

CELEBRATING OUR 150TH YEAR!

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION DEC. 11, 2013

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KPA CALENDAR

DEC. 11

KPA Board Meeting by teleconference, 10 a.m.

DEC. 15

Celebrate the 222nd anniversary of the ratification of the U.S. Bill of Rights.

APRIL 11-12, 2014

KPA annual convention, Manhattan Hilton Garden Inn. President's Reception and banquet at Flint Hills Discovery Center.



More than five years ago, Rachel Willis (center left) and the Kansas Press Association took over management of the Kids Voting USA program. On Jan. 1, 2014, Kids Voting Central Ohio will assume leadership. See story on Page 5. KPA president at the time, Tom Throne, is second from the right in back.

It's time to compile 2013 AOE entries

It's time to begin thinking about your entries for the Kansas Press Association's Awards of Excellence Contest for calendar year 2013.

Emily Bradbury, director of member services at KPA, has posted the necessary information on the KPA website and the 2014 Call for Entries is attached to the

Publisher. Paper copies of the entry forms are available by request. Deadline is Jan. 17, 2014.

"We encourage all members to enter the contest and display the best work your staff members have produced this past year," she said.

"We have added one new category, 'Best Story That Originated

With a Public Notice,' and have changed the issue month requirements for several categories.

"Now, you can pick the best issue among three four-month periods. For example, for the Design and Layout Excellence category, you will be allowed to

See AOE on Page 5

Newz Group will provide digital archive solution

Through a partnership with the Kansas Press Association, Midwest-based public relations and media technology company Newz Group is now offering a complimentary digital archiving solution to KPA members.

Through the company's Publisher Portal, newspapers participating in the statewide digital initiative have complete access to their electronic archives.

The archives have the capability for publishers and staff to browse editions for pages of interest or search for specific keywords. Digital editions are made available in the archive approximately 12 hours following submission.

Newz Group also hosts the Kansas legal and public notice website. Newspaper pages submitted

for digital processing that contain legal and public notices are automatically posted on <http://kansas-publicnotices.com/>.

This site is funded by KPA and maintained by Newz Group.

Newz Group currently works with 11 other press associations on statewide digital initiatives, with 1,200 newspapers from across the Midwest regularly send their PDF editions, 124 of which publish in Kansas.

"We're excited about what this archive can mean for participation in our digital uploading program," said Doug Anstaett, KPA executive director. "It reinforces our decision a few years ago to ask

See ARCHIVE on Page 9

Publishers' change in perception shows we're on road to recovery

I thought the holidays were supposed to be the easy time of the year. Whoever came up with that idea surely wasn't a journalist.

I remember looking at my calendar just a few months ago and thinking that November and December were going to be awfully quiet. It's funny how things work out differently than planned. That's certainly been true for me lately.

My, how things have changed. A year ago, I was spending most of my time writing and speaking about the situation in New Orleans and other Newhouse cities. At the time, it seemed like we might all be following their lead. Funny how things change in a year.

In the past few weeks, I've been all over the map. I would like to be the first to declare that "The end is near" period has ended and most newspapers are now figuring out how to improve their products again.

OK, in truth, plenty of others have realized that lately. It's becoming quite chic again to write about the future with optimism.

And what are newspapers asking of me these days? My recent trips can be broken down into three categories:

□ Publishers Summits: Groups of publishers gather now and then to discuss what's going on in the industry and how to better prepare for the future. I've been leading these and the change in perception has been quite striking since a year ago.

While some publishers still arrive with serious worry about the future of their newspapers, most seem to come with stories of rising profits and optimism about the future. There's a lot less talk about digital — which seemed to be all we were talking about a couple of years ago — and a lot more talk about creating better products.

□ Getting Color Right: I guess it's only natural that since we do, indeed, have a future, it only makes sense to prepare for it.

Over the past two weeks, I've been in Tupelo, Miss. and Newport, R.I., working with daily newspapers to improve the quality of their printing. I suppose I shouldn't forget the Selmer Independent Appeal, a weekly newspaper in west Tennessee. And in the next few weeks, I'll be in Minnesota and back in

Tennessee, doing the same thing.

My job in these situations is to run test after test to determine how to get color and black & white images to look as good as they can when printed. Tupelo had just installed a new \$10 million press. You can bet they want their photos to look as good as possible. So do my friends in Rhode Island, Minnesota and Tennessee.

Here's what I'm learning during these color tests: No two presses print alike. Sometimes the differences are startling. It gives me real optimism about the future to see newspapers investing in presses again. This wasn't my first client to purchase a new press in 2013.



Kevin Slimp

□ Staff Training: Newspapers are doing a lot of staff training again. Three or four years ago, I was starting to think that my days as a trainer were over. It's funny how a little optimism can change things. From 2008 or so through 2012, it

seemed like training was a thing of the past. Association conventions were getting smaller, papers weren't hiring trainers and the whole idea of improving our products seemed to give way to divesting, instead of investing, as the primary method of increasing profit.

In many of the conventions where I spoke in 2013, I was told the attendance had increased significantly over previous years. I don't think that has to do with me as much as it has to do with a return to the idea of value in

training. And conventions, obviously, offer a cost-effective method to share ideas and get training.

But newspapers aren't only going to conventions in larger numbers again, they're investing in on-site training for their staffs in greater numbers.

Tomorrow, I leave for Los Angeles to work with the staff of El Cla-sificado, then to Baton Rouge, the following day, to spend a few days with the staff of the Business Report.

One of the joys of working with newspapers around the holidays is to get invited to staff parties and holiday gatherings. At a company-wide luncheon in Tupelo, I was privileged to hear Clay Foster address his

I would like to be the first to declare that 'the end is near' period has ended and most newspapers are now figuring out how to improve their products again.

2013-14 KPA BOARD

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Position Open

Closing a sale is often about getting traction

Traction is a key element in any business. Even the business of football.

Many fans remember when the Green Bay Packers hosted the Dallas Cowboys in the 1967 NFL Championship game. The winner would go on to play the AFL's Oakland Raiders in the second Super Bowl. This was the famous "ice bowl," in which the temperature was minus 13 degrees Fahrenheit (minus 25 Celsius) at kickoff.



John Foust

Before the season, Green Bay coach Vince Lombardi had purchased an underground electric grid system that was supposed to keep the field from freezing. But on the day of the game, the system wasn't working, and the field was frozen solid. It was so cold that Frank Gifford, who was announcing the game in an open booth, said, "I think I'll take another bite of my coffee."

