

THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY MARCH 9, 2011

INSIDE TODAY

PAGE 2

Kevin Slimp shares his expertise with some InDesign shortcuts.

PAGE 3

Jim Pumarlo suggests newspaper editors listen to what readers have to say.

PAGE 3

The headline is the attention-grabber for your advertising, writes John Foust.

PAGE 4

A trip to Emporia reminds KPA president Linda Denning of past mentors.

PAGE 8

Doug Anstaett talks about the palatability of the political process.

PAGE 9

Winners of the annual Burton Marvin awards are the Ottawa Herald and Wichita Eagle.

KPA CALENDAR

MARCH 13-19

Sunshine Week 2011, spearheaded by the American Society of News Editors.

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.



Sunshine Week is March 13-19

Sunshine Week is a national initiative to promote a dialogue about the importance of open government and freedom of information. Participants include news media, civic groups, libraries, non-profits, schools and others interested in the public's right to know.

Sunshine Week as a national effort is spearheaded by the American Society of News Editors. The key funder has been the John S. and James L. Knight Foundation, with significant support from ASNE Foundation. In 2011, The Gridiron Club and Foundation contributed \$10,000.

"We encourage all Kansas newspapers to publish information on the importance of open

government to our democratic system of governance," said Doug Anstaett, executive director of the Kansas Press Association.

Though created by journalists, Sunshine Week is about the public's right to know what its government is doing, and why. Sunshine Week seeks to enlighten and empower people to play an active role in their government at all levels, and to give them access to information that makes their lives better and their communities stronger.

Sunshine Week is a nonpartisan, non-profit initiative. To download information including cartoons, columns and other materials, go to: www.sunshineweek.org.

KPA annual meeting set April 29-30

Agenda includes Ft. Riley tour, speed topics, special awards

The 119th annual convention of the Kansas Press Association will include a tour of Ft. Riley, speed topics on a variety of subjects and intensive training opportunities in news and advertising.

This year's convention is April 29 and 30 at the Courtyard by Marriott in Junction City.

"We've lined up a variety of training opportunities for our members, and we're bringing

back the highly-regarded speed topics at this year's convention," said Emily Bradbury, member services director.

Featured speakers will be Jim Pumarlo, a regular columnist for the monthly Kansas Publisher, and Tim Smith, an advertising sales trainer who will deliver programs on prospect-

See CONVENTION on Page 8

Almost everyone wants help with InDesign when he visits

When a newspaper or group contacts me to ask about training, they usually have something specific in mind. The client might be a publication moving to the InCopy/InDesign workflow. Quite often, there's a problem with print quality. No matter what the reason for my visit, it's almost a certainty that I will be asked to give some advanced InDesign training while on site.

When I first started using InDesign, then known as "K2," over 11 years ago, one of the first things I noticed was how easy it was to learn the ins and outs of the application. It became apparent pretty quickly that there's not a lot of "advanced" to InDesign. There are just tools that users haven't had the time to learn.

To this day, I get a kick out of seeing longtime InDesign users smile when they learn how to create text in various shapes or to fill a letter of the alphabet with small text instead of a color. With that in mind, let me share an InDesign process that will save ad designers serious minutes when they're laying out realty or auto ads.

This task is accomplished using an InDesign script. Scripts are little programs that allow users to accomplish tasks that would otherwise take much longer. Photoshop veterans are used to using actions to get similar results.

There are scripts to automate the creation of calendars in InDesign. One of my favorite scripts from the early days of InDesign was called "Pie Graph." It allowed the user to create a circle, enter a series of values, then

sit back and have a snack while InDesign created a beautiful pie chart. The whole process took no more than a few seconds.

During a recent session of the Institute of Newspaper Technology, I asked a class of advanced InDesign students if anyone had a time-saving tip to share with the rest of the group. Emily, from Salem, Indiana, was quick to respond with a lesson on the "Make Grid" script in InDesign.

Let me tell you how it works.

The goal of Make Grid is to create an area filled with frames to be filled with items. In our business, the best example might be the realty add that contains 15 to 30 house photos. Without Make Grid, most designers would probably create one frame, then duplicate it throughout the page using guidelines or the "step and repeat" tool in InDesign. Make Grid speeds the process up significantly and guarantees that your spacing is accurate throughout the area. Here's how it works:



Kevin Slimp

1. Create a frame (a rectangle) that fills the area where you want your photos to appear on the page. If you're designing an auto ad with 15 cars, draw a frame (using your rectangle tool) where you want the 15 cars located on the page.

2. Select the frame with your selection tool (black arrow) and go to Object>Fitting>Frame Fitting Options. Set Fitting to "Fill

Frame Proportionately" and select the middle dot in the "Align From" option in the Frame Fitting Options window. Click OK to exit that window.

3. Next, go to the Scripts panel. In the most recent version of InDesign, it is found by selecting Window>Utilities

>Scripts. In some earlier versions, you found this script by selecting Windows>Scripting>Scripts. You may have to look through the options under the Windows menu to find "Scripts," but it will be there.

