

THE KANSAS PUBLISHER



A PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY

WEDNESDAY, JULY 2, 2008

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KPA CALENDAR

JULY 25

Photoshop Class, KPA office
Topeka

AUG. 1

InDesign II Class
Wichita State University

AUG. 8

Western Kansas Mini-Convention, Garden City

SEPT. 6-14

Kansas State Fair Booth
Hutchinson (Need volunteers)

THE PUBLISHER

This is the first electronic edition of The Kansas Publisher. It replaces the former printed version and will be distributed by e-mail on the first Wednesday of each month and archived on the KPA website.

The regular Kansas Press This Week will continue to be e-mailed on the other Wednesdays of the month.

Here's how new serial meetings legislation is designed to work

New legislation designed to curb the tendency of local government officials to meet illegally will go into effect on July 1.

• The definition of a meeting has been changed from a "majority of a quorum" to a "majority" of the members of the board, council, commission

or advisory committee.

The law allows two people do discuss business outside a scheduled and noticed meeting only if two isn't a "majority" of the board, such as a three-person county commission.



• If officials meet in smaller groups that, combined, add up to more than a majority, that board is in violation of the law.

Newspapers and private citizens will have to be diligent to make sure this doesn't happen.

The legislation codifies

See SERIAL on Page 5



Les Anderson, front, works with WSU students (from left) Matt Heilman, Patrick Vera, Todd Vogts and Ian Crane around a table at Friends Church in Haviland.

WSU students cover Greensburg

Stories, photos, blogs and videos about the city of Greensburg's comeback from the devastating EF5 tornado of May 4, 2007 were uploaded and made available for use by Kansas Press Association members.

The Greensburg Rebirth project website, at www.greensburgrebirth.com, gave KPA member newspapers access to quality content on the tornado and the community a year after the tragedy struck.

Project team members were students of Les Anderson from Wichita State University.

Anderson, associate director of the Elliott School of Communications at WSU, and Cort Anderson, technology consultant for the Kansas Press Association, worked together on the project.

The Kansas Newspaper Foundation provided funding for part of the expenses incurred by the students.

Yes, it's a sensitive subject, but we can't ignore suicides

Suicide reports stir the strongest emotions among grieving families and friends. These stories prompt the most strident complaints that newspapers are sticking their nose into personal affairs. Newspapers also face resistance



Jim Pumarlo

from authorities regarding release of information, even though cause of death is public information under many state laws. The incidence of suicide – it was the No. 3 cause of death among youths and young adults ages 15 to 24 in 2005 in the United States, accounting for more than 4,200 deaths – is why the topic deserves examination as a broader social concern. But the growing death count doesn't make the reporting of suicide any easier for newspapers, especially in small towns.

Even newspapers that reject the idea of reporting suicides cannot ignore that some circumstances demand an exception. For example, an individual ties up traffic on a high bridge before jumping to death. Police officers surround a house where someone is holding hostages at gunpoint; the person commits suicide rather than surrendering. A mayor takes his life.

Many newspapers adopt a policy to report suicides only if they involve public officials or if they occur in public settings. The three previous examples fit nicely into

those categories. But the definition of what is a public or private setting, or who is a public or private individual, is not always so clear.

Think about the following scenarios:

A bank president who has served on almost every community board imaginable is found dead in a car in a city parking lot. As an alternative, consider if he commits suicide in the privacy of his home.

Reflect on the same circumstances, but now substitute a retail clerk as the suicide victim.

A star athlete is found dead outside school as students arrive for class. Then consider his discovery late at night by a janitor.

Reflect on the same circumstances, but now substitute a student who isn't involved in any extracurricular activities as the suicide victim.

Decisions suddenly do not become so black and white.

Mayors are public officials under the letter of the law. Newspapers are in excellent position to defend reporting a suicide. But are bank presidents, or other major business figures in small com-

munities, any less noteworthy?

Newspapers frequently are challenged about whether it's fair to families – just because they have been deemed prominent under someone's objective or subjective guideline – that their personal tragedies, or successes, get publicized.

Editors must view that question from the opposite perspective, too. By not reporting a suicide – because an individual

... The growing death count doesn't make the reporting of suicide any easier for newspapers, especially in small towns.

See SUICIDE on Page 3

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THIS MONTH'S QUESTION

I need some advice on libel. Who can I call?

Mike Merriam mans the KPA Legal Hotline at (785) 233-3700. There is no charge for members for the initial call. If further assistance is needed, you can discuss the cost with Mike if your needs go beyond the initial contact.