Dallas was leading 17-14, when the Packers were facing third and goal on the Cowboys' 1-yard line with 16 seconds remaining. Lombardi called for quarterback Bart Starr to give the ball to the fullback, Chuck Mercein. But Starr didn't want to risk a handoff and decided — without telling anyone in the huddle — to run the ball

himself. When guard Jerry Kramer got to the line of scrimmage, he couldn't believe his good fortune in finding a soft patch of turf. It was a foothold. Of course, Kramer threw the key block, Starr scored, and the Packers won.

It all started with Kramer's foothold, which gave him traction against Jethro Pugh, the Cowboys' superb defensive tackle. To this day, Cowboy fans speculate on what could have happened if Pugh had found a soft patch of turf.

There's a lot of slippery ground in the world of sales. The first step in getting traction is to find the soft spot — the biggest and the best of which is self-interest. British statesman Benjamin Disraeli said, "Talk to a man about himself and he will listen for hours." There's great truth in these words — as long as we are completely sincere in our interest.

Let's look at some foothold areas for sales presentations:

1. Advance research. Show that you have done your homework on the company. Learn as much as you can before your first meeting. Study the company's web site. If it's a retail business, visit one of its stores.
2. On-the-spot research. In your initial

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appointment, ask a lot of questions. Get facts and opinions. What is the company's marketing history? What kinds of ad campaigns have worked in the past? What hasn't worked? What are its marketing goals?

3. Previous communication. If you've had

conversations or an e-mail dialogue with your prospect, that's a good starting point. If you've promised to bring specific information to the meeting, that's even better.

4. Common interest. As long as you keep it brief — and as long as you avoid political topics — this can be a good rapport-building foothold.

Did you grow up in the same geographic area?

Do you have similar hobbies?

Or ... do you share an interest in football?

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many are using his training videos to save time and get quick results from in-house training. E-mail for information at jfoust@mindspring.com.

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Slimp

Continued from Page 2

staff, who cheered as he approached the podium, about his appreciation for all they do. He mentioned that, while they didn't

meet every goal for 2013, they ended the year profitably and had much to be thankful for. This is a daily newspaper with a circulation of 33,000 in a town of 35,000 people and a county of 84,000.

It's no wonder that newspapers like El Clasificado and The Tupelo Daily Journal are successful. They've moved past "the end is near" philosophy and moved on to "the future

is bright." I wish every newspaper publisher could see what I see. Local content, quality products and investment in the future. Those are the keys.

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

Hawkins has surgery; will soon celebrate 88th

Former Osawatomie Graphic publisher and Kansas Newspaper Hall of Fame member Web Hawkins is recuperating from major surgery at the MD Anderson Cancer Center in Houston.

He will be likely be there through his 88th birthday on Dec. 15 and the holidays, so we suggest sending him a birthday card or holiday greetings. No phone calls are requested at this time. His address is:

Mr. Allen Webster Hawkins, Patient
MD Anderson Cancer Center
P.O. Box 300206
Houston, TX 66230-0206

NOVEMBER KDAN, KCAN WINNERS

The following newspapers sold either direct placement, Kansas Display Ad Network, Kansas Classified Ad Network or out-of-state network ads in November 2013.

Remember, if you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money.

Sell one outside of Kansas (SDAN or SCAN) and you get to keep half the commission. Make an ad placement into another newspaper in Kansas and share the KPA commission.

KCANs — GateHouse Media, 13 placements with a profit of \$2,046.

KDANs — Anderson County Review: two placements for a profit of \$1,650.
GateHouse Media: one placement with a profit of \$400.

Marion County Record: one placement with a profit of \$400.

SDAN — Anderson County Review: four placements with a profit of \$720.

Curley ‘betting big on print’ after years in new media

A journalist familiar to many newspaper staffers in Kansas made a case recently on how better content remains key to our success.

Rob Curley, who spent time early in his career at The Ottawa Herald, Topeka Capital-Journal and Lawrence Journal-World before moving on to other newspaper assignments nationwide, was a presenter at the recent Inland Press Association Annual Meeting in Chicago.

Curley, now deputy editor of local news for The Orange County Register, was called on to discuss the news content philosophy of his current employer.

The OCR recently went through a fascinating and aggressive transformation that saw the paper double the size of its newsroom staff and pursue a “print-first” strategy at a time many newspapers are instead focusing on digital opportunities as a way to make up for lost print revenue.

What was an ambitious experiment for the OCR has since been deemed a success story, he said.

The move, and Curley’s part in it, could be considered all the more interesting considering he spent a good deal of time in new media leadership roles before heading to the OCR.

In his Inland presentation “Betting Big — on Print,” Curley discussed the paper’s revamped approach to community news, and quest to give readers more — both in the bulk

of the newspaper itself, and the quality and quantity of local content.

One way to make newspapers more interesting, Curley said, is to make sure every edition includes a “serendipity” piece.

In other words, give your readers the unexpected.

“Every day there has to be a gift in the newspaper,” he said. “What is our gift today? What is our serendipity?”

One example from the OCR: A community in their coverage area saw an increase in moving violations. Instead of simply reporting the statistics, the story went in a different direction with the 10 best excuses for people who get cited for moving violations.

The result was a great read with a fun, interesting angle — the kind of content that no doubt led to watercooler and coffee shop conversations.

It’s important to consider how readers consume content, Curley said. Instead of putting out straightforward stories based on press releases, we should do a better job of reporting how people are affected.

Curley also reminded his audience of editors and publishers from throughout the nation to be good storytellers, and to be relevant and essential. Turn out stories that include questions we answer, he said.

While the OCR decision to fortify its newsroom staff was extraordinary, newspa-

pers don’t necessarily have to beef up their ranks to improve content. A different approach to story planning and reporting can go a long way in making papers more interesting and engaging.

Newspapers should evaluate their news-gathering process by looking at how they prioritize what to report on and how, and consider new ways to go about the business of covering their communities.

For good examples from the OCR, check out Curley’s blog at curleyjayhawk.tumblr.com.

The blog spotlights good stories, well designed pages and impressive ways to approach content — and local stories in particular.

As we pursue strategies to help our products stay viable, efforts to improve local content should never be shortchanged. Good local content readers cannot find anywhere else promise to help us stay relevant for many years to come.

Again, it doesn’t mean hiring an army of new reporters and editors, which simply isn’t possible for many newspapers. Instead, we can tweak our way of thinking and executing.

Think outside the box. Make the paper more interesting for readers. Be more relevant. Be fun.

Give your readers a gift every day.

Dena Sattler is 2013-14 president of the Kansas Press Association Board and editor and publisher of the Garden City Telegram.



Dena Sattler

NEWS BRIEFS

KPA adds another new member benefit

The Kansas Press Association is always looking for value-added benefits for its members, and we think we’ve identified another one that will be popular.