4. Beginning with InDesign CS3, users will

find scripts already built into the Scripts menu. To find them, look under Applications>Sample>Javascript in the Scripts panel. Prior to CS3, InDesign didn't supply any scripts to go in the panel. Users can download scripts at no cost from Adobe.

The goal of Make Grid is to create an area filled with frames to be filled with items. Make Grid speeds the process up significantly and guarantees that your spacing is accurate throughout ...

See SLIMP on Page 4

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Have you listened to your readers lately?

When is the last time readers complained about the accuracy of a story? Or called to say they're pleased with a story but irritated by a headline? Or found fault with how their ideas and statements were conveyed in a story?

News staffs translate hundreds of facts daily – some information is received firsthand and other secondhand. Some facts are included in comprehensive reports on important community subjects. Others are part of the daily churn of police reports, obituaries, weddings and engagements, and government meetings.



Jim Pumarlo

Through all of these stories, one tenet governs the work of newsrooms: accuracy. If the facts are wrong, the newspaper loses its credibility.

In the pursuit of fairness and accuracy, newspapers should consider implementing a "fact check" sheet. Individuals who either are sources or subjects of news stories are the best judge of how editors and reporters are doing their jobs. So why not ask them

directly.

The process can be straightforward. Select a couple of stories from each edition and send a copy to an individual who either was contacted or who might have been identified in each story. Then ask a series of questions. For example:

Are the facts in the story/photo accurate, including spelling of names and addresses?

Were the quotes attributed to you used in proper context?

In general, do you consider this newspaper to be accurate?

Other questions regarding news content can be asked as

well. What are the most interesting sections of this newspaper? Do other topics or issues warrant attention? Are any "voices" or constituencies lacking in coverage?

The "fact check" is an excellent tool to ask additional questions about your newspaper beyond strictly the news product. For example: What's your primary source of news? What other publications/media outlets do you routinely depend on for informa-

tion? How long have you subscribed to this newspaper? If you do not subscribe to this newspaper, why not? Can we improve upon customer service – in any department?

Newspapers should regularly check in with their customers to see how they are doing their jobs. And there are other avenues to do so:

- "Ask the editors" night – Open the telephone lines for an evening to let readers ask anything on their minds. Top-level managers from the various departments should be on hand with the goal of answering as

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.

many questions on the spot as possible. If you don't have the answer, take down the customer's name and telephone number and respond within 24 hours. This is an excellent promotion during National Newspaper Week, but it obviously can be done any time.

- "Brown bag" lunches – Convene a

See PUMARLO on Page 7

Headline is the attention-getter; make it snappy!

Research shows that the headline is the most important part of a print ad. If you have a headline that hits home with a reader, there is a good chance that he or she will read further. If not, you've lost your chance.

Here are some ideas to power up your headlines:



John Foust

1. Start with a verb. When you lead off with a verb, you can transform a message from passive to active. A verb puts readers in the present tense and calls them to take a specific form of action. Go... find...get...take...try...:

these are all verbs that add life to a headline.

A lot of times, a small adjustment is all it takes. For example, "Get a free widget when you test drive a Zoom-mobile" is better than, "Zoom-mobile will give you a free widget with a test drive." See the difference?

2. Start with "how to." This is a handy copywriting tool. These magic words can create a superhighway to a benefit headline. Part of the magic is in the fact that, once you've written the headline, you can drop the words "how to" and still have a benefit headline. "Do yard work faster" promises the same benefit as "How to do yard work faster."

3. Use the word "free." In the Zoom-mobile example, the verb "get" is connected to a free offer. This is a strong combination, because a timely giveaway will never go out of style. Consumers love to receive free things.

Free offers can be used to promote anything from restaurants (buy one pizza, get one free) to clothing (free alterations with new suit) to real estate (free relocation information).

4. Use the word "save." This is one of the strongest verbs in your toolbox. Once again, it's all about benefits. Show readers how they can save money, time, or some other valuable commodity, and you will have their attention.

5. Use specific dollar amounts and percentages. Specifics always sell better than generalities. "Take \$2,000 off the purchase of your new car" is better than "Take a big discount on the purchase of your new car." And "Save 25% on new carpet" is more compelling than "Save a lot on new carpet."

Using specific numbers can help advertisers avoid meaningless phrases like "fantastic deals," "unbelievable bargains," and "best prices ever." As a result, their messages will have more clarity and impact.

6. Use short words. Two facts are worth mentioning: (1) People read publications – including newspapers – at a glance. (2) Short words are easier to read than long words.

The challenge – and the solution – is obvious. Use short words, and you'll give your headline stopping power. You'll make it easier for those hurried page turners to catch the essence of your message.

John Foust can be contacted at jfoust@mindspring.com. (c) Copyright 2011 by John Foust. All rights reserved.

Trip to Emporia triggers some great memories

Almost 40 years ago, I packed up my rusty green Buick and headed south through Indiana on Interstate 69. My destination was Kansas and a job market that I hoped would be better than the one where I was raised.

My belongings consisted mostly of books and an ironing board my aunt and uncle gave me as a graduation present.

