

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION DEC. 14, 2016

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KPA CALENDAR

DEC. 15

The 225th anniversary of the U.S. Bill of Rights.

JAN. 9, 2017

Opening day, 2017 session of the Kansas Legislature, Capitol, Topeka.

JAN. 13, 2017

Deadline for entries in the 2016 Awards of Excellence contest for the Kansas Press Association.

APRIL 7-8, 2017

Kansas Press Association annual convention, Capitol Plaza Hotel, Topeka.



Members of the Topeka Capital-Journal staff displayed their awards at the 2016 Awards of Excellence luncheon in Overland Park. Don't you want your staff members to be recognized for their achievements this year?

AOE: it's time to prepare entries

Contest allows newspapers to recognize great staff work

It's time to begin preparing your entries for the 2016 Awards of Excellence competition among Kansas Press Association members.

Emily Bradbury, director of member services, has posted the necessary information on the KPA website and the 2016 Call for Entries. [Go here](#) to review the information and retrieve paper copies of the entry forms.

Deadline for entries is Friday, Jan. 13, 2017. We have added two new entry categories — Best Health Story and Best Seniors Story — to

See AOE ENTRIES on Page 8

We need contest judges

Newspaper contest judging is reciprocal. In other words, we judge other states and they reciprocate by judging our contest.

We need from 40 to 50 Kansas Press Association members and friends to sign up to judge our partner this year, the Nebraska Press Association. [Click here](#) if you can help us out.

The judging is set for February. In the meantime, you can complete your own AOE entries.

Cross-ownership rule back in play

Bipartisan members of the House Energy and Commerce Committee introduced legislation Thursday to repeal the 41-year-old rule preventing cross ownership of newspapers and broadcast stations in the same market.

David Chavern, president and CEO of the News Media Alliance, released the follow-

ing statement: "We are pleased to see solid bipartisan support for commonsense legislation that reverses an outdated rule that does more harm than good. This Nixon-Administration rule has absurdly prevented investment in newspapers that have print, while digital-only properties have been free to invest (and be invested in) without

restrictions. During this time in which readers consume an increasing amount news from countless sources, and over a growing number of devices and platforms, we cannot fathom why the government would prevent collaboration between the two entities — newspapers

See CHAVERN on Page 5

Deadlines can be unnerving; everyone needs to cooperate

A few years ago, I spent several days with a newspaper in Tennessee. They were converting from an editorial workflow based on QuarkXPress to InDesign and asked if I would be on hand when they sent their first issue using the new system to press.

There wasn't much for me to do while the staff cranked out pages. I was simply there to look over the PDF files before they went to press.

Deadline was 3 p.m. I remember checking to see if all the pages had been converted to PDF when I realized a couple of pages from the sports editor were missing. I walked down the hallway to his office and asked about his pages.

"It's almost ready. I just have this hole to fill," he told me.

The hole was about three columns by five inches or so. I told him to get the hole filled and send the PDF files to me so we could get the paper out.

About 10 minutes passed and we still didn't have the sports pages. I walked back to his office and told him we needed those pages.

"You'll have them in just a minute," he told me.

Five minutes passed, and his pages still hadn't arrived.

I made the familiar march back to his office and, trying to be as gentle as possible, asked where his pages were.

"I still have this hole," he told me.

I suggested he fill the whole with a photo or house ad or something. We were past deadline, after all. That's when I got the real story.

"The publisher told me if I kept filling space with extra photos and house ads, he was going to fire me."

Quite the conundrum. I certainly didn't want the young man to be fired, but deadline is deadline, and I was there to make sure the paper got out on time. That's when I came up with what seemed like the only way to get the paper to the press.

"Do you want me to write something to fill the hole?" I asked.

"That would be great. Would you really

do that?" he stammered.

I quickly walked to the publisher's office and asked if he minded if I wrote a story so we could get the paper out.

"Sure. That would be great, if you don't mind," he answered.

Double-checking to be sure I didn't get the young sports editor in trouble, I stopped by the editor's office and asked if it was OK with her.

It was June, long before college football season was set to begin, and in less than five minutes, I wrote "Kevin's Pre-Preseason SEC Football Picks."

It was one of those fluff pieces. What did I know about the upcoming college football season? I remember writing, "Florida will win the SEC East because they always win the SEC East."