Members will be able to access certain information at Local Media Insider without charge and additional data at discounted prices.

You’ll get free access to MediaExecsTech, described as an “Angie’s List” style of media technology companies with ratings and reviews by other members.

In addition, KPA members will be able also have access at hugely discounted rates to LMI’s subscription services such as Local Media Insider reports.

KPA will provide more information soon, including a password for access to the LMI information.

Final webinar takes look at PhotoShop

The final in a series of free webinars, this one focusing on PhotoShop, is planned for Thursday, Dec. 12.

The webinar, “Photoshop: Practical Advice for Community Newspapers,” will run at the usual 2:15 p.m. to 2:55 p.m. time slot.

Here’s a link to register for the final webinar:

<https://attendee.gotowebinar.com/register/8490154265689142785L>

Square Deal sells to Atwood native

The Rawlins County Square Deal has sold to an Atwood native, and control will change in January 2014.

Co-owner and associate editor Mary Holle said Lloyd Huff and his wife, Susan, who live near Fort Worth, are purchasing the stock of Rawlins County Publishing, Inc. Closing is set for mid-January.

The newspaper was started with community support in 1992 by owners Keith and Rosalie Ross, Kevin and Mary Holle and Joe and Katie Snystrup.

Huff recently retired from Lockheed Martin as a senior fellow emeritus after a 34-year career in the aerospace field.

Thanks, judges: get ready for more!

The good news is we’ve finished the judging on the Wisconsin newspaper contest.

“We want to give a big shout out to all those who helped with the contest,” said Emily Bradbury, director of member services for the Kansas Press Association. “We appreciate all of your hard work. In an interesting turn of events, our 2014 judging partner is New Jersey, and their contest will be judged in late January and early February. So we’ll be calling on our members again to judge that contest. I know you’ll come through again for us.”

Kids Voting USA to transfer to KV Central Ohio

A five-and-a-half year management contract between the Kansas Press Association, Kansas Newspaper Foundation and Kids Voting USA will end at midnight on Dec. 31, 2013 with transfer of KVUSA to Kids Voting Central Ohio.

The relationship began in 2008 when KPA signed a management agreement with the former board of KVUSA to house the project at the KPA office. Formerly, KVUSA had been in Washington, D.C., and before that, Arizona, where it originated in the early 1990s.

“While we enjoyed the relationship, it became obvious in the last year that we

could not raise the money needed to keep it a viable enterprise here at KPA,” said Doug Anstaett, KPA executive director.

“We wanted the program to continue, and Central Ohio stepped forward.”

Rachel Willis had been executive director of KVUSA and had also served as KPA’s education director. She left for a new job at the University of Kansas last April, but has continued to provide ongoing assistance during the transition.

“The Kansas Newspaper Foundation stepped in late last year when it appeared KVUSA was going to shutter its doors,” Anstaett said. “Our agreement with Central

Ohio will allow us to transfer KVUSA without a loss to the foundation.

“When we began the management contract in 2008, it looked like a really good fit for us because of the newspaper industry’s keen interest in civic education.”

KPA will continue its management relationship with the Kids Voting Kansas program, which is led by Emily Bradbury, director of member services for KPA.

“Rachel and Emily put their hearts into this project, but we knew the time was right to allow someone else a shot at keeping it going well into the future,” Anstaett said.

KSU student journalists help reconnect WWII sister communities with coverage

A small town in Kansas and one in France are reconnecting, thanks, in part, to a Kansas State University journalism and mass communications class assignment.

Students in Gloria Freeland’s News and Feature Writing classes wrote stories about communities in nearby Clay County as their final project for the spring 2013 semester. One story about the connection between Morganville, Kan. and Fèves, France has led to re-establishing ties between the two towns.

In 1947, Morganville, Kan., population of less than 300, wanted to aid a village devastated by World War II. The town adopted Fèves, France, a small farming community in the Moselle Valley of Lorraine. Their story was broadcast on the NBC radio network and Armed Forces Radio Service in 1950 and publicized in newspapers across the U.S. It was also featured in a 1955 book.

Public relations students Mariah Rietbrock, senior, Logan Falletti, junior, and Katie Good, junior, wrote the story for Freeland’s class.

“... I thought that the compassion Morganville showed to Fèves was incredible,”

Rietbrock said. “My favorite part was finding our focus and being able to just go with it.”

Freeland and her husband, Arthur Vaughan, did additional research, and Vaughan created a website (www.morganvillefeves.org) relating the story of Morganville’s relationship with Fèves.

Morganville produced a pageant, “One World Peace Festival,” in August 1948. More than 2,000 attended, and people came from as far away as New York. Velma Carson, a Morganville native and K-State journalism student during the World War I years, wrote the pageant. With the money raised from the pageant, Morganville began shipping items — powdered milk, shoes and clothing, small toys, seed packets, comforters, layettes, pencils and other needed supplies — to the resilient citizens of the French town.

Fèves schoolmaster Henri Torlotting was a key person in the distribution of the items. But hard economic times in France meant that neither Torlotting nor anyone else from Fèves visited their partner village in Kansas, although several families from Morganville

See STUDENTS on Page 9

AOE

Continued from Page 1

pick the best issue from each of these periods — January through April, May through August and September through December. We hope this change allows more flexibility among our member newspapers to pick the best issue for the contest.”

You can go ahead and download information from the KPA website at: <https://kspress.com/70/contests>

The information is also attached to today’s Kansas Publisher.

As was the case last year, the contest is online.

INTRODUCING...
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LET RECAS HELP YOU IDENTIFY BUSINESSES IN YOUR MARKET WITH THE MOST CO-OP SALES POTENTIAL!

THIS MONTH'S QUESTION

Q. I heard the printed directory is returning in January. I'd like to run an ad in it.

A. Yes, it's back by popular demand. We suggest that newspapers, newspaper groups, advertising agencies and others advertise their services in the directory because it is going to be the go-to place for information on Kansas newspapers. As KPA evolves its new partnership arrangement with newspapers, it's important that your information be in front of those who make advertising decisions. If you're interested in placing an ad, contact Sara Marstall at smartstall@kspress.com to reserve space.