I remember the ironing board because it was on top of the spare tire I needed from the truck to get past Terre Haute, Ind. The ironing board and several layers of books ended up along the side of the interstate for a time as I removed the spare to change a flat tire.

A high school friend who had moved to Topeka invited me to Kansas and I decided to use the opportunity to job hunt. A week after arriving, I landed at the Salina Journal, resume in hand. There probably aren't a lot of you who remember the people I'm about to mention, but those of you who do remember will appreciate the irony of my situation.

Glenn Williams, the Journal's managing editor, hired me over the objections of publisher Whitley Austin, who said I couldn't type fast enough. Of course, I'm sure it never occurred to Mr. Austin that I would have done better had he not looked over my shoulder as I struggled to find the keys through the cloud of smoke from his cigar.

Mr. Austin grew up in Emporia and was influenced greatly by William Allen White. In fact, he worked for White. To say Mr. Austin was intimidating is like saying Larry Bird was a good basketball player. Both would be vast understatements.

Hiring me was probably one of the few times — perhaps the only time — Glenn didn't follow Mr. Austin's recommendation.



Linda Denning

These were much different times from now. Women were common in newsrooms, but still viewed with some suspicion.

I hold degrees in economics and political science and an editor once told me he planned to reassign a story to a male reporter because of the story's complexity. The editor made it clear he didn't think women could handle the important stuff. It was such experiences that just made me angry and more determined to be even better at my chosen craft.

Those times also provided wonderful stories.

Our sports editor at the time, Bill Burke, occasionally tapped ashes from his cigar into a waste paper basket as he rushed to his next assignment. More than once, this practice caused a minor fire in the newsroom. The last time it happened, Mr. Austin went for the fire extinguisher, which he used to spray Bill from head to toe while the fire in the waste paper basket continued to burn. Then Mr. Austin walked back to his desk. There were no more fires.

(Bill, who died of cancer in the late 1970s, was so beloved by the community of Salina that the town's major sports complex carries his name.)

Many of these memories came back during a recent meeting of the Kansas Press Association board of directors at the William Allen White home in Emporia. Such a remarkable man. Such an interesting place.

Many of us today look back on White, Austin and other editors of that time as giants. Of course, their words didn't have to compete with the internet and dozens of other media outlets. For most of their careers, they were the only voices in their communities.

That's no longer true; however, in many ways I think newspapers — especially those that serve their communities well — are more important than ever. My newspaper certainly has more at stake in Ellsworth's success than the local cable company, which also serves dozens of other communities.

Mr. Austin loved the news business. And he loved his community. When Salina's economy was devastated in the 1960s by the closing of Schilling Air Force Base, Mr. Austin was one of the community leaders who worked to repair the damage — and make the town even stronger.

Perhaps the most important lesson I learned from him was not to be afraid of change. Actually, I can't imagine Mr.

Austin being afraid of much of anything.

For most of his career, Mr. Austin typed his editorials on a typewriter with a hunt and peck system. Before he retired in the mid-1970s, he was responsible for the conversion of his newsroom to computers. He also guided the Journal's move to color photographs.

Every so often, something happens at my newspaper and I catch myself thinking, "What would Mr. Austin have done?"

Simple question, really. Mr. Austin would have done what he had to do, what he wanted to do. He was always ready to experiment to make his newspaper stronger, both editorially and financially. Sometimes his ventures worked; other times they didn't.

He never made any apologies either way.

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

Perhaps the most important lesson I learned from him was not to be afraid of change. Actually, I can't imagine Mr. Austin being afraid of much of anything.

Slimp

Continued from Page 2

com>Downloads>Exchanges. Click on the InDesign option to select from hundreds of scripts and plug-ins.

5. Double-click on the script "Make Grid."

6. A window will appear on the screen, prompting the user to input the desired number of rows and columns, along with the space between them. After entering the number of columns, rows and gutters,

click OK.

7. You should see the area filled with frames, ready to be filled with pictures of houses, cars or whatever. Go to File>Place and select the photos that you want to use. Click on each frame individually to fill it with one of the corresponding photos.

That's it. You've now accomplished a task in a matter of seconds that would have taken several minutes without the use of the Make Grid script.

