

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

APRIL 11, 2012

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KPA members are encouraged to utilize a free promotional campaign called "Keep Reading." The ads come in different sizes and widths.

## KPA CALENDAR

### APRIL 20-21

KPA annual convention, DoubleTree Hotel, Overland Park.

### DEC. 15

The birthday of the U.S. Bill of Rights.



Kevin Slimp



Patrick Lowry



Charles Marshall

## Slimp, Marshall headline 120th

Friday night awards banquet to honor state's top journalists

**W**e're just a week away from the 2012 convention, which will feature the always-popular Kevin Slimp as the headliner. Slimp, probably the nation's most sought-after speaker on newspaper technology, will provide information on a number of topics.

Need motivation on your job? Then you need to attend the convention and be revved up by Charles Marshall, a

motivational speaker who uses humor to teach life lessons. Marshall will present "Living the Intentional Life," which is designed to help convention attendees learn how to implement change in their professional lives.

Slimp will discuss the latest technology available to newspapers, much of it low-cost or free, that you can buy today and implement tomorrow.

"Kevin will also let us in

on the secrets from successful newspapers in his topic 'What I Have Learned From Successful Newspapers,'" said Emily Bradbury, KPA director of member services and convention coordinator.

Bradbury said the popular Speed Topics are back as well. Speed topics this year will include:

- Going Postal, with Steve

See KPA 120th on Page 11

## Journalist forced to 'amend' life's journey

**Editor's note:** This article is reprinted with permission from the Lawrence Journal-World.

By Karrey Britt, *Journal-World*

**N**early seven years ago, at age 22, Lawrence resident Louise Krug suffered from a brain bleed that caused weakness, dizziness, headaches and difficulty with hearing and vision.

"It just happened out of the blue — kind of like a stroke," she said.

She had just graduated from Kansas University with a journalism degree and was pursuing her dreams in California with her boyfriend. She had done some freelance work and was set to begin her first day as a reporter for the Ventura County Star. Instead, she ended up in a

hospital emergency room.

The next four years would be filled with doctors' appointments, tests, surgeries and a lot of therapy. She would relearn how to bathe, eat, walk and talk.

The experience is the subject of her new book, "Louise: Amended," which will be released nationally April 17. The

See LOUISE on Page 4

# PDF/A file can cause problems; Macs remain choice with Slimp

I haven't pulled out the mail bag in a while. Let's see what readers have on their minds these days:

## From Tammy in Minnesota

Q. We just received 20 files saved in the PDF/A standard. Our preflight won't even work with them. Can we trust a PDF/A file?

A. I haven't been to Minnesota in a long time, so I went the extra mile for Tammy. I asked her to e-mail the two files to me, so I could look at them. At first glance everything seemed OK with the files. Having been around this block a few times, I knew better than to trust a first glance.

You see, the PDF/A standard is meant for files that are going to be archived, not printed. So there's a pretty good chance that the files will cause a problem when placed on a newspaper page.

To be sure Tammy didn't have problems with her files, I opened them in Photoshop at a resolution of 1000, saved them as EPS files, then ran them through Acrobat Distiller using my normal settings, but with one difference. I changed the downsampling for both color and gray images to 600 (they were originally set for 200) for images above 600.

I wrote back to Tammy and explained that from a glance her files seemed OK, but that I was sending new files that were guaranteed to work. A few minutes later, I received an email that the original files caused the InDesign file to "go crazy." She wanted to know how I fixed the files.

Well, Tammy, now you know.

## From Walt in Kentucky

Q. Thanks for a great presentation in Lexington over the weekend. Now I need

your opinion. We end up having to do a lot of "work arounds" because our software is several years old. Would you recommend replacing with Macs or changing over to the more affordable PCs to run new versions of the Creative Suite? Or is it feasible to upgrade the software on our older Macs and replace the graphic designer's Power PC G5?

Q. Walt, we've known each other for a long time and you know I wouldn't steer you wrong.

Stick with the Macs. I have no problems with groups that decide to use PCs to produce their publications. It's their money and their newspapers. However, when it's my money, or when a trusted colleague asks my opinion, I'm going to shoot straight with him. Stick with the Mac. In the long run, you will save a lot more money, stress

and time than you will ever save with "cheaper computers" on the front end.



