

THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY JANUARY 14, 2009

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Here are forms for the KPA Awards of Excellence Contest.

KPA CALENDAR

JAN. 23

Deadline for Better Newspaper Contest entries for 2008.

JAN. 23

PhotoShop correction seminar, Wichita State University.

FEB. 20

Basics of InDesign seminar, Wichita State University.

APRIL 22-24

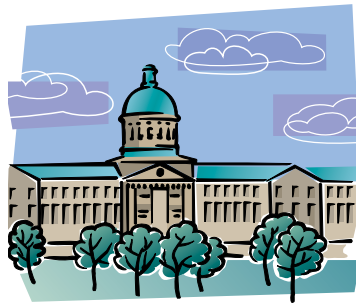
KPA annual convention Airport Hilton, Wichita.

Facing financial crisis, legislators grasping for ways to cut spending

Local government sees public notice as target for cuts

After almost a five-year hiatus, public notice will be back on the agenda of Kansas lawmakers as they return to Topeka for the 2009 legislative session.

"We've been told by the organizations that represent cities to expect legislation designed to reduce the cost of printing public notices," said Doug Anstaett,



executive director of the Kansas Press Association. "We're gearing up for a major fight this year."

Members will be urged to contact their legislators, write editorials, fire up readers and do whatever else is necessary to get a fair hearing on the issue.

"The horrible fiscal crisis facing Kansas has emboldened our adversaries to make this move this year," Anstaett said. "Be prepared, because we think it going to be a wild and ugly ride."

Here's what KPA members can do to help

Do you want to know what's the most effective way to influence legislators?

Rich Gannon, director of governmental affairs for Kansas Press Association and a former state senator from Goodland, believes direct contact from constituents and editorials from newspaper editors rank at the top.

"When I was in Topeka, I listened to those who took the time to call or write — and those local editorials got my attention as well," Gannon said.

Gannon also knows that mischief can take place in a year when budget numbers look as bad as they do this year.

"Legislators may very well see this crisis as justification to look at expenditures they normally don't care much about," Gannon said.

Newspapers can also utilize ready-made house ads on public notice. Three such ads are printed on Page 5 of the Publisher and are available at kspress.com under "Ad Retrieval," then "Download House Ads."

Newspaper contest deadline critical this year

The deadline for entries in the 2009 Kansas Newspaper Association Awards of Excellence contest is Jan. 23.

Active and associate members of KPA are eligible to participate.

All entries in the contest must have been published between Jan. 1, 2008 and Dec. 31, 2008.

"We encourage all Kansas newspapers to participate in this contest," said Doug

Anstaett, executive director of KPA. "It's an opportunity to get feedback, provide recognition for great work and improve employee morale."

There are seven divisions in KPA's contest, with four daily divisions and three weekly divisions, all based on circulation.

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

The entries will be judged

Feb. 12 by the Louisiana Press Association, so it is imperative that we receive entries on time so we can process them for the contest.

Plaques will be awarded to the first place and Sweepstakes winners. Second and third place finishers will receive certificates.

Entry forms and more information are attached to today's Kansas Publisher and are also online at kspress.com.

Get out the violins: Writer had to buy some equipment

Man, I hate having to spend my own money on computer stuff. I get used to receiving software, utilities and other gizmos from companies all the time to review. It can get addictive. Then something breaks or gets old and I have to come back down to reality.



Kevin Slimp

A couple of times a year I'm forced to spend money, out of my own pocket, for some necessary products. That happened twice this week. I can feel your expressions of empathy. Thanks.

Fortunately, I saw the first one coming. When you're in the business of speaking about the latest computer products, people expect you to own the latest and greatest yourself. So once I need one or not, I buy a new computer. So what does the "technology guru" buy when he has to spend his own money? My choice was a 15" MacBook Pro. I was tempted to go with the 17-inch model, but decided to practice what I preach. The 17-inch model is just too big to carry through airports several times a month.

I was visiting with a PC-using colleague by phone yesterday and mentioned that I'd just purchased the new computer. His response was, "I could buy three PC

laptops for that much money."

Truth be told, I could have bought a couple of MacBooks for the same money (yes, I was tempted), but I've learned the hard way that you get what you pay for. That's not just true of cars and phones. I need a computer that works every time. I don't have time to worry about fixing a computer. I need a computer that's not susceptible to viruses. I need a computer that doesn't need upgrading every few months with new service packs. I need a computer that still speeds through applications after it gets some wear and tear.