If you're not already using scripts in InDesign, you are about to find

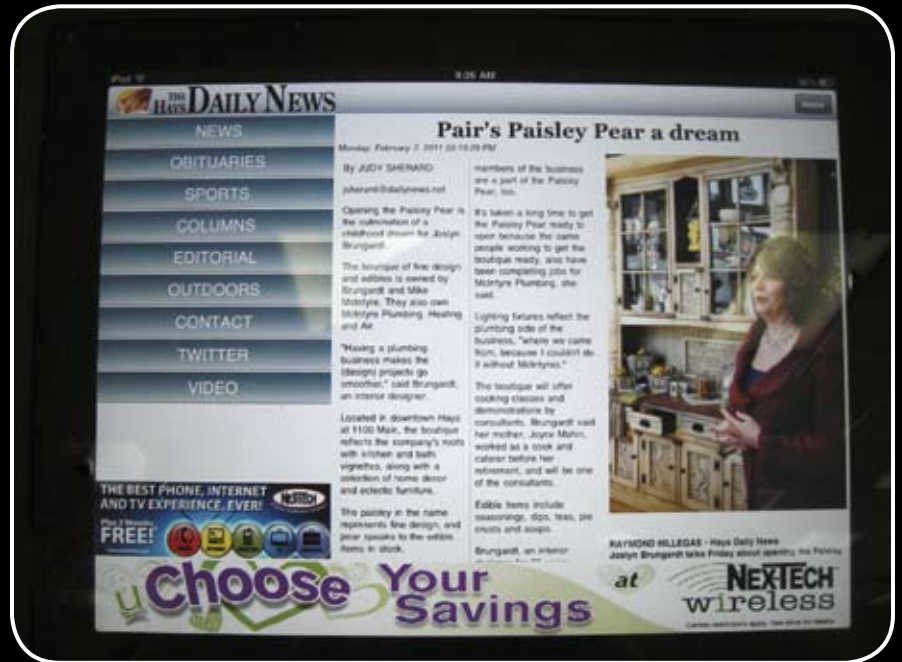
out just how valuable they can be. A few other good ones to try in InDesign include "Split Story," which allows the user to break jumps into separate stories, no longer linked together; "Image Catalog," which creates a visual catalog of all the images in a designated folder; and "Sort Paragraph," which alphabetizes a list of items.

So what are you waiting for?

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

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NEWS BRIEFS

Casey Medal program seeks applications

Applications are being accepted for the 17th annual Casey Medals for Meritorious Journalism honoring distinguished coverage of children, youth and families.

First-place winners receive \$1,000 and are honored in an awards ceremony in Washington, D.C. Categories include newspaper, video, magazine, audio, multimedia and photojournalism. First-place winners will also be considered for the America's Promise Journalism Awards for Awareness and Action, presented by the America's Promise Alliance. Alliance winners receive \$5,000 and will be announced in October. Work must be published or broadcast between Jan. 1 and Dec. 31, 2010.

Entry deadline is Friday, April 15, 2011. For more information, go to: <http://www.journalismcenter.org/content/history-and-guidelines>

The awards were created to inspire and recognize exemplary reporting on children and families. Winning stories offer a fresh take on a significant issue, show enterprise in research and reporting and demonstrate masterful storytelling and impact. Judging is conducted by respected journalists and journalism educators.

The Journalism Center on Children & Families is a nonprofit resource center based at the University of Maryland's Philip Merrill College of Journalism. More than 4,500 journalists have competed for Casey Medals since 1994.

The awards are funded by the Annie E. Casey Foundation.



Max Moxley, 1913 - 2011

Former Sterling Bulletin editor Moxley dies

A memorial service for Max Moxley, longtime editor of the Sterling Bulletin, is set for 10 a.m. March 23 at First United Methodist Church in Sterling.

Moxley, 98, died Feb. 24.

He married Sara Charlene Schiveley in 1940. She died in 2000. There are no survivors. Moxley was a University of Kansas journalism graduate. He and his wife purchased the Bulletin in 1945. They operated it until selling to Karl Gaston in 1975.

For the full obituary, go to:

<http://www.kspress.com/view.asp?ID=380>



THIS MONTH'S QUESTION

Q. I notice we tend to have our annual conventions in the same three or four cities. Does KPA look at other locations?

A. Yes. We would love to come to every corner of the state, but most hotels cannot accommodate our meeting size. We've looked beyond Topeka, Wichita, Lawrence, Overland Park and Junction City and will continue to investigate in future years as new hotels are built. If you believe your community can handle a convention our size, please contact Emily Bradbury with contact information.

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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.

ADVERTISING DIRECTOR - The Daily Union in Junction City, Kansas is seeking an experienced, high-energy and team oriented professional to lead the advertising sales operation for our five-day newspaper, three weekly newspapers and online publication in northeast Kansas. Other key responsibilities include leadership in the circulation department. To apply send resume to: t.hobbs@thedailyunion.net.

NEWS

The Hays Daily News — the Kansas Press Association's top mid-sized daily news-

paper 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 18.

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

deadlines, 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.

ONLINE

For much less than you think, you can take charge of your online future. Let The Hays Daily News' Pixel Power Haus take your newspaper to the next level, whether you are considering your first website or looking to retool your existing one. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

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.

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.

Pumarlo

Continued from Page 3

series of conversations with readers. Buy your customers lunch in exchange for their feedback. If you're soliciting comments on overall content, be sure your participants are representative of your community's demographics. Or maybe tailor the session and its participants to a specific content area — for example, agriculture, business or youth coverage.

- **Reader boards** — Organize a board comprised of readers with rotating membership. The individuals meet with the editor on a monthly basis and offer everything from editorial ideas to a critique of newspaper content.

The "fact check" is most useful as a regular connection with readers. Be sure to vary your selection of stories from routine news briefs and meeting reports to in-depth series and feature stories. If applicable, it might be worthwhile to send the same story to two different individuals to see if they offer similar perspectives on the report. Share the feedback with the individual writers whose stories were selected as well as with the entire news staff and other departments.

