employment with statewide statistics — and then looked for a feature story representing specific trends? How are local businesses grappling with the federal health care reform and what is the impact on employees? Are companies having trouble finding qualified work-

ers, and what steps are they taking? It's becoming more and more commonplace for companies to explore and expand into international markets; what is happening in your back yard?

The stories are limited only by staff resources. As with any beat, newspapers will soon discover that the more attention devoted to broad spectrum of business news, the more ideas that readers will generate.

Business coverage has some distinct challenges. The most substantive coverage will be guided by a three-step process: Set policy; implement policy; Explain policy.

Set policy: What is news and what is advertising? A store opening is news when the first customers arrive. A grand opening three months later is advertising.

Set guidelines for many of the standard stories: new businesses, closed businesses, anniversaries, expansions, businesses offering distinctive service.

Decide who sets the policy. Be certain the news and advertising departments are aligned.

Implement policy: Once policies are in place, stick to them. Exceptions are bound to surface, but they should be rare.

One of the biggest challenges is making decisions based on the "what" and not the "whom." In other words, the biggest advertiser should not warrant special treatment — whether it's a request to publish or withhold publication of specific items.

Explain policy: Be proactive and not reactive in explaining policies, especially when you anticipate a decision to pursue

or not pursue a story will cause extra angst. Make certain there is internal consensus before explaining decisions to the customer and/or readers.

Explaining policies is the most important of the three steps. Think of the many everyday decisions that often are misunderstood by readers. Aside from business coverage, what's your policy for guest

commentaries? Why don't B-squad sports receive the same attention as varsity contests? If you publish free obituaries, do you limit what information can be included?

Business

coverage also prompts a variety of questions appropriate for explanatory columns to readers. Do you have a standard format for announcing new businesses? Do you publish letters to the editor — either complimentary or critical of a business? Businesses love to promote their "good" news; how do you approach "bad" news?

News and advertising staffs should have regular conversations so everyone is in sync on the definition of news and advertising. Editors and publishers will win highest marks from readers and advertisers alike if reporting is fair and consistent. In the end, credible business coverage is a win-win situation. The stories provide solid news content while being a springboard for increasing advertising revenue.

Jim Pumarlo regularly writes, speaks and provides training on *Community Newsroom Success Strategies*. He can be contacted at www.pumarlo.com or jim@pumarlo.com.



Jim Pumarlo

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Slimp

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looking for an alternative to the way they're currently creating their websites. If you're one of those, here is an alternative.

Atomic News Tools isn't the answer for a large daily newspaper. But if you are a smaller paper, this just may be what you've been waiting for.

Learn more about Atomic News Tools by visiting atomicnewstools.com.

Smaller Newspapers Spending Money and Energy Planning for Future

I haven't done any type of serious research on the subject, but it occurs to me that smaller daily and weekly newspapers are spending more time and money planning for the future. There are many theories ranging from "Newspapers resisted spending money on capital and staff during the past few years due to fears about the future and now feel a need to play catch up" to "We finally realized we (newspapers) aren't dying, so we'd better start preparing for our future."

This has been the busiest summer I've had with newspapers all over the U.S. and Canada calling for on-site consulting and training. In most instances, these papers are preparing for major upgrades and want to get advice and training in advance.

Whatever the reason, I'm glad to see that many papers are no longer holding their collective breath and are planning for the future.

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

Tragedy underscores importance of newspapers

Anyone who's had the privilege of working at a newspaper knows the value of a thick skin. Most readers who call the newsroom have criticism on their minds. Sources recall not the 99 times you spelled their name correctly but that one other occasion. Copy editors embody the thankless component of the business: The better they do their job the more invisible they become.

It's part and parcel of an industry that measures complaints per thousand — not compliments per thousand.

Significant news events change the equation, however.

The EF-5 tornado that ripped through Joplin, Mo., on May 22 is a good case in point. One of the deadliest twisters in U.S. history, the storm resulted in 141 deaths, a third of the town destroyed and an economic blow in the billions.