Suicide

Continued from Page 2

has not been deemed important – is that sending a message that a family’s loss is less important?

Several things should be considered in establishing guidelines for reporting suicides. Among them:

- When do suicides warrant front-page coverage?
- How much detail should be included? Should the cause of death be identified?
- Should suicide ever be reported as the cause of death in an obituary versus in a separate story?

As with the development of any policy, it’s important to talk with certain individuals in framing suicide coverage. Health-care professionals should be among the first contacts. Talk as well to school counselors, mental health advocates, clergy, law enforcement personnel and medical response teams. Ask to speak at a meeting of grief support groups.

Don’t forget that co-workers at newspapers may be among the best resources. They and their families are community members, too.

Newsrooms often become preoccupied with reporting a news event, then fall short on attention to follow-up stories. Suicides often present an excellent opportunity for stories that address the causes of suicide, namely depression.

These can be worthwhile and educational stories. But newspapers must consider the impact on victims’ families and friends.

No matter how the stories are pursued and presented, personal tragedy is the springboard for the coverage. Follow-up stories, no matter how well intentioned, will put a family back in the spotlight.

Does this mean these stories should be avoided? No. Indeed, sometimes it can’t be ignored. Many communities have a very visible and methodical response to deal with tragedies. Responsive and responsible newspapers can do a great deal to help communities work through such tragedies, but coverage must be done with sensitivity.

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

Mini-convention in Garden City includes advertising, news training

The second annual Western Kansas Mini-Convention is scheduled for Aug. 8 in Garden City.

The program at the Clarion Hotel in Garden City will include featured speakers on advertising, circulation, writing and photography. Cost for the all-day seminar, which includes lunch, is \$65 for KPA members and \$105 for others.

The schedule is:
 8:30 a.m. to 9 a.m. — Registration and continental breakfast
 9 a.m. - Noon — Breakouts
 — Tips for Better Writing with Gary Gilson
 — Photography for Reporters, Cort Anderson
 — Where Have All the Numbers Gone, with Don Michel.

Noon - 1:15 p.m. — General Session
 “Why What You Do Is Important,” Gary



Gilson
 1:30 - 3:30 p.m. — Breakouts
 — Sports Writing with Gary Gilson
 — Preparing Images for Print, Cort Anderson
 — Profit Online in a Down Economy, with Susan Kremers.
 A sign-up form is included as an attachment to today’s Publisher.

KPA seeks volunteers for fair booth

The Kansas Press Association will be at the State Fair Sept. 6 through 14. All members are encouraged to send volunteers to help staff the booth. Please contact Emily Bradbury at ebradbury@kspress.com to volunteer.

Last year, we focused almost entirely

on the Bill of Rights. This year, we want to provide a varied educational experience for those who stop by our booth. We’ll be touting the importance of open government and the value of newspapers to our communities, while Kids Voting Kansas will conduct a presidential straw poll.

Advertising Conference set for Oct. 24

The annual Kansas Press Association Advertising Conference is scheduled Oct. 24 at the Courtyard by Marriott in Junction City.

Additional information on speakers and programs will be available soon.

The conference will include an ad-

vertising design contest and speakers on boosting advertising sales, dealing with a down market and selling ads for your online editions.

Watch for more information in Kansas Press This Week and next month’s Kansas Publisher.

KPA website upgrade just about ready

Salina Journal online staff members are busy redesigning the Kansas Press Association’s website.

The redesign, along with the association’s conversion to an online directory of newspapers, will allow KPA to instantly update any information about newspapers

as it becomes available.

The redesign also will include a new website for the Kansas Newspaper Foundation.

KPA staff members have been actively involved in all phases of the redesign.

It will go live in about two weeks.

What do you think of the Publisher?

The KPA staff is anxious to make the new Kansas Publisher the best it can be.

“Obviously, this first one has been tweaked numerous times as we tried to make sure it included timely information and columns,” said Doug Anstaett, execu-

tive director. “It’s a work in progress and we’re interested in making it as useful to members as possible.”

Send your comments and suggestions to danstaett@kspress.com or ebradbury@kspress.com.

He's a news guy, but he can sell online ads

I'm a news guy. Sure, I sold ads for the two decades my wife and I owned weekly newspapers, and I wasn't bad at it. But my wife was a better salesman than I was. I handled most of the news.