That's why I recommend iMacs for my clients who are purchasing desktop computers. Sure, they could buy a couple of cheap PCs for the \$1,200 they'll spend on an iMac, but they won't have to worry about computers breaking down, virus attacks and more over the years.

So my first purchase was the MacBook Pro. Unfortunately, I didn't see the second one coming.

That's why I recommend iMacs for my clients who are purchasing desktop computers. Sure, they could buy a couple of cheap PCs for the \$1,200 they'll spend on an iMac, but they won't have to worry about computers breaking down, virus attacks and more over the years.

If you read my column regularly, you know that I'm a big believer in backup drives. You can't have too many of them. I keep two of them connected to my primary desktop (yes, it's an iMac). You might even remember that I always keep at least two backup drives, because they tend to break down after two or three years.

The better drives tend to last a little longer. You guessed it. Yesterday, I was in the middle of backing up my system when the

See SLIMP on Page 3

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THIS MONTH'S QUESTION

Q. When is the new online directory going to be ready?

A. Soon. We're still working out some of the final kinks but we're planning to launch the new directory on or before the end of January.

Part of the problem is the software we use for our database — FileMaker Pro — isn't exactly a popular choice among the vendors, so we've had to make some adjustments for that.

Slimp

Continued from Page 2

secondary backup drive started clicking. Hardware gurus refer to this as the “click of death.”

When you hear the click of death, you know a drive is history. Whether it's an external or internal drive, the click means it's time to do an immediate backup — on the chance that you can still save your data. It was too late for mine. There was no saving the data on this drive. Fortunately, I have another backup drive with the same data, so I'm OK. But I am forced to purchase a replacement drive. Yes, with my own money.

While we're discussing the backup drive, you might be interested in knowing that I had two brands of drives connected to my iMac. One was a Lacie, the brand I always recommend to my friends and clients. The other was a Western Digital. You guessed it. The Lacie drive is fine.

So this morning, with credit card in hand, I ordered a Lacie Triple-Interface (Firewire, USB, eSATA) drive. For \$100 plus change, I ordered a 500 Gigabyte drive that should work quite nicely. The Lacie drives work well with both PCs and Macs.

InCopy continues to impress

InCopy is Adobe's word processing application that works in concert with InDesign. Even though InCopy has been around for a long time, I still get a lot of questions about it.

Often overlooked because it's not part of the bundled Creative Suite products, InCopy is a valuable resource, making it possible for even small operations to have a managed editorial workflow. I've been using InCopy CS4 over the past couple of months and continue to appreciate this powerful application. While the CS4 versions adds only a couple of noteworthy new features, it's important to make sure your version of InCopy is the same as InDesign. If you're considering an upgrade to the CS4 suite of applications (InDesign, Photoshop, Illustrator, etc.) and you use InCopy in your workflow, remember to upgrade that as well.

Upgrades to InCopy start at \$89 (US). The full version is \$249 (US). For more information, visit: adobe.com/products/incopy/.

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

Sports Network launches newspaper content service

The Sports Network (TSN), which provides online sports content, is launching a new service aimed at offering sports information to newspapers, according to a news release.

“We see this as just the beginning of the inevitable,” Ken Zajac, director of Sales for TSN, said.

He added that it will offer “all the content that publications from a 13,000 to a two million circulation base require and, at the same time, we are more than willing to enhance our package for them with branding of their Internet sites.

“The industry,” he added, “is very much aware of us and a host of newspapers throughout North America are already our clients. Like it or not, the economy dictates need and responsiveness to it.”

The Sports Network's announcement states it “has indicated that it will offer national and international stories, sports columns, agate that can be customized but which already includes standings/major results/schedules/stats and more, round-ups, summaries for MLB, NBA, NHL, NFL, top 25 basketball and football, national briefs daily, this day in sports history, photos in association with Getty Images and include coverage of some 60 plus special events as part of their branded technology, as part and parcel of the overall package and price.”

The service will be priced based on newspaper circulation, the company added.

For more information, go to TSN's website at sportsnetwork.com.

Journalist code of conduct proposed for reporters covering Iraqi elections

Foreign and domestic journalists would have to agree to a code of conduct if they want to cover the upcoming provincial elections in Iraq, the Associated Press reports.

The code demands that coverage be “balanced and unbiased,” the AP said, and it forbids “media from falsifying or misrepresenting information.”

One U.S. media analyst expressed concerns about the Iraqi government getting into the business of defining bias in the news.

Iraqi authorities contend the code would help safeguard fairness and prevent the distortion of facts in a politically charged environment, the AP said. The Jan. 31 vote is expected to redistribute power among the country's ethnic and religious groups.