The concerns or ideas identified on the questionnaires will offer insight into what readers believe your newspaper is doing right and will challenge editors to improve areas where their staffs are not meeting expectations. The goal is to solicit feedback from a range of readers — new and longtime residents, young and old, men and women — and from a geographic representation of your markets.

Newspapers should be sincere in asking readers to be honest and straightforward in their answers, underscoring that the feedback will direct your staffs to strive for a stronger product. At minimum, these "fact checks" earn newspapers high marks for showing concern about accuracy, fairness and breadth of coverage. The comments often can prompt a follow-up phone call and a fruitful conversation beneficial to both the reader and editor.

Editors also should seize the opportunity to explain to readers in a column what you've heard and what steps will be taken to address the concerns.

Jim Pumarlo writes, speaks and provides training on *Community Newsroom Success Strategies*. He can be contacted at www.pumarlo.com.

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No one is safe when the Legislature is in session

Rich Gannon and I are — understandably — asked about this time of year what is going on in the Kansas Legislature.

Our answer this year is: “We don’t know, and neither does anyone else.”



Doug Anstaett

A governor with a mandate seems to have two houses of the Legislature in the palm of his hand, yet he is having difficulty moving his agenda forward.

How can that be?

Well, it’s because he has four political parties to deal with in Kansas: Democrats, moderate Republicans, conservative Republicans and Tea Party newbies.

So, what leaders in both parties and both houses seek to do is build coalitions, but the ultimate goal is to “win.”

This “I’ll scratch your back if you scratch mine” approach usually bears fruit at some point in the session. It’s not new this year, but we’re hearing more than usual about bills being “held hostage” so some “horse trading” can take place.

Perfectly good bills are delayed to be used as leverage to get something the other side wants.

“I want this ... you want that ... so let’s negotiate,” the conversation goes.

It’s the political process, which has often been compared unfavorably to the art of sausage-making. Spend a few weeks in the halls of the Capitol and you’ll likely decide that sausage-making is more fun to watch — or at least more appetizing.

It does seem that our elected officials get bogged down every session in issues that don’t really mean much to the average citizen.

They seem to spend an inordinate amount of time politicking rather than legislating.

Why? Well, partly because it’s much easier to push ideas that have no chance of passing for brazen political reasons than it is to take a good idea and shepherd it from its introduction as a bill to its final passage.

Here’s an example for you. On Tuesday, a House member floated a bill that would penalize public schools when one of their “products” had to take remedial classes at the college level. The legislator’s theory was that the school where those students graduated had failed them, so the school should suffer by receiving less state aid.

But when the legislator realized her bill would not fly, she didn’t even have the

decency to hang around and see what the opposition might have to say. She didn’t care to hear the other side.

No matter ... now, she can run for re-election on her record of trying to hold schools accountable, or as Capitol ra-

conteur/columnist Martin Hawver often describes it, her effort will provide “a bullet point for her palm cards” in the next campaign.

So what is going on with KPA’s issues?

They’re still there somewhere. Public notice is under attack and probably always will be. There are so many ways for something bad to sneak up on us

that we may take publisher Dane Hicks up on his suggestion that we camp out in the Capitol Rotunda until the end of the session.

No, none of us is safe as long as the Legislature is in session.

So Rich and I will continue to watch closely, hold our breath, consume Tums by the bottleful and work diligently until the final gavel signals the end of the session.

Doug Anstaett is executive director of the Kansas Press Association.

... It’s much easier to push ideas that have no chance of passing for brazen political reasons than it is to take a good idea and shepherd it from its introduction as a bill to its final passage.

Convention

Continued from Page 1

ing, time and territory management. Smith has delivered tailored training programs to the newspaper industry for eight years.

Pumarlo has 27 years’ experience working at small daily newspapers in Minnesota. He is a regular columnist for this publication and the author of “Bad News, Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper.”

The convention will kick off on Friday with a tour of the home of the Big Red One at Ft. Riley. Friday night’s banquet will include the traditional special awards and the naming of two new members to the Kansas Newspaper Hall of Fame.

In addition to presentations by Pumarlo and Smith, convention registrants will be able to choose from a number of topics in the “Speed Topics” portion of the meeting on Saturday.

Speed topics include:

How You Can Improve Your Legislative Coverage.

Online Video Tips.

Selling and Customer Service: Important Allies.

Quick Photography Tips.

Circulation Open Roundtable.

Ask the Media Lawyer.

Coaching Skills for Managers.

How to Use KansasOpenGov.org.

Editorial and Opinion Writing.

Why You Need a Mobile Presence.

Why We Love the new KPA Website.

The KDAN and KCAN Networks.

Why Should I Join?

Important Information to Know

When Reporting on Public Safety Issues.

American Opinion Research will present research results on “What Do Print



Tim Smith



Jim Pumarlo

Readers Want?” and “Growing Newspaper Websites.”