When we launched our Web site in 2004, however, I handled all the ad sales as well as the news. I could sell the Internet. I enjoyed selling the Internet. In fact, I sold enough advertising that our Web site generated \$1,000 to \$1,100 a month for the next three years, which was like having two extra supermarket inserts for our little rural newspaper.



Gary Sosniecki

If a news guy like me can sell online advertising, you can, too.

Here are some tips

to get you started:

❑ Set prices that are high enough to show that your Web site has value but low enough that you're not robbing your print edition. Target money your advertisers are spending with radio stations and out-of-town newspapers and shoppers. The goal is for your Web site to become "the second buy" in your market, after your newspaper.

❑ Although most online buys for national advertising are based on CPM pricing — cost per 1,000 impressions — it's easiest in a small town to price by the month. You understand it, your bookkeeper understands it, and your advertisers will understand it. (Internally, you ought to understand CPM pricing as a starting point for setting sponsorship rates.)

❑ If your ad site is designed for the larger ads preferred by ad agencies today (like leaderboards and skyscrapers), a good rule of thumb is to charge the same price for an online ad, per month, that you do for a quarter-page ad, per week, in your newspaper. For example, if a quarter-page in your newspaper is \$125 a week, charge \$125 a month for the large ads on the home page of your Web site. If you're still using the smaller banners and buttons,

Set prices that are high enough to show that your web site has value but low enough that you're not robbing your print edition.

adjust your prices accordingly.

❑ Charge less for ads "below the fold" on your Web site. And reduce the price 25 to 50 percent for your inside pages. Your obituary page, which will draw more traffic than any page except your home page, should be priced higher than other inside pages. Funeral homes, florists and hotels are good bets for ads on your obit page.

❑ Your time for selling is limited, so try to get your advertisers to commit for one year. When we launched our site, we gave online advertisers the first month free in exchange for a one-year commitment. The next five months, as online readership grew, the advertisers paid half-price. They paid full price

for the last six months. Even at the discounted rate, we made a profit on our Web site from the second month on.

❑ Part of the enticement was the added value we gave by reprinting their online ads in a house ad in our print edition each week. You can do the same. Headline the house ad: "They make (your town) click!" Subhead: "Look for these advertisers 24 hours a day on (your domain)."

The total package was hard for advertisers to turn down.

Who are your best prospects in a small

town?

I already mentioned funeral homes, florists and hotels. Also try banks (especially those with online banking), car dealers, mobile-home dealers, real-estate agencies, hospitals and medical clinics, nursing homes and assisted-living centers, dentists, chiropractors, stockbrokers, restaurants (if the restaurant doesn't have its own Web site to link to, post its menu and link to it), insurance agents, tourist attractions, fast food, photo studios (especially if their own Web site has a photo gallery), supermarkets, drug stores, computer stores, travel agents, bowling alleys, state legislators, attorneys, cell-phone dealers and auctioneers.

Keep your advertisers happy after the sale with personalized monthly "online traffic reports" that show how many people saw their online ads and how many clicked through from your site to their sites. The more information you give your advertisers, the better they'll feel about spending money on your Web site.

And the more you'll look like the Internet advertising expert in your community. Even if you're a news guy.

Gary Sosniecki is a regional sales manager for Townnews.com specializing in weekly newspapers. He has owned three weekly newspapers and published a small daily in Missouri during a 34-year newspaper career. He may be reached at gsosniecki@townnews.com.



The key is to watch your debt, control expenses

Greetings from Holton, where I serve as editor and publisher of The Holton Recorder with my lovely wife, Connie.

It is because of Connie's assistance and understanding here at the news office that I am able to serve this year as the president of the Kansas Press Association Board of Directors.



David Powls

Like all the newspapers across this great state, our paper is experiencing record increases in the costs of doing business. We're confident however, that we can weather the current economic conditions and look forward to a more stable economy.

This year is our 24th in the newspaper ownership business. We believe newspapering to be one of the most important and rewarding careers. We also believe that while the printed newspaper product is our lifeblood, we can add value to our business through our on-line edition – www.holtonrecorder.com.

Starting out as one of the youngest

newspaper owners in the state, back when Compugraphic typesetting equipment ruled and before the fax machine – I continue working on my goal of becoming the oldest newspaper editor in the state. The business has evolved significantly since we started and for the most part change has been good.

Our first 12 years as newspaper owners were in Yates Center where we produced a weekly 16-page paper with the assistance of two other staff members. It was a great learning experience as we had a hand in every part of the business.

