

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION APRIL 6, 2011

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KPA CALENDAR

APRIL 14-16

Midwest Circulation Management Association Marketing Conference, Rogers, Ark.

APRIL 29-30

KPA annual convention, Junction City Marriott.

JULY 20

NNA Governmental Affairs Conference, Washington, D.C.

SEPT. 22-25

NNA annual convention, Albuquerque.

DEC. 15

Annual Bill of Rights Day.

Convention lineup reflects requests; speed topics grow

You asked for it. We gave it to you. Now, please register! You asked for more speed topics. No problem.

You requested an earlier end time on Saturday so that your staff can return home at a decent hour.

Done.

"This year, I had so much fun talking with our members about what they like and don't



Tim Smith

like in preparation for planning for this year's convention," said Emily Bradbury, convention coordinator. "I found that they don't necessarily want a big name speaker. They want more networking time with their peers. They want more roundtables and best practice sharing. They want ideas they can implement when they return to their newspaper on Monday. So, we did our best to implement our members' suggestions."

The 119th Annual KPA Convention kicks off at 9 a.m. Friday, April 29 with a tour of Ft. Riley and concludes at 6 p.m. (a full hour and a half earlier) on Saturday, April 30 after the AOE awards presentation.

See 2011 CONVENTION on Page 8

Promotion touts newspaper strengths

An image promotion campaign has been produced for the Kansas Press Association to tout why newspapers are important to their communities.

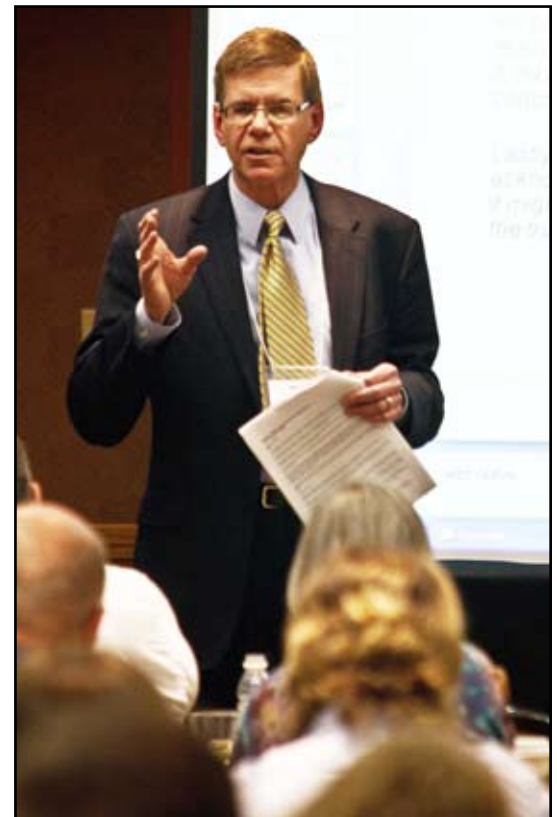
"We decided there was enough bad news being circulated out there that we needed

to remind ourselves — and our readers — why what we do is so important," said Doug Anstaett, executive director of KPA. "I think this campaign, although low-key, tells the story of newspapers as a steady, dependable source of news."

KPA members are free to use

the ads whenever they choose, but KPA will announce a concentrated campaign of placements in June and then again in October during National Newspaper Week.

A sample of one of the ads is on Page 9 of today's Kansas Publisher.



Jim Pumarlo, a news consultant, will be one of the featured speakers at the KPA convention in Junction City.

Room, registration deadlines loom

Please hurry! Book your room in the KPA block by Sunday, April 10 at 785-210-1500.

Deadline for convention registration is Friday, April 15. After that, a \$20 late fee will be assessed.

A registration form is on Page 10 today.

MultiAd could make waves with Creator Express option

What if Adobe made a surprise announcement that it had taken InDesign, removed a few of the features that are rarely used by most designers, and released a new version called InDesign Express? And what if the new version sold for \$30?

Stop cheering. Get off that table. It hasn't happened. And I don't expect it will.