The staff of the Joplin Globe immediately began documenting what likely will be the biggest story of their collective careers. Reporters and photographers hit the streets, or what was left of them. Editors, designers and web personnel began

remaking the Monday edition. Circulation and the production departments readied for an increased press run. Department heads came in. Virtually every carrier contractor showed up to deliver the newspaper, knowing many a porch would be missing — if not the entire house.

Sounds like what every newspaper would do with such a big story, right?

Except this story, this killer storm, didn't leave the staff unaffected.

One of the confirmed dead was Bruce Baillie, a 56-year-old page designer. Thirty employees lost either part of or their entire home. The wind sheered back the roof in the Globe mailroom. Yet the paper was out in the morning.

"We had nine people in the newsroom that lost everything that night," said Globe Publisher Michael Beatty. "I believe seven of them made it in that night. Our mission is to get the news out to readers. And that's what we did."

Beatty said Editor Carol Stark, herself already a tornado survivor from years earlier, showed incredible leadership.

And yet Beatty said it really wasn't fair

to single anybody out.

"To an individual, everybody did a great job," he said.

The community agrees with him, based on web traffic, increased circulation and comments left with staff.

One online reader, identified only as Rob, wrote:

"The Globe's quality, professional coverage of the tornado aftermath is a wonderful tribute to the Globe employee lost in the storm."

The compelling written and visual documentation has not stopped since the tornado struck. There were tragedies to cover, and stories of survival. There were

searches for people as well as belongings. Recovery efforts. What worked and what didn't with warning systems. The governor was there, as was the president. There has been no shortage of news.

"This story will continue for years," Beatty said. "The community has been very thankful and praising of the Globe's coverage. We're here to serve these people who crave and need this information every



Patrick Lowry

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See **LOWRY** on Page 6

NEWSMAKERS

It's almost unprecedented, but the three large daily newspaper publisher positions in Kansas are all open.

William "Skip" Hidlay resigned from the Wichita Eagle in mid-May after just a year leading that newspaper.

Then, **Mark Nusbaum** of the Topeka Capital-Journal was named vice president of operations for the newspaper's parent company, Morris Publishing Group, headquartered in Augusta, Ga..

Finally, Kansas City Star President and Publisher **Mark Ziemann** was promoted to vice president of operations for the Mc-

Clatchy Co. He will office in Sacramento.

Nick Jungman, a former Wichita Eagle editor, has joined the staff of the Wichita Business Journal as managing editor. For the past two years, Jungman was a Knight Visiting Professional at the University of Missouri School of Journalism.

Anita Schmid has joined the Saint Francis Herald and Bird City Times as the new advertising manager. She was born and raised in Atwood but had been in Colorado for 30 years.

DEATH

Roger Myers, statehouse writer for the Topeka Capital-Journal for three decades, died May 20 in Topeka. He was 74.

He was born July 6, 1936 in St. Joseph, Mo., to I. Paul and Clara Myers.

He graduated from Salina Central High

School in 1954 and received a degree in journalism from Kansas State University in 1958.

He worked for the Kansas City Star, Hutchinson News, Salina Journal and Bell Telephone. He was a reporter for the Capital-Journal for 37 years.

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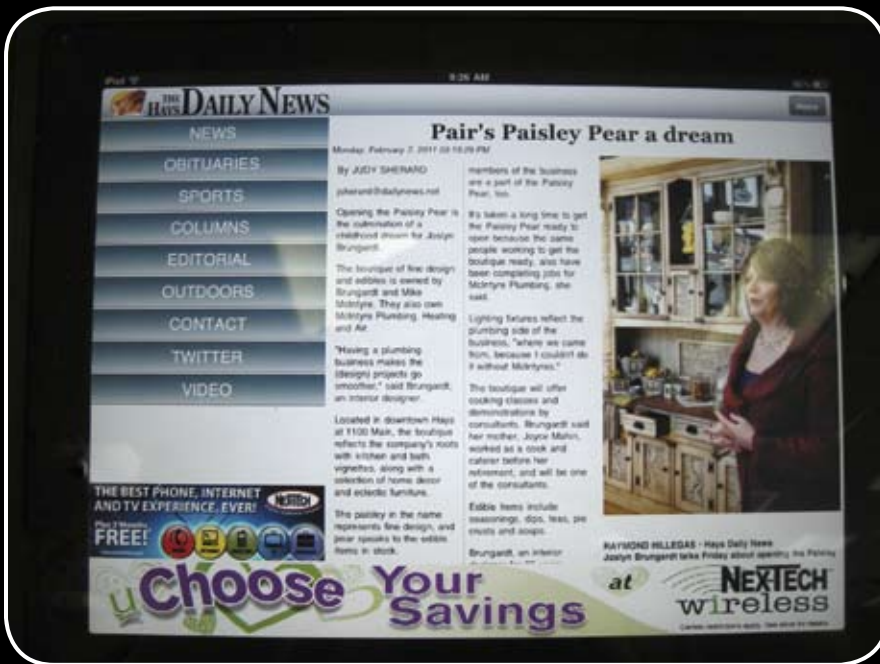
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16-part serial story set for August start