MARKETPLACE

NEWS

The Salina Journal seeks an enterprising LOCAL GOVERNMENT REPORTER who can take meeting coverage beyond the mundane and get to the heart of issues and how they affect readers. This reporter 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. We want someone who can tweet the breaking news, then post updates to the Web before writing a comprehensive story for the next morning's paper. 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. Pre-employment drug screen required. Send resume and samples of work by Dec. 31 to Deputy Editor Sharon Montague, Box 740, Salina, KS 67402-0740, or by e-mail at smontague@salina.com. (12-10)

REPORTER — The Chanute Tribune in southeast Kansas is seeking a reporter to cover city government beat and feature writing. The beat will require everything from covering meetings to enterprising feature stories. Knowledge of AP Style and experience in photography, videography and InDesign experience a plus. College degree in journalism is preferred. The Tribune is a five-day a week AM newspaper located two hours from Kansas City, Tulsa, Joplin and Wichita. Please email resume to editor Stu Butcher: stu@chanute.com or mail to Chanute Tribune, P.O. Box 559, Chanute, KS 66720.

Wanted: Full-time NEWS REPORTER. Photography, video, editing, design and social networking skills preferred. Respond to Cristina Janney, McPherson Sentinel, P.O. Box 926, McPherson, KS 67460 or email cjanney@mcphersonsentinel.com. (7-24)

MULTIMEDIA EDITOR — The award-winning Ottawa Herald seeks a versatile, energetic and motivated journalist to help readers connect on a variety of platforms. The ideal candidate not only should demonstrate skills needed for producing and editing well-rounded content for online and print, but also be well-suited for managing The Herald's social media and other digital components in a breaking news environment. Full-time position. Immediate opening. Great benefits. Minimum

requirements: bachelor's degree in journalism or related field, or professionally equivalent experience. Send a resume and work samples to: Tommy Felts, managing editor, The Ottawa Herald, 104 S. Cedar St., Ottawa, KS 66067 or tfelts@ottawaherald.com (12-4)

MANAGING EDITOR — Tech-savvy team leader needed to lead The Hays Daily News. Management experience preferred; plate-spinning skills necessary. Ideal candidate will lead an award-winning staff of 13 to produce multiple print and digital niche products in addition to all versions of the paper. We seek an individual who can help talent flourish, develop and train across platforms, coordinate technology efforts, and collaborate with rest of management team. Immediate opening. Great benefits. Salary negotiated. Hays Daily News is an equal-opportunity employer and part of the Harris Group. Send resume/cover letter to Patrick Lowry, publisher, The Hays Daily News, 507 Main St., Hays, KS 67601, or plowry@dailynews.net. (11-26)

WANTED: SPORTS EDITOR passionate about local sports to energetically lead a two-person department in covering high school and college programs that are perennial state and national contenders. This full-time position is responsible for coordinating daily multimedia sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation, and most importantly, a desire for excellence. Weekend and evening hours required. If this is you, please send letter, clips, resume and references to Managing Editor Dale Hogg, 2012 Forest Ave., Great Bend, KS 67530.

ADVERTISING

We are looking for an enthusiastic, self-motivated, career-minded individual for a SALES POSITION at our award-winning newspaper. The ideal candidate should be able to cultivate client relationships while building multi-media advertising proposals. The position is a full-time permanent sales position and typically is 8 to 5 Monday through Friday. As a key member of our sales team, you will sell clients a platform of products including both print and digital advertising. Position earns a base pay plus commission. Benefit package includes 401k and profit sharing, paid vacations and Blue Cross and Blue Shield

health coverage. Please send resume and cover letter to The Hays Daily News, P.O. Box 857, Hays, KS 67601 or e-mail maryk_ads@dailynews.net. Applications will be accepted until position is filled. (12-9)

IMMEDIATE OPENING — Sell classified advertising for The Chanute Tribune. CLASSIFIED ADVERTISING REPRESENTATIVE will make outbound calls to present and prospective customers. You will be asked to influence customers to buy or retain their advertising in The Chanute Tribune by working with already existing accounts and recruiting new ones. If you like people, are persuasive, customer-focused, and have computer skills, this job might be what you've been seeking. This is an indoor job, Monday through Friday. Should you be hired, you will receive a salary, commission and benefits, including paid vacation and holidays and medical insurance. Apply in person at The Chanute Tribune, 310 West Cherry St., Chanute, KS, or send resume to The Chanute Tribune, PO Box 559, Chanute, KS 66720 or email to shanna@chanute.com. No phone calls please. (11-21)

Award-winning media company seeks passionate customer-focused problem solvers who have the ability to cultivate client relationships. The ideal candidate not only should demonstrate skills needed for well-rounded print and MULTIMEDIA ADVERTISING SALES but also be well-suited for a team environment. Please email cover letter, resume and salary requirements or for more information, contact Laurie Blanco at lblanco@ottawaherald.com by Nov. 29. (11-18)

SALESPERSON: As an Account Executive with The World Company you serve as the primary client contact for selling advertising for Lawrence Journal-World, LJWorld.com, KUsports.com, Lawrence.com, LawrenceDeals.com, our four community newspapers, websites and digital products. As a key member of our sales team, you will sell clients a platform of products including print and digital advertising, social marketing packages, and event marketing sponsorships. If this job sounds intriguing, please send your cover letter and resume to hrapplications@ljworld.com. (7-3)

MARKETPLACE

CIRCULATION/DISTRIBUTION

CIRCULATION SALES AND DISTRIBUTION MANAGER — The Daily Union in Junction City, Kansas seeks an experienced individual to lead the day-to-day circulation sales and distribution efforts for our group of newspapers in and near Junction City. This position oversees our distribution coordinators, a part-time telemarketing sales rep and reports directly to the publisher. The responsibilities include an active role in telemarketing and door-to-door sales, dealer and single copy sales/collections and kiosk sales. Other duties include recruiting and contracting independent contractors. Must be willing to work a flexible schedule. We offer a competitive salary, bonus plan and excellent benefits including medical, dental, 401K plan, paid holidays and vacation. Please submit resume to: T.Hobbs@thedailyunion.net. (11-14)

NEWSPAPERS FOR SALE

Direct mail newspaper on Colorado's Front Range, very profitable. Grossing over \$700k and growing. With owner carry terms and real estate. Contact Kansas Press Association. (11-11)

Respected 128-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady subscription, advertising, annual sales approximately \$140,000. Will include building and property in sale. (785) 341-7573 after 5 p.m. MST. (11-2)

MISCELLANEOUS

WANTED — Muller Martini 227 inserter hoppers, turning station, 310/20 stacker parts/equipment, or compatibles from inserting equipment or mailing machine. Call James at (620) 792-1211.

FOR SALE — Hewlett Packard Design Jet 750C Plus Plotter in excellent condition. Extra cartridges included. For more information call 785-628-1081 and ask for Jan or Mary.

FOR SALE — Hewlett Packard Design Jet 750C Plus Plotter in excellent condition. Extra cartridges included. For more information call 785-628-1081 and ask for Jan or Mary.

