

THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY AUGUST 11, 2010

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KPA CALENDAR

SEPT. 2-4

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

SEPT. 30 - OCT. 3

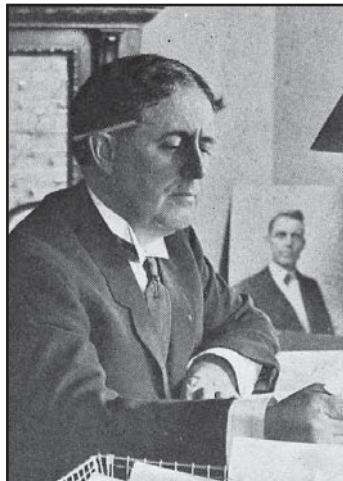
NNA's 125th anniversary celebration, convention, Omaha.

OCT. 7

Western Kansas Mini-Convention, Great Bend.

NOV. 12

Montgomery Family Symposium, Kansas State University.



K-State's journalism history spans 100 years and includes (from left) its first department head, former Kansas City Star editor Charles James Dillon, Ralph Lashbrook, who led the department for 26 years, and Angela Powers, beginning her seventh year as director of the A.Q. Miller School of Journalism.

A.Q. Miller School has rich history

MANHATTAN — This September will mark 100 years since a formal journalism curriculum was established at Kansas State University.

The A.Q. Miller School of Journalism and Mass Communications will celebrate its centennial Sept. 2 to 4 with activities including lectures, panel discussions, a banquet and social functions.

"The theme of our celebration is 'Preserving the past ... preparing for the future,'" said Gloria Freeland, assistant

professor in the school and centennial coordinator. "We are proud of our history and traditions and we are equally proud of our current students and faculty."

In 1910, Kansas State Agricultural College's sixth president, Henry J. Waters, hired Kansas City Star editor Charles James Dillon to head the new Department of Industrial Journalism, teach reportorial work and do publicity work for the college. Only juniors and seniors could take industrial journalism classes

for the department's first three years, then it became a four-year program.

After three years, Dillon moved on and his assistant, Harlan Smith, took over. Smith was a 1911 graduate of the program along with five others. After a year, Nelson Antrim Crawford became director of the department and stayed for 12 years. During his tenure, Crawford wrote the first college textbook on journalism ethics, "Ethics of

See CENTENNIAL on Page 6

World Co. to sell broadband division

A Georgia-based communications company has agreed to purchase Lawrence-based Sunflower Broadband, ending more than 40 years of the Simons family owning the cable, Internet and phone company.

A deal between Knology Inc. and Sunflower's parent company, The World Company, was signed Tuesday.

The transaction is valued at \$165 million by

Knology, a publicly traded company.

Dolph C. Simons Jr., chairman of The World Company, said now was the right time to sell the cable company that he first dreamed of creating after hearing a presentation about "community antenna television" at a newspaper publishers conference in the late 1960s.

The deal will be completed by the end of the year.

It bugs him to death when industry is called a dinosaur

OK. You might want to put this column down without reading it.

At the very least, close your door so no one hears the venting. It might be safest just to turn the page now.

Recently, on a website visited by several well-known Adobe-related staff and trainers, I posted that I had discovered a simple work-around to the Snow Leopard PDF driver issue.

In the simplest of terms, when Apple released their latest operating system, dubbed "Snow Leopard," a few months ago, people quickly realized that they couldn't create Postscript files using the PDF printer driver. This is only a problem if you believe, as I do, that perfect PDF files are imperative.

Anyhow, on a recent trip to Minnesota to work with a small newspaper, I found a way to make the process work as it always had. Since then, the publisher tells me she's had nothing but perfect results. Not always the case when she was exporting her PDFs.

On the website, trainers and authors shared their views that it isn't necessary to make PDFs the "old fashioned way," because InDesign exports perfect PDF files. No mess. No fuss.

If it were only that simple.

A few minutes later, I received an e-mail from a pretty famous guy. He's not related to the newspaper industry, but you'd

probably recognize his name. He writes a lot of books about design and software.

