

THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY NOVEMBER 5, 2008

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KPA CALENDAR

NOV. 7

Montgomery Symposium, Capitol Plaza, Topeka

NOV. 14

Adobe Illustrator training session, Wichita State University

DEC. 15

Bill of Rights Day

APRIL 24-25, 2009

Kansas Press Association annual meeting, Wichita Airport Hilton.

Kansas students chose Obama, but parents gave nod to McCain

Kansas kids chose Democrats Barack Obama and running mate Joe Biden to be the next president and vice president of the United States in voting on Tuesday. Obama and Biden received 24,013 votes in the mock election to 20,152 for Republicans John McCain and Sarah Palin.

More than 45,000 students from Kansas cast ballots in the presidential election through Kids Voting Kansas, an affiliate of Kids Voting USA. KVK is managed by the Kansas Press Association.

"Kids Voting USA creates lifelong voters by



taking the unknown out of the voting experience for people at a very young age," said Rachel Willis, Kids Voting Kansas executive director. "With this being such a historical election, we are thrilled with the turnout and participation."

Preliminary results are available at www.kidsvotingkansas.org.

In the U.S. Senate race, students favored Pat Roberts over Jim Slattery 13,183

votes to 10,058, and in the U.S. House of Representatives races, all four incumbents — Jerry Moran, Nancy Boyda, Dennis Moore and Todd Tiahrt — received nods from students.

Future of industry topic of Montgomery seminar

Wonder where the newspaper industry is headed?

Isn't everyone!

A Kansas Newspaper Foundation-sponsored program this Friday (Nov. 7) will bring you the latest research on the business models that will work best as the newspaper industry retools for the future.

The Montgomery Family Symposium, an annual "think tank" approach to a big issue in our industry, will focus on

the research that led to the American Press Institute's Newspaper Next formula for the future.

Steve Gray, the guru of Newspaper Next 2.0, will explain API's proposed new business model for newspapers that combines print with the unlimited opportunities provided by the internet.

The symposium, underwritten by a gift to the Kansas Newspaper Foundation by the

John G. Montgomery family, is in its third year. It will be held in the Emerald Room at the Capitol Plaza Hotel in Topeka.

The Montgomery family's gift makes it possible for KPA members to attend this program for just \$75, less than half what API usually charges for its one-day seminar.

Call Rachel Willis at 785-271-5304 to register or e-mail her at rwillis@kspress.com. Deadline is noon Thursday.

Ray Carlsen will retire from Inland Press in 2009

The Inland Press Association and Inland Press Foundation today announced that Ray Carlsen, executive director since 1986, is planning to retire during 2009 at such a time when an orderly transition can take place.

Tom Shaw, president and

chief executive officer of Shaw Newspapers, Dixon, Ill., and 2007-2008 president of Inland, said the association's executive committee will be initiating a search for a successor, predicting a timeline to be completed by the organization's 124th annual meeting in October

of 2009, if not sooner. Other executive committee members include Denise Palmer, publisher of the Tampa, Fla., Tribune; Doug Franklin, publisher of the West Palm Beach, Fla., Post; Charles Pittman,

See CARLSEN on Page 3

Simple sketches can assist in ad design, sales efforts

By John Foust

In the 2008 book “The Back of the Napkin: Solving Problems and Selling Ideas with Pictures,” Dan Roam writes of the power of visual communication. He uses the example of a common paper napkin to emphasize the value of simple sketches.

People in the advertising profession have been doing this for years. When it comes to selling and developing ad concepts, a paper napkin (or a legal pad) can be your best friend. It doesn’t matter if you’re not an accomplished artist. The objective is to clarify your ideas – for yourself and for your clients.



John Foust

There are two areas in which sketching can be particularly helpful:

1. Ad design. In the world of advertising, rough drawings on a small scale are known as thumbnail sketches. Just as a carpenter develops ideas on scratch paper before building a piece of furniture, you can use thumbnail sketches to develop layout ideas.

Thumbnails are doodles with direction. Most people draw thumbnails about the size of a business card. Working small makes the design process less intimidating and helps ideas flow freely. This is a good chance to experiment. See what will happen with oversize art that runs into the border – or a small illustration in a sea of white space.

Don’t worry about accuracy; stick figures will work fine. Don’t try to print neatly; just scribble words as fast as you can or write the word “headline” in posi-

tion. A few horizontal lines will serve to indicate body copy.