A 16-chapter serial story called "There's No Place Like Home" will be available free to Kansas Press Association members in August. The story won first place in the Midwest Circulation Management Association's content for Newspaper in Education (NIE) promotion.

It was written by the award-winning children's book author, Eunice Boeve of Phillipsburg. It was illustrated by Michael Meade from Salina with funding provided by the Kansas Newspaper Foundation.

Jeanie Warner, NIE coordinator for Harris Enterprises, said: "This serial story is a great way for you to increase your NIE, single copy and general circulation."

The historical-fiction serial story follows the adventures of 10-year-old twins Jack and Mollie. They are whisked away in a time machine that was built by their parents and experience events in Kansas history as they happen.

"Not only is this story enjoyable to read, but it also provides Kansas history and character education lessons, and a teacher's guide is provided," Warner said.

"Since this is the year we're celebrating the 150th birthday of Kansas, we thought this story would be especially timely," said Doug Anstaett, executive director of KPA.

The stories are designed to run beginning the week of Aug. 22 and would be completed by Dec. 22. They will be uploaded to KPA's website beginning around Aug. 1.

"Jeanie believes there are also sponsorship possibilities for the series," Anstaett said. You could ask a local business to sponsor the series and it could also become a project this fall at your area schools."

Judges needed for Indiana ad contest

It's time to judge the Indiana Press Association's Advertising Contest. We need eight more judges to provide for a quick turnaround, and you won't have to travel to do this judging. It will be done online or by mail.

"This will be a peek into the future of how the Kansas Press Association will run its contest beginning next year," Bradbury said. "Many states are shifting to online and mailed out judging to save on the cost of travel and lodging and because so many newspaper staff members are strapped for time. They can do this judging without leaving the office."

If you can spend time as a judge in the next two weeks, contact Emily Bradbury at ebradbury@kspress.com.

Lowry

Continued from Page 4

day. It motivates us as journalists."

The Globe staffers likely didn't need such a horrific act of nature to remind themselves why they do what they do. Journalists elsewhere probably don't either. But it is good confirmation of the vital resource newspapers provide to the communities we serve. We're there in the good times, and the bad.

The Joplin Globe deserves a salute for stepping up to the challenge. The staff also deserves our sympathy for the personal loss they incurred.

The Missouri Press Foundation has established a disaster fund for Globe employees. Tax-deductible donations may be sent to the Missouri Press Foundation, 802 Locust St., Columbia, MO 65201-4888.

Patrick Lowry is president of the Kansas Press Association for 2011-12 and is editor and publisher of the Hays Daily News.



THIS MONTH'S QUESTION

Q. I need help making some decisions on equipment purchases and whether to create a website. Who could help?

A. Ron Fields, KPA's technology consultant, would be the logical contact. He and his staff at the Hays Daily News have worked with a number of Kansas newspapers on website design, and he has a good grasp on what kind of equipment and software is available to meet the needs of our smaller newspapers. Write him at rfields@dailynews.net or call him at 785-628-1081 or 800-657-6017.