MultiAd, however, has done just that. Its just released application, Creator Express, E is basically a stripped-down version of Creator Professional. Long time users of Creator might notice some of the features that are missing:

■ PMS color matching: Creator Express deals out RGB and CMYK only. No spot colors.

■ Trapping: Trapping is an important element in the printing world. If you're printing high resolution magazines, Express isn't for you.

■ Hyphenation: This is the feature that makes Creator Express less of an option for pagination. It doesn't do hyphens. So long words will be moved to the next line. Not as much of a problem for ads and graphics, but a deal breaker for page layout.

■ Color Separations: Express prints only composites. Since most publications convert their files to CMYK, this isn't a major issue for ads. However, it does limit the use of the application for use when printing directly from Creator to a RIP or printing device.

■ Express is available only on the Mac platform. No Windows version is currently available. I don't know if there will be in the future.

I received a press release from MultiAd last week, announcing the soon to be available product.

At first, I imagined it would be something akin to Photoshop Elements, a great application that does some of things Photoshop does but isn't of much use to the professional designer. Or maybe another Microsoft Publisher type application. And we all know we have plenty of those.

In Creator Express, there are limitations. No doubt about it. However, many designers would rarely be affected by many of these limitations. For instance, most ad designers simply create ads,

convert them to EPS or Postscript files, then convert those to PDF files. This process works exactly that way in Creator Express.

To test the application, I designed a simple page. It included a couple of photos and some text. At one point, I experimented with starbursts and other features. They worked well.

When the page was finished, I exported it as a full color EPS file, then ran it through Acrobat Distiller to get a PDF file. Next, I placed the PDF on an InDesign page and printed the separations. It worked perfectly.

It was a painless process, without surprises. I hadn't used Creator in several years, but I still had no problem jumping in and designing a page. The "nuts & bolts" tools work very much like similar tools in InDesign or QuarkXpress. Speaking of QuarkXpress, I've been told my pre-release copy is on the way, so expect a review next month.

A few of the attractive features in Creator Express are:

■ Clipping Paths: They're called Masks in Creator, but they work like clipping paths in InDesign and QuarkXpress. I took a photo of a flower with a white background and let Creator Express clip out the unwanted background. It worked like a charm.

■ Variety of Shapes Available: Choose from starbursts, circles, triangles, polygons and more and easily colorize, texturize or create gradients within the shapes.

■ Text on a Path: Use it to wrap text around any object or path you draw, or convert the text to a path so it becomes an editable graphic.

■ Style Models and Element Styles: Apply multiple formatting instructions to selected text or elements.

■ Multiple Export Options: Export documents (or just a selected image or element within the document) as PDF, PNG, JPEG, EPS, GIF, TIFF or XML.

After using Creator Express for an hour, I can easily see uses for it in the hands of an ad designer.

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



Kevin Slimp

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Multiple sources better for fair coverage

Most reporters can likely relate to this scenario. Someone appears before a city council or other governing board to unleash criticism about an individual or organization. Reporters have little difficulty presenting a balanced report – recording all sides of the story – if the accused is at the meeting.

But what happens if the individual is not present? And what if deadlines do not permit time to get the other side of the argument?

It's the classic case of a "single source" story. These types of stories are no doubt the easiest to write, and they are the most likely to prompt calls of "foul play" from readers.

A quick review of newspapers or a simple brainstorming session at a staff meeting can reveal additional opportunities for broader coverage. The more voices in a story, the more balanced the report.

Labor disputes are a case in point. A

union goes on strike and issues a two-page release on what it characterizes as unfair labor practices by the employer; the story runs without any response from the company. Or a company announces a major reorganization which results in the layoff of numerous employees; the published report is void of any comment from the affected employees and their families.

Coverage of public affairs affords ample opportunities for including multiple voices.

A school board is prepared to act on a recommendation to switch from half-day to all-day kindergarten; the packet of materials accompanying the agenda details the reasons. A preview of the meeting is a chance to provide the range of "pro" and "con" arguments including interviews with a variety of individuals. Follow-up reports on a variety of board actions present similar opportunities.

Review other standard fare in newspa-

pers as well.