He was a tad upset with me. First, he wanted me to know that it's just stupid to

create PDFs using Acrobat Distiller, when it's so much simpler to export them from InDesign. Then he went on to remind me that there are no problems of any type with files exported from InDesign.

When I disagreed, he wished me good luck in dealing with my "20th century technology," which I took as an insult to my industry, and was gone.

Next I visited with a good friend who also does a lot of training in the publishing world. He agreed that using the Postscript/Distiller method is sometimes unnecessary. "After CS2, InDesign doesn't export CID fonts."

CID fonts, you see, are one of the big issues with exported files. They come out of nowhere and haunt your files, creating printing issues, characters that print as squares and numbers that change from a 5 to a 2, for example.

I'll never forget when Gregg Jones, publisher of The Greeneville (Tenn.) Sun, called in a panic because an ad printed with strawberries listed at 5 for \$1 instead of 2 for \$1. The advertiser was not pleased.

Later, I heard back from the author. He challenged me to show him one PDF file from a recent version of InDesign that included a CID font.

My first instinct was to tell him where to put his PDF file, but I came to my senses and decided to close this debate once and for all.

This is what I did.

Yesterday, I led a training event for a New York ad agency. During the course of the



Kevin Slimp

My first instinct was to tell him where to put his PDF file, but I came to my senses and decided to close this debate once and for all.

See SLIMP on Page 4

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THIS MONTH'S QUESTION

Q. Is the Montgomery Family Symposium scheduled for this fall?

A. Yes. We have scheduled this year's symposium for Nov. 12 at Kansas State University. Kelly McBride of the Poynter Institute will lead a day-long program on newspaper ethics. Included in the program will be a panel discussion on tough calls. We'll provide more details soon, but as usual we'll try to keep the cost affordable so newspaper staff members can participate.

How can we make the best use of our time?

Monica uses a special technique when she meets with prospective advertisers for the first time.

“After we’ve chatted for a minute or two about the weather or a general topic, I say, ‘Although I could talk about my paper all day long, I know you’re busy. So how can we make the best use of your time today?’”



John Foust

“It works like magic,” she explained. “Most of the time, the prospect will identify the marketing problems that are of biggest concern. This allows me to structure questions and product information around what’s most important to them. It’s like a road map for our appointment.

ment.

“Recently, a prospect said, ‘I’d like to see what your paper can do to drive customers to our web site.’ Because he had such a specific objective, we talked about advertising frequency – and that led us to a budget that was designed to produce a large number of impressions. If I hadn’t asked my magic question, we might not have arrived at that destination. Or maybe we wouldn’t have gotten there so quickly.”

Monica’s technique can help you accomplish several things:

1. It shows respect. Saying that you

want to make the best use of time sends a clear signal that you are committed to being efficient and productive. You are asking your prospects to set the agenda for your meeting, and the last thing you want is wasted time.

If your prospects wander off the path and start talking about peripheral issues, you have a stated – and respectful – reason to bring them back to the subject at hand.

2. It puts relevance at the top of the list. If your prospects have talked to other media representatives lately, there is a good chance that there have been numer-

Contrary to the way many sales people behave, Monica knows that it’s better to listen than to talk. Simply establish priorities, ask relevant questions that uncover marketing problems, then show how your paper can solve those problems.

ous sales monologues of meaningless factoids. Because most sales people take a one-presentation-fits-all approach, their spiels are unlikely to cover information which is relevant to your prospects’ specific marketing challenges.

By asking prospects what they would like to accomplish in meetings, you put

their concerns at the center of the discussion.

3. It establishes a pattern of open-ended questioning. Open-ended questions – as opposed to closed-ended questions – are those which can’t be answered in a few words. Obviously, you will get more information with open-ended questions.

You’ll find it helpful to blend the two types. For example, “How long did your last campaign run?” (closed) can be followed by “How did it work?” (open).

“What is your advertising budget for this year?” (closed) can be followed by “What are your thoughts on allocating those dollars?” (open). And “What zip codes would you like to target?” can be followed by “In your experience, what is so appealing about the people in those areas?”

Contrary to the way many sales people behave, Monica knows that it’s better to listen than to talk.