As you may recall, the mid-1980s were marked with less-than-good economic times, too. In fact, our local bank failed when the bottom fell out of oil prices and producers had difficulty making loan payments.

These days, other newspaper people ask us how we weathered those hard times of the 1980s. All we can say is that we were so young and so consumed with our community newspaper work that we didn't have time to worry about the economy.

We did learn early on, however, that one of the keys to making money in the newspaper business – as in every business I'm sure – is to keep expenses and debt as low as possible.

How can my newspaper remain profit-

able in 2008 and at the same time continue to produce an interesting and timely news product? That's the million dollar question that we'll be seeking answers for this year at The Holton Recorder.

The first order of business for all newspapers is to make money and be profitable. That's the bottom line and that'll be one of my top priorities for information sharing while serving as president of the KPA board.

In an unstable economy, local businesses are more apt, I think, to stick with placing their advertisements where they are sure to get positive results – in the newspaper. In that regard, here at The Recorder we're working to turn a lemon of an economy into a lemonade profit center using that angle – newspaper advertising is the most effective, yet least expensive form of advertising.

I believe if we lose any newspaper in Kansas this year, it will not be because people aren't reading it. It will be because the paper is not profitable. The KPA is here to help make sure that does not happen to your paper.

David Powls is 2008-09 president of the Kansas Press Association. He and his wife, Connie, are co-owners of the Holton Recorder.

Serial meetings now illegal in Kansas

Continued from Page 1

into law language similar to an attorney general's opinion in 1998 and changes the definition of a "meeting" to include:

K.S.A. 75-4317(a) As used in the open meetings act, "meeting" means any gathering or assembly, in person or through the use of a telephone or another medium for interactive communication by a majority of the membership of a body or agency subject to this act for the purpose of discussing the business or affairs of the body or agency.

It would also add the following language to deal with serial meetings to K.S.A. 75-4318:

(f) Except as provided by section 22 of article 2 of the constitution of the state of Kansas, meetings in a series shall be open if they collectively involve a majority of the membership of the body or agency, share a common topic of discussion concerning the business or affairs of the body or agency, and are intended by

any or all of the participants to reach agreement on a matter that would require binding action to be taken by the body or agency.

"We owe a great deal of gratitude to Mike Kautsch, our media law consultant, who worked on the new language with us so we could get at the problem of serial meetings without seriously undermining KOMA," said Doug Anstaett, executive director of the Kansas Press Association.

"I know some members believe we paid too high a cost with the change from 'majority of a quorum' to 'majority' on the definition of a meeting, but we thought the compromise was worth it.

"We get far more calls at KPA about e-mails and serial meetings and the like than about two people talking about business outside a meeting."

The new legislation took effect on July 1, 2008.

Anstaett said KPA will keep a close eye on how the new rules affect open government in Kansas.

It's not print vs. Web anymore.



As you blur the lines between print and online, ask about the new AdBuilder.com *Web Source*.

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Emphasize that newspaper readers are voters

By **Chuck Nau**

“People who read newspapers vote in elections.” South Dakota’s Gov. Mike Rounds knows. “People who read newspapers vote in elections,” says Gov. Rounds. Using ROP in newspapers in 2002, Rounds upset a number of highly financed rivals to win the governorship. Newspapers, AGAIN, worked for Gov. Rounds assuring his re-election in 2006.

“People who read newspapers and visit newspaper web sites vote in elections.”

The combination of YOUR newspaper and YOUR newspaper web site, local news and advertising, has the highest penetration and most desirable audience (e.g. the ideal audience for local political campaigns) of any other local media. They are the ideal environment for local political contests whether it be for mayor, state legislator, city council or community initiative.

Newspapers are the primary source of local community news and advertising PLUS they REACH THE VOTERS! Political candidates or initiative supporters targeting your community KNOW that the most important part of the whole election process is the voters!

Political campaign strategists (... they’re selling a product, too!) understand and acknowledge the benefit and value of local media in generating voter interest and voter turnout!

Consider, if you will, the following ‘notable’ newspaper and voter parallels ...

- According to political strategists, in a typical community 74 percent of the residents are NOT interested in politics except for a short time period, 15 percent consider themselves informed, another 10 percent see themselves as activists and 1 percent are decision makers ... Newspapers, your newspaper, reach the last three KEY groups. Tell your local candidates and initiative supporters that!!