A community's selection of a "citizen of the year" is an automatic feature story – usually a one-on-one sit-down with the honoree. Inject some flavor to the story by including comments from other individuals.

A big-box retailer comes into a town with great fanfare. A sidebar is appropriate to capture

the sentiments of those who believe local retailers will be helped or hindered.

Most items in police blotters are sufficiently summarized

in a few sentences. On occasion, take the time to quiz police on some incidents, and the circumstances can lead to an interesting story.

Tracking down all the voices – all the perspectives – of a story is just the first step, however. Two other points are important in the spirit of fairness:



Jim Pumarlo

Jim Pumarlo will be one of featured speakers at the 2011 Kansas Press Association annual convention April 29 and 30 in Junction City. He will present programs on issues faced by newsrooms.

See PUMARLO on Page 6

Networking critical to advertising sales success

Networking events provide you with golden opportunities to connect with new advertising prospects – and strengthen existing business relationships. Here are some tips to make the best use of those opportunities:

1. Have a plan. If the event requires advance registration, ask the hosting organization if you can see a list of businesses which will be represented. This will help you develop a "target list" in advance. If a registration list is not available, simply scan the room to identify the key people you would like to meet before the event is over.

2. Your name tag is your logo. Always wear a name tag at networking events. You're not there to be an anonymous bystander. You're there to connect.

Events generally feature two types of

name tags: (1) those provided by the host and (2) those provided by attendees. If you fill out a name tag at the registration table, print your name (first and last) and the name of your paper. An even better idea is to order a magnetized name tag from an office supply store.

That will present a more professional image for you and your paper.

Place the name tag on your right lapel to make it easy for others to read when you're shaking hands.

3. Success is in the cards. It should not take more than a few seconds to produce your business card. Leave the fancy, monogrammed card case at home, and forget about fishing around in your wallet or purse when someone asks for your card. The best

strategy is to keep a good supply of your cards in the outside, right pocket of your jacket – and place the cards you receive in the left pocket. (That eliminates the possibility of handing another person's card to someone you've just met.)

Keep track of conversations by writing notes on the backs of cards you receive. This simple technique is especially helpful if you promise to call or send information.

4. Listen first. Express genuine interest in the

people you meet, ask questions about their businesses – and tune in to their concerns. Broadcasting legend Larry King said, "I never learned anything while I was talking."

5. Deliver your elevator speech. This is

Express genuine interest in the people you meet, ask questions about their businesses – and tune in to their concerns. Broadcasting legend Larry King said, "I never learned anything while I was talking."



John Foust

See FOUST on Page 7

Government in charge of public notices? No way!

This is my final column as president of the Kansas Press Association and the week I write this I have been told:

- No one reads the newspaper.
- Newspapers are a dying industry.
- Public notices are an unfunded man-

date on cities, counties and school boards.

Oddly enough, it's the final charge that makes me want to shake somebody and yell, "What are you thinking?"

The unfunded mandate argument has probably been around for a long time, but the first time I heard it — or at least the first time it registered — was during a recent hearing at the Capitol before members of the House Local Government Committee. The purpose of the hearing was to receive testimony on House Bill 2166, which would allow cities, counties and school boards to move their public notices to websites they control.

As any regular reader of the Ellsworth County Independent-Reporter editorial page will tell you, my views of government would not please Glenn Beck.

I believe government, as imperfect as it is, is sometimes the only vehicle we have to solve problems that are simply too big for ordinary citizens to address. I do not think government is evil.

At the same time, as Rep. Bill Otto of Leroy pointed out during the hearing, there is a trust issue, especially with those of us who serve on the front lines of our communities.

I have friends who serve on city councils, school boards and county commissions. Their dedication to public service is admirable.

That said, I would be hard pressed to think of any public official in Ellsworth County who has not violated either the open meeting or open records laws or both at some point in their careers. Most often, these violations are unintentional.

But I can think of at least two instances where that was not the case.

One violation was the result of arro-

gance; the other was a county department head trying to make her budget look better.

No matter how dedicated a public official is, transparency does not seem to be at the top of anyone's priority list. And these are the people some lawmakers want to trust to keep the taxpayers informed of their actions.