Simply establish priorities, ask relevant questions that uncover marketing problems, then show how your paper can solve those problems.

That’s the best use of everyone’s time.

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

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Slimp

Continued from Page 2

training, we created a few pages of a magazine. The pages we created included no files from anyone else. Just simple text, entered in InCopy, and a few photos.

This morning I opened the file and exported it, using the setting that all these experts told me works perfectly every time. Before looking at the results, I decided that I would try this one time only. If exporting the file converted any of the fonts to CID, I was right. This would indicated that using Distiller is, indeed, the best method for creating a PDF.

If, on the other hand, no CID fonts were created, I would admit I was wrong and had been living in the past. I would no longer consider myself the PDF Guru, as so many people have come to know me over the years.

You guessed it. CID font.

I sent the file directly to the author. He admitted he was surprised. Said he couldn’t make it happen. Imagine that.

OK. I’ll say my piece and then be gone.

It makes me angry when people refer to newspapers as dinosaurs and primitive. The last time I checked, most of us were doing pretty well. I’m contacted regularly by people wanting to buy newspapers and asking for my advice on good opportunities. My daily paper is delivered every day. My community paper is delivered every week.

My business is as good as it has ever been. Just yesterday, I received requests to train newspaper groups in Los Angeles, Toronto and New York. Newspapers are investing in new equipment and training.

Strange behavior for a dying industry. OK, I’ve said enough.

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

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A few suggestions on political coverage

Whitley Austin, the long-time editor of the Salina Journal, used to write an especially controversial editorial when he needed a break from the demands of the opinion page.

“The letters you get in response will carry you for days,” he would growl.

I had a similar experience with my July column in the Kansas Publisher. Several observations on political candidates and their propensity to spend their advertising dollars with radio and television apparently struck a nerve, especially with weekly newspaper publishers.



Linda Denning

For those of you not on the weekly list serve — or for those who are and don’t open their e-mails — here is a sampling of the conversation that has taken place over the past month:

- Dane Hicks, publisher of the Anderson County Review at Garnett, kicked off the discussion:

“Who wants to join in a print blackout of candidate publicity (exempting timely local issues of course) up until the edition just before upcoming primary and general elections? No endorsement letters, etc., interviews in the office, publicity photos, county fair float pictures, etc., unless we see print advertising from them?”

I have a great slogan for this campaign — “If you shoot your opponent, that’s news ... otherwise, buy an ad!”

Who’s with me?

- Kevin Noland, publisher of the Gyp Hill Premiere, Medicine Lodge: LOL ... I already have the blackout in place. My secretary hands me the endorsement letters, I wad them up and bounce them off the wall behind me to see if I can make a blind shot into the trash. I’m 2 for 12 this week.

- Cynthia Haynes, Nor’ West Newspapers: If someone visits one of our towns and takes the time to contact us we will do a story and usually a picture. After all, we do a story when the circus comes to town whether it buys an ad or not and there isn’t a lot of difference.

We do not run candidates’ press releases nor do we run letters to the editor from non-subscribers. In the weeks before an election we try to do a roundup of all local candidates with a mug shot of each.

- Jon A. Brake, Manhattan Free Press and Blue Rapids Free Press: For the past

two days we have been asking candidates to remove our e-mail address from their files. We also have had two respond. Both said they had not purchased advertising yet. Several have continued to send the e-mails and we have returned them with the Subject line filled with: Please read — Manhattan Free Press. If this does not work we will e-mail them and tell them that we will endorse the other candidate.

OK, maybe that’s a little extreme, but you get the idea. The longer the discussion continued, the more spirited the comments became — and with good reason.

Our newspapers have value. The candidates certainly think so. One of my editorials is featured along side those from other newspapers in an advertisement for Jerry Moran’s race to the U.S. Senate. You can see the ad on a television station near you.

Our opinions are worth promoting in a state-wide ad. But it’s not worth the money to advertise in our newspapers? Does that make a lot of sense?

As I wrote in July, I think the candidate issue is symptomatic of a bigger problem. There’s nothing original in what I’m about to write, but it’s worth repeating — newspapers need to stop being humble and start telling anyone who will listen how really good we are. We have no trouble standing up for the guy who has been unfairly treated at City Hall. We have more trouble standing up to the competitors who spread the myth that newspapers are dead.

