

# THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY DEC. 2, 2009

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(From left) Pam Fine, the Knight Chair at the University of Kansas, discussed the future of newspapers with Dolph Simons Jr., John G. Montgomery and Rudy Taylor during the Montgomery Symposium Nov. 12 at KU.

## KPA CALENDAR

### DEC. 10

Kansas Press Association board meeting, 2 p.m. (by teleconference)

### DEC. 15

Bill of Rights Day

### FEB. 4, 2010

Midwest Newspaper Summit 2, Des Moines, Iowa

### APRIL 22-24, 2010

Kansas Press Association annual convention, Capitol Plaza Hotel, Topeka

## Budig says nation's newspapers remain critical to U.S. democracy

By Gene A. Budig

**T**he newspaper has been a consistent ally of democracy in the United States for generations, often battling oppression.

It has made a documented difference by exposing wrongs in and threats to local, state and federal government, by serving as a courageous watchdog over growing crime and corruption in the country, and by being alert to the sometimes precarious international front.

On the editorial page, the newspaper has questioned the need for wars and the resulting loss of life, and it has been attentive to the readers' need to know more, much more, about the daily news, business, entertainment and

sports and how they impact them and their families.

It was an early champion of Civil Rights.

It has devoted countless pages to the issues of health care, an emotionally charged matter that requires substantive understanding and constructive change.

As we know, America is in love with sports and the newspaper devotes a considerable amount of its space to the field of action, giving focus to and insight on the good and bad aspects of the games and the people associated with them.

See BUDIG on Page 6



Adobe InDesign users have become familiar with the white lines that sometimes appear in PDF files with special effects like drop shadows and outer glows.

# End-of-the-year questions include ‘head scratchers’

It seems like I’m receiving more questions than usual. Maybe it’s the end of the year rush. Some have been real “head scratchers.”

Let me share a few with you:

### From Shirley in Minnesota

Just one question. I upgraded to Snow Leopard. I know ... bad decision. I can’t get my computer to communicate with my scanner. It’s a fairly new HP all-in-one printer and works great. I reloaded the software with no luck. Any suggestions?

Shirley,

A lot of printers didn’t work with Snow Leopard when it was released. The problem is that their printer drivers didn’t work with the new operating system. HP has created compatible drivers for more than 60 of their all-in-one printers. Take a look at hp.com and see if your printer is on the list. You can also find drivers for printers not on this list at gutenprint.sourceforge.net/ .

### From Rita in New York

We are still using Freehand, along with QuarkXpress. We know Freehand will not be available when we upgrade to new computers in the near future. We

have installed a copy of Adobe Creative Suite which includes InDesign CS3 to see if we can open these files. We are not able to copy and paste or import our Freehand files into InDesign to make changes to them. Is there a way to open these Freehand files when we get our new computers?



Kevin Slimp

Rita,

Fortunately, Adobe Illustrator can open Freehand files up to version 9. If you’re using a newer version of Freehand, export your files back to version 8 or 9. This should allow you to open and edit your ads and other artwork created in Freehand.

### From Darren in Tennessee

I still have problems with ads that have lines through them after they’re converted to PDF. The ads are designed in InDesign. It doesn’t seem to matter whether I use the Distiller or export the files. I still get the lines. Any ideas?

Darren,

These lines occur when non-trans-

See SLIMP on Page 5

## KPA BOARD

**Tom Throne**

President  
Junction City Daily Union  
t.throne@thedailyunion.net

**Linda Mowery-Denning**

First Vice President  
Ellsworth County Independent/Reporter  
lindadenning@eaglecom.net

**Patrick Lowry**

Second Vice President  
Hays Daily News  
plowry@dailynews.net

**Ben Marshall**

Treasurer  
Sterling Bulletin  
bmarshall31@cox.net

**David Powls**

Past President  
Holton Recorder  
holtonrecorder@embarqmail.com

**Ken Knepper**

Legislative Director  
Newton Kansan  
kenneth.knepper@thekansan.com

**Susan Lynn**

Daily Director  
Iola Register  
susanlynnks@yahoo.com

**Dan Thalmann**

Northeast District Director  
Washington County News  
editor@bluvalley.net

**Chris Faimon**

Southeast District Director  
Coffey County Republican  
news@coffeycountyonline.com