Featured sponsors of this year’s convention are Kansas Action for Children, Kansas Policy Institute, Kansas Electric Cooperatives and AAA.

A new feature this year will be a student rate for those who

are employed by KPA newspapers or KPA collegiate members.

The convention will be capped off by the presentation of the Awards of Excellence in news and advertising on Saturday afternoon.

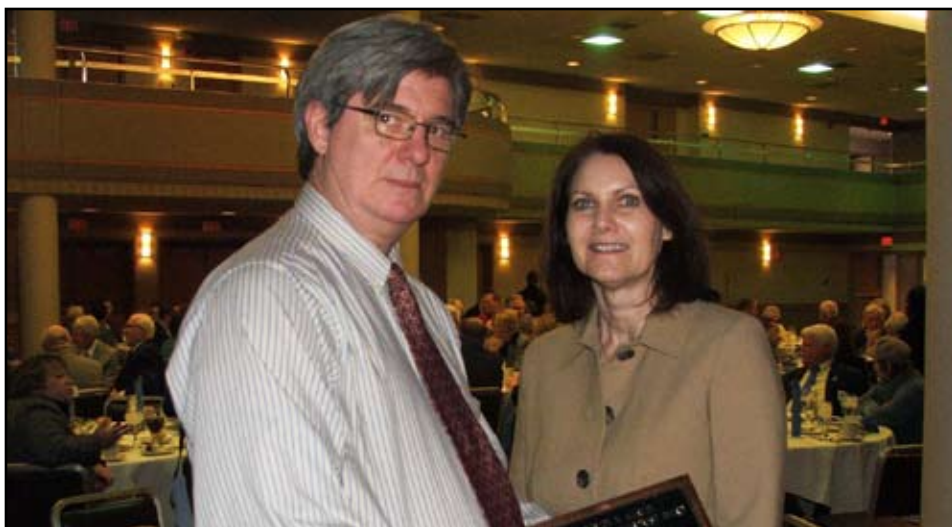
Registrations are due by April 15. Early registrations are encouraged and appreciated.

A registration form is attached to today’s Kansas Publisher. If you have questions, email ebradbury@kspress.com.

NEWS BRIEFS



Winners of the Burton Marvin awards were (top from left) Ottawa Herald staffers Meagan Patton-Paulson, Tommy Felts, Courtney Servaes, Jenalea Myers and Jeanny Sharp, and (bottom from left) Roy Wenzl and the Wichita Eagle, shown with deputy editor/news Jean Hays. (Photos by Doug Anstaett)



Herald, Eagle win Burton Marvin awards

LAWRENCE — The Wichita Eagle and the Ottawa Herald were winners of the 2010 Burton W. Marvin Kansas News Enterprise Award.

Given since 1974 by the William Allen White Foundation, the Burton Marvin Award recognizes outstanding reporting by newspapers in Kansas and was presented during William Allen White Day activities at KU in February.

The Wichita Eagle won the award for “Promise Not to Tell.” The three-part series examined the story of 19-year-old twins Kellie and Kathie Henderson, who were raped and assaulted from the ages of 3 to 13 by their older brothers and father before being rescued by neighbors Shelly and Jim Vasey and police in 2005.

Wenzl spent more than 100 hours of interviews in developing the series.

Read the series online at the Wichita Eagle’s website at <http://www.kansas.com/promisenottotell/>

In the community category, the Ottawa Herald won for “School Cuts,” a five-part series that examined many of the cost-cutting changes potentially being considered by the four local school districts.

Herald staff explained the options for each district to deal with state budget cuts in winter and spring 2010. They examined in-depth what the cuts would mean to each district and what might be lost.

According to the judges, the coverage reflected the Herald’s initiative and commitment to persistently and effectively gather information that had significance to the newspaper’s readership.

Harper Advocate Publisher **Ken Leu** is recovering from a broken femur and hip suffered when he fell off a fire truck in February.

He’s also the Harper fire chief.

He underwent surgery at Via Christ-St. Francis Hospital in Wichita.

Wendy Nugent of the Newton Kansan received a second place award in the Feature/Single Picture monthly clip contest with the National Press Photographers Association Region 7 for December. The photo was a harpist Jill Wiebe performing at Prairie Harvest.

The Wilson County Citizen recently began its 141st year of publication. As co-publisher **Rita Relph** pointed out in a column, “The Citizen isn’t a knock-off or stepchild of some earlier publication. It was the Wilson County Citizen since John S. Gilmore set his first line of type.”

Stefanie Cope has joined the Columbus Daily Advocate as a staff writer. She is a December graduate of Pittsburg State University.

“I can remember when I decided that journalism was the career I wanted to pursue,” she wrote in an introductory column. “I was in the sixth grade. I’d gotten my first Minolta SLR ... and a few months later I had decided that I wanted to be a photojournalist.”

The **Associated Press** is offering a package of more than 50 Civil War pictures in connection with the 150th anniversary of the start of that conflict on April 12, 1861.

The collection is available for \$75 at: apispecialcollections!ap.org.

The **Wichita Eagle** continues to offer Kansas sesquicentennial stories and pictures for free to Kansas Press Association members. The Eagle has even provided a budget of the stories that will be running this year.