- Newspaper website users, who also read the print editions, are 52 percent more likely to shape opinions about new products, technologies, and issues than those who use the web without consulting newspapers, according to a 2007 study from the Newspaper National Network (NNN). Tell your local candidates and initiative supporters that!!

- Newspapers, YOUR newspaper, reach decision makers ... AND decision makers influence people! The multipliers, people who influence more than one individual ... who begin the discussion, give a word of mouth referral, and influence how others think and react to everyday product and services marketing

campaigns! Uninformed become informed late in the campaign by asking multipliers! Tell your local candidates and initiative supporters that!

- YOUR newspaper gives the candidate unique access to the leadership of your community. Last year Internet research found that newspaper web sites were found to represent the largest share of local Internet ad dollars. Tell your local candidates and initiative supporters that!

Political candidates and initiative supporters need to know how newspapers and their respective web sites will play a key and decisive role in Campaign 2008 ...

- Newspaper Web Sites Attracted More Than 66.4M Unique Visitors on average, + 12.3 percent over ‘07 (40.7 percent of all Internet users) in the first quarter of 2008. Time spent on newspaper web sites averages about 44 minutes per month. Tell your local candidates and initiative supporters that!

- Newspaper web sites — All time high of 63.2 million unique visitors, 39 percent of all active Internet users visited newspaper web sites in October ‘07.

- Per Net/Nielsen Ratings, Newspapers and newspaper Web sites reach 77 percent of adults in a given week. They also reach 65 percent of adults aged 18 to 24 and 69 percent of adults aged 25 to 34. Tell your local candidates and initiative supporters that!

- Last year Internet research found that newspaper web sites were found to represent the largest share of local Internet ad

dollars, with 33.4 percent, among local media. By contrast, directories (e.g. Yellow Pages) and local television outlets garnered only 10.1 percent and 9.3 percent, respectively. Tell your local candidates and initiative supporters that!

People attracted to local news, whether in print or online ... are good voters.

Newspaper readers vote at above average rates and survey after survey conducted by the Newspaper Association of America have shown that voters rank newspapers ahead of all media in the credibility of political messages.

In your pursuit of campaign election and initiative ad dollars, talk to and sell the candidate directly, she will then sell the political consultant or advertising agency.

Focus on BENEFITS rather than advantages, VALUE not



KPA CLASSIFIED ADVERTISING

NEWS

The **Garden City Telegram** is seeking a reporter who can cover the law enforcement/courts beat in southwest Kansas, in addition to helping out with general news and feature stories. Ideal candidates will have sharp reporting skills, the ability to go beyond superficial coverage and experience with, or the desire to learn, multimedia skills. Experience at a daily newspaper a plus, but recent college graduates ready to hit the ground running will be considered. Candidates who are bilingual in Spanish preferred, but not required. The Telegram, part of the six-newspaper Harris Group, offers a generous salary and benefits package, a chance to work with an outstanding staff and opportunity for advancement. We are an afternoon daily with a Saturday morning edition. The Telegram is an Equal Opportunity Employer. To apply, send resume, cover letter and work samples to: Brett Riggs, managing editor, The Garden City Telegram, 310 N. Seventh St., Garden City, KS 67846. For more information or to express interest in the position, send e-mail riggs@gctelegram.com.

If you're looking for a place to make the job your own, to exercise your creativity and expand your talent, then give us a call. The **Ellsworth County Independent-Reporter**, an award winning weekly in one of the best rural communities in Kansas, seeks a sports editor-managing editor. Write or call Linda Mowery-Denning, (785) 472-5085 or e-mail lindadenning@eaglecom.net.

EDITOR — Main Street Media, a group of 14 publications in north central Kansas, is looking for an energetic, self-motivated editor with a passion for newspapering, a keen eye for style and substance, and a commitment to community journalism. Experience with Quark and Photoshop a plus. Great opportunity for growth ... Equal opportunity employer. Send cover letter, resume and work samples

to Ruth Newman, General Manager, Russell County News, P.O. Box 513, Russell, KS 67665 or email to ruth@mainstreetmedia.us.

The **Chanute Tribune** in southeast Kansas is seeking a city/court reporter who would also write features. We're changing to an A.M. paper effective July 1. Taking digital pictures is a must and experience in InDesign layout a plus. Send resume to stu@chanute.com or mail to Chanute Tribune, Box 559, Chanute, KS 66720.