I resent greatly the implication that newspapers are being subsidized by taxpayers. My business manager spends a significant amount of time working with the public notices we receive. In addition to preparing verification copies of the notices, she also proofs the notices prior to publication. Over the years, she has caught wrong information, incorrect figures in budgets and typos.

It's true that public notices generate revenue for newspapers, but the job we do cannot under any circumstance be considered a handout. We provide a valuable service in return, just as the road contractor or the public accountant who performs the yearly audit. Perhaps we should turn that job over to the cities and counties as well. It makes as much sense as putting government officials in charge of making sure the public has access to their decisions.

I find it almost unbelievable that at a time when government is taking fire from almost every quarter, any lawmaker would buy into the argument that we should make

it harder for citizens to find information about what's happening in their courthouses and city halls. And, that's what we would be doing if House Bill 2166 becomes law. Instead of one centralized location — the newspaper — taxpayers will be searching multiple sites to find information they need. That is, of course, if they have access to a computer.

Many don't. And don't forget the monthly internet fee, which at least in Ellsworth, will cost you much more than buying a single copy of the newspaper every week.

All of this brings me to the other less-than-positive comments I've heard this

week about newspapers.

Our industry faces major challenges as technology moves forward at the speed of sound. As for "nobody reads the newspaper" — an assessment delivered at a public meeting of the Ellsworth-Kanopolis Chamber of Commerce — I can't speak for all newspapers, but I can speak for ours.

I can't guarantee people are reading the paper, but it's hard to think of any other reason for 85 percent of the households in Ellsworth County to subscribe to the Independent-Reporter.

There is nowhere else taxpayers can find the most recent news from their county commissioners, city council members and school boards the day after they happen.

(In fact, because of our website, our readers can learn the basics of a decision moments after it is made, with details to follow in that week's paper.)

We also are the publication of choice for wed-

dings, engagements, anniversaries, births and, yes, crimes and punishment.

Get your name in the court news and then we'll talk about how many people don't read the newspaper.

My father always taught me that doing a good job spoke for itself. That was wrong. Doing a good job is no longer enough. We need to promote ourselves, just as our competitors do.

The Kansas Press Association has commissioned a series of advertisements to underscore the importance of newspapers to their communities and refute the inaccuracies that seem to surround our industry.

I would encourage all newspapers — both big and small — to use the KPA effort as the basis for public relations campaigns in our individual communities.

I know. I don't have time either, but we don't have a choice.

To paraphrase Paddy Chayefsky's words in "Network" — All of us in the newspaper business should be as mad as hell. It's time to take that anger and turn it into something positive for our newspapers and our communities.

Linda Denning is president of the Kansas Press Association for 2010-11 and editor and publisher of the Ellsworth County Independent-Reporter.



Linda Denning

I can't guarantee people are reading the paper, but it's hard to think of any other reason for 85 percent of the households in Ellsworth County to subscribe to the Independent-Reporter.

I find it almost unbelievable ... any lawmaker would buy into the argument that we should make it harder for citizens to find information about what's happening in their courthouses and city halls.

Keep up with your readers, create new revenue streams and ...

Be ahead of the curve!



Pixel Power Haus creates iPhone, iPad and Droid applications that will keep you at the forefront of informing your community.

Let our team of experts put your publication ahead of the pack.

To find out how we can help, call Ron Fields at (800) 657-6017 or email rfields@dailynews.net.

NEWS BRIEFS

Nuts ‘n’ Bolts ad training set at Ellsworth

Two central Kansas newspaper publishers are joining together to offer a half-day sales training opportunity for any interested members of the Kansas Press Association.

Veteran publishers Linda Denning of the Ellsworth County Independent-Reporter and John Baetz of the Lincoln Sentinel-Republican will team up to offer the training June 16 at the Ellsworth Steakhouse, 156 and 40 Highway. Cost is \$25 per person, which includes a buffet lunch.

The session will focus on the “nuts and bolts” of sales, from pitch to proof. The program is designed to help you and your staff close more sales, generate more revenue, and most importantly, help more advertisers find success in your products.