Two days later I thought I was seeing things when I saw my column appear in other newspapers. Apparently there were a lot of holes to fill that week in papers across the South.

Deadlines are funny things. Writers hate them because they force them to finish a column when they don't know what to write, then they are forced to make changes to accommodate last minute space adjustments. Paginators hate them because the advertising staff can't seem to get ads in by deadline. Sales staffs hate them because the paginators always get mad at them for bringing in last-minute ads.

And printers hate them because no one seems to meet them. And customers, well they just want to get their paper on time.

I have had the opportunity to work on-site with thousands of newspapers over the years, and a person can't help but learn a few things in that much time.

It's deadline, and like many of you, I have to get this column out. In an effort to get that done on time, let me share a few helpful hints for those of us doing our best to get the paper out at deadline:

Paginators: Ads are going to come in at the last minute. Changes are going to be re-



Kevin Slimp

I walked back to his office and told him we needed those pages.

'You'll have them in just a minute,' he told me.

Five minutes passed, and his pages still hadn't arrived.

See SLIMP on Page 5

2016-17 KPA BOARD

Sarah Kessinger

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When selling advertising, don't gild the lily

The cliché “gild the lily” is a misquotation of a line from Shakespeare: “To gild refined gold, to paint the lily ... is wasteful and ridiculous excess.” Correctly quoted or not, this common phrase refers to the unnecessary practice of embellishing something which doesn't need embellishing.



John Foust

Unfortunately, there's a lot of lily gilding in the world of advertising. I remember talking to Isaac about an idea he had developed for one of his accounts, a construction company which was celebrating its 25th anniversary. His idea was a good one. It connected the company's rich history to the growth of the community and their commitment to their customer base. It featured three sections: (1) their history, (2) their services, and (3) testimonial quotes. It was designed as a full color, two-page spread –which would represent the largest ad buy in that account's history.

Isaac's ad manager liked the idea so much that she wanted to join the fun. She said, “Let's put a long horizontal photo across the bottom of both pages, showing

people standing in line to give testimonial quotes. That will say the company is so popular that there isn't room in the ad for all of the quotes.”

That was the beginning of the end of a good idea. The ad manager insisted on accompanying Isaac when he presented the ad to the construction company's marketing director. The original elements in the ad conveyed information in an honest, straightforward style. But the standing-in-line photo came across as an irrelevant gimmick. According to Isaac, the client laughed at the idea, and his boss felt the need to defend it. As a result, the idea was rejected outright and the account decided not to run anything at all in the paper to announce their anniversary.

What went wrong? This was a classic case of gilding the lily – subtraction by addition – fueled by the ad manager's ego. The ad was fine until she insisted on adding something that didn't belong. She didn't know when enough was enough.

A graphic designer once shared a valuable lesson she learned early in her career.

The client laughed at the idea, and his boss felt the need to defend it. As a result, the idea was rejected outright and the account decided not to run anything at all in the paper ...

“I had been asked to design a logo for a new client. As I worked, I gained a lot of creative momentum, and ended up with 15 or 16 ideas. A few were obviously better than others, but I felt a need to present them all. That was a bad move.

It overwhelmed him to see all those logos, and he couldn't make a decision. After that, I limited logo presentations to three choices.”

There are plenty of other examples: The ad campaign with copy points that stray away from the main theme. The layout with too many elements, because the advertiser

doesn't understand that an ad needs breathing room (white space). The extra word that adds nothing to the message. (The word “very” comes to mind.)

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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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. 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) or do direct placement in other papers and keep half the commission allowed to KPA.

KDAN — Anderson County Review sold two display ads for a profit of \$1,650, half the KPA's full rate on the ads.

KCAN — GateHouse Media sold three ads for a profit of \$450.

SDAN — Anderson County Review sold three out-of-state network ads for a profit of \$225.

DIRECT PLACEMENT — The Hays Daily News and the Hillsboro Free Press placed ads in other newspapers, earning half the KPA commission.



THIS MONTH'S QUESTION

Q. Has the KPA considered providing a pool photographer at the state track meet and some of the other championship events? We just can't afford to send our own person.

A. You must be reading our mind. We actually discussed this possibility recently and are trying to work out the logistics and how we would pay for the service. If newspapers were willing to help underwrite the effort, we could probably get pictures for our members at an affordable cost. We'll keep working on it.

Introducing

LSA Creative...
a harmony like no other.