Photographs to accompany the articles are at: <http://tinyurl.com/wichitaeagle>.

Angela Powers, director of the A.Q. Miller School of Journalism at Kansas State University, leaves next week for a six-week fellowship at the Media Management and Transformation Center in Jonkoping, Sweden.

She will be conducting research related to news quality across countries.

Using the Freedom of Information Act

Federal law entitles anyone to request a copy of any record from any agency in the executive branch, except for presidential records and nine exempted types of information; how to make a Freedom of Information Act (FOIA) request:

Before beginning: Locate appropriate official and make an informal request for the record



Written request

1. Write letter to agency's FOIA officer requesting record
2. "Reasonably describe" record; file or docket number not necessary
3. Be persistent; follow up frequently with agency officer

You can request

- Papers
- Reports
- Letters
- Films
- Computer tapes
- Photographs
- Sound recordings
- E-mails

For more information online: <http://www.rcfp.org/foiact/index.html>



Agency's response

- Agency has 20 working days to release records or they can delay or deny the release of records based on exemptions within the law
- May in some cases get extra time
- May charge "reasonable" search fee, about \$11 to \$28 an hour; it may be reduced or waived

Exempted categories

- National security
- Personnel documents
- Records exempted by law
- Trade, commercial secrets
- Internal agency messages
- Officials' personal records
- Criminal investigations
- Federally regulated banks
- Oil and gas wells

For government help filing a request, call (202) 514-3642

If request is **GRANTED**

If request is **DELAYED**

If request is **DENIED**

	Agency sends you copies requested	... if agency does not answer letter within 20 working days	... if agency withholds some or all information
▶ You may file appeal ... Agency's FOI appeals officer handles appeal		YES	YES
▶ You may file lawsuit in federal district court ... If you win, judge orders agency to supply information, may award you legal fees		YES	YES If appeal is denied

Source: Reporters Committee for Freedom of the Press

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This is an example of the kind of artwork available in the Sunshine Week 2011 toolkit. Newspapers should take advantage of this during Sunshine Week March 13 - 19.

Fort Riley Tour on Friday, April 29

Register by Friday, April 15

Kansas Press Association's
119th Annual Convention

April 29-30, 2011
Courtyard by Marriott
Junction City, Kansas

Speed Topics are back!

New for 2011 - Student Rate for student
employees or employees of KPA collegiate members
Call or email Emily for more details!

Registration
Information

Thursday, April 28

6 - 8 p.m.

KPA Board Meeting

Friday, April 29

7 a.m. - 8:30 a.m.

KNF Trustee Meeting

8 a.m. - 9 p.m.

Registration and Contest Display

The registration desk and contest display room will open at 8 a.m.

8:30 - 9 a.m.

Continental Breakfast

9 a.m. - 3 p.m.

Tour of Fort Riley - Back by Popular Demand!

Since we last visited, hundreds of millions of dollars have been spent on improvements at Fort Riley. Join us for unprecedented access to one of the premier army bases in the country. The day will be filled with activities, such as a briefing by top army officials, tour of Fort Riley, participation in the combat skills training simulators and lunch at the dining center. Sign up today to get your credentials.

3:30 - 4:30 p.m.

Daily Roundtable - 1 Nondaily Roundtable - 1

6 - 7 p.m.

President's Reception

7 - 9 p.m.

President's Banquet

Enjoy a sit-down dinner as we recognize this year's recipients of the Clyde M. Reed Jr. Master Editor Award, Boyd Award for Community Service, Victor Murdock Award, and the Gaston Outstanding Mentor Award. We'll also induct new members into the Kansas Newspaper Hall of Fame.

9 - 11 p.m.

President's Hospitality Suite

Join President Linda Denning as we toast to her year as president of the Kansas Press Association. Dan Rukes, advertising director of the KPA, will provide live music. If you have song requests, please e-mail Dan at drukes@kspress.com.

FEATURED SPONSORS



Saturday, April 30

7 a.m. - 3 p.m.

Registration and Contest Display

The registration desk and contest display room will open at 7 a.m.

7 - 8 a.m.

Annual Meeting and Breakfast

8 a.m. - 10:30 a.m.

Newspaper Speed Topics - Like Speed Dating... Only Better!

Come and get a short presentation on numerous topics and then ask the experts! All speed sessions will last 30 minutes. Session topics are below. Pick your top 5!

- How You Can Improve Your Legislative Coverage
- Online Video Tips
- Selling and Customer Service: Important Allies
- Quick Photography Tips
- Circulation Open Roundtable
- Ask the Media Lawyer
- Coaching Skills for Managers
- How to Use KansasOpenGov.org
- Editorial and Opinion Writing
- Why You Need a Mobile Presence
- Why We Love the new KPA Website
- The KDAN and KCAN Networks: Why Should I Join?
- Important Information to Know When Reporting on Public Safety Issues

10:30 - 11:30 a.m.

General Session

What Do Print Readers Want?

