

# THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY AUGUST 12, 2009

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## KPA CALENDAR

### AUG. 27

KPA Board Meeting and Retreat, Topeka.

### SEPT. 3

Huck Boyd Lecture in Community Media, K-State.

### SEPT. 17

Midwest Newspaper Summit, Dubuque, Iowa.

### OCT. 23

KPA Advertising Conference, Grand Prairie Hotel, Hutchinson.

### NOV. 12

Montgomery Family Symposium, KU campus, Lawrence.



*Fred Hunt, KPA's technology consultant, talked about the importance of every newspaper having an online presence at the Western Kansas*

*Mini-Convention Aug. 7 in Hays. Below, popular sales training consultant Jeffrey Hansler takes a question from one of the participants.*

## Mini-convention draws 55 to Hays

The Western Kansas Mini-Convention attracted 55 Kansas newspaper staff members to the Hays Ramada Inn on Aug. 7.

Jeffrey Hansler keynoted the event, discussing sales techniques that might be useful in increasing advertising lineage at Kansas newspapers.

KPA news consultant Tom Eblen conducted two sessions for reporters and editors. The first was devoted to covering the big story, while a later session explained how to write budget stories that are understandable to your readers.

KPA interim technology consultant Fred Hunt also conducted two breakouts. He explained the importance of a web presence for all newspapers, including the smallest weeklies, and advised participants on how changing demographics will also change the way people want to get their news.

Kansas Electric Cooperatives was a major sponsor of the mini-convention.



# Slimp has the answers for those sticky wickets

By Kevin Slimp

My inbox has been especially full lately. That makes it harder to answer every question personally, but I try to answer as many questions as I can. Let me share a few I've received over the past few weeks:

## From Mark in Pennsylvania:

We have a PDF, created by InDesign and cropped in Acrobat. When we place the "cropped" file onto an InDesign page, the original cropped area returns and prints over the words and ads around it. Any idea why this happens?

Mark,

This has perplexed InDesign users from day one. Most applications simply ignore a cropped area as if it's not there. InDesign knows, however, that it's there and gives you the option of showing or hiding the cropped area. Simply click on the "Show Options" button in the Place window when placing a PDF file on a page. Next, select "Crop" from the "Crop to" list. That's it.



Kevin Slimp

at once, so you might be able to install it without first calling Adobe.

## From Nick in California:

Which would you choose if spending around \$700 for an SLR digital camera: a Canon or a Nikon?

Frankly, Nick, that would depend on the lenses you already have.

Lenses are often more expensive than the camera itself, so I usually recommend that people stick with the brand they already have lenses for. However, if you're starting from scratch without lenses, the choice isn't nearly as clear cut. Nikon and Canon both put out quality products and I don't think you'll be disappointed with either brand. As I visit photographers at larger papers, it seems they are more prone to own Nikons than Canons. However, I tend to buy Canons when I'm purchasing cameras

for personal use. An additional consideration these days is whether you want the ability to shoot high definition video with your SLR.

## From Brett in Kentucky:

I have an eMac running 10.4.11 operating system. I have been using InDesign 2.0 for several years now and all of a sudden it won't open. I've done everything I know to do, including re-installing the

software. When I click to open the program, the dialog box opens up, but when it gets to "loading palettes" it acts like it's trying to open up but never does. After it tries to boot up for a minute or so, it unexpectedly quits. Do you have an answer to this problem? I appreciate any help you can give me.

Brett:

This is a common problem on both Macs and Windows-based systems running InDesign. It sounds like it's time to get rid of the old preference and create new ones. Try this to fix the problem on

## From LJ in Nebraska:

I need to invest in new equipment, quickly. Over the weekend we lost our G5 RIP. It lasted at least five years. Anyway, would the MAC (\$1500) you have in your current review be appropriate? I'm the purchasing person not the designer, but I think we have OSX something and CS3. Any expertise that you're willing to share is helpful.

LJ,

It's a safe assumption that the current iMac would cover all the bases of your five-year-old G5. Be sure to get plenty of RAM. The model you're considering comes with 4 GB RAM, which should be fun. But it's always a good idea to load up on memory when possible. The iMac will come with the latest operating system and CS3 will run fine. If your old machine won't restart, you might need to call Adobe to switch your CS3 serial number over to your new machine. Creative Suite can be installed (but not run) on two machines

## Kevin Slimp will headline the Kansas Press Association's Advertising Conference Oct. 23 in Hutchinson.

## KPA BOARD

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# SLIMP

Continued from Page 2

your Mac: 1) Quit InDesign; 2) Drag the “Version [version]” folder from the “User s>username>Library>Preferences>Adobe InDesign folder to the Desktop; 3) Restart InDesign.

In most instances, InDesign will start up after removing this folder. If the problem recurs after this process, it isn’t related to preference files. To restore custom settings, drag the “Version” folder from the Desktop back to its original location, and then click OK when asked if you want to replace the folder.