Kevin Slimp

## From Karen in Indiana

Q. We just got new Macs for our office. I'm not a designer, but I do have CS3 at home on my MacBook Pro. I'm trying to figure out upgrades. While reading forums online last night, a light bulb flashed above my head, "Kevin will know!"

Here are my questions for you:

Can I upgrade my computer to CS4 to match our graphic artist's computer? Can I stay on CS3 and share files with a CS4 user? Should we upgrade everybody to Apple's Lion operating system and upgrade us all to CS5.5? Should we leave well enough alone?

Thanks for sharing your expertise. I'm not reading any more stuff. I'll go with

See SLIMP on Page 3

## 2011-12 KPA BOARD

**Patrick Lowry**

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Hays Daily News

plowry@dailynews.net

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lindadenning@eaglecom.net

**A.J. Bozarth**

Central District Director

Norwich News, South Haven New Era

ajprinting@havilandtelco.com

**Susan Cantrell**

Northeast District Director

Lawrence Journal-World

scantrell@ljworld.com

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Nondaily Director

Marysville Advocate

skessinger@marysvilleonline.net

**Ken Knepper**

Legislative Director

Wichita Eagle

KKnepper@wichitaeagle.com

**Brad Lowell**

Northwest District Director

Concordia Blade-Empire

bladeempire@nckcn.com

**Susan Lynn**

Daily Director

Iola Register

susanlynnks@yahoo.com

**Doug Anstaett**

Executive Director, KPA

danstaett@kspress.com



## THIS MONTH'S QUESTION

Q. How is the page uploading program going at KPA?

A. The good news is we have 138 newspapers who have joined the program. The bad news is about 30 of those are no longer uploading to the site, which KPA uses to build its statewide public notice web site. If you're one of the newspapers that has stopped, we wonder why. This program may very well be our salvation as the Kansas Legislature gives more and more consideration each year to taking public notices out of newspapers and placing them on a government web site. We will discuss this issue at convention.

# What do your customers really want from you?

We all know that sales people should sell benefits. We know that advertising should emphasize benefits. And we know that people buy benefits.

What kinds of benefits do customers want? According to Don, who has been in the advertising business for many years, "It all comes down to: more, better, faster or cheaper. You can talk about other things, but if you don't show them how your product or service offers at least one of these four, they're not going to buy."

Let's take a look:

1. More: When you're preparing for a sales presentation, ask yourself if your publication has more coverage than in previous years. Can you offer advertisers more ads for the same dollars? Do you offer extra marketing or analytical services that may appeal to certain businesses?

"When you're thinking of ad ideas in this category," Don said, "the most obvious example is a two-for-the-price-of-one offer – or buy-one-get one free. This tactic



John Foust

has been around for a long time, because it works so well."

There are plenty of other choices. As you're gathering information, look beyond pricing. Find out if your advertiser has additional services. Or new locations. Or expanded business hours.

2. Better: Every business claims to be better than the competition. The challenge is to be specific. Two questions: (1) Exactly what is it that makes your widget better? (2) Can you communicate that without using the word "quality?"

In my opinion, "quality" is the most overused word in advertising. Usually, it doesn't mean anything.

Do you know what distinguishes "quality construction" from other types? Do you know the characteristics of "top quality service?" Do you have a good understanding of what "better quality" means? Neither do I. And neither do your customers.

Now, this is not to say that "quality" should never be used in selling or advertising. Just don't use it in general terms.

3. Faster: We live in a get-it-done-now age. E-mail, texting, speed dating, overnight delivery, drive-in windows – it's all a reflection of our demand to get things in a hurry.

While writing this paragraph, I did a Google search on "consumer demand for speed." The search generated over 4 million results in .14 seconds. That's point-one-four seconds. What took so long?

Healthcare has its own version of speed dating. A medical organization in Texas has a program to help people choose primary care physicians in five-minute interviews.

When it's time for an oil change, I usually go to a place that offers fast service. Why should I wait an hour somewhere else, when it can be done in 20 minutes? Same oil, faster service.

On the highway, "speed kills." But in the marketplace, "speed sells."