**A.J. Bozarth**

Central District Director  
Norwich News, South Haven New Era  
ajprinting@havalandtelco.com

**Brad Lowell**

Northwest District Director  
Concordia Blade-Empire  
bladeempire@nckcn.com

**Dena Sattler**

Southwest District Director  
Garden City Telegram  
denas@gctelegram.com

**Doug Anstaett**

Executive Director  
Kansas Press Association  
danstaett@kspress.com



# Happy Holidays!

Seasons greetings from the staff of the Kansas Press Association: (seated, from left) Rich Gannon, Emily Bradbury, Nicole Schings, Victoria Singer, Becca Gray and Rachel Willis, and (back) Doug Anstaett.

## NAMES IN THE NEWS

Patrick and Jennifer Lowry are the parents of a daughter, Sophia Grace, born Nov. 12 in Hays. Lowry is the editor and publisher of the Hays Daily News and second vice president of the Kansas Press Association Board of Directors.



Tom Throne, Linda Denning and Doug Anstaett represented the Kansas Press Association at a recent meeting of the Multi-State Digital Task Force in Kansas City.

Throne is president of KPA, Denning is first vice president and Anstaett is executive director.

Kansas, Iowa and Missouri are working together on a project to protect and monetize newspaper content on the internet. Ralph Gage of the World Co. also attended the meeting.

A number of other states have joined the conversation.



A new weekly newspaper began publication this week in Louisburg. The Louisburg Journal is owned by Doug

Carder and Jeff Gulley, who also recently initiated publication of the weekly Osawatomie Journal. Kristen Waggener will be the managing editor of the Louisburg Journal.



Dane Hicks recently resigned for personal reasons as non-daily director on the board of Kansas Press Association.

Previously, he had served as Southeast District director.

He and his wife, Barb, own the Anderson County Review and recently bought the Trading Post in Lawrence.

## Please complete your directory data forms

Our office relies heavily on Kansas Press Association members to keep us up-to-date on changes at our newspapers.

To give our advertisers and others access to the latest information, we need for publishers to make sure the KPA directory data forms are filled out promptly and returned to the KPA office.

We cannot do our best job for you without your help. If you need another form or have questions, please contact our office at 785-271-5304 or ebradbury@kspress.com.



## THIS MONTH'S QUESTION

Q. My sales staff is small and inexperienced. Does KPA plan any "Advertising Academy"-type courses similar to what Ken Bronson used to present?

A. Yes. We are currently speaking to a consultant who has significant experience in advertising sales management about a basic sales program. These offerings would be in addition to the sales webinars currently being provided by Jeff Hansler.

# Sent the right message to the right audience

By John Foust

Sometimes an ad concept is solid, but something is wrong in the execution. Maybe the headline is poorly written. Or the font is not legible. Or the call for action is not specific enough. A tweak here or there could fix the problem.

On the other hand, occasionally we run across an ad that defies common sense. Consider a recent ad which ran during a week in which a number of colleges were having graduation ceremonies. In big, bold letters, the headline read, "Congratulations Graduates! Now is the perfect time to buy your first home."



John Foust

What in the world was that real estate company thinking? They must be doing something right, because according to the body copy, they have been in business for a number of years. But, in my opinion, their message clearly targeted the wrong audience. In addition to running an ad that was likely to produce no

legitimate inquiries, they presented themselves as being completely out of touch with reality. How is graduation a "perfect" time to take on home ownership?

A large percentage of first time home buyers are graduates. But for new graduates, there are dozens of other things that rank higher than home ownership on the priority scale. A job, for example.

If an ad doesn't aim for the right audience, it is destined to fail. First time homebuyers represent a good niche audience for a targeted message. But in this case, it is a mistake to narrow the niche so drastically that few, if any, of the people in that niche can buy what is being sold.