Journalists would have to sign on to the code of conduct in order to be credentialed for election events, the AP said — even press conferences. Code violators could face warnings or up to thousands of dollars in fines.

Technology seminars still have openings

Cort Anderson will lead technology seminars in January and February 2009.

Anderson is KPA's technology consultant and also takes questions on the technology hotline for the association.

Both seminars will be at Wichita State University from 9 a.m. to 3:30 p.m.

Cost is \$60 for KPA members and \$75 for non-members. Lunch is on your own.

The first, on Jan. 23, will focus on PhotoShop correction methods.

The second, on Feb. 20, will cover the Basics of InDesign.

If you're interested in attending either or both of these seminars, e-mail KPA education director Rachel Willis at rwillis@kspress.com or call 785-271-5304 to make reservations.

Help us judge the Louisiana news contest

On March 5, the Kansas Press Association will judge the newspaper contest for the Louisiana Newspaper Association.

Usually, we try to have between 30 and 40 judges and usually get all the work done in just a few hours.

We'll send out more information soon. Judging will take place at the KPA office in Topeka.

Lunch will be catered.

Each year, KPA and another state association exchange judging duties.

Advertisers want help solving their marketing issues

Preston has built his business with smart marketing. He carefully researches each advertising option, and bases his media-buying decisions on that research.

Ask Preston about his advertising experiences, and you can count on a clearly spoken opinion.

“Over the years, I’ve met with a lot of sales people, and I’ve heard hundreds of presentations. The good sales people realize that it all boils down to two things:



John Foust

One, find out about my marketing problems. And two, show me how their product can help me solve those problems. It sounds simple, but most sales people don’t do that. Most of them live on Feature Mountain.”

Feature Mountain?

“Typical sales people come into my office and pile a mountain of features on my desk,” Preston explained. “I guess they figure they can make a sale, if they build a taller mountain than the last person I talked to. They go on and on about their audience numbers, their state-of-the-art equipment, their production standards, and how their creative departments have won all kinds of awards.

“It’s obvious that they give the same presentation to every business, whether they’re talking to a real estate developer, a boat dealer or a widget store. Some of them use elaborate PowerPoint presentations, some of them show printed charts and graphs, some of them go through fancy brochures page-by-page. I know they’re talking about something that is near and dear to them. But most of the time, all I hear is, ‘Blah blah blah blah blah.’ It’s meaningless, because it’s all about generalities. I don’t need a mountain of useless information. I need to know

Advertisers are not looking for a laundry list of one-size-fits-all features. They’re looking for solutions to their marketing problems. They’re looking for relevance.

specifically how they can generate more customers for my business.”

Preston is not alone. There are a lot of advertisers who feel the same way. They’re not looking for a laundry list of one-size-fits-all features. They’re looking for solutions to their marketing problems. They’re looking for relevance.

What is the best way to achieve rel-

evance in a sales presentation? Let’s take a closer look at Preston’s advice:

1. Uncover problems. This calls for a close examination of your advertiser and his or her business category. What kinds of offers work best in that particular industry? What kinds of promotions has that advertiser run in the past? What were the results of those promotions? Has the advertiser tried other ad vehicles (radio, television, outdoor, direct mail)? How important is a web presence? How do prospective customers learn about their web site? And what about their competitors?

Dig down until you learn significant facts.

2. Show how you can solve those problems. Once you have a feel for the problems your prospect faces, you’ll be in position to structure your presentation to address those specific needs. This will increase your chances of making a sale, because you’ll be speaking in terms of your prospect’s interests.

Makes sense, doesn’t it? Climb down from Feature Mountain – and start structuring presentations that address your prospects’ specific marketing problems.

John Foust can be reached for information about his training videos for ad departments at jfoust@mindspring.com.

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Kansas City Kansan goes digital

The Kansas City Kansan, established in 1921, ended its 87-year history as a print newspaper and switched to an entirely digital publication on Jan. 10.

Founded on Jan. 31, 1921, by U.S. Sen. Arthur Capper, the Kansan was for decades the only daily newspaper serving exclusively Kansas City, Kan. and the other towns of Wyandotte County.

KansasCityKansan.com reaches 7,000 local residents monthly in its current configuration.

“This is not going to be a newspaper turned into an online product,” Kansan General Manager Drew Savage said. “It’s going to have a completely different look.”

The format of the site will be more like a blog, making it easier for readers to scan through all the stories from a particular day and find the ones they wish to read more carefully.