4. Cheaper: "Price can be a huge motivator," Don said. "Even with luxury items – or premium advertising space – people like to get bargains."

The key is to provide specifics. How much can your customers save? How deep is the discount? How long will the sale last?

*John Foust can be contacted about his training videos for ad departments at [jfoust@mindspring.com](mailto:jfoust@mindspring.com).*

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## DA still interviewing attendees at governor's mansion dinners

Shawnee County District Attorney Chad Taylor's office continues to investigate meetings Gov. Sam Brownback hosted at Cedar Crest earlier this year.

The Kansas Press Association has joined the Topeka Capital-Journal in a complaint alleging the meetings violated the Kansas Open Meetings Act.

Brownback claims the meetings were simply designed for him to discuss his agenda and that no business was conducted. The governor is not subject to the provisions of KOMA because he is not "an agency" as defined in the statute.

"I did most of the talking and taking of comments and questions," he said. "I still believe it was fully appropriate."

Rep. Charlie Roth, R-Salina, believes the governor should acknowledge that the private dinner meetings with Republican lawmakers were a mistake and publicly promise not to have similar meetings in the future.

State open meetings law prohibits majorities of a committee from meeting behind closed doors to discuss business. Violations are civil infractions punishable by a \$500 fine.

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**State open meetings law prohibits majorities of a committee from meeting behind closed doors to discuss business.**

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2012 KPA Convention Speed Topics

CHANCELLOR  
BERNADETTE  
GRAY-LITTLE

Sit down and discuss how KU's strategic plan will benefit students and the state.

2:30-5:30 p.m.  
Friday, April 20, 2012

KU



Louise Krug wrote a book about her battle following a serious brain bleed. Here, she is shown with daughter, Olive. Husband Nick Krug of the Journal-World took the pictures.

## Louise

Continued from Page 1

book is now available locally at The Raven bookstore, 8 E. Seventh St.

...

“Louise: Amended” is a memoir by Lawrence author Louise Krug. It chronicles her life after a life-changing brain injury.

Krug discusses her book between sips of bottled water and a latte during an afternoon interview in her office on the third floor of KU’s Wescoe Hall.

She’s now 29 and pursuing a doctorate in creative writing while she teaches writing and literature courses part time. She’s also married and a new mom. A framed picture of her 6-month-old daughter, Olive, in a swing and smiling from ear to ear, sits on her desk near a lamp. If there’s a second book, she says motherhood likely will be the subject.

“I can’t see how it would be about anything else,” she said smiling. “My life right now is so much around being a mom.”

...

Krug began working on “Louise: Amended” three years ago as part of her thesis for a master’s degree in fine arts.

She credits her thesis adviser, Deb Olin Unferth, for helping her land the book deal.

Olin Unferth had moved to the East Coast and attended a party where she bumped into a friend of a friend who was starting a small press in Brooklyn, N.Y.

Krug emailed a copy of her 140-page thesis and soon she had an editor and publisher.

...

“I wish I had some great publishing advice, but honestly I don’t,” she said. “I was kind of lucky, I guess.”

The 192-page book is written in three

**Louise Krug is the daughter of Susan Lynn, Iola Register publisher, and granddaughter of Kansas Newspaper Hall of Fame inductees Emerson Lynn and the late Stan Stauffer.**

parts: before, during and after her brain surgery. But it’s not just about her health. It’s also about relationships. The book is told from rotating points of view, including her mother’s, father’s, brother’s and boyfriend’s.

*Page 40 — When Claude gets under the covers he feels angry*

*at Louise for being just a body to sleep next to, nothing else, then feels bad for his anger. He tells Louise he loves her, but she must be asleep, because there is no reply.*

To get those views, she said she made frequent calls and asked a lot of questions: How did you feel after waiting for nine hours during the first surgery and it didn’t work? How did you feel when I was bitchy for an entire summer?