## From Karen in Missouri:

I am having problems with fonts on the computer. I am missing fonts from my font list when working in Quark. These fonts are in at least one of my three font folders, but not available for me to use. My computer has Mac OS X Version 10.5.7. We have no idea which fonts are to be in which folders. When I go to adding some font to the Font Book they will not transfer to that folder. Any advice?

Yes, Karen, I do:

There are several places fonts can reside on both Macs and PCs. When I’m having problems with a font on a Mac, I make sure it’s located in the Library>Fonts folder on the main hard drive. This makes it available to every application on the computer. Just between you and me, that’s where I keep all of my fonts. They used to be spread throughout the computer, depending on my applications and font management utilities. Over time, I’ve learned that fonts kept in the main Fonts folder tend to show up when needed.

The most common question I received in June and July was related to newspaper Web sites. It seems like a lot of newspapers are looking for new hosts to make their sites more attractive to potential visitors and easier to use on the creation side of things. There are too many options to consider here, but let me make one suggestion. When considering a host for your newspaper Web site, be sure to compare at least three potential vendors. There are plenty out there and there is probably one who has just what your newspaper is looking for at a fair price.

**Kevin Slimp** is a speaker and trainer in the newspaper industry. He can be reached at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).

# Advertisers like choices; offer up more than vanilla

**P**eggy was talking to me about sales. “When I first started selling advertising, I would come up with one killer ad idea, and then build a presentation around that one concept. Although I had some success with that approach, I felt like more of my ideas should have been accepted. Then I bought a sweater.”  
A sweater?



**John Foust**

“That’s right,” she said. “On a day when one of my best ideas had been rejected by a client, I went to a store after work to buy a blue sweater. As I looked through the various sweater styles and shades of blue, it was like one of those cartoon light bulbs switched on over my head. I realized that

people like to have choices when making a purchase.

“So I tried a little experiment with my next ad presentation. I asked our paper’s creative department to prepare two versions of the same ad idea. Both layouts had the same copy and the same illustration, but one was vertical and one was horizontal. When I met with the advertiser, I explained that either choice would work – it was just a matter of deciding which ad he preferred. Our discussion was a real learning experience. He learned something about ad copy and design. And I learned something about human nature: people appreciate the opportunity to choose.”

Peggy’s technique has helped her make more sales – and create more knowledgeable advertisers. Here are some points to keep in mind:

**1. Choice is good.** “The whole idea is

to give an advertiser a degree of ownership in an idea that someone else – our creative department – has developed,” Peggy said. “When he or she takes ownership, there is more enthusiasm for the idea. And we all know that an advertiser who is genuinely excited about an idea wants to see it in print as soon as possible.”

**2. Too much choice is bad.** “Every now and then, I show three options,” she explained. “But most of the time, I give people two choices. I’ve learned from experience that more than three is likely to muddy the water.”

**3. Stay away from earthshaking decisions.** Don’t put an advertiser in a position of making a decision that is likely to make or break the effectiveness of an ad. Safe choices include things like: Should the format be horizontal or vertical? Should the second color be red or green? Should the headline be serif or sans serif?

Some things are off limits in this type of presentation. For example, don’t ask an advertiser to make an on-the-spot choice between two entirely different positioning strategies. Strategy is an integral – and difficult to change – part of the marketing process, and therefore should not be reduced to Option A vs. Option B. Likewise, certain creative choices (photography vs. cartoon art, for instance) represent such radically different approaches that they need careful consideration.

“I try to include a simple choice in each one of my presentations,” Peggy concluded. “It makes a big difference in my selling.”

**John Foust** can be contacted about his training videos for ad departments at [jfoust@mindspring.com](mailto:jfoust@mindspring.com).

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## THIS MONTH’S QUESTION

**Q.** Is KPA going to have a booth again this year at the Kansas State Fair?

**A.** No. We enjoyed our two-year stint there but found that the expense involved for travel and lodging to staff the booth was prohibitive. In addition, we spent a considerable amount on trinkets and just didn’t believe we were really able to get our message out. Visitors to the fair are in too much of a hurry.



# What reporters should do on their first day

By **Jim Pumarlo**

**W**e've all experienced our first day on the job as a reporter.

Those most fortunate had the luxury of shadowing their predecessors for a few days.

In most cases, however, most new hires probably were introduced to the newsroom, directed to their desk and instructed how to log onto their computer. They're given a stack of materials to review for their particular beat and

instructed to check with the editor as questions arise.

OK, most newsrooms likely have a bit more structure for new employees. But it's a good bet that many newsrooms fall short in acquainting reporters with the people, places and issues they are supposed to observe and analyze. The results

are predictable and an open sore on the newspaper.

Consider these two examples: A local business owner and operator – 40 years at the helm of the business – dies. The only mention of his prominence is a single sentence in a standard obituary which notes when he bought the business.

A former city council member out of office for about a half-dozen years is featured prominently on a front-page story. The name is misspelled. These examples might well be chalked up to sloppy editing and failure to check the facts by reporters – and editors, which is even more inexcusable. That notwithstanding, a range of stories will be richer and more

relevant to readers if reporters have proper background. Here are some elements to consider when training reporters:

- Search the archives: Become familiar with where to find background on community issues. Scan the last three months of the newspaper and identify the people, places and subjects at the forefront of community attention.