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JOB OPENINGS/FOR SALE

MANAGEMENT

Editor and Publisher wanted! Dodge City is looking for a leader for their multimedia team in southwestern Kansas. Dodge is the home of stable industry, a blossoming tourist trade and a booming state-owned casino. The ideal candidate will demonstrate solid, deadline-oriented community news judgment and will be a proven leader. Bilingual fluency is a plus for this culturally diverse GateHouse Media, Inc. market. The position includes a competitive compensation and benefit package. Send resume to Stephen Wade, Kansas Group Publisher, stephen.wade@morningsun.net.

Publisher — The Parsons Sun is currently in search of an enthusiastic leader. Experience in the newspaper industry with a proven track record a must. Our leader must demonstrate team-building skills, be customer driven and represent the newspaper in the community. Experience in advertising management preferred. We are independently owned and offer competitive salary with bonus plus full benefits. Send a detailed resume with professional and personal references to: brucewallace03@gmail.com.

GateHouse Media is one of the largest publishers of locally based print and online media in small to mid-sized markets throughout the U.S., We are currently looking for an aspiring publisher who has the entrepreneurial spirit, digital credentials and an innovative track record to lead our daily print and 24/7 online products in Hannibal, MO. The Hannibal Courier-Post is the oldest newspaper in the state of Missouri with an established, growing readership and strong community involvement. The Hannibal Courier-Post is a central print facility for GateHouse Missouri. GateHouse Media is an equal opportunity employer. To be considered please send cover letter and resume to: Gloria Fletcher at gfletcher@gatehousemedia.com

NEWS

The Chanute Tribune in southeast Kansas is seeking a reporter/assistant managing editor candidate for its five-morning a week publication. Send resume to news@chanute.com or mail to Box 559, Chanute, KS 66720.

Wanted - Full-time paginator/graphic designer. Job involves laying out pages, working with graphics and photos, and updating the Web site. Involves some weekend and evening work. Must be reliable, quick but accurate, and have a keen eye for design and sense for details. If this fits you, please

send letter, portfolio, resume and references to Dale Hogg, managing editor, Great Bend Tribune, PO Box 228, Great Bend, Kan., 67530, or to dhogg@gbtribune.com.

We are searching for a lead reporter in Ouray County, Colorado to manage reporting and news production for The Ridgway Sun. Full-time, salary position with two weekly, award-winning papers. If interested, email cover letter and resume to: Alan Todd, Publisher, atodd@ouraynews.com

PRODUCTION

The Garden City Telegram has an immediate opening for a Press Operator. Experience in running a newspaper printing press is preferred, although the newspaper would train the right candidate. Successful candidate will possess a stable work history. The Telegram is a paper that publishes Monday through Friday afternoons and Saturday mornings. This is a full-time position with excellent benefits that include 401K, health, dental, life, LTD, Flex, savings, paid holidays and vacations. Duties include helping the Pressroom Manager run an efficient, quality-

driven pressroom. Pay commensurate with experience. The Telegram is an Equal Opportunity Employer. Please submit a resume with salary requirements to: Jerry Naab, Pressroom, c/o The Garden City Telegram, P.O. Box 958, Garden City, KS 67846.

ONLINE

The Hays Daily News' Pixel Power Haus wants to give you control over the directory 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 Patrick Lowry at (785) 628-1081 to hear how we can help.

FOR SALE

The Washington County News, Washington, KS (785/325-2219) has on hand a never opened box of 500 #944 layout sheets for \$50 OBO plus freight. Please call with questions or if you would like to purchase.

Uploads

Continued from Page 1

tice site. In addition, such uploads will pave the way for electronic tearsheeting, digital entries for the 2012 newspaper contests and a morgue of all pages for each newspaper.

Here is a list of the newspapers participating as of 4:30 p.m. Wednesday:

Anderson County Review
Ark Valley News
Baldwin City Signal
Basehor Sentinel
Belleville Telescope
Bonner Springs Chieftain
Buyer's Guide
Coffey County Republican
Council Grove Republican
Derby Informer
Dodge City Daily Globe
Ellsworth County Independent-Reporter
Fort Scott Tribune
Galena Sentinel-Times
Garden City Telegram
Great Bend Tribune
Gyp Hill Premiere
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Hutchinson News
Iola Register
Junction City Daily Union
Johnson County Sun
Kansas City Star
Lawrence Journal-World
Legal Record
Manhattan Mercury
Marion County Record
Marquette Tribune
Marysville Advocate
Minneapolis Messenger
Mirror (Tonganoxie)
Osage County Herald-Chronicle
Ottawa Herald
Parsons Sun
Peabody Gazette-Bulletin
Pittsburg Morning Sun
Pratt Tribune
Rawlins County Square Deal
Sabetha Herald
Scott County Record
Shawnee Dispatch
St. John News
Sterling Bulletin
Sedgwick County Post
Topeka Metro News
Wamego Smoke Signal
Washington County News
Western Times
Wichita Eagle
Wilson County Citizen
Wyandotte County Business News