To sign up for the class, send \$25 for each individual attending by May 31 to John Baetz, P.O. Box 186, Lincoln, KS 67455. Make checks payable to Baetz.

If you have questions, call Baetz at (785) 524-6019.

Bradbury adds KVK executive director duties

Emily Bradbury, in addition to her position as member services director for the Kansas Press Association, will also serve as the new executive director of Kids Voting Kansas.

Bradbury served as KVK director from 2002, when KPA began managing the organization, until 2007.

“I’m excited about this opportunity to redirect some of my energy at KPA to the Kids Voting Kansas position,” Bradbury said. “I’ve missed the contact with the various participating communities in this great program for our future voters.”

Kids Voting Kansas is a program affiliated with Kids Voting USA, which is also managed by KPA. It is designed to get young people excited about the civic responsibilities including voting and participating in our nation’s democratic system.

Pumarlo

Continued from Page 3

No. 1, give the opposing voices equal prominence. Court proceedings are a great example. In other words, don’t put the prosecutor’s arguments on page one and bury the defense’s rebuttal on jump page. Readers’ attention is limited on the web, too; present the opposing viewpoints in the first few paragraphs.

No. 2, don’t be afraid to hold a story if it means delivering a more complete – and more fair – report. That’s especially the case with nondaily newspapers where it can be a few days to a week before readers receive the “other side.” In these

cases, the web is a great friend. Newspapers can wait a few hours to pursue all the voices and still deliver a timely report.

Seeking and incorporating the many varied – yet pertinent – voices in a story is not always easy. It can take time and hard work – solid journalism that benefits the newspaper and readers alike.

Jim Pumarlo writes, speaks and provides training on Community Newsroom Success Strategies. He is author of “Votes and Quotes: A Guide to Outstanding Election Coverage” and “Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper.” He can be contacted at www.pumarlo.com.



THIS MONTH’S QUESTION

Q. We want to come for just part of the KPA annual convention in Junction City. Do we have to pay full registration?

A. No. You can register for the entire convention, Friday only or Saturday only, or you can attend just the Awards of Excellence presentations on Saturday afternoon for a nominal fee.

We want you to attend and have always tried to tailor choices so every member can find a way to participate at some level.

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JOB OPENINGS/FOR SALE

MANAGEMENT

Publisher — The Parsons Sun is currently in search of an enthusiastic leader. Experience in the newspaper industry with a proven track record a must. Our leader must demonstrate team-building skills, be customer driven and represent the newspaper in the community. Experience in advertising management preferred. We are independently owned and offer competitive salary with bonus plus full benefits. Send a detailed resume with professional and personal references to: brucewallace03@gmail.com.

NEWS

The Hays Daily News — the Kansas Press Association's top mid-sized daily newspaper in 2010 — is seeking a reporter to cover the challenging county government beat, as well as collaborate on story-telling in our expansive western Kansas coverage area. The HDN newsroom values teamwork above all else, and seeks candidates who adhere to that principle. Candidates who have experience in video editing, social networking and digital presentations will be shown to the front of the line. Submit your resume to Ron Fields, managing editor, at rfields@dailynews.net by March 25.

MANAGING EDITOR — Weekly in southeast Kansas county seat city seeking managing editor. Circulation is near population. Salary negotiable. Contact Randy Kensinger at 816-726-3111 or e-mail randy.kensinger@yahoo.com or the newspaper at news@erierecord.com.

WANTED — Eager, hungry news hound as a full-time area reporter. Job involves covering whatever comes up in a multi-county area. We need someone who can sniff out stories and possess a passion for telling those stories. Involves some weekend and evening work. Must be reliable, understand dead-

lines, accurate, comfortable with computers/websites and be willing to hit the ground running. If this fits you, please send letter, clips, resume and references to Dale Hogg, managing editor, Great Bend Tribune, PO Box 228, Great Bend, Kan., 67530, or to dhogg@gbtribune.com.