Without the cumbersome tasks of page design and layout and other duties associ-




ated with print, the online staff will be free to find more and varied stories to post online, he said.

Without press deadlines to contend with, the staff will be able to keep up a continual flow of news every day, publishing breaking news and information as it comes in.

“81% of newspaper
Web site users
also read their
printed paper.”

—Newspaper National Network



Your advertisers can make an impact
with AdBuilder.com *Web Source*.

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sales_builder@multiad.com

MultiAd

Legislators need to hear it directly from you

Freedom of information.
Open government.
Transparency.

You hear those terms bandied about a lot these days.

Politicians — most of them, anyway — spout their support for a transparent government where everything they do and every dollar they spend is out there for the world to see.

Yet, each year as the Kansas legislative session kicks back into gear, some of those same politicians conjure up a bunch of reasons why meetings and records should be closed to the public.

We've heard them all.

- You might invade someone's privacy.
 - Publicity will stifle the discussion of sensitive issues.
 - No one will float an idea that might be found later to be, well, idiotic.
 - The public really doesn't understand the issues.
 - We were elected to make these kinds of decisions, so why do we have to hold all these discussions in front of the world?
- You've heard those, and many more,



Doug Anstaett

I'm sure.

I've always believed that the best decisions are the ones that get made in the bright light of day.

Yet, I remember hearing when I was an editor and publisher that "better" decisions could be made if much — if not all — the discussions could take place outside the watchful eye of the press and public.

We know better.

Long before the Kansas Legislature began meeting this week, Rich Gannon, KPA's director of governmental affairs, and I were discussing where the assaults would come from this year and who would be the likely culprits.

We had been tipped off weeks ago that public notice would be under the spotlight again this year, as it was five years ago.

As you know, we sent out a legislative alert in December asking our members to contact their legislator before he or she headed to Topeka to express our belief that public notices should continue to be printed in newspapers.

We'll continue to make that argument, but as we said last month, each of you has a unique voice that must be heard if we are to win this argument.

Whether you choose to write an editorial, make direct contacts with your local legislative representatives, deliver an e-

mail message or try to fire up your readers to make contacts, we want you to know that these communications from back home are critical to our ability to get the message across.

You can count on this: our adversaries will be making those calls. They'll be reminding your city, county and school officials of the same fact mentioned above: personal contacts are most effective when they come from the folks back home.

We'll be pursuing other initiatives this year, such as the shield law and other open government ideas, but public notice will be our first priority because it affects our members' ability to inform their communities and stay in business at the same time.

When Rich or I call on you, please do your part to "educate" your legislative representatives on the facts.

While we can carry a good portion of the water in Topeka, your voice is far more important — and effective — than ours.

If you haven't yet made a contact with your representative or senator, do so as soon as possible.

We will win this fight.

Doug Anstaett is executive director of the Kansas Press Association and a 35-year veteran of the newspaper industry.

PUBLIC NOTICE

If it's not in the newspaper, how will you know?



Zoning changes in your neighborhood. A proposal to increase your property taxes. Information on how public officials are spending your tax dollars. These are just a few of the topics — topics that affect your family and

your community — local government officials are required to publish in the local newspaper.

Your local newspaper fulfills an essential role in serving your right to know. After all, it shouldn't be your responsibility to know how to look ... where to look ... when to look ... and even what to look for in order to be informed about public information. It is the government's responsibility to notify you of public information, and your local newspaper is the most accessible place to find it.

PUBLIC NOTICES IN NEWSPAPERS.
Where public information is accessible to the public.

PUBLIC NOTICE

Without public notices in the newspaper, this may be all the information you get.

PUBLIC NOTICE

Without public notices in the newspaper, you're left guessing.



Public notice is your right to know about the issues that directly affect your life. And, you can easily find public notices in your local newspaper. Without public notices in the newspaper, you're left to guess about

what the government is doing in your community and how elected officials are spending your tax dollars.

Your local newspaper fulfills an essential role in serving your right to know. After all, it shouldn't be your responsibility to know how to look ... where to look ... when to look ... and even what to look for in order to be informed about public information. It is the government's responsibility to notify you of public information, and your local newspaper is the most accessible place to find it.

PUBLIC NOTICES IN NEWSPAPERS.
Where public information is accessible to the public.

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Special award nominations sought

Nomination forms have been sent to all KPA members for the 2009 special awards, including the Boyd Community Service Award, the Gaston Mentoring Award, Victor Murdock Award and the Clyde M. Reed Jr. Master Editor Award. Above, Pete Goering of the Topeka Capital-Journal learns he is the winner of the Master Editor Award in April 2008. Nominations are due by Feb. 13. If you need a new form, e-mail Rachel Willis at rwillis@kspress.com.