She said she hopes she didn’t hurt any

See AUTHOR on Page 9

## KPA OFFICE STAFF

**Doug Anstaett**

Executive Director  
danstaett@kspress.com

**Amy Blaufelder**

Accountant  
ablaufelder@kspress.com

**Emily Bradbury**

Member Services Director, KPA  
and Executive Director,  
Kids Voting Kansas  
ebradbury@kspress.com

**Richard Gannon**

Governmental Affairs Director  
rgannon@kspress.com

**Lori Jackson**

Administrative Assistant/Advertising  
ljackson@kspress.com

**Sara Marstall**

Advertising Director  
smarstall@kspress.com

**Rachel Willis**

KPA Education Director  
and Executive Director,  
Kids Voting USA  
rwillis@kspress.com

## KPA CONSULTANTS

**Tom Eblen**

Community Newspaper Tune-ups  
teblen@sunflower.com

**Ron Fields**

Technology Consultant  
Hays Daily News  
(785) 628-1081 or 800-657-6017  
rfields@dailynews.net

**Mike Kautsch**

Media Law, KU School of Law  
mkautsch@ku.edu

**Mike Merriam**

Media Law, Legal Hotline  
merriam@merriamlaw.net

## FRIEND OF KPA

**Randy Brown**

Executive Director  
Kansas Sunshine Coalition  
for Open Government  
Wichita State University  
randy.brown@wichita.edu

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# Answer the call to serve KPA, community

**H**ave you ever wondered how many editors or publishers would have jobs if they were elected positions? Given the ability we have to help shape our communities without being subject to official votes of confidence, those who do stand for elections must be green with envy.



**Patrick Lowry**

Such is the privilege of the Fourth Estate.

Not that we avoid elections entirely, however. With every issue we publish — whether it be daily, weekly, or somewhere in between — informal ballots are cast. The public decides whether to purchase the paper, while the business community decides whether to utilize the advertising vehicle. Over time, having too many individuals and companies saying no most likely will result in a publisher's removal.

Such is the reality of journalism as business.

Without specific dates for the community to decide the fate of its local editor or publisher, there is ample opportunity to practice the craft of journalism. It matters not if the subject matter is the cost of a new reverse-osmosis filtration system for the municipal water supply, the school board's debate on combining schools, the hometown basketball team's run at glory or the senior citizens who read to kids at the library, the newspaper brings to life all the who, what, when, where and why going on around them.

We have access to most everything, since most everybody else chooses not to go. If they are interested enough to attend,

they still require both accounting and analysis of what they witnessed. We have the honor of recording our community's story, creating a living history, and documenting the people and events that give each town a name.

The newspaper is allowed the opportunity to cheerlead and criticize. We celebrate the everyday. We silently wish for the man-bites-dog story, yet find satisfaction recounting the stories of regular people. And it's hard to beat a feature photo of kids or animals.

I believe one of the trade-offs of not standing for regular election is getting involved in the community. Readers and advertisers alike expect their editors and publishers not only to give back to the community, but to help shape a better future.

This also is a privilege of the Fourth Estate. We are public servants, plain and simple. It is not enough merely to purchase one's automobile and major appliances in town, although such transactions remain closely monitored. By virtue of position, newspaper management is required to get involved.

Since moving to Kansas some 18 years ago, I've had the honor of serving numerous organizations and causes. I've been involved with chambers of commerce, economic development organizations, human relations commissions, youth-mentoring groups, school advisory councils and emergency preparedness boards, in addition to various arts and music coalitions. None truly required experience or expertise as a pre-requisite; all that was needed was a willingness to help out.

I've also been able to volunteer for the noble calling known as newspapers. I've taught courses at high schools and universities, spoken to countless civic groups,

served as a trustee for the William Allen White Foundation at the University of Kansas, and can proudly claim a full 10 years on the board of directors of the Kansas Press Association.

Again, it was not any spectacular ability or talent driving my participation — just a willingness to serve. Well, that, and the concurrent unwillingness of others to get rid of me!

While my tenure as KPA president ends at the annual convention later this month, I'll be around for one more year in lame-duck status. Fortunately for you — and me — there are many other professionals onboard to ensure the continued stability and success of this organization. The enthusiasm of fellow directors and the professionalism of staff make this an easy commitment to make.

If you haven't had the opportunity to serve on the KPA board, give it some consideration. It is a great way to give back to the industry that supports your livelihood. Yes, there is an occasional election. But if I can get elected, over and over, you can too.