It is important to work quickly, and not let time become a hindrance. If you spend more than 30 seconds on each rough sketch, you’re drawing too much detail. Because the process is evolutionary by nature, you’ll find that a few doodles can quickly lead you to a workable idea. In two minutes, you should be able to draw five or six thumbnails on one sheet of your legal pad.

2. Ad sales. Sketches on a legal pad can work wonders in a sales presentation. When you pick up your pen and draw something in front of a client – even if it’s just a simple circle – you’ll create some degree of visual suspense. He or she can’t help but wonder, “What’s next?”

For example, you can draw a circle on the left side of the page and say, “This is your business.” Draw a circle on the right side and say, “Here is your target audience.” Then extend an arrow from the first circle to a point outside the second circle and say, “The wrong advertising choice will miss your target completely.” Next, draw an arrow that hits the audience circle and say, “The right choice will hit the bulls’ eye.”

To add substance to the sketch, say something like, “We offer three services that can help you reach that audience with the right message. Write a big “3” over the arrow, and – presto! – you have a compelling lead-in to some key sales points.

All it takes is a legal pad. And a little imagination.

John Foust may be contacted for information about his training videos for ad departments: jfoust@mindspring.com.

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THIS MONTH’S QUESTION

Q. I would like to send in my directory form for the 2009 KPA Online Directory but I cannot find my form. What do I do?

A: Please e-mail Emily at emilysattler@kspress.com and she will send you a new form electronically. Since we have decided to abandon the printed edition of the directory, it is critical that this information be accurate and up-to-date.

Carlsen

Continued from Page 7

senior vice president, Schurz Communications, South Bend, Ind.; and Kathleen Balanfant, owner and publisher of the Village News and Southwest News, Bellaire, Tex.

Carlsen said he remains enthused and dedicated to the success of Inland's newspaper constituency and will seek opportunities to remain supportive in a less than full-time role. He and his wife, Blaze, anticipate spending more time with grandchildren and family members in Illinois and Arizona, keeping their principal residence near Rockford, Ill.



Ray Carlsen

Ray's retirement has been an event that every officer of Inland has hoped would not happen under his/her watch," said Inland President Tom Shaw. "Although we know no one person is so valuable to an organization that they cannot be replaced...well, Ray comes mighty close. Ray has served his friends in the Industry well. He is truly a friend to all and we wish Ray and Blaze the very best."

Shaw said, "Now, given the fact that Ray will be leaving, we fully embrace this pending change for the opportunity it is, which is to provide Inland members new and innovative leadership and services."

Carlsen, a former community newspaper publisher in Ohio and Pennsylvania and former executive manager of the Virginia Press Association, led the 123-year-old association during a period of growth from fewer than 400 member newspapers in 1987 to 1,234 member newspapers this year. The association's net worth increased from \$42,044 in 1986 to \$744,175 in 2007, while the foundation's net worth increased from \$1,127,580 in 1986 to \$4,358,039 in 2007.

Inland also added many new services for newspapers, supplementing the long-standing industry standard National Cost & Revenue Study for Daily Newspapers and Newspaper Industry Compensation Survey with a newspaper-exclusive Employee Attitude Survey program, a Monthly Margin Report on individual newspaper performance, and an annual Trend Analysis of bellwether trends affecting newspaper operations.

Founded in 1885, Inland operates from association offices in Des Plaines, Ill.

K-State to host literacy seminar on HIV/AIDS for media, students

Media professionals, journalism students and others are invited to attend a health literacy seminar on HIV/AIDS at Kansas State University on Nov 19. The event is free and open to the public.

The seminar, "Social Dimensions of AIDS: Partnering with the Media," will address the role of community media in HIV/AIDS education and prevention in local communities.

It will be Wednesday, Nov. 19, from 1:30 to 4 p.m. in the Flint Hills Room of the K-State Student Union.

The event, organized by the Huck Boyd National Center for Community Media in the A.Q. Miller School of Journalism and Mass Communications, is part of a health literacy project supported by K-State's Center for Community Engagement and Development. Community partners include the Regional AIDS Project of Manhattan and the Geary County Research and Extension office in Junction City.



Key speakers will include Sheryl Kelly and Kathryn Thiessen from KU Internal Medicine Midtown Clinic in Wichita, Kan. Both Kelly and Thiessen have several years of local, state and international experience working on HIV/AIDS education.