Below, Craig McNeal advised his father, Don McNeal, that despite his induction into the Hall of Fame at the 2008 convention, he was expected at work the following Monday morning. Information on Hall of Fame voting for 2009 will be sent later.



IN THE NEWS

Cynthia McCall has been named assistant editor at the Washington County News.

McCall first interned at the Washington County News during the summer of 2007, while she was still a student at the University of Nebraska – Lincoln and continued to work as a reporter at the News office while completing her degree.

She graduated in December with a dual major in broadcasting and news editorial

and with minors in English and history.

Ashley Anstaett, daughter of Doug and Lucinda Anstaett of Topeka, will be married Jan. 24 to Matthew All in Lawrence.

Anstaett is the communications director for the Kansas Attorney General's Office and All is vice president and general counsel for Blue Cross Blue Shield of Kansas.

Both are graduates of the University of Kansas. All's law degree is from Yale.

MARKETPLACE

Newspaper for Sale

Kansas Niche Paper for Sale. A publishing business for a bi-monthly paper promoting Kansas specialty shops and events including quilting, antiques, crafts and more, is for sale. The newspaper is part of a licensed network of specialty papers with a 20 year history of success. Perfect home office based business for creative and self-motivated person with the skills and desire to be in business for themselves OR for a current publishing business to create extra income. Ad revenues this past year were over \$65,000. E-mail ktel30@hotmail.com or call 785-838-9964 for further information.

www.hometownsweepstakes.com, or e-mail Dane Hicks at dhicks@garnett-ks.com.

Is your newspaper on the World Wide Web? If not, you're missing a powerful revenue generator. You're also leaving yourself vulnerable to outside vendors who have no geographical boundaries. Dominate your local Internet audience. Creating an online edition is easy and affordable with Pixel Power Haus, a division of The Hays Daily News. Custom designs tailored to your market that feature easy-to-use content management systems fully integrated with your editorial and advertising software. Contact Patrick Lowry at (785) 628-1081 or plowry@dailynews.net.

Newspaper Services

Weeklies — attract more subscribers and turn your circulation into CASH with the proven Hometown Sweepstakes circulation development program. Cheaper & better than telemarketing with a no-fee guarantee! Now booking fall '08 promotions. See more at

Wanted

David Powls of the Holton Recorder is looking for a used Imagesetter. Anyone with information can call him at (785) 364-3141 or e-mail him at holtonrecorder@embarqmail.com.

Would you like to advertise in the Publisher?

It's easy. Contact Nicole Schings at KPA for rates and availability:

(785) 271-5304 or nschings@kspress.com

House ads available for use

A series of five promotional ads designed to let you toot your own horn about your newspaper — including the ad at the right — are available online at kspress.com for your use.

The theme of the campaign is "Your community. Your newspaper."

Go to Advertising Retrieval and click on Download House Ads to utilize them. Be sure to add your own newspaper name or logo in the ads.

The ads' themes include: (1) County fair (seen at right); (2) Farm; (3) Football game; (4) Student; (5) Wedding

The basic theme of the ads: "No one covers the news that matters to you like your community newspaper."

Download the ads in color or black and white at: www.kspress.com.



The county fair.
Our local government.
Community events.

No one covers the news that matters to you like your community newspaper.

your community. your newspaper.

[INSERT YOUR NEWSPAPER NAME OR LOGO]

We're your newspaper.



Internet forces newspapers to change, improve

I've had a few people ask me recently if some of the bad economic news reported about the newspaper industry is affecting this newspaper.

The answer I've given is no. What is happening at some large metropolitan daily newspapers is not happening at The Independent. There have been news reports recently of the Tribune Company, which owns the Chicago Tribune, filing for bankruptcy and there has been a report that says the Detroit newspapers, which operate in a joint agreement, will cut back to publishing three days a week.

Bad economic news is easy to find these days. Investment banks, car companies, and insurance companies have struggled in some parts of the country. Newspapers are not immune.

But the situations mentioned above are very different from anything in these parts. Some parts of the nation are being hit harder by the current economic problems than the lower Midwest. Detroit, especially, and Chicago are struggling more so than this area.

The Detroit situation is a joint operating agreement where two newspapers that once fiercely battled drew up a truce a few years ago and decided to share some functions (like accounting and sales) but still continue to produce two newspapers.

There are few major cities with two

daily newspapers anymore and it is likely that something will change in Detroit if what can be read about the situation is correct.