Sports Editor — The Emporia Gazette seeks a sports editor who is committed to giving our readers all the information they need to keep track of their local sports teams, which include NCAA Division II college, high school and youth activities. The ideal candidate will be organized and understand the importance of covering all levels of sports — from T-ball and kids wrestling to college and professional sports. Reporting and writing skills must be demonstrated. Proficiency in page design and AP style is required. Experience with InDesign and NewsEdit Pro is preferred. Two years experience is required. Our position could be a good step up for someone who has cut teeth at a weekly newspaper. To apply, send a cover letter, resume, work samples and three references to Gwendolynne Larson, managing editor, The Emporia Gazette, 517 Merchant St., Emporia, KS 66801. E-mail applications may be sent to larson@emporiagazette.com.

GENERAL ASSIGNMENT reporter for small town daily about to institute major changes. Opportunity for advancement for the right person. Position to open soon includes single BC/BS and a 100 percent matching Simple IRA retirement plan. Journalism degree helpful, but not necessary. Web site knowledge and interest a plus. Send resume, references and salary history and/or requirements to dispatch@claycenter.com with ATTN:

NED VALENTINE in subject line or mail Personnel Dept., **Clay Center Dispatch**, Box 519, Clay Center, KS 67432.

Oldest daily newspaper in southeast Kansas seeks a sports writer with strong writing and editing skills and basic computer knowledge. Must be able to speak and handle self well with coaches. Will assist sports editor with coverage of all sports for 10 high schools and two community colleges as well as search for sports features. Recent college graduates encouraged to apply. Excellent medical benefits. Send resume, clips and references to Georgia High, managing editor, **Independence Reporter**, P.O. Box 869, Independence, KS 67301, e-mail ads@dreporter.com or fax to (620) 331-3579.

Kansas preseason high school and college football publication is seeking freelance writers to produce player and program features for its August issue. Please send clips to john@kansaspregame.com.

WANTED

The **Clay Center Dispatch** is looking for a new or slightly used Imagesetter, Panther or comparable page negative printer to aid in its conversion to InDesign and more color printing. If you have one for sale, contact publisher Ned Valentine at (785) 632-2127.

**Have a job opening
or an item for sale?**

Contact Nicole Schings
at KPA at:

(785) 271-5304

or

nschings@kspress.com

Political

Continued from Page 6

price. Emphasize your newspaper's and your newspaper's web site BENEFITS such as high readership, audience, unique visitors, time spent coverage of your community and affordability rather than advantages (circulation numbers).

Likewise, stress VALUE (retention by readers, use as a local reference and resource tool) rather than price. Remember the importance of advertising campaigns (not one time ads) that encourage the importance of voting, when, where and how to vote plus reinforcing a voter's support of a particular candidate and/or initiative.

Newspapers, your newspaper, online



Chuck Nau

and you make to spend dedicated, uninterrupted time focused with your newspaper.

Ask Nancy Boyda, a Kansas Democrat. Just like South Dakota's governor, Boyda knows.

Nancy unseated incumbent Republican Congressman Jim Ryun using a 12-page

and in print, best represent your community. Your neighbors, friends, business associates and you seek it out, it draws you in and talks to you about things in your life, in a specific and intimate fashion. This is a choice your neighbors, friends, business associates

newspaper insert as her primary advertising vehicle in the 2006 elections.

"People who read newspapers and visit newspaper web sites vote in elections."

© Murray & Nau, Inc.

Chuck Nau of Murray & Nau, Inc. is a Seattle area based publishing consultant and sales and management trainer.

He has been a speaker for and conducted advertising, marketing, management and sales training workshops with newspapers, niche publishers, publishing groups and press associations, throughout North America.

Comments and questions are welcome and may be directed to Chuck via e-mail: murnau@nwlinc.com. or at (425) 603 - 0984.

Here is KPA's strategy to attract political advertising

Advertising sales director Nicole Schings and advertising placement director Becca Gray have created a marketing tool designed to inform those seeking political office what KPA has to offer them.

KPA's effort includes a mailing to all candidates for the Kansas House of Representatives and the Kansas Senate that includes information about newspaper advertising opportunities.

Schings has also directly contacted the campaigns of those seeking election to Congress, offering KPA's placement service and touting the fact that voters are typically newspaper readers and will respond to more detailed information about the election.

The package being sent to candidates for the Kansas House and Senate includes the following:



- ☐ Statistics about newspaper readership and demographics.
- ☐ Details on KPA's Display Ad Network and Classified Ad Network.
- ☐ "The Power of One!" — a description of KPA's one order, one bill, one check placement service.