We’re still very much alive and — more often than not — the only ones making sure our communities have access to the information they need, through our newspapers and our websites.

My advice is to follow the example of Hicks and others who challenge the decisions of state officials, campaigns and advertising agencies to invest all their dollars in television and radio. What is the basis for the decision? How do they intend to measure the results?

Asking questions shouldn’t be a stretch for us. It’s what we do best.

Here are a few of the other suggestions that surfaced during our recent internet discussion.

- The following was posted by KPA executive director Doug Anstaett. The sample letter, written by Terry McCollough, publisher of the Brainerd Dispatch, appeared in a recent newsletter from the Minnesota Newspaper Association.

Dear _____,

Thank you for sharing this well-written piece by _____. It contains some

excellent points that would form the basis of a solid advertising campaign.

We have a talented staff that can assist you with ad placement, and our combination of print and our online site would be a powerful tool for you in central Minnesota.

I’ve shared this response with _____, our newspaper’s ad director, and with _____, our online sales specialist, who has put together some excellent advertising packages for political candidates. You can reach them at _____ Combining print and online, the newspaper has the most powerful advertising voice in our trade area. We hope you’ll decide to use us as part of your advertising campaign strategy.

- Of, if you prefer a letter from closer to home, here is a response suggested by Dane Hicks:

Dear _____,

I wanted to notify you of a new policy adopted at (newspaper name) concerning the newspaper’s treatment of free publicity efforts by political campaigns.

Due to mounting financial pressures in our industry and political campaigns’ continuing preference of electronic and other media buys to the exclusion of newspaper advertising, we have adopted new restrictions against traditional free publicity for candidates.

These restrictions apply to most free publicity photos and articles, so-called news releases, endorsement letters, etc., initiated by the campaigns. You will still be contacted for comment regarding local-interest, issue-based news coverage as determined by our editor.

If you have questions or would like to schedule purchases with our advertising department, please contact us at the phone number or e-mail address attached.

- Finally, on the KPA website you will find several ads designed by Mary Hoisington, publisher of the Great Bend Tribune. The series, which Mary has agreed to share with other KPA members, is called “Myth Busters.” The purpose of the series is to refute some of the incorrect information most of us hear daily about the condition of our industry. The ads can be downloaded at <http://www.kspress.com/view.asp?ID=44> and personalized for your newspaper. An example of one of the ads can be found in today’s Kansas Publisher on Page 9.

Linda Denning is 2010-2011 president of the Kansas Press Association and editor and publisher of the Ellsworth County Independent-Reporter.

Pixel. Power. Plant.
 Content Management System

Insert Story
 Headline: Massage therapist 'born to be a caregiver'
 Author:

THE IOLA REGISTER
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 The Iola Register PDF Edition

COMMUNITY CALENDAR
 February 2010
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Centennial

Continued from Page 1

Journalism.” He left KSAC to become the USDA’s first director of information.

Charles Rogers, the department’s next director, served 14 years at the helm and wrote “Journalistic Vocations,” a book that became a pioneer text for journalism departments, in 1930. He later became information specialist for the USDA’s Economic Research Service.

Edgar Talbert Keith, a 1912 KSAC printing graduate, was interim director from 1931-1932, 1934-1935 and again in 1940 for six months. He taught one of the earliest advertising courses and took the majority of the Royal Purple’s sports pictures.

Russell Thackrey, a 1927 journalism alum, first joined the journalism faculty a year after graduating. He taught for seven years before being offered a job with the Associated Press in Kansas City. He returned to the department in 1940 as director but was called into World War II as a Navy lieutenant after only three years.

His successor, Ralph Lashbrook, was a 1929 journalism grad and led the department for 26 years. Under his leadership, Kedzie received the long-awaited-for south addition in 1960 and radio and television, which had previously been in the speech department, was added to the journalism department in 1967.

When Lashbrook retired in 1969, Deryl Leaming became director, but left to head the journalism program at Tulsa University after only three years.