In Chicago, the Tribune Company, which owns many types of media and the Chicago Cubs, is loaded with debt. Any hiccup in revenues has jeopardized their plans to pay that debt back, thus the bankruptcy and the chance to restructure.

The business model of a large daily newspaper – saddled with union contracts and high operating costs – and a rural weekly newspaper, are different.

It is much like investment banks and community banks. In talking to local bankers, they are quick to let me know that a community bank is much different than the investment banks on Wall Street that have withered or collapsed. Yet many people can't distinguish the difference and assume all banks have problems.

Community banks are doing quite well, I hear, as people look for safer places close to home to put their money.

The same could be said for rural newspapers. Our readers continue to seek us out for local news and information and advertisers want to place ads because of those readers.

I've been in the newspaper industry for more than 20 years. It has always changed.

Today is the best time that I can remember for newspapers because of the changes the internet has made.

For a weekly newspaper, we can break news on our Web site 24/7. That wasn't possible under the old weekly news model. We can upload video and post extra photos and publish news not able to fit in the print edition. And we still get to put out a paper every week. Truly fun stuff.

Among the recent media changes, the Christian Science Monitor will drop its print publication down to once a week next spring. For years, it has published five days a week, trying to deliver a national daily newspaper through the mail. Soon the monitor will deliver its news over the web and

still offer a weekly print edition to read over the weekend. Its management realizes the demand for print and the comfort and relaxation associated with a printed newspaper.

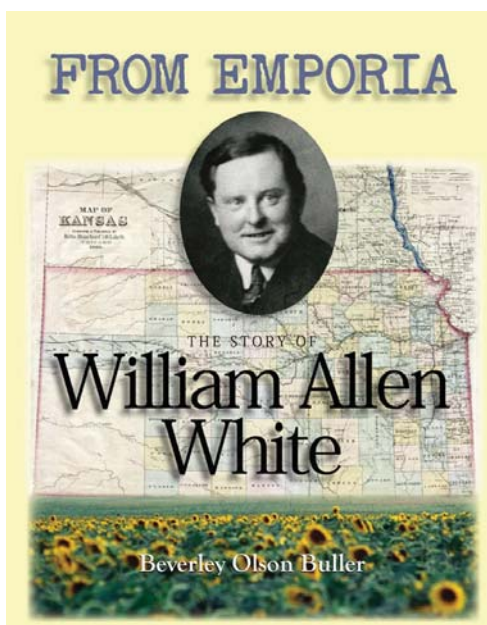
The emergence of the internet as a way to deliver news and advertising has brought new competitors, but that is good for the consumer, and forces newspapers to be better.

Robb Reeves is co-owner and publisher of the *Harvey County Independent*, *Moundridge Ledger*, *Hesston Record* and *Mount Hope Clarion*.



Robb Reeves

Today is the best time I can remember for newspapers because of the changes the internet has made. For a weekly newspaper, we can break news on our Web site 24/7.



William Allen White book seeks to re-introduce icon

A new book is re-introducing William Allen White to Kansans of all ages: "From Emporia: The Story of William Allen White."

Author Beverley Olson Buller is an educator in Newton, a lifelong Kansan and vice chairman of the selection committee for the William Allen White Children's Book Award.

White was born in Emporia in 1868. The illustrated biography takes its title from White's introductory editorial for the *Gazette* in 1895:

"He hopes to always sign 'from Emporia' after his name, when he is abroad, and he trusts that he may so endear himself to the people that they will be as proud of the first words of the signature as he is of the last words."

It's available for about \$20 in bookstores and on the web through the KC STAR store, Barnes & Noble, Watermark Books, Town Crier bookstore and others.

Buller said: "While I wrote the book for students to learn about WAW, an amazing number of adults come to my signings and tell me they're buying the book for themselves."



KANSAS PRESS ASSOCIATION Awards of Excellence

Eligibility

Active and associate members of Kansas Press Association may enter the Awards of Excellence contest. Entries must be submitted by the newspaper.

Contest Period

Publication of entries must have occurred between Jan. 1, 2008, and Dec. 31, 2008. Publication is defined by the issue date printed in the newspaper.

Deadline for Entries

Entries must be postmarked by **Friday, Jan. 23, 2009**. Entries postmarked after the deadline will be disqualified.

Divisions

Divisions are based upon each newspaper's circulation figures as reported for the 2009 Kansas Newspaper Directory. In those cases where a newspaper's circulation is both paid and free, the total distribution determines the division. A newspaper may elect to compete in a higher circulation class, but may not choose to compete in a lower division. Indicate the division you wish to compete in on both the official entry form and on each entry label.