LSA Creative is the premiere “movement” combining the best advertising-specific content with the experts who help businesses market to local consumers.

Access the content you've come to rely on with Creative Outlet and now as LSA, we can help you create customer pitches, circulars/fliers, social media imagery and many other print and digital graphics. LSA Creative is here to assist you when you need to keep your advertising & production in harmony.

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309-690-5324

In our communities, we are looked to as leaders

In November, during that most memorable week of the general election, I spent three days at the Kansas Leadership Institute in Wichita.

The conference was entitled “You. Lead. Now.” and it gave a wide mix of adults from many backgrounds a chance to learn more about effective leadership and ways to achieve it.

The sessions — large lecture-type talks, mid-sized group dialogues and small-group problem solving — were informative, enlightening and challenging. I say challenging mostly because it played out against the backdrop of the historic week when Donald Trump landed the presidency.

Needless to say, it was a bit tough to focus.

But what I heard at the leadership conference, run in a well-organized, professional and up-to-date setting, was helpful in digesting election results.

The Kansas Leadership Institute, which grew out of the Kansas Health Foundation several years ago, regularly offers programs that are well worth exploring.



Kessinger

The conference I attended largely included people from non-profits, such as the KPA, private business owners, college students, churches and instructors and administrators from public and private schools.

We heard presentations on diagnosing situations that call for leadership, how to manage one’s self, how to “intervene skillfully,” how to engage the elephants in the room and how to energize others and work across chasms. We discussed the importance of listening to others, hearing those whose beliefs are different from our own.

The comments from people visibly shaken by national election results were amazing. The conferees — both Trump and Clinton supporters — were well composed but honest, I thought, about the difficulties that lay ahead in this polarized time.

I was most heartened by words from the leader of Wichita’s Islamic Center, who offered up confidence to uncertain listeners in the room when he said Americans could effectively work through the challenges

before them.

It was a worthwhile, thought-provoking week.

I left with this for newspapers: We are so important to that dialogue within our communities. We are looked to as leaders. Whether we deliver or not is up to us.

The crux of this is the editorial. Communities need their local paper to take a stand with thoughtful, well-informed commentary.

It’s dismaying to watch more and more publications abandon their editorial voice — giving way to social media’s free-for-all.

It’s an abdication of what has been and remains in many cases a really powerful service to a community.

Dialogue within neighborhoods, cities, states and the nation is critical to unity. We must be a part of it or we will become irrelevant.

Sarah Kessinger is editor and publisher of the Marysville Advocate and president of the Kansas Press Association for 2016-17.

NEWS BRIEF

Telegram’s Marshall cited for rodeo writing by PRCA

Garden City Telegram sports editor **Brett Marshall** recently received a media award from the Professional Rodeo Cowboys Association.

Marshall was recognized in Las Vegas for “Excellence in Print Journalism.”

Only three media awards were presented, and he was surprised because he doesn’t do much rodeo coverage.

“It truly is rewarding to be recognized, but it was truly humbling to see all the people that were there and know what they’ve done in rodeo and what I’ve done is just a small, small component of that,” he said.

Marshall was nominated for the award by Jim Korkow of Korkow Rodeos, the company that supplies stock to the Beef Empire Days Rodeo.

“I was told that part of the evaluation process was that they (PRCA) looked at the whole body of work that I’ve done over eight years.”

KNF to once again underwrite legislative coverage for members

The Kansas Press Association and officials from the William Allen White School of Journalism have agreed to once again coordinate coverage of the Kansas Legislature.

The news service, called the KU Statehouse Wire Service, has annually provided from 50 to 100 stories the past three years.

The service is underwritten through a grant from the Kansas Newspaper Foundation. The content is free to KPA members.

In the past three years, KU journalism students supplied legislative content

through the service and distributed it to media outlets throughout the state.

“Our members have indicated they use the material and appreciate that it is available,” said Doug Anstaett, KPA executive director. “Many of our smaller newspapers wouldn’t have access to such content without this service.”

KNF has committed \$5,000 in scholarship money for students who excel in covering the Kansas Legislature.

The coverage will kick off in mid-January.

Send your staff news to the Publisher editor

If you’ve got news to share with your colleagues, please send it to Doug Anstaett at danstaett@kspress.com.

Do you have new staff members? Have you changed your publication schedule? Have you won awards outside the purview of the Kansas Press Association?