PRODUCTION

The Garden City Telegram has an immediate opening for a Press Operator. Experience in running a newspaper printing press is preferred, although the newspaper would train the right candidate. Successful candidate will possess a stable work history. The Telegram is a paper that publishes Monday through Friday afternoons and Saturday mornings. This is a full-time position with excellent benefits that include 401K, health, dental, life, LTD, Flex, savings, paid holidays and vacations. Duties include helping the Pressroom Manager run an efficient, quality-driven pressroom. Pay commensurate with experience. The Telegram is an Equal Opportunity Employer. Please submit a resume with salary requirements to: Jerry Naab, Pressroom, c/o The Garden City Telegram, P.O. Box 958, Garden City, KS 67846.

UNIVERSITY OPENINGS

Kansas State University Communications and Marketing seeks a full-time news writer/editor. Bachelor's in journalism or related field required. Closes April 29. Visit www.k-state.edu/vpcm/jobs for job description and to apply. Kansas State University is an equal opportunity employer. Background check required.

ONLINE

The Hays Daily News' Pixel Power Haus wants to give you control over the directory residents use to find information about the businesses that make up your coverage area. BizLink is a searchable database of

businesses and organizations that provides considerable upsell opportunity for newspaper seeking new revenue streams. You've seen expensive "subscription-based" models ... try one that works with your budget. Call Patrick Lowry at (785) 628-1081 to hear how we can help.

FOR SALE

The Washington County News, Washington, KS (785/325-2219) has on hand a never opened box of 500 #944 layout sheets for \$175 OBO plus freight. Please call with questions or if you would like to purchase.

Computer to film: FujiFilm Katana Image Setter with Harlequin RIP. Ryobi, 3200 MCD sheet-fed offset press (needs new idle gear that runs the ink system). 4 continuous flow meter rollers for Harris V15A offset web press, (new). 8 rubber rollers, 2 7/8-inch and 3-inch, for Harris V15A offset web, press (new). 8 unopened pkg. Southern Litho press plates (50 per pkg). Miscellaneous printing products. Inquire at Marysville Advocate, 785-562-2317, skessinger@marysvilleonline.net.

NEWSPAPER FOR SALE

For sale — Erie Record, a southeast Kansas county seat weekly with 1,200 paid subscribers, is for sale. Highly motivated seller. E-mail news@erierecord.com or call 620-244-3371 (Erie Record) or 816-726-3111.

Foust

Continued from Page 3

a short commercial for your business that lasts no longer than a short elevator ride. After you've learned something about the other person, you can say, "I represent The Gazette and specialize in helping people generate more customers for their businesses. We do this by developing customized marketing plans." If the other person expresses interest, you can tell a (brief) story of how you helped one of your clients increase sales.

6. Watch your timing. If you linger too long in conversation, you rob other people of their networking time. Make contact, learn how you can be of help to them — then move on.

7. Follow up. If you promise to send information or if you think of something your new acquaintance will find of interest, get back in touch right away. Don't give that person time to forget your conversation.

John Foust can be contacted about his training videos for ad departments at jfoust@mindspring.com. (c) Copyright 2011 by John Foust. All rights reserved.

Who wants to think about Christmas in spring?

If it means **\$50** saving —you do.

2011
holiday greetings

Pre-order now.
800.245.9278 | create@multiad.com
multiad.com/hg

Where does news come from? Not the Internet!

A few weeks ago I hosted a leadership class from Sherman and Wallace counties in northwest Kansas.

They represented a cross-section of that rural area, ranging from businessmen and women to elected officials, attorneys, educators and others.

I talked about what the Kansas Press Association does, then decided to do a straw poll about newspaper readership among the group.

No sooner had the question left my lips than it dawned on me that it was about like the prosecuting attorney asking O.J. Simpson to try on the famous glove at his murder trial in the 1990s.

If you don't know the answer you're going to get, it can backfire on you.

But I asked it anyway.

"How many of you subscribe to a newspaper?" I asked.

A quick count indicated just over half of them did.

"OK," I continued, "how many of you regularly visit a newspaper website?"

All but one of the remaining class members held up their hands.

"Last question," I said. "How many of

you read news on the Internet?"

That last hand finally went up.

"The point of my questions," I then told the group, "is to point out something that not everyone understands: Most news — at least most authoritative news — on the

internet is written by newspaper reporters and editors around the nation. You may not all buy a newspaper every day, but you all rely on newspapers to keep you informed about what is happening in your communities."