AMERICAN OPINION RESEARCH

Focusing on printed news content, we look at what readers want, what most newspapers are providing and how to close the gap that generally exists between the two.

11:30 a.m. - 1 p.m.

Lunch Program

The PEOPLE Model for Today's Workforce

TIM SMITH

Are you finding it harder and harder to motivate, coach, teach and train your staff? Are you finding that you are working harder for the same or even lesser results? This high-energy and practical approach to a new concept in coaching team will help the most seasoned manager and organization refocus on their goals. We will teach the six steps to The PEOPLE Model, define "what exceptional looks like to you and your organization", the resources and skills of successful organizations and what they do that is different from the average company. We will demonstrate the communication dynamics and how to communicate more effectively within your organization. You will walk away from this session with a new and enthusiastic approach to team building.

11:30 a.m. - 12:45 p.m.

Past President's Lunch

1:15 p.m. - 2 p.m.

Breakout Sessions

Prospecting that Pays

TIM SMITH

How important is prospecting? Is it a waste of my time? Join Tim as we explore how to make sure your prospecting PAYS!

Public Affairs: How to Make Meeting Coverage Relevant and Timely

JIM PUMARLO

Coverage of local governing bodies — school board, city council, county board — remains a primary responsibility of community newspapers. But newsrooms must change their approach if they are to engage readers — put more focus on previewing the meetings and report on government actions in terms of the practical impact on readers.

Growing Newspaper Websites

AMERICAN OPINION RESEARCH

While newspaper websites are adding audience reach, most are not even close to reaching full potential. We provide specific recommendations almost every newspaper can use to build use, frequency and revenue from its website, including the latest information from our new study about user-generated content and how it affects website use.

2 - 2:15 p.m.

Afternoon Break

2:15 - 3 p.m.

Breakout Sessions

Time and Territory Management

TIM SMITH

If you are like most advertising reps, you have felt at one time or another that you have a large territory and not enough time. Join Tim as he gives you tips on how to effectively manage your time and your territory.

Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper

JIM PUMARLO

Identifying suicide victims and reporting names of suspended high school athletes are among the many challenging news decisions facing community newspapers. This session will teach participants how to handle these stories ethically and professionally. It will emphasize why it's important to print all the news - the good and bad - and will help participants understand the three-part process to effectively handling sensitive stories: Developing the policies, uncovering the facts and explaining newspaper policies to readers.

Why Journalists Do What They Do

TOM EBLEN

To develop the daily or weekly miracle we call our newspaper, we follow a proven track of reporting, starting with verification, a challenge in its own right. We focus briefly on how to handle quotes and attribution and the art of listening. We consider sources of information and how to handle the all-important beats. Our goal, of course, is to write accurately and to be fair and to tell each story so well that readers will understand the issue or issues as well as those who were there.

3 - 4 p.m.

Daily Roundtable - 2

Nondaily Roundtable - 2

Student Newspaper Roundtable - 1

4 - 4:30 p.m.

Awards of Excellence Reception

4:30 - 6 p.m.

Awards of Excellence Presentation

FEATURED SPEAKERS



Tim Smith has worked in the newspaper and print industry for over nine years. He started out in Circulation and was promoted to a supervisory role in the Production Department due to his work ethic and his results. He has also worked on the sales side of the business again being promoted to Sales Manager due to his results, especially in revenue, repeat business and his ability in new

business development.

Tim has delivered tailored training programs on management skills, customer service and sales training to the newspaper industry for more than eight years. He has done keynote speeches, conventions, individual newspapers and one on one coaching with managers, production, display, editorial and sales people. He has help several organizations put together their customer service model and increase sales through more consistent consultative sales processes with their salespeople.



Jim Pumarlo, spent 27 years working at small daily newspapers in Minnesota. Under his leadership, the Red Wing Republican Eagle was named best daily newspaper in the nation in its circulation division by the National Newspaper Association. Pumarlo published "Bad News, Good Judgment: A Guide to Reporting on Sensitive

Issues in a Small-Town Newspaper." This year, he'll share some of the lessons from that book.

FEATURED SPONSORS



KANSAS · POLICY
INSTITUTE

Registration Form

CONTACT INFORMATION

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

Name of Attendee <small>print clearly for name badges</small>	Registration Fees <small>please check one</small>	Friday Banquet <small>\$35 per person</small>	Sat. Breakfast <small>Free w/ registration</small>	Saturday Lunch <small>Free w/registration</small>	AOE <small>free w/registration</small>	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	
	<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	
TOTAL AMOUNT						

\$15 if not registered for full or Sat. convention
\$20 if not registered for full or Sat. convention
\$12 if not registered for full or Sat. convention

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.

PAYMENT METHOD

- Check enclosed (made payable to KPA)
 - Please invoice me at the address above
 - Charge to Visa, MasterCard or American Express
- Credit Card # _____
 Expiration Date _____
 V-Code (three-digit code on back of card) _____
 Cardholder's Name _____

- Corporate Card (billing address as listed above)
 - Personal Card
- Please provide billing address below.
 Street Address _____
 City, State _____
 Zipcode _____

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