If so, we’d like to share it with your colleagues in KPA.

A good example would be the story about Brett Marshall’s recognition by the Professional Rodeo Cowboys Association.

We need to toot our own horns more often, so send us your news.

Slimp

Continued from Page 2

quested. A change isn't a personal attack. When I owned an advertising business years ago, my biggest client told me the thing companies loved about working with me was I didn't take it personally when there were changes to be made.

Ad Reps: Be as patient as possible with your customers. The paper shuts down without them. Be gentle with your designers as well. They have a deadline to meet. Understand your business office isn't

trying to keep you from making commission. Everyone is just trying to meet the deadline.

Reporters/Writers/Editors: Ads come in at the last minute. Without ads, we don't have papers. Stories must be cut. Room must be made. Paginators are doing their best to get your 1,400 words to fit in a space big enough for 800 words.

Do not take edits personally. Most of my syndicated columns go through a minimum of two editors, sometimes more. I thank them for each suggestion and rarely ignore them.

More concise writing leads to better

stories. I take my word count seriously and gladly adjust it when necessary.

I could easily write 2,500 words on the topic of deadlines, but I have a limit of 1,000 words for this column. Plus, as I look at the clock I realize my deadline is right now and editors are waiting by their email.

My final advice concerning deadlines: Be considerate. Put yourself in your coworker's shoes. It's not the end of the world. It's just deadline.

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

Chavern

Continued from Page 1

and broadcasters — that are still investing in credible, local journalism.

"Today's show of support from both sides of the aisle to repeal the cross ownership ban demonstrates that the FCC lacked the evidence and wrongly concluded that leaving the ban in place serves the public interest. We applaud Chair Greg Walden (R-Ore.), and Reps. John Yarmuth (D-



Ky.), Brett Guthrie (R-Ky.), Pete Olson (R-Texas), Gus Bilirakis (R-Fla.), Bobby Rush (D-Ill.) and Gene Green (D-Texas) for their leadership to repeal this outdated

rule. We call on policymakers in the Senate to follow suit with a similar bill in the 115th Congress."

Last month the Alliance filed an appeal of the FCC's decision to maintain the cross ownership ban. The case is News Media Alliance v. Federal Communications Commission, filed Nov. 14 in the United States Court of Appeals for the District of Columbia Circuit. The Alliance will also be supporting the National Association of Broadcaster's Petition for Reconsideration of the FCC's August media ownership order.



Get the message

At AT&T, we believe there's only one thing to know about texting and driving — just don't do it. Not ever. The AT&T "It Can Wait" program is dedicated to sending only one message: No text is more important than your life.

AT&T is a proud supporter of organizations like the Kansas Press Association.



MARKETPLACE

NEWS

FULL-TIME PAGINATOR/GRAPHIC DESIGNER - Job involves laying out pages, working with graphics and photos, and updating the web site and social media. 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, 2012 Forest Ave., Great Bend, Kan., 67530, or to dhogg@gbtribune.com. (12-1)

REPORTER/ADVERTISING SALESPERSON —The Beloit Call is seeking someone who can write and sell advertising. This is an excellent career development opportunity for learning the newspaper business from the ground up. We offer a competitive salary plus commissions. Other benefits include health care insurance and Simple IRA. Send resumes and writing samples to Brad Lowell at P.O. Box 309, Concordia, KS 66901 or email jbrad@nckcn.com or telephone at (785) 243-2424. (10-24)

SPORTS REPORTER — Five-day-a-week newspaper in south-central Kansas seeks a sports reporter. We recently merged two newspapers into one and cover seven high schools, a community college and an NAIA university. Strong writing skills are a must. Photography and design skills (InDesign) are a plus, but we will train the right candidate. Good position for recent college grad or someone breaking into the field of sports coverage. Send resume and clips to sports editor Joey Sprinkle at sportseditor@ctnews-online.com. (11-4)

COPY EDITORS/PAGE DESIGNERS — The Hutchinson News is seeking copy editors/page designers for its universal desk. Includes designing news, sports and feature pages, along with editing stories for print and digital. Send inquiries to Ron Sylvester, managing editor: rsylvester@hutchnews.com (8-26)

SPORTS EDITOR/REPORTER — Seeking a sports editor to join an aggressive weekly news team in south central Kansas. Coverage includes one of the top high schools in the state. Helpful skills beyond superior writing include in-game social media, web posting, photography, video editing and web management. Job may include some general reporting as well. Forward email and qualifications to jeff@derbyinformer.com. (8-9)