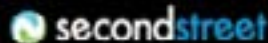
FOR SALE — Hamada 800 DX w/spray unit, electrostatic unit, 3M dampening sleeves; LOG Etronics Film Processor

Model #LL2218, 196-264 volts, single phase, 15 amps; Brown Ultra-lite 1500 plate burner; 2 Nu-Arc light tables; 1950 Anniversary Edition Heidelberg Windmill press, very good condition. Nor'west Press, Goodland, Kansas. Call 785-899-2338.

KANSA 480 INSERTER — Reduce labor costs with an efficient machine for handling preprinted inserts. The Garden City Telegram is selling its Kansa 480, 5:1 inserter, in good condition. This unit performs with a high degree of reliability and consistency over a wide range of operating conditions. Works with broadsheets for everything from single sheet fliers to multi-page editions and has been well maintained. Length 23'10", width 6'4" to 8'10" for creeper conveyor. We used an inline labeler and typically operated the unit at 6,000 to 6,500 pieces per hour though it is rated to do more than double that amount. Model #4601; Serial #480-036. Asking \$10,000, however no reasonable offer refused. For more information email Dena Sattler, denas@gctelegram.com, or call (620) 275-8500, extension 201.

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secondstreet.com

U.S. Bill of Rights stands strong 222 years later

There's a commercial right now that shows a huge cloud of dust and says, "We're willing to bet no kid ever grew up with a poster of a Passat on his bedroom wall." It's an advertisement for a Dodge Charger, a muscle car.

Likewise, few of us grew up with a poster of Virginian George Mason gracing our wall, either.

For sure, Mason was no Miley Cyrus, Mick Jagger, Madonna, Prince, John Lennon or Elvis Presley, some of the top celebrities of the past 50 years.

But what he did for his fellow Americans more than two centuries ago blows away what any "Hollywood idol" has ever accomplished.

Do you like to speak out about your government? Do you appreciate a free press that can ferret out fraud, abuse, malfeasance and corruption? Do you freely exercise your right to worship God, or not to worship at all? Do you relish the fact that you cannot be jailed without cause, that cruel and unusual punishment is banned and that unreasonable searches and seizures are condemned? Are you happy that your right to bear arms protects you and your neighbors from criminal

elements and from a tyrannical government?

If so, then you owe a debt of gratitude to George Mason. For it was this stubborn defender of the individual rights of his fellow citizens who almost singlehandedly guaranteed that our newly minted but flawed Constitution would be amended to include a list of those rights.

We call those first 10 amendments the Bill of Rights, and that is just what they are. These statements indicate our government must be subordinate to our individual rights to freedom, liberty and justice.

Dec. 15 is the 222nd anniversary of the day the Bill of Rights was ratified.

Mason never liked politics, but after penning the Virginia Declaration of Rights that was adopted along with the Virginia Constitution, he participated in the Constitutional Convention. Disgusted, however, he refused to sign the new national constitution because it lacked a specific listing of individual freedoms. He went home from the convention disillusioned and as an outspoken opponent of ratification.

Fortunately for us, his stubbornness paid off. Within two years, the Bill of Rights was adopted and we continue today to enjoy the individual freedoms spelled out for every

citizen in those first 10 amendments to the Constitution.

Today, we might wonder about the state of our rights. With the revelations about spying by the National Security Agency, drones taking pictures of our every move and little of our private lives seemingly "private" any more, we may wonder if the Bill of Rights really matters today.

It most certainly does. For it is the Bill of Rights that allows us to call into question every move our government makes. It allows us to stand on the street corner or march on Topeka or Washington demanding more accountability from government. It allows us to say "enough is enough" when our rights are in jeopardy.

When government goes too far, we can petition for a "redress of grievances," something few nations across the world allow.

Rest assured, George Mason's stubborn determination helped guarantee those rights to every American, then and today.

No, his poster isn't on our walls and likely never will be, but every time we exercise our individual rights, we create a "living poster" of George Mason.

Doug Anstaett is executive director of the Kansas Press Association in Topeka.



Doug Anstaett

BACK BY POPULAR DEMAND-THE KPA DIRECTORY!



**STAND OUT FROM THE CROWD—
SECURE YOUR 1/4 PAGE AD TODAY—ONLY \$350!**

(Full page, half page, and cover spots available. Contact KPA for placement.)

Students

Continued from Page 5

traveled to Fèves.

But this month, Gérard Torlotting — nephew of Henri — and his wife will fly to Houston, Texas, to join their son, Hervé Torlotting, his wife and two children for the holidays. All six will travel to Kansas, visiting Morganville in late December. The old Morganville elementary school will be the site of a reception at 2 p.m. Dec. 29, for the Torlottings. Presentations will show how the sister-city relationship developed and the status of Fèves today. Gérard, now 71, was 6 when the items from Morganville began arriving.

Hervé said people in Fèves are getting quite excited and hope to form a permanent relationship with perhaps a connection between schools.

In addition to working with Freeland, the K-State students received advice from M.J. Morgan, research director of Kansas State University's Chapman Center for Rural Studies and assistant professor of history. "The Kansas Lost Towns Project" is a research initiative of the Chapman Center. The center's website contains digital archives of histories of rural town and site studies conducted by undergraduate researchers at K-State. The center is named for Mark Chapman, who funded the work and whose parents, Leo and Irene Chapman, farmed their entire lives near Broughton.

Students also visited the Clay County Historical Society Museum in Clay Center last March. Cathy Haney, museum curator, guided the students to documents, newspapers and artifacts related to the towns or unincorporated sites. Towns or sites selected by the students included Deweyville, Fact, Garfield Center, Green, Hannibal, Idana,

Unlikely Sisters



Morganville raised money for the French town of Fèves through a pageant in the Morganville amphitheater, on Aug. 17, 1948. This Hawaiian dance held during the pageant was made possible by grass skirts brought back by soldiers from World War II. The orchestra seen was composed of members from the community and Mrs. Orla Peterson's school band. (Photo courtesy of the Clay County Historical Society)

1948 pageant brought together Morganville and Fèves

By Logan Falletti, Katie Goff, Mariah Rietbrock
Kansas State University students

At first glance, Morganville, would seem like so many other small prairie villages — a place that serves the needs of the people who live nearby, but is unknown to the wider world.

Yet for a time, Morganville seemed like a mighty important place to the people living in far-away Fèves, a small farming community in the Lorraine province of the Moselle Valley in northeastern France.

Several things came together for this to occur, and most of them took place far from Morganville.

Like other towns across the U.S., Morganville experienced the shortages of goods and food created by World War II.

It also knew pride in sending men to fight for their country. But there was also fear. A gold star in a home's front window meant the soldier, sailor or airman who had lived there would not be returning.