Other speakers will discuss how to improve reporting and writing strategies for HIV/AIDS.

Former SCI vice president dead at 81

William D. (Bill) Duckworth, 81, former vice president and treasurer of Stauffer Communications, Inc., died Oct. 31, 2008 in Houston.

Bill was born on April 26, 1927 to William and Cora Duckworth in Vinson, Okla.

After graduation from high school he served for two years in the United States Marines, which was a point of great pride with him. Following his military service he attended and graduated from Amarillo College and West Texas State University. He was employed by Globe News Publishing Co. in Amarillo, Texas from 1949-1966.

Bill then spent almost thirty years employed by Stauffer Communications,

Inc. in Topeka, Kansas, as vice president and treasurer.

Of great importance to Bill was his association with the Shrine and Masonic organizations. The family suggests donations to a Shriner hospital in his honor.

Bill is survived by his wife, Betty; his son, Bart, wife Debi and grandchildren Ben and Annie; two sisters, Edith Keith and Bonnie Combest and her husband Ed; a brother, Billy Ray Duckworth and his wife Patsy; his brother-in-law, Charles Seaman and wife Darilyn; along with many nieces and nephews.

A memorial service was Tuesday at Southminster Presbyterian Church, Missouri City, Texas.

Adobe Illustrator training slots remain

A few slots remain open for the Kansas Press Association's Adobe Illustrator training seminar set for Nov. 14 at Wichita State University.

Cort Anderson, KPA's technology consultant, will present the day-long seminar, which will begin at 9 a.m. and conclude by 3:30 p.m. Lunch is on your own.

Seminar participants will learn how Adobe Illustrator can improve the newspaper's look and improve its ad creation

workflow. You will learn the basic tools in Illustrator along with ideas for creating infographics, how to modify clip art, suggestions on streamlining ad creation and placement and the differences between designing art for the Web and print.

Cost for the event is \$60 for KPA members and \$75 for non-members. To register for the event, e-mail Rachel Willis, KPA's education director, at rwillis@kspress.com.

Slimp takes on a variety of technology issues

Just like everyone else's, my inbox needs to be emptied on a regular basis. Here are some of the questions I've received from readers in the past few weeks:

Q We've been using the Lacie Ethernet Mini as our server for the past three years. We've had a couple of power surges lately and the Lacie seems to be acting up so we're going to purchase a backup to make sure we're ready when the drive dies. Are you still recommending Lacie externals as server or have you come across anything better?

Bob, Technology Guru, Tennessee



Kevin Slimp

Bob,

You've learned an important truth I've tried to impress on my clients: never buy one Ethernet disk. Always buy two and use the second as a backup. Ethernet disks, like most drives, generally last approximately three years before succumbing to some hardware problem. The answer to your question is yes. I still recommend Lacie drives.

Q Our newspaper is looking at getting a Content Management System that can handle multimedia, advertising and classified. We have a daily free circulation of 35,000. We have just started our search and already the process seems so daunting. Do you have any suggestions, or can you point me in the right direction, of systems that would be good for us to look into? I appreciate any help that you can give. Thanks

Tricia, General Manager, Florida

Yes, Tricia, I can get you started in the right direction.

There are several editorial workflow and ad placement systems out there. I would suggest you talk to the folks at Woodwing and Roxen. Woodwing has built a solid business around the world over the past few years and is making its presence felt in North America. If you're looking for an InDesign based system, as most newspapers are, Woodwing has some nice features. The Roxen Editorial Porter is a newer entry into the Content Management field, but it has started to gain fans in North America, Europe and Australia. Unlike Woodwing, which is plug-in based, Roxen is browser based.

Q One of our member papers is having problems with Microsoft Word docx files. They can't place them in InDesign CS. They are Mac based. Do you know of any tricks to get this to work?

Kent, Tech Guru, Missouri

Kent,

I'd advise them to get a copy of NeoOffice. It's free and opens .docx files. Just save them from NeoOffice as .doc files, then place in InDesign.

By the way, docx files place in InDesign CS4. You can download a free copy of NeoOffice at www.neooffice.org/neojava/en/index.php.