If an entry was published in more than one newspaper, the entry may only be submitted in the circulation division of the highest circulation newspaper.

Daily Newspapers

- Division I – Circulation 4,700 or less
- Division II – Circulation 4,701 to 10,000
- Division III – Circulation 10,001 to 50,000
- Division IV – Circulation more than 50,000

Nondaily Newspapers

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

Preparation of Entries

- All entries must be submitted as full-page tearsheets that show the date of publication.
- Some categories limit the number of entries allowed per newspaper or per person. These restrictions are indicated in each individual category description.

- Each entry must have a completed entry label taped to the front, left-hand corner of the tearsheet. Only the upper edge should be taped.
- Draw an arrow that points to the entry on the tearsheet.
- Tearsheets may be quarter-folded.
- Arrange entries in order by category number.
- Enclose payment, a completed copy of the entry form, payment and all entries with labels. Mail to: KPA, 5423 SW 7th, Topeka, KS 66606, Attn: AOE.

Entry Fees

Entry fees are \$25 per newspaper plus \$5 per entry.

Determination of Winners

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

Sweepstakes Awards

Points will be given to a newspaper for each first, second and third place award received. The newspapers with the highest cumulative points in their division will be awarded the Sweepstakes plaque.

Points awarded in each category

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

Recognition of Winners

Winners will be recognized during the KPA convention on April 25, 2009, at the Wichita Airport Hilton. Your contest contact person will be notified of winning entries in advance. Publishers will receive the convention registration information.

Contest Categories

DEADLINE: FRIDAY, JAN. 23

NEWS & WRITING CATEGORIES

- 1. Feature Story** - Judging based on writing style, originality and interest. Limit two entries per person. One story constitutes an entry.
- 2. News Story** - Judging based on community importance of event, timeliness, thoroughness of reporting and writing style. Limit two entries per person. One story constitutes an entry.
- 3. Investigative Story** - Judging based on writing style, community importance of event, enterprise and thoroughness of reporting. May include a single story or series of stories. A series constitutes one entry. Limit two entries per person.
- 4. Series** - Judging based on writing style, reader interest, enterprise and thoroughness of reporting. A series constitutes one entry. Limit two entries per person.
- 5. Editorial Writing** - Judging based on local impact, reasoning, writing excellence and leadership shown through the editorial. Submit three different samples of editorials by the same writer. The three samples constitute one entry. Limit one entry per person.
- 6. Local Business Story** - Judging based on writing style, community importance, originality and enterprise. Limit two entries per person. One story constitutes an entry.
- 7. Government/Political Story** - Judging based on local impact, writing style, originality and enterprise. Limit two entries per person. One story constitutes an entry.
- 8. Religion Story** - Judging based on writing style, community importance, originality and enterprise. Limit three entries per person. One story constitutes an entry.
- 9. Agricultural Story** - Judging based on writing style, community importance, originality and enterprise. One story constitutes an entry. Limit two entries per person. First-place entries will automatically be considered for the Kansas Farm Bureau Golden Wheat Award, which recognizes one daily and one nondaily agricultural writer with a commemorative plaque and \$1,000 award.
- 10. Youth Story** - Judging based on writing style, interest to community youth, originality and enterprise. One story constitutes an entry. Limit two entries per person.



- 11. Education Story** - Judging based on writing style, community importance, originality and enterprise. One story constitutes an entry. Limit two entries per person.
- 12. Column Writing** - Judging based on writing style, originality and reader interest. Submit three different columns from the same writer. The three samples constitute one entry. Limit one entry per person.
- 13. Sports Story** - Judging based on deadline writing style, reader interest and originality. One story constitutes an entry. Limit two entries per person.
- 14. Sports Feature Story** - Judging based on general interest, writing style and originality. One story constitutes an entry. Limit two entries per person.
- 15. Sports Column Writing** - Judging based on writing style, originality and reader interest. Submit three different columns from the same writer. The three samples constitute one entry. Limit one entry per writer.
- 16. Headline Writing** - Judging based on originality and effectiveness of headlines, appropriateness for story subject and layout of headlines. Submit tearsheets identifying three headlines with stories to be judged. Limit one entry per person.
- 17. News & Writing Excellence** - This is an overall evaluation of the newspaper's news and writing ability. Judging based on writing styles, originality, headlines and general interest. Submit three complete issues of the newspaper, one from each of the following months: February, June and October. Awards are presented to the newspaper. Limit one entry per newspaper.