COMMUNITY NEWS EDITOR — The St. John News needs an editor who is community-minded, independent and devoted to news gathering and reporting for a demanding audience both in print and online. It's the perfect job for someone who likes to do it all — from photography to writing to page design and social media — with the support of a larger organization. The salary is competitive. The benefits are excellent and include BCBS, prescription card, 401(k), flex benefits and more. To apply, contact Conrad Easterday, publisher, The Pratt Tribune, 320 S. Main, Pratt, KS 67124 or e-mail ceasterday@dodgeglobe.com. (8-8)

EDITOR/GENERAL MANAGER — Award winning weekly newspaper in Gothenburg, Neb., looking for an editor/general manager to deliver top-notch local coverage and manage staff. Candidates must have a thorough knowledge of news writing and editing for print. We can train for the general manager position. Candidates must have excellent leadership skills and the willingness to become part of an active community. A community newspaper background is essential. Interested candidates should send a resume and work samples to Scott Wood at swood@ntin.net (7-26)

ADVERTISING

GENERAL MANAGER/ADVERTISING — The Parsons Sun is seeking a dynamic, multimedia advertising General Manager. This is an ideal position for someone who wants to be outside working with sales reps to help their customers develop effective advertising campaigns. We are seeking a general manager with an expertise at new revenue generation utilizing new media as well as managing the two daily newspaper sales staffs, classifieds and a strong commercial printing business. Strategic planning and creative thoughts will be critical for the right candidate. The Parsons Sun and its sister paper, The Chanute Tribune, are five-day daily papers in SE Kansas. We offer a competitive salary with a performance bonus plan as well as health care benefits. Interested candidates should send resume to: brucewallace03@gmail.com.

ADVERTISING DIRECTOR — The Garden City Telegram, an award-winning, seven-day-a-week morning newspaper serving a dynamic, diverse community in southwest Kansas, is seeking applications for an advertising director. The ideal candidate will be an innovative thinker experienced in creating new revenue streams

and implementing successful strategies, with the ability to motivate and empower a sales team in display, classified and digital sales. The advertising director also manages the Print Plus division, which produces brochures, banners and other marketing materials for clients. Candidates should be goal-driven, organized and detail-minded. The exceptional candidate will have experience in newspaper and digital media sales — including management experience — and success in growing revenue across multiple platforms. Competitive pay based on sales performance. Full benefits package. Please submit a letter of application and resume to: Dena Sattler, Editor-publisher, The Garden City Telegram, P.O. Box 958, Garden City, KS 67846, or e-mail denas@gctelegram.com. (12-1)

NEWSPAPERS FOR SALE

Respected 131-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. (9-14)

DIGITAL MEDIA

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

PRESSROOM

PART-TIME PRESS OPERATOR — The Great Bend Tribune is seeking a part-time press operator to join our printing team. The ideal candidate will have previous web press experience, including print of process color and press make-ready. Good work ethics along with mechanical skills and ability to react quickly to print related problems. We are willing to train the right person. Job requirements include: • Current valid driver's license with clean driving record, ability to pass a written fork lift test and train on lift; • Color vision and depth perception; • Ability to lift a minimum of 75 pounds; • Ability to read and comprehend written and/or oral English instruction along with ability to communicate effectively with team members. To submit a resume with references or request an application contact jaudus@gbtribune.com.



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(for questions on cameras in the
courtroom and the court system)

SEE WHO'S NEW IN TOWN

Communities with a local newspaper are smarter, stronger and closer. Their citizens are connected to one another, and invested in what happens around them.

Keep reading your local newspaper... and keep your community going strong.

Kansas Press Association
kspress.com

Looking for attractive house ads to promote what you do. We've got them in a variety of sizes with a variety of messages on the KPA website and you can use our logo or

insert your own. Visit the "Keep Reading!" tab and consider running all the ads in a campaign at <http://kspress.com/267/keep-reading-campaign>

Right of expression critical to nation's survival

As our nation prepares to observe the 225th anniversary of the ratification of the U.S. Bill of Rights, some of us might be excused for wondering if the individual liberties we have come to cherish will survive another two centuries.

Although such a thought might seem preposterous in a country that prides itself — and rightly so — as the shining example of freedom in the world, intolerance of opposing ideas and values has been simmering for decades, and it appears to have reached the boiling point more recently.