We also have a web page that lists the campaign calendar for 2008, campaign laws that apply to newspapers and those seeking office and other useful information.

To find that information, go to Member Resources and click on Election 2008.

Welcome to the 'new' Kansas Publisher

This is the inaugural edition of the new electronic Kansas Publisher.

It follows the trend among a number of other state press associations to provide more advice, more color and more pizzazz in what we send out to our members and friends.

After all, we're competing for your time just like you are competing for the attention of your readers.

We think this new format will be more appealing, and it will allow you to reach back into the archives on our website any time you want to find a story you've missed.

Our decision to make the Kansas Publisher an electronic edition is not because we think print is dead but because we want



Doug Anstaett

to use KPA's funds as wisely and efficiently as possible. This move will cut our postage and printing costs substantially.

This format will allow us a great deal of flexibility. If we need to produce 8 pages, we can do that, but if we have to go 16 pages — or more — it won't cost us other than the staff time to prepare it.

We'll regularly include in the Publisher columns by some of the industry's most respected speakers and presenters on subjects that are currently in the news — or soon will be.

Our industry is undergoing some fundamental and serious challenges these days. Some of our most respected newspaper companies are struggling. Some of you are in that same boat; others may be at some point in the near future.

KPA is trying to figure out at the same time what these changes will mean for your association.

How, for instance, will we deliver training opportunities in the future with \$4 and \$5 gasoline, shrinking profit margins and

already depleted staff numbers?

In the past couple of years, KPA has embarked on new initiatives to bring our services to your doorstep when possible and to your region more often.

Tom Eblen's Community Newspaper Tune-up and Cort Anderson's Technology Tune-up are two of those programs that have been well-received.

Our Western Kansas Mini-Convention, scheduled for Aug. 8 in Garden City, is our new annual foray out west to make more programming available to more of our membership.

The Montgomery Family Symposium is another new program, underwritten by the John G. Montgomery family, to bring timely seminars to our members.

We will continue to review our programs periodically to see which ones still offer our members what they need.

Doug Anstaett is executive director of the Kansas Press Association and a 35-year veteran of the news business.

Mini-Convention LOCATION

All mini-convention sessions will take place at the Clarion Inn, located at 1911 E. Kansas Ave. Upon receipt of your registration, a confirmation letter will be sent to the contact person at your newspaper.

Sleeping ROOMS

Sleeping rooms are available the night of Thursday, Aug. 8, at the Clarion Inn. For reservations, call 620-275-7471. Be sure to ask for the Kansas Press Association room block and group rate of \$94.99. Room reservations should be made no later than Tuesday, July 29, to ensure availability and the discounted rate.

Registration FEES

Registration for KPA members is \$65 per person. Registration for nonmembers is \$105 per person.

Provided MEALS

Registration fees include continental breakfast, lunch and refreshments.

Contact KANSAS PRESS

For more information about the mini-convention, contact Rachel Willis in the KPA office at (785) 271-5304 or info@kspress.com.

Kansas Press Association MINI-CONVENTION

Friday, Aug. 8 | Garden City, Kansas

CONTACT INFORMATION

Newspaper _____

Contact Person _____

ATTENDEE(S)

1. Name _____

2. Name _____

3. Name _____

4. Name _____

REGISTRATION FEES

KPA MEMBER: _____ no. of attendees x \$65 per person = \$ _____

NONMEMBER: _____ no. of attendees x \$105 per person = \$ _____

PAYMENT METHOD

Please invoice my newspaper

Check enclosed made payable to "Kansas Press Association"

Charge registration fee to my credit card (Visa, MasterCard or American Express)

Card Number _____

Expiration _____ V-Code (three digits on back of card) _____



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PLEASE RETURN REGISTRATION VIA MAIL OR FAX NO LATER THAN FRIDAY, AUG. 1

Kansas Press Association

Featuring advice from writing expert
Gary Gilson!

**Kansas Press Association
MINI-CONVENTION**

Friday, Aug. 8 | Garden City, Kansas

Top-notch newspaper training ... West of US-81!