- Tour the town: Names and places are at the heart of community news. Give

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**The all-too-familiar practice is to eliminate senior staff and thus their accompanying salaries.**

**But is the best business model the best model for serving readers?**

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reporters a tour and connect the sites with what's in the news.

- Introduce the beat: In ideal circumstances, reporters will have an opportunity to shadow their predecessors. In reality, reporters too often are thrown into a position with no overlap.

Reporters need a personal introduction to the individuals with whom they will be interacting.

- Learn the community circuit: Aggressive public affairs reporting is at the heart of strong community newspapers and the strongest stories are those that go beyond the "official" sources. The United Way chair, YMCA executive director, bank president, chamber of commerce executive, labor hall chief – these and many more individuals make towns click. Take reporters on the circuit of local civic clubs.

- Read the entire newspaper: Reporters

can easily fall into the trap believing that the world revolves around their particular beats. Content will be stronger and more relevant if reporters understand – and explain to readers – the interrelationship of all actions and activities in a community.

- Consult newspaper family: Too many newsrooms operate in a vacuum. It's important to understand overall newspaper operations – from advertising deadlines to distribution. The newspaper family also is often an excellent cross-section of a community. Employees can be a rich source of ideas and background information for stories.

- Know your competition: Become familiar with local and regional newspapers, radio and television outlets. Pay attention to local bloggers and other social media networks. Monitor these reports regularly.

- Develop informal networks:

All communities have hot spots of conversation. One small town publisher refers to the five Bs – bars, beauticians, barbers, butchers and bakeries. Editors and reporters should make just as much effort to stop at these places as they do at the city hall, cop shop or courthouse.

The importance of orienting staff is especially important in community newspapers that have limited resources and yet are responsible for publishing a living history of their communities. The lesson is equally important for larger newsrooms in these days of cost-cutting. The all-too-familiar practice is to eliminate senior staff and thus their accompanying salaries. But is the best business model the best model for serving readers?

Dollars are saved, but the institutional memory is lost. To exacerbate matters, owners frequently bring in new management unfamiliar with the community.

Preparation is the most important aspect of reporting a story. In a similar vein, a solid orientation is the foundation for reporters – and thus, newspapers – to create a meaningful relationship with their readers.

**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](http://www.pumarlo.com).



**Jim Pumarlo**

*Tom Eblen, KPA's news consultant, discussed how to make budget stories come alive and how to cover the big story at the Western Kansas Mini-Convention in Hays on Aug. 7. Also presenting were Jeffrey Hansler, a sales training consultant, and Fred Hunt, KPA's interim technology consultant.*



# Daily's switch to mail delivery no easy choice

The decision to change to mail delivery of a daily paper is not an easy one. I've converted two daily newspapers to mail delivery in the past four years – one in Leavenworth in 2005 and Junction City in May 2009.



**Tom Throne**

While both conversions went relatively smoothly, it took a great deal of planning and buy-in prior to change. A good checklist is very important to keep you on track and we've developed a pretty good one. We've recently shared it with several daily publishers who have called about going mail, so I believe there is some interest in going that direction. We'd be more than happy to share it with you.

We made several changes to our product in making the change, mainly going to a Tuesday through Saturday schedule from a Sunday through Friday schedule. Several people have told me they miss the Sunday paper but they save the Saturday (our Weekender) paper to read on Sunday morning.

Shortly after the first of the year, we made the decision to go to mail in Junction City. The decision revolved around customer service. We were covering 8 to 10 routes a day because we couldn't find enough reliable carriers.

Once the decision is made, it takes approximately three months to make the changeover.

Because of delivery problems, many of

our readers tell us they are very happy with the mail delivery. That happiness may be measured by how unhappy they were with their previous delivery service.

The initial meetings are with department heads and the local postmaster, asking if we decided to make a change to mail how will it affect your department or, in the case of the post office, what are our delivery times for same-day delivery? There are going to be concerns, particularly in the newsroom and the pressroom. Most importantly, these discussions have to be highly confidential. You don't want to the word to leak and then not make the decision to change.

If you make the change, announce it to your employees and readers at the same time, about a month out, which is the same time you notify carriers.

For us, we already had the sports editor working at night so we had to bring either the managing editor or the news editor over to the night side. It also meant that any evening meeting stories had to be written that night so they weren't two days late.

The pressroom and mailroom are the biggest concern because you're shifting the entire department. You will probably lose some people. In Leavenworth, we had a night press and inserting crew so it wasn't a problem. In Junction City, we didn't. We've lost a couple inserters prior to the conversion and recently lost a press operator, due to the night schedule. However, a vast majority of the crews have stuck it out

and seem to be happy with the switch.

Of course, the post office is the key link. In order to get same-day delivery, the papers must be done with exceptional dispatch. By delivering to the post offices of your readers by the required time in the morning, your papers will go with that day's deliveries. Contact your postal officials at all the delivery stops to see what their delivery deadlines will be.