While there is nothing wrong with disagreeing on how to attack the issues we face, we Americans have divided ourselves into camps unlike any time since the Civil War. This division is being fed from both extremes of the political spectrum, fueled by ideologies about government as diametrically opposed as when our nation divided itself between North and South, ripping families apart in the process.

Our Bill of Rights, the first 10 amendments to the U.S. Constitution, traces its ratification back to Dec. 15, 1791. Those first additions to the newly minted Constitution laid the necessary groundwork for the freedom of expression needed to foster active citizen participation in government. A number of those rights also have served to protect us from an overzealous or even tyrannical government.

While all 10 amendments are vitally important, the First Amendment provides the

basis for every other individual freedom.

Even though it is a sickening thought, ponder with me for a moment where we would be without those guaranteed rights of expression in America.

If our citizens could no longer speak out freely on important societal issues, the public's participation in our democracy would crater, greatly increasing the possibility for corruption, despotism and cronyism.

If we didn't feel safe to exercise our right to peaceably assemble, to march in protest and to petition our government for a redress of our grievances, the likelihood that we could continue to make progress toward a better society and a better world most certainly would be diminished.

If Americans no longer could freely make decisions about their religious life, they might quickly find themselves ostracized if they didn't go to the "right" church or follow the same beliefs as the majority.

If our nation's journalists could not continue to rely upon unfettered access to the decision-makers and the decision-making processes of government, public officials might be even more encouraged to serve narrow special interests rather than the common good.

And if we were barred from utilizing all those rights to question authority and scrutinize law enforcement and our court system,

then our nation's future surely would be in jeopardy.

Even though we Americans say we cherish the fundamental right to speak our minds — and most of us are not bashful about doing just that — it has become more difficult for a variety of reasons. Certainly, the burgeoning growth of social media, fake news sites and politicians who put "beliefs" before "facts" have all contributed to the division in our country.

Rather than quell speech we don't like, the answer to this cacophony of voices actually is "more speech." The marketplace of ideas is how we find common ground, even

though it can often be a messy process.

So, will we ever be talking of our guaranteed right to free expression in the past tense? For our sake, let's hope not, for it would certainly sound the death knell for the greatest experiment in self-government in the history of the world.

On this 225th anniversary of one of our nation's finest hours, let's celebrate the individual rights we have as Americans. And let's pledge to make

sure those rights survive attacks from those who believe "their" way is the "only" way.

Doug Anstaett is executive director of the Kansas Press Association.



Doug Anstaett

If our nation's journalists could not continue to rely upon unfettered access to the decision-makers and the decision-making processes of government, public officials might be even more encouraged to serve narrow special interests rather than the common good.

AOE entries

Continued from Page 1

the competition and have raised entry limits for some categories.

The circulation categories, three for dailies and three for non dailies, again break down like this:

- Daily Division I, 3,800 and under.
- Daily Division II, 3,801 to 9,400.
- Daily Division III, more than 9,401.
- Nondaily Division I, 1,500 and under.
- Nondaily Division II, 1,501 to 2,800.
- Nondaily Division III, more than 2,801.

The Nebraska Press Association will provide the judges for this year's contest. Conversely, KPA members will be judging

the NPA contest entries in February.

A newspaper may choose to compete in a higher circulation class, but not in a lower one.

Bradbury also has produced new "how to" videos to guide you through the process of uploading to the website. They are at the same link as above.

The contest will once again be done electronically through the same company as in the past, Better BNC.

Log-in and uploading instructions are available on the KPA website.

Two of the categories, however, Best Magazine and Best Newspaper Redesign, require hard copies to be mailed to the KPA office for judging.

Entry fees are \$25 per newspaper plus \$5 per entry and must accompany your entries.

Judges will be asked to select first, second and third place winners in each category.

Plaques will be awarded to all first place winners and to the winners of the sweepstakes awards, which are given to the newspapers in each circulation division with the highest cumulative points. Certificates will be provided to second and third place winners.

KPA reserves the right to consolidate certain categories among different circulation groups if there is a shortage of entries. Thanks for your cooperation.

Sweepstakes awards will be given in all six divisions and separately for news and advertising.

Winners will be recognized at the annual KPA convention Saturday, April 8, 2017 at the Capital Plaza Hotel in Topeka.