AbadiMT-CondensedLight	Mattw will love this neat utility to print fonts
AcademyEngravedLetPlain	Mattw will love this neat utility to print fonts
ACaslonPro-Bold	Mattw will love this neat utility to print fonts
ACaslonPro-BoldItalic	<i>Mattw will love this neat utility to print fonts</i>
ACaslonPro-Italic	<i>Mattw will love this neat utility to print fonts</i>
ACaslonPro-Regular	Mattw will love this neat utility to print fonts
ACaslonPro-Semibold	Mattw will love this neat utility to print fonts
ACaslonPro-SemiboldItalic	<i>Mattw will love this neat utility to print fonts</i>
AdobeFangsongStd-Regular	Mattw will love this neat utility to print fonts
AdobeHeitiStd-Regular	Mattw will love this neat utility to print fonts

Q Love your columns. How do I get hold of past columns, in particular the column about the H2 audio recorder and the flip video? Thanks for your help.

Steve, Publisher, New Jersey

No problem, Steve.

You can visit my Web site at kevinslimp.com to find most of my columns from the past five years or so.

Q Hope things are going well in your world. We finally made the move to Macs in our ad comp department and have a few cross platform questions and other things. Does the preview setting in Photoshop make a difference as far as saving as Mac or Windows compatible? We are still using PCs in editorial and building our final pages on a PC, but we are using PDFs for all the ads that are placed on the final pages. Also, is TIFF the best format for photos? Is there an advantage/disadvantage of using JPEG?

Craig, Advertising Manager, Texas

It's about time, Craig. I'm just playing with you, maybe. As far as the preview goes, I've never noticed that it makes a difference. However, to be on the safe side, you could save photos meant to go into ads with a Mac preview and others with PC previews. Frankly, I think you'll be fine either way. As far as the file format for photos, JPEG should be your last option for printed photos. It's the format of choice for pictures that go up on your Web site, but I'd stick with TIFF or EPS files for the printed versions.

Q I need your help. I have InDesign CS3 and a client that sends ads in Microsoft Publisher format. By going through a bunch of steps in Photoshop, I eventually get them converted to CMYK and everything comes out fine except for the text, which looks bluish and shaky. What can I do to fix this? I have asked Adobe and Microsoft. No one seems to know. You're my last hope!

Celeste, Graphic Design, Canada

Hope is cheap these days, Celeste. What you need is a plug-in

Take stand, but don't take yourself too seriously

Hello from Holton. At this writing, we're in the process of printing our Wednesday, Nov. 5 edition with the general election results.

My pick for president (John McCain) mirrored the majority of the state's voters on election day but lost in the national voting.

A \$21.3 million Holton school bond issue that I wrote in favor of failed on election day by a 2-1 margin.

Had I been newspapering in any other county in the Second Congressional District, I would have strongly supported Nancy Boyda's re-election campaign. Her opponent, however, is from Holton and I know Lynn Jenkins will do a fine job at Washington, D.C., too. I editorialized it was a shame that we couldn't send both Boyda and Jenkins to Congress. I believe that.

Another Holton High School graduate, Pat Roberts, won his U.S. Senate race against Jim Slattery. This political race also featured two good candidates.

As newspaper editors, it is tradition for us to step outside the voting booth



David Powls

curtains and tell our readers how we plan to vote – knowing full well we're opening up ourselves to the possible business backlash that can come when a customer (or customers) disagrees with us. I'm sure you know what I mean.

At times like these, I think about the life and times of longtime Garnett newspaper editor George Clasen, now deceased. I grew up in Garnett. Clasen provided me with my first real newspaper job (an internship). My parents often did not agree with the opinions that editor Clasen voiced in *The Garnett Review* and *Anderson Countian*. But when Clasen retired, many Garnett residents, including my parents, commented that they really missed him and his opinions – even if they did disagree with him much of the time!

I often write in *The Holton Recorder* that it's OK for readers to disagree with me and remain on friendly terms with me. I also often write that the opinions of the paper are printed on the Opinion Page only.

In community journalism, we strive to provide our readers with both sides of important issues – in every story – all the time. In fact, a news story is not complete until it provides both sides to every issue. If we're doing our jobs as newspaper reporters, readers should not know how we feel about either side of an issue.

Someone a long time ago told me that community journalism is the most difficult career I would ever love. That has been the case for me. As all newspaper editors know, every day in this business brings new stories to write and new advertising messages to sell for the paper.