The papers have to be labeled by either "line of travel" or "walk sequence." We're using line of travel at this time and working on getting the addresses for walk sequence, which gives you more discounts.

You also

want to make sure your circulation system is ready for mail. Contact your circulation system provider and ask about what you have to do to convert to mail from carriers.

Speaking of labels, we opted to use wing labelers rather than buying a labeling machine. Unless you have a lot of papers to label, a good hand labeler can do 800 to 1,000 labels an hour.

These are just a few of the things on the checklist, but it certainly gives some food for thought in making the decision to go with mail delivery.

Mail may not be for you, but I believe that there are possibilities for many daily papers in the state.

**Tom Throne** is president of the Kansas Press Association for 2009-10.

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**If you make the change, announce it to your employees and readers at the same time, about a month out, which is the same time you notify carriers.**

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## MARKETPLACE/JOBS

### NEWSPAPERS FOR SALE

Kansas Traveler is for sale. Established in 2004, this quarterly, full color publication has subscribers Kansaswide and in 30 other states. For more information, contact Susan Howell at 316-688-0905 or howell@kansatraveler.com

### PRODUCTION

Experienced web press operator sought for a six-unit Goss Community press in one of the fastest growing areas of central Kansas, which abounds in hunting and fishing opportunities. Good pay and excellent benefits including health, disability, life and matching 401K. Send letter with experience to Tom Throne, general manager,

Junction City Daily Union, 222 W. Sixth St., Junction City, KS 66441, phone 785-762-5000 or email t.throne@dailyu.com.

Busy newspaper and commercial printer looking for an experienced web pressman. Management experience helpful. Weekends off ... Four days most weeks. Job located in central Kansas. Send resume and cover letter to Ruth Newman, Main Street Media Inc., P.O. Box 513, Russell, KS 67665.

### CIRCULATION

Circulation Operations Manager — The Hutchinson News is seeking an experienced newspaper circulator to manage

transportation and home delivery for a 30,000-circulation newspaper. The Circulation Operations Manager oversees all circulation employees and contracted haulers and carriers and reports to the publisher of The Hutchinson News and to the state circulation director for Harris' Kansas newspapers. Candidates should have at least three years' experience in home delivery, sales, transportation and other circulation disciplines, an excellent work ethic and a customer-first service philosophy. Apply with resume and references to John Montgomery, publisher, via e-mail to jmontgomery@hutchnews.com or to P.O. Box 190, Hutchinson, KS 67504-0190. Deadline for applications: Aug. 14.



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## NAMES IN THE NEWS

**T**he Lebanon News will be incorporated into the Smith County Pioneer effective Sept. 14. Both newspapers are part of Main Street Media, based in Russell.

**Phyllis Bell** will remain as managing editor of the News.

**James Carlson** of the Topeka Capital-Journal and **Roy Wenzl** of the Wichita Eagle placed first and second in narrative

feature writing in the American Association of Sunday and Feature Editors contest.

Carlson won for his series of articles on Olympic hockey player Bob Owen and his battle with mental illness. Wenzl was cited for his series "For Alex," about a local family who lost their son to a roadside bomb in Iraq.

The awards will be presented in September.



*Carl Manning, left, was honored by his colleagues for his 34-year career with the Associated Press recently. He has announced his retirement. Shown with Manning are (from left) his wife, Dana Fields, Kansas City AP editor; Paul Stevens, recently-retired regional vice president of AP; Chris Clark, AP Kansas City news editor; John Hanna, AP Topeka correspondent; and Kia Breaux, interim Kansas City bureau chief.*

## L.A. Times' Kraft set for Boyd lecture

**S**cott Kraft, senior editor and roving correspondent for the Los Angeles Times, will be the speaker for the 10th annual Huck Boyd Lecture in Community Media Sept. 3 at Kansas State University.



**Scott Kraft**

His presentation is at 10:30 a.m. in Forum Hall.

The lecture is free and open to the public.

Kraft is a 1977 graduate of Kansas State University.

He also served a number of years with the Associated Press.

The purpose of the lecture is to recognize the role of community journalists in helping to keep their communities strong.

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# KPA hasn't been forced to take drastic action

If the old saying "miserly loves company" is really true, there was plenty of company at the annual convention of the Newspaper Managers Association last week in Indianapolis.

We shouldn't be surprised that newspaper associations are reflections of their own members. We both rely on a healthy economy to drive revenues, so when you're feeling the pinch of rising unemployment, lower retail sales and falling consumer confidence, it's likely your association is as well.

Those states that rely heavily on advertising placement revenues to fund their operations seem to be the most affected. Because placements have fallen drastically in those states, they have made some tough decisions.

Other states talked of downsizing their staffs by as much as 15 percent, instituting furloughs, cutting work weeks and a host of other measures designed to reduce expenses.

While KPA has not had to take such drastic measures yet, we are still down significantly on the revenue end. Through



**Doug Anstaett**

July, we're down 25 percent in our income that is derived from advertising placement and the statewide networks.