Gerard Torlotting and his wife Solange of Fèves, France were both recipients of Morganville aid in 1948. They will be guests at a reception at 2 p.m. Sunday, Dec. 29, in the Morganville elementary school gym. This event is free and open to the public. All interested are welcome.

For more information about the Morganville-Fèves connection, go to www.kansasknowledge.com

From The Clay Center Dispatch

Industry, Morganville, Oak Hill and Vining. The students worked in teams of three or four throughout the semester.

Freeland said Haney was instrumental in providing guidance, particularly for the Morganville story.

"I'm always looking for real-world experiences for my students," Freeland said. "I had read about 'The Kansas Lost Towns Project' and I thought it would provide a great opportunity. It allowed my students to do background research, interview people who have memories of the communities, and put stories together. And the Morganville story has grown to include international connections — something my students and I weren't expecting. It's exciting and rewarding."

Freeland said she also likes to work with community newspapers and radio stations to get her students' stories published or broadcast.

Several of the stories have been published in The Clay Center Dispatch, and radio station KCLY did a four-part series about the

to your printer each week. It's cost-effective and now you'll have a backup archive you can access for free."

For more information on the Kansas newspaper database and statewide digital initiative, or other services available, contact Ian Buchanan with Newz Group at ibuchanan@newzgroup.com or 800-474-1111.

Newz Group has been working with press associations and publishers to offer media monitoring services to a diverse clientele across the country for almost 20 years.

It has one of the fastest-growing digital archives and monitors more than a third of the publications in the United States. Newz Group bought the KPA's Clipping Service in 1999.

students' stories for its "Up Close Rural" program.

"Being a news broadcaster for largely rural communities, I found the efforts of the K-State students to be admirable," said Michelle Tessaro, KCLY news director. "They came from a wide variety of backgrounds and city sizes, but each embraced the project and caught the vision of what they were being called to do. Public response from the program I did with the student interviews was very positive . . . Individuals whose community was featured, or who had loved ones from the community seemed especially touched that the stories of their towns were still important to someone, and especially that the rural community history was in the process of being preserved on some level."

Good said she learned how to keep searching to find answers.

"I thought it was interesting to learn that Morganville wasn't just a small town with some cool piece of architecture such as a church, schoolhouse, etc., but it has history deep in the roots connecting it with the town's sister city of Fèves, France," she said.

Falletti said the project made her think about where she came from.

"My favorite part about researching a 'lost town' was revisiting the connection I have with my own hometown," Falletti said. "I come from Frontenac, Kan., which is very small, like Morganville. It made me feel that if we were researching Morganville, which was so tiny, that maybe the work that I did and people in my town had done wasn't so insignificant either."

She said she is amazed where their story has led.

"The project was a good exercise in finding the story in anything," she said. "There wasn't much to work with at the beginning. . . I can't believe how much this has blown up."

NEWS BRIEFS

Steve Cameron was named executive editor of the Manhattan Mercury in late September. He succeeds Bill Felber, who retired.

A Shawnee County District Court judge fined the **Kansas Corporation Commission** \$500 for violating the Kansas Open Meetings Act. It found the KCC's "pink-sheeting" practice a KOMA violation.

Ron Fields has resigned as managing editor of the Hays Daily News to pursue other interests. He also served as the Kansas Press Association's technology consultant.

Archive

Continued from Page 1

our members to upload their PDFs. We need for every newspaper that sends its pages by PDF to its printer to utilize this program.

"Now, with free access to the newspaper's digital archives, this incentivizes the uploading procedure.

"As you can see from the information above, about half of our members are uploading PDFs of their pages electronically to the Newz Group FTP site.

"If you're not one of them, please consider doing this when you send your pages



Merry Christmas and a Happy New Year from the Kansas Press Association staff

(Seated) Lori Jackson, former staff member Rachel Willis and Sara Marstall

(Standing) Richard Gannon, Emily Bradbury, Amy Blaufelder and Doug Anstaett



KANSAS PRESS ASSOCIATION Awards of Excellence

Online Uploading for 2014

All entries will be uploaded electronically (detailed instructions are attached). If you cannot upload PDFs, please contact Emily Bradbury at ebradbury@kspress.com

Eligibility

Active and associate members of Kansas Press Association may enter the Awards of Excellence contest. All entries must have been conceived, written, designed and sold by full-time or part-time employees of the newspaper.

Contest Period

Publication of all entries must have occurred between Jan. 1, 2013, and Dec. 31, 2013. Publication is defined by the issue date printed in the newspaper.

Deadline for Entries

Entries must be postmarked/uploaded by **Friday, Jan. 17, 2014 at Midnight**. Entries uploaded after the deadline will be disqualified.

Divisions

Divisions are based upon each newspaper's circulation figures as reported for the 2014 Kansas Newspaper Directory. In those cases where a newspaper's circulation is both paid and free, the total distribution determines the division. A newspaper may elect to compete in a higher circulation class, but may not choose to compete in a lower division. 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 Newspapers

- Division I – Circulation 5,000 or less
- Division II – Circulation 5,001 to 15,000
- Division III – Circulation more than 15,001

Nondaily Newspapers

- Division I – Circulation 1,750 or less
- Division II – Circulation 1,751 to 4,000
- Division III – Circulation more than 4,001

Preparation of Entries

- All entries must be uploaded/submitted as full-page e-tearsheets that show the date of publication.

- All entries will be submitted electronically via www.betterbnc.com.

- Some categories limit the number of entries allowed per newspaper or per person. These restrictions are indicated in each individual category description.

- Please mail check payments to: KPA, 5423 SW 7th, Topeka, KS 66606, Attn: AOE. To pay by credit card, for your protection, please call the office to provide credit information.

Entry Fees

Entry fees are \$25 per newspaper plus \$5 per entry. Payment must accompany your entries. NOTE: The entry fee calculator will omit the \$25 entry fee in the final total. Please be sure to add the entry fee to your final total.

Determination of Winners

The entries will be judged by members of another state press association. Judges will select a first, second and third place winner for each category. Plaques will be awarded to the first place and Sweepstakes winners. Other winners will receive certificates. The judges will be asked to comment on each of the winning entries. The judges' decisions are final.

Sweepstakes Awards

Points will be given to a newspaper for each first, second and third place award received. The newspapers with the highest cumulative points in their division will be awarded the Sweepstakes plaque. There will be two separate Sweepstakes awards in each division: one for News and Writing AND one for Advertising.

Points awarded in each category

- First Place – 100 points
- Second Place – 70 points
- Third Place – 60 points

Recognition of Winners

Winners will be recognized during the KPA convention on April 12 at the Hilton Garden Inn in Manhattan, KS.