I believe it's important for newspaper editors – especially those of us in smaller communities – to continue writing editorials on political issues and races and other important local issues (like school bond issues, for example). There are many places for people in our communities to turn for news these days but not a lot of others willing to take a stand on important community issues of the day.

Some final advice about editorial writing in a small community: Do your homework first. Consult with experts on your subjects. Understand the issue you're writing about; avoid those issues you don't. Trust your judgment on what's best for your community. Never be too stubborn to admit mistakes when you make them.

...And when your favorite presidential candidate does not win and the school bond you supported fails, don't take it too seriously.

David Powls is president of the Kansas Press Association for 2008-09.



The Kansas Press Association team brought the Little Brown Jug back to Kansas after defeating the Missouri Press team in the annual golfing competition that dates back to 1963. Members were (from left) Jay

Lowell, Jim Lowell, Dan Simon and Tom Broeckelman. Ben Marshall, right, served as golf chairman and team leader. The team outscored MPA 23-1 in match play competition to reclaim the jug (foreground).

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Slimp

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for InDesign called PUB2ID from Markzware. It allows you to open Publisher files in InDesign, converting them to InDesign documents. Sometimes it works perfectly; sometimes you'll have to do a good bit of editing. However, it's a lot better than fuzzy text. Find it at markzware.com.

Q I have the opportunity to upgrade my iMac, power PC G5 from OS 10.4 to Leopard. I did a little research to see if my current programs will run on Leopard such as CS and read some horror stories about upgrading. What are your thoughts on 10.5 and older programs?

Danny, Graphic Designer, Tennessee

Danny,
As you've correctly surmised, the lat-

est versions of most applications (Adobe CS4, Quark 8, etc.) work just fine in 10.5. Actually, they work better than fine. They fly! However, not so much for a lot of older applications. Take my advice: Stick with 10.4. It will save you a lot of headaches. Then, in a few months when you've upgraded all your application software, take the plunge and update your operating system.

Q What is the easiest way to print a listing of your fonts on a Mac? Thanks.
Matt, Publisher, West Virginia

Matt,

There's a nifty free utility called Font Parade that will do the trick for you. You can find it at www.brightpebbles.org/font-parade.

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

Reeves Media buys assets of Mount Hope newspaper

MOUNT HOPE – Reeves Media, owned by Robb and Martha Reeves, has purchased the assets of The Clarion newspaper from Nancy Stucky.

The transaction was completed Oct. 31. Reeves Media also publishes The Harvey County Independent, The Hesston Record and The Ledger (Moundridge), all weekly newspapers in south-central Kansas.

"We are excited about publishing The Clarion, and we are honored that Nancy has entrusted us with the newspaper," said Robb Reeves. "Geographically, it is a great fit with our other newspapers."

Joey Young has been named editor of The Clarion. He is a native of Buhler and

graduated from Hutchison Community College where he studied journalism.

For the past year and a half, Young worked as a staff writer for The Harvey County Independent.

Reeves said there are no plans to relocate The Clarion office, close it, reduce staff or change the publishing cycle or publishing day of the newspaper.

"We have not done these things in the other towns we work in," he said.

With the Nov. 6 issue, the publication moved to a full broadsheet size and has added full color.

"This format is more of a traditional newspaper format and the full color will benefit readers and advertisers," Reeves said.

NEWSMAKERS

Adam Stewart is a new reporter for Hoch Publishing Co., which publishes the Marion County Record, Hillsboro Star-Journal and Peabody Gazette-Bulletin. He's a 2006 graduate of Kansas State University from Washington, Kan.

Rich Gannon, director of governmental affairs for the Kansas Press Association, severely injured his hand while tearing down an old barn near Topeka on

Saturday. He underwent surgery to repair tendon and bone damage. He will undergo physical therapy after a cast is removed in about two weeks.

Doug Anstaett, executive director of the Kansas Press Association, is participating in a seven-week course in Topeka called the U.S. Attorney's Citizens Academy. The course is designed to educate members on the functions of that office.

THE KPA MARKETPLACE

NEWS

The Parsons Sun needs a sports editor to cover area high schools and a community college. Send resumes, clips to Ray Nolting, P.O. Box 836, Parsons, 67357, or e-mail to rnolting@parsonssun.com.