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**What in the world was that real estate company thinking? They must be doing something right ... they have been in business for a number of years. But, in my opinion, their message clearly targeted the wrong audience.**

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If you're trying to sell houses to young people, at least try to reach them after they have been working long enough to make a down payment and qualify for a loan. And if you're trying to sell parents on the idea of buying houses for their children, talk to them about how they and their sons and daughters can benefit from owning instead of renting. Write the ad to the parents, not the kids.

Here's a simple rule for creating effective advertising: Send the right message to the right audience.

One of the advantages of the print media is the fact that different advertisers can use the same issue of the same paper – sometimes the same page of the same issue – to target different audiences. At this moment, people who want new cars are reading your paper. People who want landscaping services or tires or tuxedos are reading your paper. And yep, first time homebuyers are reading your paper.

In today's 24/7 communications world, where consumers are bombarded with thousands of commercial messages from every angle, the one thing that will move them is relevance. No matter what you're selling, it is crucial to meet your target audience on their level. Understand them. Then communicate to them – clearly and simply – how your product or service can improve the quality of their lives.

Send the right message to the right audience. That's Advertising 101.

**John Foust** can be contacted about his training videos for ad departments at [jfoust@mindspring.com](mailto:jfoust@mindspring.com). (c) Copyright 2008 by John Foust. All rights reserved.



*A panel of newspaper staff members discussed what digital initiatives have worked at their operations at the annual Montgomery Family Symposium Nov. 12 in Lawrence. They are (from left) Tony Berg of the World Company; Jeanny Sharp of the Ottawa Herald; Andy Taylor of Taylor Newspaper Group; Sherri Chisenhall of the Wichita Eagle; and Dan Thalmann of the Washington County News. At right is Pam Fine, who is the Knight Chair in the William Allen White School of Journalism and Mass Communications and helped organize the symposium.*

## KPA OFFICE STAFF

**Doug Anstaett**  
Executive Director  
danstaett@kspress.com

**Emily Bradbury**  
Member Services Director  
ebradbury@kspress.com

**Richard Gannon**  
Governmental Affairs Director  
rgannon@kspress.com

**Becca Gray**  
Advertising Placement Director  
rgray@kspress.com

**Angel Romero, Jr.**  
Interim Coordinator  
Kids Voting Kansas  
kvk@kspress.com

**Nicole Schings**  
Advertising Sales Director  
nschings@kspress.com

**Victoria Singer**  
Accountant  
vsinger@kspress.com

**Rachel Willis**  
Education Director, KPA  
Executive Director  
Kids Voting USA  
rwillis@kspress.com

## KPA CONSULTANTS

**Tom Eblen**  
News-editorial  
Community Newspaper Tune-ups  
teblen@sunflower.com

**Fred Hunt**  
Technology Consultant  
(785) 628-1081, Ex. 147  
fhunt@dailynews.net

**Mike Kautsch**  
Media Law, KU School of Law  
mkautsch@ku.edu

**Michael Merriam**  
Media Law, Legal Hotline  
merriam@merriamlaw.net

## FRIEND OF KPA

**Randy Brown**  
Executive Director, Kansas Sunshine  
Coalition for Open Government  
randy.brown@wichita.edu

# Slimp

Continued from Page 2

parent objects (usually text) are placed near transparent objects (such as drop shadows) in InDesign. There are a couple of things you can try to keep these lines from popping up in PDF files. One sure-fire way to prevent this is to: 1) Design the ad in InDesign; 2) Select everything in the ad (using Edit>Select All); 3) Copy the selection; 4) Create a new document in Photoshop (it will automatically be the same size as whatever you copied); 5) Paste the copied information onto the Photoshop document (Edit>Paste).

This creates what is called a "Smart Object" in Photoshop. It will look exactly like what you designed in InDesign, with an "X" through it. Simply double-click on the X and the ad becomes a layer in Photoshop. Now, simply save the file as an EPS file. Once you have the EPS file, you can place it in your InDesign document or convert it to PDF using Acrobat Distiller.

This sounds like a lot of work, but it is easy to master once you've done it a couple of times. I often use this technique when creating more elaborate designs in InDesign.

### From Chris in Saskatchewan

After hearing you speak in Regina over the weekend I came back eager try some of the things I learned in your seminar. While working with the Ink Manager in Acrobat 7.0, I found that every

time I converted spot colors to CMYK, it appeared that it worked. However, when I would Preflight the file, a warning appeared saying spot colors were still present.