The interim director for one year was Everette Dennis, the future founding director of the Gannett Center for Media Studies at Columbia University. During his term, the program became the Department of Journalism and Mass Communications.

Robert Bontrager was acting head twice, from 1972-1973 and again from 1979-1980. His course, The Black Press, was one of the few classes in the nation that focused entirely on African American newspapers.

Walter Bunge was hired as director in 1973. Bunge oversaw the update of the RTV sequence’s equipment to color and the rebuilding of their studios in McCain after the Nichols fire of 1968. He left in 1979 to head the School of Journalism at Ohio State University.

Harry Marsh led the department for the next six years. The program celebrated its 75th anniversary during his tenure, as

well as established the department’s Advisory Council of prominent alumni.

Carol Oukrop became director in 1986 and took the department further into the technology age, with the introduction of a Mac lab in 1988 and the building of Dole Hall’s TV studios in conjunction with the Educational Communications Center. In addition, what had been the Department of Journalism and Mass Communications department became the A.Q. Miller School of Journalism and Mass Communication in 1988 through a gift from Carl Miller in memory of his father, A.Q. The Huck Boyd National Center for Community Media was also established in the school in 1991 to strengthen small town media.

Todd Simon took over as director in 1997. Simon oversaw the updating of the department’s computer labs and placement of enrollment restrictions upon JMC courses to combat increasing student enrollment.

The school’s current director, Angela Powers, was hired in 2004 to place more emphasis on faculty research and expand alumni support.

Over the years, the program was expanded to encompass the almost daily changes in the mass communications world. Advertising classes were offered not long after the journalism department began but didn’t become a separate sequence until much later. Public relations courses began being offered in 1946 at the insistence of returning veterans. Electronic or broadcasting journalism and print journalism were combined and restructured in 2009 to form the new Journalism and Digital Media sequence. This new sequence still allows students to follow either a print or electronic journalism focus, but requires crossover converged media classes to make more ‘jack-of-all-trades’ journalists in downsized newsrooms.

While much has changed with the university and the department, some classes are so integral to the study of mass communications, that some descendants of the 1910 courses are still listed in the 2010 JMC catalogue: News and Feature Writing, Information Gathering, Editing and Design, Law of Mass Communications and Ethics of Mass Communication.

Want to Attend?

For those wanting to attend the festivities at K-State, online registration is available at the K-State Foundation website at:

http://jmc.ksu.edu/100/Centennial/Schedule_Registration.html

JOB OPENINGS/FOR SALE

NEWS

Small daily sweepstakes winner seeking Sports Editor. Will cover all local sports, write the stories, handle photography, photo workup and design and layout. Your chance to write and build your own color sports page(s) with a winning team in Liberal, Kan., at the High Plains Daily Leader. Call editor Larry Phillips at (620) 626-0840 or e-mail news@hpleader.com.

Education reporter: The Garden City Telegram is seeking an education reporter to cover the local school district and community college in a town of about 30,000 in southwest Kansas. We're looking for someone who possesses strong reporting skills and the ability to go beyond superficial coverage. Ideal candidates also will have the ability to help us deliver the news from multimedia platforms. Experience at a daily newspaper and knowledge of AP style is desirable, but recent college graduates will be considered. The Telegram, part of the 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. 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 to: riggs@gctelegram.com.

News/Sports reporter: Do you have a nose for news, a love for sports and the desire and drive to write about both? If the answer is yes, The Garden City Telegram has a unique opportunity for a talented reporter who wants to enjoy the best of both worlds in news and sports. The Telegram is seeking a reporter who can help the newspaper expand both its news and sports coverage in southwest Kansas. We're not only looking for a news savvy reporter who possesses strong reporting and writing skills, but also someone who has the ability to help us deliver the news from multimedia platforms. Ideal candidates will have experience at a daily newspaper and knowledge of AP style, but recent college graduates will be considered. The Telegram, part of the 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. 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 to: riggs@gctelegram.com.