Our addition of Kids Voting USA has provided a needed boost through its monthly management fee, but it's still not enough to offset the serious losses elsewhere.

Still, we find that KPA is still solidly in the black for the year.

Our goal is to remain strong financially so KPA can:

- ☐ Help our newspapers plug into quality, low-cost training.

- ☐ Provide strong representation and advocacy during the Kansas legislative session each year.

- ☐ Provide a strong deterrence to those who would flaunt our open meetings and open records laws.

- ☐ And keep our members abreast of the changing climate in the newspaper industry.

While we aren't likely to have a banner year financially in 2009, we will continue to provide all the services we have before — and more.

Our reserves are sufficient to withstand this major downturn in the economy, even though we would prefer to have a repeat of

2008, when we were able to rebate almost \$40,000 to members at the end of the year and continue to invest \$50,000 in the Kansas Newspaper Foundation through the KPA Fund for Excellence.

Who knows, we may have a strong last five months and be able those things once again.

But while the industry is still struggling to find its place as the way we gather and deliver news continues to change rapidly, KPA is trying to remain calm and not make the situation worse.

We'll continue to try to discover new revenue streams for your association because you deserve to have strong advocates working on your behalf. To accomplish that, KPA's financial strength

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**We'll continue to try to discover new revenue streams for your association because you deserve to have strong advocates working on your behalf.**

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is essential.

One of our speakers at the annual convention represented CNHI, one of the larger newspaper companies.

He said if he were forced to drop memberships and only had one, he would keep his state press association membership because of the essential services it provides.

*Doug Anstaett is executive director of the Kansas Press Association.*

## API shows how to migrate from free to paid

A report recently released by the American Press Institute addresses one of the most critical issues facing the news industry: generating revenue from online content. In its "Newsmedia Economic Action Plan," API provides models and recommendations for the migration of online content from free to paid.

During the Midwest Newspaper Summit Sept. 17 in Dubuque, Mary Peskin, API associate director, will present a session titled "Online Content: A 5-Point Plan for Determining True Value." Based on the integrated five-point plan API lays out in its report, as well as current research and case studies, this session will feature steps to guide the news industry through the current disruptions and position itself for the future.

API concludes, "newspapers can make the leap from an advertising-centered to an audience-centered enterprise" and should work toward that end immediately.

API does not see paid content as the one revenue source that will save journalism, and does not recommend taking a single-minded approach. They recommend industry leaders follow five new "doctrines":

- ☐ True Value. Establish a true value for news content online by charging for it. API recommends several of the most promising options.

- ☐ Fair Use. Use technology, news-industry production protocols, influence and public policy to thwart piracy of content that originates in newspapers and generates estimated revenues of \$250 million annually. Capture revenue from content that travels with rights.

- ☐ Fair Share. Negotiate for more money, a lot more, from Google and online news aggregators for a "fairer" share of the profits from linking and ad sales. Additionally, negotiate equitable relationships with Internet giants and lobby for public policy that updates and enhances a "fair share

doctrine" for online news.

- ☐ Digital Deliverance. Create an industry-wide news platform that charges for content and provides content-based e-commerce, data sharing and other revenue-generating solutions. Adapt to new devices that deliver digital content at premium prices.

- ☐ Consumer Centric. Refocus on readers and users. Adapt revenue strategies from those focused on advertisers to those focused on consumers organizing around content and commerce transactions that are occurring online.

To read the API paper, click the "Newsmedia Economic Action Plan" link on the Newspaper Evolution initiative website.

You'll also want to attend the "Online Content: A 5-Point Plan for Determining True Value" presentation during the Midwest Newspaper Summit Sept. 17 in Dubuque. A registration form is appended to today's Kansas Publisher.



# AD CONTEST ENTRY FORM

2009 ADVERTISING CONTEST



## ENTRIES BY CATEGORY

Please indicate the number of entries being submitted for each category:

- \_\_\_\_\_ 1 • Grocery Ad
- \_\_\_\_\_ 2 • Service Ad
- \_\_\_\_\_ 3 • Furniture Ad
- \_\_\_\_\_ 4 • Hardware Ad
- \_\_\_\_\_ 5 • Fashion Ad
- \_\_\_\_\_ 6 • Automotive Ad
- \_\_\_\_\_ 7 • Real Estate Ad
- \_\_\_\_\_ 8 • Healthcare Ad
- \_\_\_\_\_ 9 • Political Ad
- \_\_\_\_\_ 10 • Entertainment Ad
- \_\_\_\_\_ 11 • Agricultural Ad
- \_\_\_\_\_ 12 • Ad Series
- \_\_\_\_\_ 13 • Special Section
- \_\_\_\_\_ 14 • Sports Special
- \_\_\_\_\_ 15 • Community Event
- \_\_\_\_\_ 16 • Classified Promotion
- \_\_\_\_\_ 17 • Classified Section
- \_\_\_\_\_ 18 • House Ad
- \_\_\_\_\_ 19 • Adaptable Promotion
- \_\_\_\_\_ 20 • TMC Product
- \_\_\_\_\_ 21 • Online Ad

Total # of Entries: \_\_\_\_\_

Please mail your tearsheets, this entry form and payment in one package.