Contest Categories

DEADLINE: FRIDAY, JAN. 17

NEWS & WRITING CATEGORIES

1. Feature Story - Judging based on writing style, originality and interest. Limit two entries per person. One story constitutes an entry.

2. News Story - Judging based on community importance of event, timeliness, thoroughness of reporting and writing style. Limit two entries per person. One story constitutes an entry.

3. Investigative Story - Judging based on writing style, community importance of event, enterprise and thoroughness of reporting. May include a single story or series of stories. A series constitutes one entry. Limit two entries per person. All first place entries will be considered for the Murdock Award which includes an award statuette and a \$1000 cash prize.

4. Series - Judging based on writing style, reader interest, enterprise and thoroughness of reporting. A series constitutes one entry. Limit two entries per person. All first place entries will be considered for the Murdock Award which includes an award statuette and a \$1000 cash prize.

5. Editorial Writing - Judging based on local impact, reasoning, writing excellence and leadership shown through the editorials. Submit three different samples of editorials by the same writer. The three editorials constitute one entry. Limit one entry per person.

6. Local Business Story - Judging based on writing style, community importance, originality and enterprise. Limit two entries per person. One story constitutes an entry.

7. Government/Political Story - Judging based on local impact, writing style, originality and enterprise. Limit two entries per person. One story constitutes an entry.

8. Religion Story - Judging based on writing style, community importance, originality and enterprise. Limit three entries per person. One story constitutes an entry.

9. Agricultural Story - Judging based on writing style, community importance, originality and enterprise. One story constitutes an entry. Limit two entries per person.

10. Youth Story - Judging based on writing style, interest to community youth, originality and enterprise. One story constitutes an entry. Limit two entries per person.

11. Education Story - Judging based on writing style, community importance, originality and enterprise. One story constitutes an entry. Limit two entries per person.

12. Column Writing - Judging based on writing style, originality and reader interest. Submit three different columns from the same writer. The three columns constitute one entry. Limit one entry per person.

13. Sports Story - Judging based on deadline writing style, reader interest and originality. One story constitutes an entry. Limit two entries per person.

14. Sports Feature Story - Judging based on general interest, writing style and originality. One story constitutes an entry. Limit two entries per person.

15. Sports Column Writing - Judging based on writing style, originality and reader interest. Submit three different columns from the same writer. The three columns constitute one entry. Limit one entry per writer.

16. Headline Writing - Judging based on originality and effectiveness of headlines, appropriateness for story subject and layout of headlines. Submit tearsheets identifying three headlines with stories to be judged. Limit one entry per person.

17. News & Writing Excellence - This is an overall evaluation of the newspaper's news and writing ability. Judging based on writing styles, originality, headlines and general interest. Submit three complete issues of the newspaper, one from each of the following periods: January - April, May - August, and September - December. Awards are presented to the newspaper. Limit one entry per newspaper.

54• Best Environmental Story - News and Writing

News or feature stories may be submitted. Judging is based on quality of writing. Extra consideration will be given to entries that show a strong ability to explain complicated environmental issues.

56• Best Story/Picture Combination

Entries should consist of stories that would not otherwise be told adequately without the combination of text and visual elements. Judging is based on the entire single-day story package. Limit five entries per newspaper.

NEW FOR 2014:

58• Best Story Originating From a Public Notice

A feature, news or investigative story that originated with a public notice. The story and the public notice must be included.

PHOTOGRAPHY CATEGORIES

18. News Photo - Judging based on timeliness, impact and technical quality. Category includes black and white or color photos. One photo constitutes an entry. Limit four entries per person.

19. Feature Photo - Judging based on reader appeal, quality and photographic excellence. Category includes black and white or color photos. One photo constitutes an entry. Limit four entries per person.

20. Sports Photo - Judging based on action, newsworthiness and quality. Category includes black and white or color photos. One photo constitutes an entry. Limit four entries per person.

21. Photo Package - Judging based on overall theme, design and photo quality. A photo package is defined as three or more photos packaged together in a layout. Category includes black and white or color photo spreads. Limit five entries per newspaper.

22. Photo Illustration - Judging based on originality, creativity, artistic quality and subject matter. A photo illustration is defined as a manipulated or preconceived photograph used as a graphic to accompany a story. Entries will be judged in one daily and one nondaily category with no circulation divisions. Limit two entries per person.

23. Best Use of Photos - Judging based on overall use of photos throughout the newspaper, photo layout, photo quality, general interest and impact. Submit three complete issues of the newspaper, one from each of the following periods: January - April, May - August, and September - December. Awards are presented to the newspaper. Limit one entry per newspaper.

55. Best Environmental Portrait - Photography
Posed image of one or more subjects (which could be human or animal, depending on the story) that helps tell the story by conveying why the story is being told about the subject, what they do, etc. Judging based on photo quality, creativity, story-telling power, and relevance.

DESIGN & LAYOUT CATEGORIES

24. Editorial Pages - Judging based on editorial content, leadership, community interest, impact and layout and design. Submit three editorial pages, one from each of the following periods: January - April, May - August, and September - December. Awards are presented to the newspaper. Limit one entry per newspaper.

25. Sports Pages - Judging based on layout, use of photos and graphics, and variety of articles. Submit three sports pages/sections, one from each of the following periods: January - April, May - August, and September - December. Awards are presented to the newspaper. Limit one entry per newspaper.

26. Special Section - Editorial - Judging based on news, layout, editorial content and local coverage. Submit entire special section. Awards are presented to the newspaper. Limit three entries per newspaper.

27. Feature Package - Judging based on quality of writing and photos, use of photos and layout of package. Limit five entries per newspaper.

28. Infographic - Judging based on originality, creativity, artistic quality and relation to subject matter. This category is for any graphic that explains information used for the story (i.e. map, chart, etc.) Entries will be judged in one daily and one weekly category with no circulation division. Limit two entries per person.

29. Design and Layout Excellence - This is an overall evaluation of the newspaper's design and layout. Judging based on layout and design of each page, use of white space, font selections and use of photos and graphics. Submit three complete issues of the newspaper, one from each of the following periods: January - April, May - August, and September - December. Awards are presented to the newspaper. Limit one entry per newspaper.

30. Best Front Page - Judging based on layout and design, use of photos and graphics, headlines, local coverage and reader appeal. Submit three front pages, one from each of the following periods: January - April, May - August, and September - December. Awards are presented to the newspaper. Limit one entry per newspaper.