The Hutchinson News, a 30,000 daily circulation newspaper in south-central Kansas, seeks a copy editor/designer with a good eye for design and solid news judgment. In addition to editing and headline work, opportunities include feature design, illustrations and special sections. This desk plays to the strength of its members; individual talents will be valued. Candidates should possess excellent grammar and spelling skills, a solid working knowledge of Quark and PhotoShop and some familiarity with Illustrator. The News, the flagship of the Harris Group, offers competitive pay based on experience. Benefits include ESOP, 401(k) and health insurance. Please submit a letter of application, resume, three references, three page design examples and three headlines by July 30 to The Hutchinson News, attn: Mary Rintoul, managing editor, P.O. Box 190, Hutchinson, KS 67504-0190, or e-mail materials to mrintoul@hutchnews.com.

**Want to advertise
in the Publisher?**

Contact Nicole Schings
at KPA for rates and
availability at:

(785) 271-5304
or
nschings@kspress.com

ADVERTISING
The (Pittsburg) Morning Sun is seeking an Advertising Director to aggressively lead its sales force while developing and implementing advertising strategies to ensure advertising revenue and market share growth in all of our print and new media products. The ideal candidate must possess strong leadership skills and be willing to serve as an integral member of our management team. The ideal candidate needs to have a proven record of accomplishment in team development and staff motivation. This position offers excellent benefits with a publicly traded company with more than 100 locations across the United States. Please send a resume and cover letter to Stephen Wade, P O Drawer H, Pittsburg, KS 66762 or email stephen.wade@morning-sun.net.

Wanted: Advertising Director for Ellsworth County Independent-Reporter, a 2,300-circulation weekly in the Smoky Hills of Central

Kansas. Paper draws core advertising from its base, Ellsworth County; however, there also are sales opportunities in nearby larger communities and the two lakes that frame Ellsworth County. Salary plus commission. Health insurance, other benefits. Please call Linda Mowery-Denning, (785) 472-5085, to apply.

Experienced Advertising Representatives Sought: Our newspaper company is in need of two professionals who wish to advance their careers by helping clients succeed. Join our team and experience high earnings potential. Salary based on experience up to \$30K. Additional bonus potential of \$10K-\$15K per year. If you are motivated and want to earn \$45K in a small community, send us your resume. Cameron Newspapers, PO BOX 498, Cameron, MO 64429 Attn: Sales Representative. Email resumes to: publisher@mycameronnews.com. No calls please.

ONLINE
Tired of not being able to update your website? Do you hate the design, but have no one on staff who can alter it? Have your eyes widened in shock when hearing what a new website might cost? Relax ... The Hays Daily News' Pixel Power Haus is your solution. Call Fred Hunt at (785) 628-1081, Ext 147, to hear how we can help. Designed by a newspaper, for newspapers.

NEWSPAPERS FOR SALE
Kansas Traveler is for sale. For more information, contact Susan Howell at 316-688-0905 or howell@kansastraveler.com

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. Send inquiries to ebradbury@kspress.com.

MISCELLANEOUS
WANTED: Looking to purchase a Chief 15 Offset press for envelope printing. It must be in good working order. Contact The Montezuma Press, P.O. Box 188, Montezuma, KS 67867, phone 620-846-2312, email address: montepress@ucom.net

FOR SALE: The Ellsworth County Independent-Reporter has the following computers for sale: Apple iMac with 17" monitor. OS 10, Apple G3, with 16" monitor. OS 9, 2 - Apple G3, without monitors. OS 9, Apple G3 with 13" monitor. All computers have keyboard, monitor as listed, mouse and Quark 4.0. All were in working condition when unplugged. Call (785) 472-5085 for more information.



Representatives of the Multi-State Digital Task Force met at the Kansas City Star July 30 to work on a business plan for the organization. On hand were (from left) Bob Kasabian, who authored the plan; Bill Monroe, task force coordinator; Ben Marshall, Sterling Bulletin; and Linda Denning, KPA president from the Ellsworth County Independent-Reporter. Marshall and Denning serve on the task force as representatives of the Kansas Press Association, along with Patrick Lowry of the Hays Daily News and Doug Anstaett of KPA.

An update on the Multi-State Task Force

I promised last month to follow up on the progress of the Multi-State Digital Task Force.

Just to refresh your memory, the task force includes about a dozen representatives of the Kansas, Missouri and Iowa press associations whose long-term goal is to band the nation's newspapers together in an attempt to monetize the content we produce, among a number of other possibilities.