One last time: KPA's plan for notices is best

OK, I promise this will be the last column I devote to the subject of uploading digital PDFs to the Kansas Press Association's FTP site.

In two months, I'll be headed to a meeting of NAM, the Newspaper Association Managers, a closely knit group of directors from across the nation that meets annually to discuss the state of the industry.

We talk turkey at these meetings. There are no holds barred. No prisoners taken. We're frank with each other, because our very livelihoods depend on the success of our members.

This year will be no different. And the one subject we will visit, as we do each and every year, is the status of public notice in each of our states.

This legislative season has been another roller coaster ride for our industry. Some states had multiple attempts to put public notices on a government website.

Kansas was lucky, to a point. We only had one serious bill about public notice, and it didn't get a hearing until the last day of the session. But the tone of that hearing was different from many we've experienced in the past. Some legislators



Doug Anstaett

were openly hostile to our message that public notice must remain in the exclusive realm of daily and non-daily newspapers in Kansas.

This actually should come as no huge surprise: newspapers aren't held in particularly high regard by legislators. Remember, they feel the sting of editorials and squirm at the probing questions from reporters.

So when an issue comes before them where they might have an opportunity to get back at our profession, they sometimes can't help themselves.

That's OK: ours isn't a profession that should seek close friends among elected officials.

But we also must work with legislators on open government issues, so we must pick and choose our issues very carefully.

I've listened at the NAM meetings to what other states are doing to combat this apparent shift in legislative attitudes about public notices.

What we've all concluded is this:

We can talk and we can even compromise at times. But what we can never do is capitulate to the view that saving a few tax

dollars is worth throwing away a public notice system that has worked well for more than two centuries.

So, if we don't want the government to be in the public notice business, we have

We can talk and we can even compromise at times. But what we can never do is capitulate to the view that saving a few tax dollars is worth throwing away a public notice system that has worked for more than two centuries.

to provide that greater access for the tech-savvy and the non-readers who aren't our regular customers.

We must provide that website free of charge, make it searchable and guarantee that the notices haven't been altered.

That's where uploading comes in. Your uploaded PDFs will be carbon copies — do young

people even know what that means? — of the legal, printed versions from your own newspaper.

No changes.

No funny business.

Just the facts.

Please join your fellow KPA members by uploading your PDFs. It's the right thing to do.

Enough said.

Doug Anstaett is executive director of the Kansas Press Association.

NNA symposia share ideas, research on media topics

The 17th annual "Newspapers and Community-Building Symposium," co-sponsored by the Huck Boyd National Center for Community Media and the National Newspaper Association, will be Sept. 23 to 25 during the NNA's annual convention in Albuquerque.

"The symposium is a good opportunity for newspaper editors and publishers and journalism educators to share ideas and research relevant to community newspapers," Gloria Freeland, director of the Huck Boyd Center, said.

The following is a list of presenters:

Session 1

Adopting technology — 11:15 a.m. to 12:15 p.m. Friday, Sept. 23

— Developing a social media strategy for the community press, John Schmeltzer, University of Oklahoma, Norman; j.schmeltzer@ou.edu.

— Building connections with younger

readers: how 18- to 24-year-olds connect with local news through Facebook, Twitter and mobile devices, Jennifer Greer and Yan Yan; University of Alabama, Tuscaloosa; jdgreer@ua.edu; 205-348-6304.

— The study of user-generated content in Michigan's community newspapers, Lori F. Brost; Central Michigan University, Mount Pleasant; brost1lf@cmich.edu; 989-774-1545.