All materials must be postmarked by **Friday, Aug. 21**.

Each newspaper participating in the Advertising Contest must submit a completed copy of this form. The purpose is to provide KPA staff with a full record of your entries so that each entry can be accounted for prior to and during the judging process. Please keep a copy for your records and return a copy with your entries.

## CONTACT INFORMATION

Newspaper \_\_\_\_\_

Address \_\_\_\_\_ City-ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Person (to be notified of any winning entries) \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Preferred method for receiving list of winning entries (check one):  E-mail  Fax

## CIRCULATION DIVISION

Check the appropriate division:

- Daily Division 1 - 8,000 or less
- Daily Division 2 - More than 8,000
- Nondaily Division 1 - 2,500 or less
- Nondaily Division 2 - More than 2,500

## AMOUNT DUE

No. of entries \_\_\_\_\_

x \$5 per entry

Subtotal \$ \_\_\_\_\_

+ \$15 registration fee

Total due \$ \_\_\_\_\_

## PAYMENT METHOD

- Check enclosed made payable to "KPA"
- Charge to Visa, Mastercard or American Express

Card No. \_\_\_\_\_

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

**MAIL ENTRIES TO:** Kansas Press Association, 5423 SW 7th, Topeka, KS 66606  
**QUESTIONS?** Call (785) 271-5304 or e-mail info@kspress.com



2009 CALL FOR ENTRIES



ALL ENTRIES MUST BE POSTMARKED BY  
**FRIDAY, AUG. 21**

# CONTEST CATEGORIES AND RULES

## 2009 ADVERTISING CONTEST

### CATEGORIES

#### 1 • Best Grocery Ad

Single ad for supermarket, grocery store, convenience store, specific food/beverage brands or other grocery advertiser

#### 2 • Best Professional Service Ad

Single ad for bank, accountant, attorney, travel agent, college, funeral director or other professional service advertiser

#### 3 • Best Furniture Ad

Single ad for furniture store, appliance sale, upholstery store or other furniture industry advertiser

#### 4 • Best Hardware Ad

Single ad for lumberyard, hardware store, home center and other hardware-related advertiser

#### 5 • Best Fashion Ad

Single ad for clothing store, seamstress, fabric store, shoe store, jewelry store or other fashion-related advertiser

#### 6 • Best Automotive Ad

Single ad for car/truck dealer, automotive repair shop or other automotive industry advertiser

#### 7 • Best Real Estate Ad

Single ad for real estate agency, independent realtor or other real estate industry advertiser

#### 8 • Best Healthcare Ad

Single ad for hospital, pharmacy, doctor, dentist or other healthcare industry advertiser

#### 9 • Best Political Ad

Single ad or series of ads for a candidate, ballot issue, political party or other political advertiser

#### 10 • Best Entertainment Ad

Single ad for restaurant, theater production, bowling alley, golf course, movie theater or other entertainment industry advertiser

#### 11 • Best Agricultural Ad

Single ad for farm implement company, co-op, seed and fertilizer dealer, livestock auction or other ag industry advertiser

#### 12 • Best Ad Series or Campaign

A series of three or more ads with a common theme designed for the same advertiser

#### 13 • Best Special Section (nonsports)

Special section with a nonsports theme that is not regularly published in the newspaper. Include a written description of the special section, noting revenue generated and reader response.

#### 14 • Best Sports Special Section

Special section with a sports theme that is not regularly published in the newspaper. Include a written description of the special section, noting revenue generated and reader response.

#### 15 • Best Community Event Ad

Single ad for sidewalk sale, rodeo, festival, fair or other community event

#### 16 • Best Classified Promotion

Single ad, series of ads, and/or marketing materials used to promote the newspaper's classified section

#### 17 • Best Classified Section

Overall classified page or classified section. Submit classified pages or sections from three consecutive issues.

#### 18 • Best House Ad

Single ad or series of ads promoting subscriptions, advertising or a specific aspect/department of the newspaper.

#### 19 • Most Adaptable Promotion

Single overall idea for an ad or series of ads that could be adapted for advertisers in other markets.

#### 20 • Best TMC Product

Total market coverage publication produced on a regular basis by the newspaper. Submit three consecutive issues of the TMC.

#### 21 • Best Online Ad

Single ad designed for the newspaper's Web site. Submit the complete URL and headline of ad, or submit a color copy of the ad if no longer online.

### GENERAL RULES

The contest is open to all active and associate members of Kansas Press Association.

All entries must have been conceived, written, designed and sold by full-time or part-time employees of the newspaper.

All entries **must be postmarked by Friday, Aug. 21** and mailed or delivered to: KPA, 5423 SW 7th, Topeka, KS 66606.

### PLAN TO ATTEND THE AD CONFERENCE!

KPA's 2009 Advertising Conference is scheduled Thursday, Oct. 29. Conference brochures will be mailed to members in August. Registration will be \$85 per person, which includes the awards lunch.



Entries must have been published between Aug. 1, 2008, and July 31, 2009.