**Chris,**

Yes, I have an idea. You forgot a step I taught in Regina. After converting the spot colors to process using Ink Manager, save the file as an EPS file. If you need a PDF file, then open your EPS file in Acrobat Distiller and it will be converted. And, yes, the spots will be gone.

### From Joyce in West Virginia

I need assistance with some problems we're having with PDF files. Our biggest issue is with black text being set in process colors. We get these from advertisers and others and I need to convert them back to a true black to go on the press.

**Joyce,**

There's a Photoshop fix that has been used with this problem since PDFs were in the early stages. However, a much easier option for you would be to upgrade to Adobe Acrobat Pro 9. This latest version of Acrobat has a wonderful Color Conversion tool that does just what you've described, converting text that is on several plates to the black plate only.

**Kevin Slimp is a speaker and trainer in the newspaper industry.**

He can be reached at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).

## Advertisers interested in online network

Although it's been a tedious process getting the Kansas Press Association online network up and running, advertisers are waiting in the wings for more newspapers to sign up.

Nicole Schings, advertising sales director for KPA, encourages Kansas newspapers to join the program.

"The online ad network will create a program for advertisers to buy an ad on participating KPA newspapers' web sites,"

Schings said. "In many ways, it is similar to the Kansas Display Ad Network and the Kansas Classified Ad Network."

To be a part of the Kansas Online Ad Network, you will need to cut and paste a small piece of code into your website where the ads will appear. This snippet is unique to your website and tracks the total number of times ads were displayed on your site.

To sign up, go to <http://ads.kspress.com>.

## Internship/Career Fair set at K-State

Register now to participate in the Common Good Internship/Career Fair at Kansas State University, which will be 11 a.m. to 3 p.m. Wednesday, March 10, 2010, in the K-State Student Union Ballroom on the K-State campus in Manhattan.

Journalism, mass communications, public relations, advertising, non-profit

and social service organizations, broadcast stations, government agencies and more are encouraged to attend.

The cost to attend the fair is \$50 per employer.

On-line registration is available at [www.k-state.edu/ces/students/kstatefairs.htm](http://www.k-state.edu/ces/students/kstatefairs.htm) or contact Debbie Guillen at 785-532-3450 or [debra3@k-state.edu](mailto:debra3@k-state.edu) by Feb. 24.

# If 60 is the new 40, why do my knees hurt?

There are milestone birthdays and then there are MILESTONE birthdays.

The 40th birthday is when you're "Over the Hill." At 50, you start to realize that you're moving a little slower. Now, as 60 approaches (Dec. 22 for those who want to send cards), I'm not sure what to think, except that I saw on TV the other day that 60 is the new 40. Wish somehow my knees could be told that.

All that aside, I'm ready for it. My wife already had a surprise birthday party for me. I was shocked. With my birthday so close to Christmas, she wasn't sure when we'd have time to celebrate it. We had lots of fun with friends coming from Leavenworth, McPherson and Washington.



**Tom Throne**

My good friend from McPherson, Galen Regehr, and I went to Manhattan to run errands for the wives. We stopped along the way for a couple of beers (later found out it was to stall time).

When we finally turned into our cul-de-sac, it was filled with cars, including my driveway. I wondered to myself — who was having the party and why wasn't I invited? Then I noticed a couple of people

heading to our house. Then the light bulb went off. Wait a minute, if you're 60, don't you have a right not to have the light bulb come on so quickly?

Having a birthday so close to Christmas can mean that my special day could get lost with the holiday spirit. However, I've been fortunate over the years that no one has confused my birthday and Christmas when it comes to gifts. Relatives have gone out of their way to ensure that I received separate gifts, and for that I'm grateful.

Earlier this week, we attended a 1st Infantry Division band concert at McCain Auditorium in Manhattan. During the concert, members of the band talked about their Christmas traditions. One band member said his family went bowling for Christmas. Another said she and her family had waffles every Christmas morning.

It got me to thinking about some of our Christmas traditions.