Doug Anstaett

Last week, we presented our idea to the board of the Newspaper Association Managers at the organization's annual meeting in New Orleans.

The board members listened intently, got a rather blank look on their faces, and then voted to continue the dialogue with the task force.

That blank look is understandable. We know the concept is a difficult one to grasp ... heck, members of the task force have been looking at this concept for a year and are just beginning to feel comfortable with all the information.

Just before last week's meeting in the Big Easy, the task force met in Kansas City to begin to shape just what the American Newspaper Digital Access Corporation

will look like and might accomplish for the newspapers of our country.

We see a huge number of potential benefits, but the critical bottom line is that newspapers must work together.

America's newspapers are up against the wall, so it's imperative that the newspaper industry start rowing in the same direction.

Google, Yahoo and a thousand other aggregators of news content aren't waiting for us to cooperate; they're stealing out content like there is no tomorrow.

If we can at least sit down together as an industry and discuss our future, I'm convinced we'll conclude that our original, authoritative content is the most valuable commodity we have.

Beyond that, of course, our democracy continues to rely heavily on us to present the first draft of history in an unbiased, balanced, fair and accurate way.

The NAM managers all agreed that the press associations of America are almost universally trusted among newspapers both great and small. We have a personal working relationship already and press associations also have common interests

such as public notice and lobbying on open government issues.

We're not sure that ANDAC is going to become a reality. There are lots of hurdles and speed bumps in our way.

But I am sure of this: even if ANDAC

doesn't catch on and we're forced to back away from the concept, the Kansas Press Association must do something similar on its own.

Certainly, we must work together to make sure our public notice website dissuades anyone else from taking on such a role.

Public notice is still in Kansas newspapers and may well be for years if not decades to come.

But we've got to realize that as our market penetration drops, we'll need to supplement our printed newspapers with an expanded presence online.

If we don't do it, our friendly Kansas Legislature may decide to do it for us, and that will not be good for newspapers — or for open government either.

Doug Anstaett is executive director of the Kansas Press Association.

If we can at least sit down together as an industry and discuss our future, I'm convinced we'll conclude that our original, authoritative content is the most valuable commodity we have.



MYTH SMASHERS

MYTH:
NO ONE READS NEWSPAPERS ANYMORE.

REALITY:
MORE THAN 104 MILLION ADULTS READ A PRINT NEWSPAPER EVERY DAY, MORE THAN 115 MILLION ON SUNDAYS. THAT'S MORE PEOPLE THAN WATCH THE SUPER BOWL (94 MILLION), AMERICAN IDOL (23 MILLION) OR THAT TYPICALLY WATCH THE LATE LOCAL NEWS (65 MILLION).

John F. Sturm, NAA President and CEO



Task force continues to work on business plan

The Newspaper Association Managers group, composed of the executive directors of press associations around the United States and Canada, has agreed to consider a partnership with a three-state consortium working to protect newspaper content.

NAM's board of directors voted last week at an annual conference in New Orleans to appoint a subcommittee to consider the possibility of joining forces with the press associations in Kansas, Missouri and Iowa to develop the concept.

The publisher grass-roots effort was launched last year to help newspapers monetize the Internet by collecting, digitizing and marketing newspaper content.

For several months, the task force has been discussing the idea and developing a business plan for the organization.

Bill Monroe, coordinator of the task force, told the NAM board the formation of

a for-profit company that collects, stores, digitizes, protects and markets newspaper content will help newspapers confront the aggregators who steal newspaper content and don't pay a penny for it in most cases.

The company also plans to offer participating newspapers and newspaper associations:

- The ability to upload public notices to statewide public notice websites within days rather than weeks to protect the future of these notices in newspapers;
- The ability of press association advertising services to obtain electronic tear sheets within a few days of publication to make our ad services more viable and speed payment to newspapers;
- The ability of newspapers to create low-cost, word-searchable morgues and archives;
- The ability of newspapers to electronically mine the news stories of other

newspapers on any given topic.