MISC. CATEGORIES

31. Community Service Project - Judging based on originality of idea, effectiveness of project, newspaper leadership and community participation. Submit a one-page summary of the project along with samples of materials used in the project. Community service projects may include NIE programs, Kids Voting Kansas sponsorships or any other project aimed at serving the newspaper's community. Entries will be judged in one daily and one weekly category with no circulation division. Awards are presented to the newspaper. Limit one entry per newspaper.

Contest Categories

DEADLINE: FRIDAY, JAN, 17

32. Best Newspaper Web Site - Judging based on layout and design, graphics, user-friendliness, timeliness and local appeal. Include a temporary user name and password for the judges if your site is password-protected. Awards are presented to the newspaper. Limit one entry per newspaper.

Online Video Categories

33. Best Online Video (News)- Single online video depicting a breaking news story.

34. Best Online Video (Feature) - Single online video or series of videos featuring a specific topic.

ADVERTISING CATEGORIES

35 • Best Grocery Ad

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

36 • Best Professional Service Ad

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

37 • Best Furniture Ad

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

38 • Best Hardware Ad

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

39 • Best Fashion Ad

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

40 • Best Automotive Ad

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

41 • Best Classified Display Ad

Single ad that was in the classified section of your newspaper.

42 • Best Specialty Ad

Single ad for any specialty item. Examples: jewelry stores, craft stores, Pampered Chef.

43 • Best Healthcare Ad

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

44 • Best Political Ad

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

45 • Best Entertainment Ad

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

46 • Best Agricultural Ad

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

47 • Best Ad Series or Campaign

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

48 • Best Community Event Ad

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

49 • Best House Ad

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

50 • Most Adaptable Promotion

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

51 • Best Online Ad (Static)

Single static ad designed for the newspaper's Web site. Submit the complete URL and headline of ad.

52 • Best Online Ad (Motion)

Single Motion ad designed for the newspaper's Web site. Submit the complete URL and headline of ad.

53 • Best Online Promotion

Single newspaper online promotion ad.

57 • Special Section - Advertising

Judging based on advertising content and design. Submit entire special section. Awards are presented to the newspaper. Limit three entries per newspaper.

How to Upload

This year, entries to the KPA Awards of Excellence will be submitted using a web-based program at www.betterbnc.com. Below are directions for preparing and submitting entries. If you have questions, please contact Emily Bradbury at (785) 213-8524, or ebradbury@kspress.com.

IMPORTANT: The contest platform is optimized for Firefox for PC and Macintosh. Please have a recent version downloaded and installed for the best contest experience.

The deadline for all entries is Friday, Jan, 17, 2014.

1. Login
 - a. Go to <http://betternewspapercontest.com>
 - b. Click contestant login (upper left).
 - c. Select "2014 KPA Awards of Excellence"
 - d. Select "Contestant Manager".
 - e. Select your newspaper name
 - f. If you are a new contestant, you will enter "bnc" as your newspaper password. If you are a returning contestant, please enter your password from last year's contest. Click "Login".
2. Submit Entries
 - a. On the Manage Entries page, click Submit Entry (left side).
 - b. Select the appropriate contest division
 - c. Select the appropriate contest category.
 - d. Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category's entry content.
 - e. Complete the Headline/Title field. This is VERY important as the judges need to know which story to read if a full page PDF is provided.
 - f. Based on the type of entry, add content:
 - i. To upload digital file attachments (other than audio/video), click Browse, navigate to the desired file, select Open, and click Upload. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator. Please try to keep file sizes to 5mb or less, to aid judges in accessing entry content. For larger files (between 5-50mb), you may upload your file(s) to www.issuu.com, and copy and paste the URL into the Web URL field. ISSUU will need to be used for the following categories: News and Writing Excellence, Design and Layout Excellence, Best Use of Photos and Special Section. See next page for details on ISSUU.com
 - ii. To add web/audio/video content, copy and paste the content's web address into the provided Web URL field. To host your content online, either upload it to a free streaming content website (e.g. YouTube) or talk to your IT person about adding it to your newspaper's website. Make sure the content will be accessible online throughout the contest and awards process. Here are some examples of free streaming content websites where you can upload audio and video content:
Audio: www.kiwi6.com, www.tindeck.com
Video: www.youtube.com, www.vimeo.com
- g. Click Next.
- h. Add Credits for those responsible for the entry content. Please check for accuracy - the names entered here are what we use for the plaques and certificates.
- i. Add Comments (if available), but keep them brief (e.g. 100 words).
- j. Click Submit.
3. Payment for Entries
 - a. When all entries are submitted (but before the Entry Deadline), log in to your account's Manage Entries page.
 - b. Click Calculate Entry Fee (middle right) and review your list of entries for accuracy.
 - c. Scroll to the bottom of the list for your Entry Fee Subtotal (lower right). Remember, the program will not add the \$25 entry fee to your total. Please add \$25 before submitting payment.
 - d. Click the payment link (lower left) to pay for your contest entries, following the instructions on the payment page.
 - e. (Optional) Click the Print icon (upper right) to print your list of entries and fees.

You may pay with a credit card (please call the office) or you may mail a check to the KPA office. Please submit your online invoice with your payment if you pay by mail. Be sure to add your \$25 base entry fee to the payment!

ISSUU.COM

ISSUU.com is a free online service that allows high-quality and customizable viewing of uploaded material. ISSUU.com can be used to upload special sections, complete editions of your newspaper for News and Writing Excellence/Design and Layout Excellence categories and other large, multi-page files.

Simply upload your pages to ISSUU.com and a unique URL will be created that can be added to your online contest entry form that will take the judge directly to your content on the ISSUU.com site.

To create your entry URLs:

1. Go to www.issuu.com
2. Choose "Create Account" on the top right navigation bar.
3. Click "Publisher" in the pop-up window. Choose the free account (\$0).
4. Create your username and password or connect with one of three accounts (Facebook, etc).
5. The second page is a tour of ISSUU.com. You may skip the tour.
6. On the top right navigation bar, choose "Upload." This will walk you through the necessary steps to upload your publication.
7. Once you have uploaded your document, it will appear in "My Library."
8. Double click the document for which you would like to obtain a URL. Below the document are several options, including the "Share" option. Simply copy and paste the URL into the online contest entry form.
9. Once you have pasted the link into the online contest entry form, judges will be able to access your entry without the need for a password or ISSUU.com account.

SPECIAL NOTES: Please make sure you make your publication "public" so that your ISSUU.com account will be free and your publications will be available to the judges.

ALSO: Please combine all of your PDFs in Adobe Acrobat before you upload to reduce the amount of files the judges have to open. You can see how to merge PDF files using this link:

<http://www.wikihow.com/Merge-PDF-Files>

If you have problems uploading your entries or have questions about the process, please contact Emily Bradbury at 785-213-8524 or ebradbury@kspress.com.