As a youngster growing up in the military, we spent most Christmases away from family members. But one tradition we had was Christmas dinner with the troops at the mess hall. The food was great and plentiful. We followed the famous Army motto — "Take all you want but eat all you take"

— which may explain why I have a tough time putting the knife and fork down from time to time.

Now we go to church as a family on Christmas Eve. We wake up in the morning and open our stockings to see what Santa brought us. There are lots of small, cool things that we share. I give everyone a Powerball ticket after they vow that if someone wins, it gets split equally. With the economy such as it is, I'm thinking about getting that in writing this year.

We follow that with a breakfast of cinnamon rolls, usually compliments of Mrs. Rhodes. Then we sit around the Christmas tree, distribute our gifts and take turns opening them up. We always make sure that our grandson gets plenty of time to play with his gift before opening another one. So, the process could take hours.

We're sure each of you has traditions that you do every year. Christmas is a time to be with family and friends.

From my family to yours, we hope everyone has a Merry Christmas and a Happy New Year.

*Tom Throne is president of the Kansas Press Association and editor and general manager of the Junction City Daily Union.*

## Budig

Continued from Page 1

The newspaper, with the support of the Associated Press, the world's largest newsgathering organization, gives effective voice and information to the citizenry; it has immediate access to newsmakers around the globe.

The list could go on and on.

Still the daily newspaper and national news magazines face a stiff challenge if they are to continue to inform the nation adequately and to serve as the bastion of the written word. The written word matters, especially in a large and complex world such as ours. Knowledge matters.

In virtually every town and city, the newspaper has struck upon hard times and is in financial trouble, brought on

by a seriously depressed economy and subsequent unemployment and new and aggressive competition from other forms of news and entertainment like the Internet and round the clock cable television.

Despite the doom and gloom, roughly the same number of people read newspapers today as before, but an alarming number of young people are bypassing newspapers for a quick fix on the news, however superficial. They often seek out news summaries on the Internet or cable news or talk radio. At times, their superficiality runs deep.



**Gene Budig**

Many do not see the need for thoughtful journalism and for detailed insight, the staples of a keen mind and a key to the continuance of democracy.

They seem preoccupied with other things and display a short attention span.

Newspapers must reach out to the

younger generation, finding creative ways to illustrate the importance of being an informed citizen; the younger generation needs to understand that with the benefits of a democracy come inescapable obligations.

One must remember that in every community the newspaper is the largest news gathering organization, and it is central to community life.

Unfortunately, some of America's largest newspapers have been forced to shut down, papers like the Rocky Mountain News in Denver, while others are producing single-digit profits or none at all.

Fewer and fewer newspapers each year are producing profits that compare favorably with a variety of high profile businesses.

Too many people believe the problems with newspapers came with the advent of the Internet. Not so. They started with

See **NEWSPAPERS** on Page 8

## MARKETPLACE/JOBS

### GRAPHIC ARTS

Reeves Media has an immediate opening for a full-time graphic artist based in Halstead. Go to [www.hcindependent.com](http://www.hcindependent.com) to see more.

### NEWSPAPERS FOR SALE

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. Please send inquiries to [ebradbury@kspress.com](mailto:ebradbury@kspress.com).

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@kansastraveler.com](mailto:howell@kansastraveler.com)

### NEWS

The Holton Recorder newspaper, located just 25 minutes north of Topeka and within 50 miles of both Manhattan and Lawrence, has an immediate opening for a sports writer/editor. Competitive salary and benefits. Send resume and letters of inquiry to David Powls at [holtonrecorder@embarq-mail.com](mailto:holtonrecorder@embarq-mail.com)

The Southwest Times, in Liberal, is seeking a community reporter. The perfect job for a recent journalism college graduate. Send cover letter and resume along with three to five clips to Tony Hernandez at [news@swdtimes.com](mailto:news@swdtimes.com). Wanted — Beat and general assignment reporter for immediate opening at KPA's top Division 1 daily newspaper of 2008. Beat covers county, education, health and Fort Riley. Photo skills desired. Layout skills a plus. Send resume to Managing Editor Mike Heronemus at [m.editor@thedailyunion.net](mailto:m.editor@thedailyunion.net).