- The ability of newspapers to inexpensively create websites.
- The creation of a central collection point for the receipt of royalties derived from reused content.

By collectivizing content through state press associations, controlled by the news organizations they serve, the task force believes publishers can regain control of the distribution, resale and reuse of newspaper information, while deriving additional value from offsetting the costs associated with producing a physical newspaper.

Monroe said the task force has concluded that state press associations are the logical organizations to move this effort forward since almost all newspapers in America belong to their state association. Integration of content through state press associations could lead to substantial benefits for all involved parties.

Registration for Newspaper Summit in KC nears deadline

Registration continues for the third in a series of educational events aimed at developing new ways to ensure the successful future of the newspaper industry.

State press associations in Kansas, Iowa, Minnesota, Illinois, Wisconsin, Nebraska, South Dakota and Missouri are teaming up to conduct the Midwest Newspaper Summit 3, "Newspaper Evolution: Make Change Happen."

It is scheduled for Friday, Sept. 10 at the Marriott Country Club Plaza in Kansas City, Mo., using Midwest Newspaper

Summits held in September 2009 and February 2010 as its spring board.

Rates for the summit will be \$85 per registrant through Sept. 1, \$95 per registrant after Sept. 1 and \$35 for students. Discounted hotel rates of \$109 are available until Aug. 24. Registration and accommodation information is available at www.newspaper-evolution.com.

For questions about the Midwest Newspaper Summit 3, please contact Jennifer Asa at (515) 422-9070 or jasa@inanews.com.

DEATHS

Linda Sue Sunley, 67, former sports editor and reporter for the Lyons News, died Aug. 7, 2010, at Promise Regional Medical Center in Hutchinson.

She was born at Hill City Dec. 9, 1942, to John William Tebo and Alta Lorene Depew. She married Terry Dean Johnson in September 1960. She later married Roger Sunley in June 1971.

Survivors: two daughters, Susan Kay Clark of Lyons, and Janet Linn Wadel and husband Jim of Foster, Mo.; son, Chad William Johnson and wife Beth of Lawrence; three stepchildren, LaFonda Sharp of Healy, Kan., Rhonda Koehn of Henderson, Neb., Byler Sunley of Healy, Kan.; three brothers, Ronnie Tebo, Lawrence, Stephen Tebo of Boulder, Colo., Kent Tebo of Bennington; nine grandchildren and five great-grandchildren. She was preceded in death by her parents and a brother, John David Tebo.

The service was Tuesday, Aug. 10, 2010, with burial at Hill City Cemetery.

Memorials may be made to Lyons High School Athletic Department in care of Birzer Funeral Home.

Tracy R. Spencer, 64, Winfield, a former advertising salesperson in Mulvane, died July 5, 2010 at his home. Funeral services were July 9 with interment at Burden Cemetery. Spencer was born June 29, 1946 in Winfield to Billy and Jean

Tuggle Spencer. He graduated from Winfield High School.

Before working for the Mulvane newspaper, he worked for the Burden newspaper and then at Morton Buildings for three years.

He married Linda Bonesteel in 1967 and later served in the U.S. Navy and the Naval Reserves.

Survivors include his wife; sons, Tim Spencer, Winfield, and Tyler Spencer, Wichita; parents, Billy and Jean Spencer; brother, Terry Spencer, Little Elm, Texas; sister, Sharon Vanderpool, Arkansas City; and three grandchildren. Memorials are suggested to Hospice Care of Kansas in care of Miles Funeral Home.

Mal Elliott, veteran Wichita Eagle sportswriter and Kansas Golf Foundation Hall of Fame member, died July 24 in Wichita. He was 80 and had suffered from cancer.

He was born Aug. 9, 1949 in Chicasha, Okla. He was named sports editor of the Wichita Eagle in 1974.

He retired in 1994 but continued to work as a freelance writer for publications including South Central Golf Magazine. He wrote four books, including "100 Years of Kansas Golf."

Survivors include his wife, Fran, and sons Van, Tracy and Bill; daughter Jamal Bara, six grandchildren and two great-grandchildren.

A memorial service was July 30 at Hillside Christian Church, and burial was at Rose Hills Cemetery in Chickasha, Okla.