Don Michel

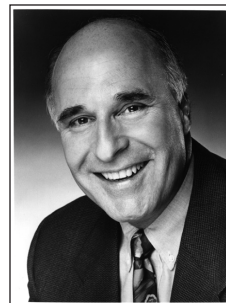
Don Michel is the co-owner of Anderson, Randles & Associates, a nationally-recognized newspaper circulation consulting company. Don joined Anderson, Randles & Associates as a consultant in 1999. He became president of the company in 2004 and its co-owner in 2007. Don has provided training and consulting services for newspapers in the U.S. and Canada ranging from 2,000 to 500,000 circulation. In addition, he is a well-respected writer and speaker who has worked with organizations such as NAA, the Inland Press and many regional and state newspaper associations.



Gary Gilson

Gary Gilson is a graduate of Dartmouth College and the Columbia University Graduate School

of Journalism. Gary is a 33-year veteran of the news business and has been the Executive Director of the Minnesota News Council since 1992. Gary has been a journalism teacher at Yale, Columbia, University of Minnesota, St. Thomas, Macalester and Colorado College.



Register by
Aug. 1



Kansas Press Association MINI-CONVENTION

Friday, Aug. 8 | Garden City, Kansas

SCHEDULE OF EVENTS

— 9:00 to 9:30 a.m. —

REGISTRATION AND CONTINENTAL BREAKFAST

— 9:30 to 11:30 a.m.—

Sessions

HOW TO WRITE BETTER

Everyone can do better and Gary Gilson can show you how! Join us for discussion and exercises designed to improve the clarity, precision and power of your writing. Handouts will illustrate excellent and poor writing. TO MAXIMIZE THE VALUE OF YOUR EXPERIENCE IN THIS WORKSHOP, E-MAIL TWO OR THREE SAMPLES OF YOUR WRITING TO GARY AT: g.gilson@comcast.net

PHOTOGRAPHY FOR REPORTERS

Did your editor hand you a camera and send you out the door to cover a story? This class is geared for reporters who are becoming photographers and doing it all. The basics of capturing the great shot will be the focus for this two hour breakout session, led by Cort Anderson.

WHERE HAVE ALL THE NUMBERS GONE?

This session with Don Michel will address concerns about flat or declining circulation numbers, and will provide practical ideas on how to better market your product. Topics include:

- Developing a circulation marketing plan.
- Identifying subscriber "churn".
- Applying "best practices" in subscriber retention.
- Implementing diversified subscription sales strategies.
- Maintaining an effective single copy operational and marketing program.

— Noon to 1:30 p.m. —

Lunch Program:

WHY WHAT YOU DO IS IMPORTANT

Gary Gilson will speak about the crucial mission of community newspapers, especially in these difficult times for mass media, and about how newspapers can build public trust and loyalty. He will address ethical standards and the value a newspaper can create by making its work transparent and accountable to the public.

— 1:45 to 3:30 p.m. —

Sessions

SPORTS WRITING

Sports writing can be difficult. Gary Gilson will show you how to bring freshness to your selection, coverage and writing of sports stories. Excellent handouts will inspire you to do excellent work. To prepare to get the most out of this experience, read such things as an anthology of the year's best sports stories, and/or an anthology of the writing of Red Smith, who was arguably the best sports writer ever. To receive feedback on your sports writing, E-MAIL TWO OR THREE SAMPLES OF YOUR WRITING TO GARY AT: g.gilson@comcast.net

PREPARING IMAGES FOR PRINT

You have captured the moment and now it needs to be prepped for printing. This class with Cort Anderson will focus on preparing color and B&W images and how to make your images print ready.

HOW DO YOU PROFIT ONLINE IN A STRUGGLING ECONOMY?

Join Susan Kremers as she discusses the ways to make money from your Website. Susan will discuss market research, traffic building, revenue generating ideas, promotional campaigns in your print product, ad layout and pricing, and online sales tools and training.

Cort Anderson

Cort Anderson is president of Training Wheels LLC, a Kansas-based company that provides graphics software training and Internet consulting. Anderson has more than 12 years of experience as both a user and trainer of desktop publishing and digital imaging. He is a Certified Adobe Expert in Photoshop and a Quark Authorized Training Consultant. Anderson has worked as a photographer for both the Manhattan Mercury and Bartlesville (Okla.) Examiner-Enterprise.



Susan Kremers

In 1998, Susan began her career in the newspaper industry and created a profitable business model for www.mcrecord.com. As a result, she was given the opportunity to share her success story through seminars, workshops and round tables across the country. On the forefront of the World Wide Web, Susan has spent the last 9 years formulating a strategic marketing plan for online newspapers, complete with special sections and sales tools. She now owns Newspaper Consulting Services out of Minneapolis, MN.



Register by
Aug. 1