The Salina Journal seeks an energetic and enterprising local government reporter who can take meeting coverage beyond the mundane and get to the heart of the issues and how they affect readers. This reporter also will search out the news that doesn't surface in meetings and press releases and explain issues — including budgets — to readers in an easy-to-understand manner. Hours are generally days, Monday through Friday, with some nights, weekends and holidays. We offer competitive wages, profit sharing, 401K and health and dental insurance. Send resume and samples of work by Jan. 1 to Assistant Editor Sharon

Montague, Box 740, Salina, KS 67402-0740, or by e-mail to [smontague@salina.com](mailto:smontague@salina.com).

News editor/reporter for Kansas twice-weekly about 4 1/2 hours east of Denver, near federal reservoir, fishing, hunting, outdoor sports. This professional will be responsible for news content, supervision of part-time staff and correspondents, pagination, design and coverage, reporting to general manager. Also involved in award-winning series of joint news sections produced by regional group. This is a prime opening for a reporter or editor with some experience or for a graduate who feels they can step up and produce an award-winning newspaper. Salary based one experience. Send letter and resume to [s.haynes@nw-kansas.com](mailto:s.haynes@nw-kansas.com) and [dpaxton@nwkansas.com](mailto:dpaxton@nwkansas.com), The Norton Telegram.

Sports editor — The Hutchinson News, Hutchinson, KS, seeks an energetic and creative sports editor to supervise a staff of three full-time writers and several part-time staff members. The News provides prep sports coverage for more than 30 counties in south-central and southwest Kansas. The right candidate for sports editor should have a working knowledge and encourage the use of multimedia platforms — especially Twitter and [hutchnews.com](http://hutchnews.com) — that help speed delivery of sports news and scores. This position also requires a person who can demonstrate good organizational skills and be an effective communicator, supervisor, editor and writer. Experience with Quark or similar desktop publishing software is required. The News is recognized for its coverage of high school sports, and also covers the NJCCA and some Big 12 football and basketball games. The News is the flagship paper of the Harris Group, which owns four other newspapers in Kansas and one in Iowa. We offer a competitive salary, Profit Sharing, 401(k) and other benefits. Please submit a letter of application, resume, three writing samples and three page designs by Monday, Nov. 16, 2009, to: Mary Rintoul, managing editor, The Hutchinson News, Box 190, Hutchinson, KS 67504-0190 or e-mail [mrintoul@hutchnews.com](mailto:mrintoul@hutchnews.com).

The Newton Kansan, a six-day-a-week, award-winning newspaper in south-central Kansas, is looking for a productive, resourceful reporter to join our outstanding news team. The Kansan's general assignment reporter will enjoy a variety

of assignments, including city and county coverage, business stories, features and, occasionally, sports stories. The job includes shooting photos, designing pages on Quark, typing obituaries and proofreading. The ideal candidate should produce clean, clear breaking news stories throughout the week for print and online, but also thrive on enterprise journalism. Some evening and weekend work is required. Send resume, 3-5 clips and 3 work references by Nov. 13 to Christine Wyrick, managing editor, 121 W. Sixth St., Newton, KS 67114 or email: [Kenneth.Knepper@thekansan.com](mailto:Kenneth.Knepper@thekansan.com), EOE/Drug free

Full-time paginator/graphic designer. Job involves laying out pages, working with graphics and photos and updating the Web site. Involves some weekend and evening work. Must be reliable, quick but accurate, and have a keen eye for design and sense for details. If this fits you, please send letter, portfolio, resume and references to Dale Hogg, managing editor, Great Bend Tribune, PO Box 228, Great Bend, Kan., 67530, or to [dhogg@gbtribune.com](mailto:dhogg@gbtribune.com).

The Sherwood Gazette, a monthly publication serving southwest Topeka since 1983 and mailed free to 3,300 households, is for sale. Sale includes an annual directory for the area. Call Brett Sanders at (785) 608-1621 for more details.

## Ad Revenue is Everywhere



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# Don't forget that other 'big day' in December!

It's not recognized as a national holiday. We don't get the day off from work. We don't have throngs of people carrying signs celebrating it — or denigrating it, for that matter.