Session 2

Addressing challenges — 2:15 p.m. to 3:15 p.m. Friday, Sept. 23.

— When the weekly leaves town: the impact of one newsroom's relocation on sense of community, Lindsey Wotanis, Marywood University, Scranton, PA; llwotanis@marywood.edu; 570-499-1829.

— Fixing goofs in community newspapers: without corrections, do we lose readers, credibility, Les Anderson,

Wichita State University; Wichita, KS; les.Anderson@wichita.edu; 316-978-6065.

— Circulation patterns of community newspapers in Central Appalachia, Al Cross, University of Kentucky, and Bill Bissett, Marshall University; al.cross@uky.edu; bbissett@kentuckycoal.com.

Session 3

Adapting coverage — 3:30 p.m. to 4:30 p.m. Friday, Sept. 23

— The police came calling (police beat coverage by students), Gary Rice; California State University, Fresno; garyrice07@yahoo.com; 559-278-2026.

— Enabling information in a tough economy, Marshel D. Rossow; Minnesota State University-Mankato; marshel.rossow@mnsu.edu; 507-389-5522.

— Religion coverage of a community newspaper, Michael Ray Smith; Campbell University; smithm@campbell.edu.

NEWS BRIEFS

Workshop to focus on military

The University of Kansas again will host a workshop Sept. 25 to 30 for journalists who want to learn more about covering the military.

The workshop, funded by the McCormick Foundation, allows journalists to embed for a week with officers at the Command and General Staff College in Fort Leavenworth, Kan., and soldiers at Fort Leonard Wood, Mo.

The workshop is free. The McCormick Foundation pays all expenses including round-trip airfare to Kansas City, ground transportation, lodging and meals.

To apply, send a current resume and a letter of interest to: Barbara Barnett, William Allen White School of Journalism and Mass Communications, Room 200, 1435 Jayhawk Blvd., University of Kansas, Lawrence, KS 66047.

Anderson looks at corrections policies

Les Anderson, professor in the Elliott School of Communication at Wichita State University, has devised a short online survey to gauge the policies newspapers follow on printing corrections.

He will present a paper at the National Newspaper Association annual convention in September in Albuquerque on the subject.

Anderson asks that newspaper editors participate in the survey at SurveyMonkey. To assist Anderson, click the link or paste it into your web browser: <http://www.surveymonkey.com/s/SHG58WJ>.

Reporters Committee has digital legal guide

WASHINGTON, D.C. — An interactive reference to the myriad legal issues specifically facing reporters who are working online has joined the library of free, online media law guides available on the Reporters Committee for Freedom of the Press website.


The Digital Journalist's Legal Guide is designed to assist anyone who is disseminating news online, from an independent blogger to a reporter for a major media outlet, as well as media lawyers active in this area.

The site includes information about openings records and meetings, access to courts, newsgathering, sources and subpoenas, libel, invasion of privacy, internet regulation and copyright and trademark information.

As always, the RCFP also can help journalists find an attorney in their particular jurisdiction when they are sued or arrested.

To access the information, which will be as useful to bloggers as to a staff report at a newspaper, go to:

<http://www.rcfp.org/djlg>



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Keep reading your local newspaper...
and keep your community going strong.

Kansas Press Association
kspress.com

In July, Kansas Press Association members will be asked to participate in a series of ads promoting newspapers as builders of strong communities. Here is a sample of one of the ads. Newspapers will place the ads free, but the exposure will be priceless.

Quit Fighting Technology! Institute of Newspaper Technology

September 29 - October 1, 2011

Since 1997, newspaper designers, publishers, editors and technical staff have gathered at the **Institute of Newspaper Technology**. The Institute is internationally-recognized as the leading program of its type in the world.

Register Online:
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Held each fall on the campus of The University of Tennessee (Knoxville), the Institute offers basic and advanced classes in InDesign, Photoshop, Flash, Dreamweaver, iPad use, Illustrator, Bridge, Color, Online Journalism, Photography and much more.

Classes are hands-on and held in state of the art labs in the UT College of Communication. The past five sessions have filled to capacity, so take advantage of this opportunity before it's too late.

\$100 discount for those who register before July 1.



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