PHOTOGRAPHY CATEGORIES

- 18. News Photo** - Judging based on timeliness, impact and technical quality. Category includes black and white or color photos. One photo constitutes an entry. Limit two entries per person.
- 19. Feature Photo** - Judging based on reader appeal, quality and photographic excellence. Category includes black and white or color photos. One photo constitutes an entry. Limit two entries per person.
- 20. Sports Photo** - Judging based on action, newsworthiness and quality. Category includes black and white or color photos. One photo constitutes an entry. Limit two entries per person.

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

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

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

DESIGN & LAYOUT CATEGORIES

24. Editorial Pages - Judging based on editorial content, leadership, community interest, impact, and layout and design. Submit three editorial pages, one from each of the following months: February, June and October. Awards are presented to the newspaper. Limit one entry per newspaper.

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

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

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

28. Editorial Cartoon - Judging based on originality, creativity, artistic quality and subject matter. Entries will be judged in one daily and one weekly category with no circulation divisions. Limit two entries per person.

29. Infographic - Judging based on originality, creativity, artistic quality and relation to subject matter. Entries will be judged in one daily and one weekly category with no circulation division. Limit two entries per person.

30. Design and Layout Excellence - This is an overall evaluation of the newspaper's design and layout. Judging based on layout and design of each page, use of white space, font selections and use of photos and graphics. Submit three complete issues of the newspaper, one from each of the following months: March, July and November. Awards are presented to the newspaper. Limit one entry per newspaper.

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

MISC. CATEGORIES

32. Huck Boyd Community Service Award - Judging based on originality of idea, effectiveness of project, newspaper leadership and community participation. Submit a one-page summary of the project along with samples of materials used in the project. Community service projects may include NIE programs, Kids Voting Kansas sponsorships or any other project aimed at serving the newspaper's community. One award will be given. Awards are presented to the newspaper. Limit one entry per newspaper.

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

34. Public notices - Entries will be judged on the newspaper's overall treatment of public notices, including placement, font selection and promotion of public notice readership. Submit tearsheets of public notices from three different issues as well as stories, house ads and other materials used to promote the publication and readership of public notices. Limit one entry per newspaper.

AWARDS OF EXCELLENCE 2009

Official Entry Form

Each newspaper entering the KPA Awards of Excellence contest must submit a completed copy of this form. After completing, please make a copy for your records before mailing.

Basic Information

Newspaper _____ Contact Person _____

Mailing Address _____ City/State/ZIP _____

Area Code/Phone Number _____ Area Code/Fax Number _____

E-mail Address of Contact Person Listed Above _____

Circle Division: Division I Division II Division III Division IV (see *Entry Guidelines* for details)

Circle Frequency: Daily (*published four or more times per week*) Nondaily (*published fewer than four times per week*)

Payment Calculation

_____ Number of entries x \$5	\$ _____	
_____ + Number of Additional Comment CDs x \$5	\$ _____	<i>Each newspaper will receive one free comment CD</i>
_____ + Entry Fee	+ \$25.00	
_____ = Total Amount Due	\$ _____	

Method of Payment

_____ Check enclosed made payable to Kansas Press Association

_____ Charge to Visa, MasterCard or American Express:
 Credit Card # _____ Expiration Date _____

Entries At-a-Glance

Indicate below how many entries your newspaper is submitting in each category:

- | | | |
|----------------------------------|---------------------------------|---|
| _____ Feature Story | _____ Sports Feature Story | _____ Special Section |
| _____ News Story | _____ Sports Column Writing | _____ Feature Package |
| _____ Investigative Story | _____ Headline Writing | _____ Editorial Cartoon |
| _____ Series | _____ News & Writing Excellence | _____ Infographic |
| _____ Editorial Writing | _____ News Photo | _____ Design and Layout Excellence |
| _____ Local Business Story | _____ Feature Photo | _____ Front Page |
| _____ Government/Political Story | _____ Sports Photo | _____ Huck Boyd Community Service Award |
| _____ Religion Story | _____ Photo Package | _____ Newspaper Web Site |
| _____ Agricultural Story | _____ Photo Illustration | _____ Public Notices |
| _____ Youth Story | _____ Use of Photos | |
| _____ Education Story | _____ Editorial Page | |
| _____ Column Writing | _____ Sports Page | |
| _____ Sports Story | | |

Mail completed entry form with payment and all entries to:
 Kansas Press Association, 5423 SW 7th Street, Topeka, KS 66606

ALL MATERIALS MUST BE POSTMARKED BY JAN. 23, 2009