Now, I'm not so naive as to say that all news comes from newspaper journalists.

Of course it doesn't.

But just like farmers who often spend their time explaining that milk, eggs, cheese and bread come from farms, not the supermarket, we in the newspaper business need to make sure we tell our story to a world that increasingly believes news comes magically from the Internet, mobile devices, iPads and YouTube.

We don't have to tell those from our rural communities that milk comes from cows or that a slab of bacon comes from an animal that walks on four legs. And we don't have to tell our long-time readers and

subscribers that news comes from reporters.

But we do have to keep telling everyone else.

KPA has been working with New Boston Creative of Manhattan the past few months on a redesign of our website

and also on an image campaign to remind our readers — and ourselves, too — that what we do is important to our communities.

The campaign (you can see one of the ads on Page 9) — "Keep reading your local newspaper, and keep your community going strong," isn't designed

to necessarily convince non-readers to jump on the newspaper reading bandwagon.

It's designed to reinforce the reading habit among those who still can't go a day without their local newspaper.

We all need to be reminded that despite all the negativity about our industry, we still are an unbreakable habit in some 50 million American households.

And that's something for our industry to crow about.

Doug Anstaett is executive director of the Kansas Press Association.



Doug Anstaett

... We in the newspaper business need to make sure we tell our story to a world that increasingly believes news comes magically from the Internet, mobile devices, iPads and YouTube.

2011 convention

Continued from Page 1

Friday night's banquet will include the traditional special awards including the Boyd Community Service Award, Murdock Award, Clyde M. Reed Jr. Master Editor Award, Gaston Outstanding Mentor Award and the naming of new members to the Kansas Newspaper Hall of Fame.

A reception will follow honoring Linda Denning, KPA president.

Jim Pumarlo, who spent 27 years working at small daily newspapers in Minnesota and who now writes a monthly column in the Kansas Publisher, will speak on how to make meeting coverage relevant and timely and help guide our members on how to report on sensitive issues in a small-town newspaper.

Tim Smith will have delivered tailored training programs on management skills, customer service and sales training to the

See CONVENTION on Page 9

Speed topics span variety of issues

KPA's convention will offer a smorgasbord of speed topics from "Ask the Media Lawyer" to "Coaching Skills" to "Online Video Tips."

Speed topics include:

- How You Can Improve Your Legislative Coverage with KanFocus
- Online Video Tips
- Selling and Customer Service: Important Allies
- Circulation Open Roundtable — A sharing session of Q&A with participating members

members

- Ask the Media Lawyer with Mike Merriam
- Coaching Skills for Managers
- How to Use KansasOpenGov.org — it's FREE!
- Editorial and Opinion Writing with Tom Eblen
- Why You Need a Mobile Presence
- Advertising Open Roundtable — A sharing session of best practices of participants

participants

- The KDAN and KCAN Networks: Why Should I Join?
- Important Information to Know When Reporting on Public Safety with AAA
- StoryMarket: What Is It and How Can It Help Me?
- Public Notice: How You Can Help Save It

NEWS BRIEFS

Papers convert to mail

The Winfield Daily Courier and Arkansas City Traveler have converted to mail delivery, effective this week.

Both the Courier and Traveler, owned by the Seaton family through Winfield Publishing, Inc., will essentially become morning newspapers, said David Allen Seaton, president.

Seaton told readers their newspapers will be in racks and at dealers by early morning.

“While change is always a bit scary,” Seaton said, “we’re confident that many subscribers will see an improved consistency in delivery, and that most will appreciate the convenient, reliable and safe service the post office provides.”

Winfield and Arkansas City join a growing number of other Kansas community daily newspapers that have switched to mail delivery, including Junction City, Ottawa and Leavenworth.

Carpenter at K-State

Tim Carpenter, a Topeka Capital-Journal reporter covering state and federal government and politics, is the 2011 Bill Brown Master Editor at Kansas State University’s A.Q. Miller School of Journalism and Mass Communications.

Carpenter spent Wednesday at the school meeting with students and faculty members.