NEWS REPORTER — The Kansas City Kansan is looking for a hard-working, dedicated reporter to cover numerous beats in Wyandotte County. The right person must have news and feature writing experience as well as photography experience and knowledge of QuarkXpress, Photoshop and other Mac-based computer programs. Competitive pay and benefits package. Send resume, writing samples and references to Matt Kelsey, managing editor, at matt@kansascitykansan.com.

The McPherson Sentinel is seeking a full-time, multi-beat reporter to join the newsroom. Web and multimedia experience a plus. Assignments would include hard news, features and unique content and videos for the newspaper's Web site. Send clips, resume and at least two references to Katie Stockstill, Managing Editor, McPherson Sentinel, 301 S. Main St., McPherson, KS, 67460 or via e-mail at katie.sentinel@gmail.com.

The Miami County publisher position will be responsible for the overall management of NPG Newspapers' three publications; The Miami County Republic, The Louisburg Herald and The Osawatomie Graphic. Candidate must be willing to locate to one of the three Miami County communities. Miami County is a growing county just south of the Kansas City metro area in Johnson County, Kansas. The position has profit responsibility for all publications. This position will be responsible to maintain and expand a relevant and unique news product for all markets. Converging print and online in this operation is starting to happen, but will need to be a key element of the success. We are looking to integrate and grow our sales presence to maximize our revenues for all publications. It will be important to utilize NPG resources to help analyze opportunities and create efficiencies. Develop systems to enable all publications to share in resources and content. Understand the Kansas City market and look for opportunities in the immediate bordering areas to Miami County in each direction. Work with other NPG Newspapers to establish a best

practice approach to the overall operation. Previous publisher or general management experience is a plus but other management experience will be considered. Understanding the fundamentals of running a small business is critical. NPG Newspapers Inc. is a division of News-Press and Gazette Company, a growing company which has holdings in Newspapers, Cable, and Broadcast television stations. Excellent benefits including 401(k), health, dental, vision, disability insurances, vacation and holiday. The successful applicant must pass a drug screen and background check. Send resumes to Lee Sawyer, NPG General Manager, 825 Edmond St., St. Joseph, MO 64501 or e-mail to lsawyer@npgco.com.

UNIVERSITY

Writer, research news and features. Kansas State University seeks a talented self-starter with professional news writing experience. Send copies of three published articles, letter of application, resume, names and contact information for three references to: Search committee, K-State Media Relations, 9 Anderson Hall, Manhattan, KS 66506-0117. Job description online: Job description online at <http://www.k-state.edu/media>. Kansas State University is an equal opportunity employer. Background check required.

OTHER

The Playa Lakes Joint Venture (PLJV) is seeking qualified candidates for the position of Communications Director. The position provides communications and outreach leadership to the PLJV and is instrumental in promoting activities of the PLJV and increasing public and partner awareness of and participation in bird habitat conservation through development, execution and evaluation of an effective communications strategy. Position requires substantial coordination among private, state and federal conservation organizations involved in bird conservation, and as such, the incumbent needs to be a proven team leader as well as a team participant. Applicants should be experienced in external and internal communications and media relations, marketing and strategic communications, website management, team leadership and coordination and have excellent writing, editing and organizational skills; and should possess the work ethic indicative of an effective communicator and be responsive, organized, a clear


thinker, quick learner and able to meet deadlines. Successful candidates should also be able to translate complex biological information to audiences inside and out of the scientific community, including policy makers, rural farmers and ranchers and conservation professionals. Knowledge of the PLJV region and related wildlife conservation, socio-economic and Farm Bill policy issues is a plus. Interested applicants should e-mail a resume and cover letter to Michael Carter, PLJV Coordinator: mike.carter@pljv.org by close of business Nov. 15, 2008. All applications will be acknowledged. Download complete position description. The PLJV is a regional partnership of federal and state wildlife agencies, conservation groups, private industry and landowners dedicated to conserving bird habitats in the Southern High Plains. For more information: www.pljv.org

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I asked a dozen newspaper owners recently how they were doing in this crazy economy.

I got 14 different answers.

And I wasn't surprised.

Our industry is going through some interesting times.

If you've been paying any attention, you know what has happened to the value of newspapers. Newspaper companies that once stood as huge capital-rich bastions are suddenly finding themselves in the same shape as the housing industry.



Doug Anstaett

Those who bought a house 20 or 30 years ago and have it paid for — or almost — have an entirely different perspective than those who bought a house right before the housing bubble burst.

If you have a \$250,000 mortgage on a house that is now worth \$150,000, you know what I mean.