Entries should be submitted as full-page tearsheets with a red arrow drawn to point to the ad that is to be judged. Entries should not be mounted.

Each entry must have a completed entry label taped or stapled to the front of the tearsheet. Tape or staple only the top edge of the label in the top left-hand corner of the tearsheet.

Each participating newspaper must complete and submit one completed copy of the Ad Contest Entry Form.

### CIRCULATION DIVISIONS

Entries will be judged in four different circulation divisions. Please indicate the appropriate circulation division on both the entry form and the entry labels.

If an entry was published in more than one newspaper, the entry may only be submitted in the circulation division of the highest circulation newspaper.

**Daily Division 1** - 8,000 or less

**Daily Division 2** - More than 8,000

**Nondaily Division 1** - 2,500 or less

**Nondaily Division 2** - More than 2,500

### ENTRY FEES

A one-time base fee of \$15 — plus \$5 per entry — must accompany the contest entries. When more than one tearsheet constitutes an entry (i.e. special section, ad series or classified section) the group of tearsheets counts as only one entry.

Make checks payable to "Kansas Press Association" and enclose with your entries, or charge the entry fees to your Visa, Mastercard or American Express.

### JUDGING & AWARDS

The contest will be judged by members of another state press association. Judges will be asked to make comments on the winning entries. Plaques will be awarded to the first-place winners. Certificates will be awarded for second and third place.

A sweepstakes award will be presented in each circulation division to the newspapers earning the most points in their respective division. Points will awarded as follows: first place - 100 points, second place - 70 points, third place - 60 points. Awards will be presented during KPA's Advertising Conference on Thursday, Oct. 29.

# KANSAS PRESS ASSOCIATION ADVERTISING CONTEST

NEWSPAPER

CATEGORY #

DIVISION  
(circle one) Daily 1    Daily 2  
Nondaily 1    Nondaily 2

AD DESIGNER

AD SALESPERSON

# KANSAS PRESS ASSOCIATION ADVERTISING CONTEST

NEWSPAPER

CATEGORY #

DIVISION  
(circle one) Daily 1    Daily 2  
Nondaily 1    Nondaily 2

AD DESIGNER

AD SALESPERSON

# KANSAS PRESS ASSOCIATION ADVERTISING CONTEST

NEWSPAPER

CATEGORY #

DIVISION  
(circle one) Daily 1    Daily 2  
Nondaily 1    Nondaily 2

AD DESIGNER

AD SALESPERSON

# KANSAS PRESS ASSOCIATION ADVERTISING CONTEST

NEWSPAPER

CATEGORY #

DIVISION  
(circle one) Daily 1    Daily 2  
Nondaily 1    Nondaily 2

AD DESIGNER

AD SALESPERSON

# KANSAS PRESS ASSOCIATION ADVERTISING CONTEST

NEWSPAPER

CATEGORY #

DIVISION  
(circle one) Daily 1    Daily 2  
Nondaily 1    Nondaily 2

AD DESIGNER

AD SALESPERSON

# KANSAS PRESS ASSOCIATION ADVERTISING CONTEST

NEWSPAPER

CATEGORY #

DIVISION  
(circle one) Daily 1    Daily 2  
Nondaily 1    Nondaily 2

AD DESIGNER

AD SALESPERSON

# KANSAS PRESS ASSOCIATION ADVERTISING CONTEST

NEWSPAPER

CATEGORY #

DIVISION  
(circle one) Daily 1    Daily 2  
Nondaily 1    Nondaily 2

AD DESIGNER

AD SALESPERSON

# KANSAS PRESS ASSOCIATION ADVERTISING CONTEST

NEWSPAPER

CATEGORY #

DIVISION  
(circle one) Daily 1    Daily 2  
Nondaily 1    Nondaily 2

AD DESIGNER

AD SALESPERSON

# KANSAS PRESS ASSOCIATION ADVERTISING CONTEST

NEWSPAPER

CATEGORY #

DIVISION  
(circle one) Daily 1    Daily 2  
Nondaily 1    Nondaily 2

AD DESIGNER

AD SALESPERSON



# newspaper evolution

Survival of the fittest in the digital age

## Midwest Newspaper Summit

September 17, 2009

Grand River Center, Dubuque, Iowa

### [REGISTER NOW!](#)

Seven Midwest state press associations are working together to conduct a Midwest Newspaper Summit, titled "Newspaper Evolution: Survival of the Fittest in the Digital Age," Thursday, Sept. 17 at the Grand River Center in Dubuque. This one-day event will engage industry leaders in a cutting-edge discussion about the economics of the news industry. Nationally recognized speakers and panelists will discuss the rapid changes newspapers are experiencing in the wake of the digital age, new ways to structure the newspaper business, new revenue models and many other critical topics.

The summit will offer some of the most noteworthy speakers, organizations and businesses currently addressing these topics. Alan Mutter, author of the blog "Reflections of a Newsosaur," will serve as the keynote speaker.