**Doug Anstaett**

And the day doesn't even show up on most calendars.

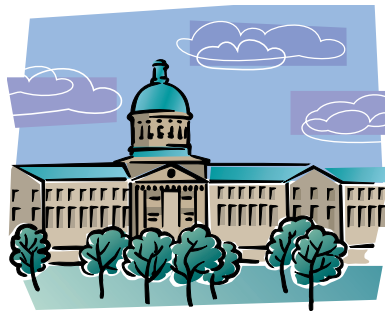
In fact, if Jay Leno went "Jaywalking" and asked the average American citizen what we celebrate on Dec. 15 each year, he like would get nothing more than a blank stare.

Dec. 15?

"I have no idea," would be the common answer. "I'm too busy shopping for Christmas presents."

Yet, on that day and virtually every other day of the year, Americans freely exercise the rights that came with the ratification of the Bill of Rights, the first 10 amendments to the U.S. Constitution.

- Freedom of speech.
- Freedom of religion.
- Freedom of assembly.



- Freedom to petition government for a redress of grievances.
- The right to due process.
- The right to bear arms.
- The right against self-incrimination.
- The right to a jury trial.

And, lest I forget, freedom of the press.

Yes, 218 years ago, the founders accepted almost verbatim George Mason's "Virginia Declaration of Rights" as the bedrock statement of our individual rights as Americans.

George Mason isn't a household name, unless you're a huge sports fan, especially of college basketball.

While we should put our nation's founders on their own unique pedestal, we can't lose sight of the fact that had it not been for George Mason's dogged determination to get his "Declaration of Rights" accepted as the first amendments to the new constitution, we might not live in a

country where we can speak out, hold opinions that others find objectionable or even abhorrent, be considered innocent until proven guilty, exercise our religious beliefs or choose not to believe and as-

semble for or against an issue without fear of recrimination.

George Mason held back his support of the new constitution, saying that the blueprint for a new nation lacked the absolutely essential ingredients that would place the individual above the state in almost all circumstances.

Had he not done so, we might be living in a very different country today.

So, on Dec. 15, whoop it up a little in celebration of Bill of Rights Day.

And if you happen to go to a holiday party or two, you can impress your fellow guests with your knowledge of the history of the Bill of Rights.

Someone once said they never discuss politics or religion.

What country are they from?

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

## Newspapers

Continued from Page 6

unprecedented success. In the 1960s and 1970s when many afternoon newspapers in large cities went out of business, the surviving newspaper became a monopoly and a big money maker.

Most large newspapers created chains or joined them and expanded in many directions, clearly too many and too fast. The rapid change and subsequent profitability caught the eye of Wall Street and eager investors.

Then came an era of cheap credit when major papers began to make multiple billion-dollar transactions. Bigger is better, newspaper executives thought, and reasoned that synergies would drive down costs and drive up revenue. The Chicago Tribune, Los Angeles Times, McClatchy and Lee Enterprises were among those who got caught up in the madness.

All the while, newspapers dropped

in classified advertising, especially in key areas like real estate, automotive and help wanted ads. Ad revenue fell 23 percent in 2008 alone. Newspapers lost advertisers and readers to an aggressive Internet.

Newspapers cannot give away the news they gather when advertising revenues are dangerously low. Someone has to shoulder the costs by finding news ways to monetize the content newspapers gather.

Too many good journalists have been sacrificed to balance the books, and it will take years for some newspapers to rebuild and again offer the quality that was once apparent. Even the New York Times Company has bonds that are rated as "junk."

The newspaper, a timeless guardian of the written word, is simply too important

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to fail, but it must move with dispatch to protect its aging reader base, bring back those who dropped subscriptions, and recruit the young in significant numbers.

Educators agree there is no substitute for the ability to read and write well among our young, and a great many of the teachers

see the newspaper as an essential in the learning process.

**Gene A. Budig** is chairman of the News-Gazette Board of Directors in Champaign, Ill., and a member of the National Commission on Writing.

He is a former president/chancellor at three major state universities (including the University of Kansas) and now serves as a distinguished professor at the College Board in New York.