Today, newspaper companies that bought more properties at the going rates 12 to 24 months ago are now staring at a similar situation: their debt far exceeds the current value of the newspapers.

But that's only one side of the story. I've also talked to a number of publishers who report they are having record years. One even described his newspaper's

performance as "a record year on top of a record year." Wouldn't we all like to have that problem?

I don't know about you, but this deflationary phase in our industry caught me by surprise.

Just like most everyone else, I thought the prosperity of the newspaper industry would continue for years, just like it has for the past 30.

So did a number of newspaper companies, which paid premium dollar for properties right before the bottom fell out.

It's probably a no-brainer, but the newspapers that are doing the best are the ones with little or no debt. Even those with significant debt are doing well as far as operating profit is concerned, but even a high level of profit sometimes is inadequate to service the debt load.

So, besides the lack of debt, what other factors have come into play in the industry?

More and more newspaper companies have decided to shut down their presses, sell them if they can and start printing at facilities that offer four-color process. Certainly this is not the answer for everyone, but those whose press doesn't run but once or twice a week may at some point have to consider going to a central printing plant. I'm not suggesting you make such a decision on a whim, but if you're trying to get control of some of your expenses, this might be an option to consider.

Other newspapers are bolstering their revenue with more emphasis on their

online operations.

You might have read that the Christian Science Monitor and U.S. News & World Report have announced they will no longer have print editions. With the burgeoning readership provided by the internet, it makes sense for those publications to consider such a move.

Most of our newspapers will continue to have printed editions for many years to come. But the day will arrive when some of us may have to consider alternatives.

My suggestion would be for everyone to have an internet presence. Our circulation penetration in many cases is simply not high enough and we need to deliver more audience to our advertisers and to our communities.

Supplementing our print editions with online editions makes a weekly newspaper into a daily — if you take it seriously.

Online editions expand our readership territories from 20 miles to worldwide. All of a sudden, our communities include soldiers in Afghanistan and Iraq, Peace Corps workers in Africa, grandparents on the East Coast — and anywhere else in the world where your community members have scattered in pursuit of new opportunities or to serve their country.

Our industry isn't dead ... it's in transition.

It's time for each of us to seize the moment!

Doug Anstaett is executive director of the Kansas Press Association.

Attention, newspapers: we need your directory data forms

If your newspaper's name is not on this list, we have not received your Kansas Online Directory Data Form for 2009.

The deadline was Oct. 31, so please return the forms promptly.

Thanks to the Anthony Republican, Arkansas City Traveler, Baldwin City Signal, Barber County Index, Belle Plaine News, Belleville Telescope, Beloit Call, Best Times, Bucklin Banner,

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Haskell County Monitor-Chief, Haysville Sun-Times, Hiawatha World, High Plains Journal, Hill City Times, Hillsboro Free Press, Hillsboro Star-Journal, Horton Headlight, Hoxie Sentinel, Hugoton Hermes, Humboldt Union, Hutchinson News, Jewell County Record, Kansas City Nursing News, Kansas City

Star, Keynotes for Older Kansans, Kingman Leader-Courier, Kiowa County Signal,

Lakin Independent, Lawrence Journal-World, Leoti Standard, Liberal Light, Lindsborg News-Record, Linn-Palmer Record, Madison News, Manhattan Free Press, Marion County Record, Marquette Tribune, Marysville Advocate, McPherson Sentinel, Merchant's Directory, Miami County Republic, Miltonvale Record, Minneapolis Messenger, Mission Valley Herald, Monitor-Journal (Little River),

Neodesha Derrick, Ness County News, Norwich News, Osage County Herald Chronicle, Ottawa Herald, Oskaloosa Independent, Peabody Gazette-Bulletin, Piper Press, Pittsburg Morning Sun, Plainville Times, Prairie Post, Pratt American, Pratt Tribune, Rawlins County Square Deal, Rush County News, Riley Countian, Sabetha Herald, Salina Journal, Silhouette, South Haven New Era, Spearville News, Sterling Bulletin, St. John News, St. Marys Star, Stockton Sentinel,

Times-Sentinel, Valley Falls Vindicator, Wabaunsee County Signal-Enterprise, Washington County News, Wellington Daily News, Western Kansas World, Western Times, Wichita Eagle, Wilson County Citizen, Wyandotte West and Yates Center News.