He presented the 2011 Bill Brown Master Editor Lecture, “Dumbing Down the Public: The Danger of Diminished Resources to Cover Government.”

The Bill Brown Master Editor program is named for the former K-State faculty member, who also served as director of student publications from 1970 to 1985.

Gannon plays bagpipes

Richard Gannon, director of governmental affairs for the Kansas Press Association, played the bagpipes on St. Patrick’s Day for the Kansas House of Representatives, Gov. Sam Brownback and several others.

It was his fourth straight annual appearance in the House. He wears the traditional piper attire, including a kilt.

Pitch has new owner

The Pitch, a Kansas City free weekly alternative newspaper, is under new ownership. Village Voice Media has sold it to SouthComm Inc. of Nashville.

Convention

Continued from Page 8

newspaper industry for more than eight years. Tim will present the lunch program on “The PEOPLE Model for Today’s Workforce” which will focus on team building at your newspaper. Tim will also have two breakouts on Saturday afternoon. One breakout will focus on time and territory management and the other on how to effectively prospect for clients.

American Opinion Research is back to report on their study “What Do Print Readers Want?” You can decide for yourself if you are giving it to them.

AOR will also provide members with specific recommendations that your newspaper can use to improve your website in the session “Growing Newspaper Websites.”

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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**

Registration Form

CONTACT INFORMATION

Newspaper/Company _____ Contact Person _____ City _____ State _____ ZIP Code _____
 Address _____ E-mail _____
 Area Code/Phone _____ Fax _____

Registration Fees

Convention registration fees include admittance to all sessions on the day(s) for which you have paid a registration fee. Additional fees, indicated on the registration grid above, may apply for some special activities and meals. Discounts for multiple registrations from the same newspaper apply, and are listed on the grid at left.

Late Registrations

Registrations received after April 15 will be accepted as space permits. On-site registrations are not encouraged. Late and on-site registrations will be assessed a \$20 late fee.

Nonmembers

Rates listed are for KPA members. For nonmember rates, please call the KPA office at (785) 271-5304.

Refunds and Substitutions

Refunds will be issued on changes and cancellations received by 5 p.m. Friday, April 15. Substitutions will not be allowed on registrations. If the registered person is unable to attend, the person will still be charged even if another person comes in their place.

How to Register

Mail: 5423 SW 7th, Topeka, KS 66606
 Fax: (785) 271-7341
 E-mail: ebradbury@kspress.com

Overnight Accommodations

Sleeping rooms are being held for KPA convention attendees at the Courtyard by Marriott until Tuesday, March 29. For reservations, call 1-785-210-1500. The room rate is \$86 per night.

Name of Attendee print clearly for name badges	Registration Fees please check one	Friday Banquet \$39 per person	Sat. Breakfast free w/ registration	\$20 if not registered for full or Sat. convention Saturday Lunch free w/registration	\$12 if not registered for full or Sat. convention AOE free w/registration	Total Fees
	<input type="checkbox"/> Full registration - \$120 <input type="checkbox"/> Friday only - \$60 <input type="checkbox"/> Saturday only - \$70	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
	<input type="checkbox"/> Full registration - \$90 <input type="checkbox"/> Friday only - \$55 <input type="checkbox"/> Saturday only - \$65	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
	<input type="checkbox"/> Full registration - \$85 <input type="checkbox"/> Friday only - \$55 <input type="checkbox"/> Saturday only - \$65	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
	<input type="checkbox"/> Full registration - \$80 <input type="checkbox"/> Friday only - \$55 <input type="checkbox"/> Saturday only - \$65	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
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TOTAL AMOUNT						

PAYMENT METHOD

- Check enclosed (made payable to KPA)
- Please invoice me at the address above
- Charge to Visa, MasterCard or American Express
- Corporate Card (billing address as listed above)
- Personal Card

Please provide billing address below.

Street Address _____
 City, State _____
 Zipcode _____

Credit Card # _____
 Expiration Date _____
 V-Code (three-digit code on back of card) _____
 Cardholder's Name _____

**Registrations are requested no later than Friday, April 15.
 Questions? Contact the KPA office at 785-271-5304 or ebradbury@kspress.com**