The schedule also includes an intelligence briefing by IBM highlighting recently-conducted research in a presentation titled "Beyond Advertising: Paving the way towards consumer-centricity." In addition, the summit's agenda features a presentation from the American Press Institute (API) with updated information on their recently published Newspaper Economic Action Plan White Paper.

Richard Doak, a long-time columnist and editorial page editor of The Des Moines Register, will speak during the luncheon, offering an introspective into the newspaper industry. Panel discussions featuring leaders who have taken steps to address the industry's challenges and young journalists challenging and changing the industry are scheduled for the afternoon.

A trade show area will be available all day with vendors showcasing their latest products and programs.

A special welcome reception is being planned for Wednesday, Sept. 16 for those planning to be in Dubuque the evening before the event.

In addition to all of this, each summit registrant will receive a book titled "Newspaper Evolution." The book will be a compilation of the various business models being implemented to address the industry's current challenges in the wake of the online/digital age.

Paula Buenger, publisher of Northwest Iowa Publishing, which includes the Spencer Daily Reporter, Spirit Lake Dickinson County News, Storm Lake Pilot-Tribune, said, "No matter what the size of your newspaper, we can't afford to ignore the sea change going on in how the news we gather is disseminated. While smaller markets have been insulated a bit so far from the challenges facing our larger brethren, the changes are going to affect all of us. That time is coming soon. We need the tools to not just survive, but to thrive in this new paradigm."

#### Presented by:

**Iowa Newspaper Foundation**  
**Illinois Press Association**  
**Kansas Press Association**  
**Minnesota Newspaper Association**  
**Missouri Press Association**  
**Nebraska Press Association**  
**Wisconsin Newspaper Association**

### [REGISTER NOW!](#)

[Download a printable flyer and registration form.](#)

#### MIDWEST NEWSPAPER SUMMIT SCHEDULE

##### Wednesday, September 16

6:00 p.m.-9:00 p.m. Welcome Reception

#### REGISTRATION FEES:

Registration *through*  
 September 1, 2009 - **\$75**

Registration *after*

**Thursday, September 17**

- 9:00 a.m. Welcome
- 9:15 a.m.-10:30 a.m. Keynote Address  
*Alan Mutter, Reflections of a Newsosaur*
- 10:30 a.m.-10:45 a.m. Networking Break
- 10:45 a.m.-11:45 p.m. IBM Intelligence Briefing "Beyond Advertising:  
Paving the way towards consumer-centricity"
- 11:45 p.m.-12:30 p.m. Lunch  
*Richard Doak, Iowa State University / Simpson College*
- 12:30 p.m.-1:00 p.m. American Press Institute (API) Newspaper  
Economic Action Plan White Paper Update
- 1:00 p.m.-2:30 p.m. "A Time For Innovation" Panel Discussion  
*Marty Kaiser, Milwaukee Journal Sentinel*  
*Chuck Peters, Gazette Communications*  
*Alan Mutter, Reflections of a Newsosaur*  
*Jennifer Towery, Peoria Guild L3C Model*
- 2:30 p.m.-2:45 p.m. Networking Break
- 2:45 p.m.-3:15 p.m. "Staying Relevant to the Next Generation"  
Young Journalists Panel Discussion  
*Thomas Ritchie, Sioux City Journal*  
*Chris Snider, Des Moines Register*
- 3:15 p.m. Closing Remarks

[Read more about the presenters here.](#)

September 1, 2009 - **\$85**

Student/College Media Association  
Registration - **\$15**

Lunch is included in registration fee

**ACCOMODATIONS:**

**Grand Harbor Resort and Waterpark**  
350 Bell Street • Dubuque, Iowa 52001

*Grand Harbor Resort and Waterpark is the perfect spot for enjoying the beautiful and exciting Port of Dubuque destination area. Situated on the banks of the Mississippi River, Grand Harbor Resort is within walking distance of the Diamond Jo Casino, National Mississippi River Museum & Aquarium, Stone Cliff Winery and the Grand River Center.*

Room Rate:

Single: \$89.00 Double: \$99.00

Rate does not include Waterpark tickets.

**Reservations accepted at the discounted rate until August 27, 2009.**

Make reservations by calling (563) 690-3270  
(Ask for "Newspaper Summit" rate)

or online at <http://www.grandharborresort.com>  
When making reservations online: select the book online button. Choose option: Groups, Conventions and Weddings. Use the following information to receive the discounted rate.

Group Master: IANEWSGR  
Password: NEWSPAPER09

The 2009 Midwest Newspaper Summit is made possible with support from Iowa Department of Economic Development.



To find out more about sponsorship and exhibition opportunities at the Midwest Newspaper Summit, [click here.](#)

**Other supporters include:**



**Register to attend the 2009 Midwest Newspaper Summit:**

Newspaper / Company:

First and Last Name:

E-Mail:

Address :

City:

State:

ZIP:

Phone:

Number of additional registrants from this company/newspaper:

Additional Registrants

Please list the name and email address of each additional registrant from the same newspaper/organization:

Please invoice me at the above address.

I will pay by credit card. (Complete the Paypal checkout on the next page.)