I look forward to visiting with you in Overland Park.

*Patrick Lowry is president of the Kansas Press Association for 2011-12 and is editor and publisher of The Hays Daily News.*

## Marstall new KPA ad director

**S**ara Marstall is the advertising director for the Kansas Press Association. She joined the association on April 2.

Sara is a native of the Topeka area. She graduated from Washburn University in Topeka in 2006 with a bachelor of business administration degree and furthered her education with dual master's degrees from Hawaii Pacific University in Honolulu, including an M.A. in organizational change and an MBA.

She was a marketing assistant at Pearl Harbor and a business analyst at Security Benefit Companies in Topeka before joining KPA.

She has wide-ranging experience with web site creation, creative direction and branding, event planning, market research, social media, writing press releases and designing print and online advertising.

She also has a growing passion for photography.

Sara and her husband, David, have an infant son, Matthew.



**Sara Marstall**

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## JOB OPENINGS/FOR SALE

### DIGITAL MEDIA

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.

### NEWS

**FULL-TIME CITY/COUNTY BEAT REPORTER** to cover our larger community and several surrounding smaller ones, and the spaces in between. Must be self starter, energetic, hardworking and able to establish good working relationships with a wide variety of sources. Excellent writing skills a must and photography skills a plus. Some evening and weekend work will be required. This is a great opportunity for a reporter to cover a wide range stories and meet a wide range of interesting people. 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.

**REPORTER** at small weekly newspaper group in the Wichita area. Entry-level position. Duties will include general assignment, feature and sports reporting, photography and editing. Layout skills are helpful, preferably in InDesign. Send resume and 3-5 clips to prhodes@tsnews.com or to Times-Sentinel Newspapers, PO Box 544, Cheney, KS 67025. Call 316-540-0500 for more information and ask for Paul or Travis.

**REPORTER/SPORTS WRITER** — The Beloit Call is seeking someone to write sports in addition to general assignment reporting and photography. For the ambitious person, the job could become a management position in the next two years. Send resume and clips to Brad Lowell, Concordia Blade-Empire, Box 309, Concordia, KS 66901 or email to jbrad@nckcn.com.

### PRODUCTION

**EXPERIENCED PRESS MANAGER** — A small Central Kansas web printer is seeking a manager to oversee printing operations. Responsibilities include: coordinating inventory purchases, com-

pleting operational paperwork, managing production process and staff, equipment maintenance, controlling quality and cost, and assisting in the overall success of our operation. Good mechanical skills required and press operation supervisory experience preferred. Preference will be given to qualified candidates with cost management and post-press experience. E-mail resumes and letters of interest to danstaett@kspress.com.

### NEWSPAPERS FOR SALE

**For Sale** — The St. Marys Star, founded in 1884, printed Wednesdays and only newspaper in county with website, www.thesmstar.com. Circulation 1,375+. Big community supporter and official paper for St. Marys, Emmett, Willard and Delia, St. Mary's Academy and Kaw Valley USD 321. Building not included, but computer equipment supports electronic delivery to printer. Above average cash flow. Expansion potential obtainable or good add-on acquisition. Email owner at ranaetelw@gmail.com.

□

See MARKET on Page 11

## Simon

### Continued from Page 4

talized several months with an auto-immune disease. I greatly appreciated the patience he had with me as I came back to some semblance of normalcy after my illness. In the years that followed, that same patience and careful attention to detail came to the fore again and again whenever he had to size up any difficult situation.

He stepped down as director of our program in 2004, but remained as a professor.

One of my tasks when I was organizing the centennial celebration was to put together a booklet with photos and brief biographies for each department head. I was truly amazed when I read what Todd had done. He practiced law early in his career, he was the author or co-author of six books, and he created classes in economics of mass communication and political communication.

Angela Powers, his successor as director, said of Todd Sunday night:

“Todd was a colleague, teacher and friend for more than 25 years. One of his most unique qualities was that he was a

collector of people ... or maybe people collected him. Everywhere I went, someone had something good to say about Todd. Students, classmates, faculty all over the country were always extending their greetings and staying in touch with him.”

Faculty members Tom Gould and Charles Pearce, as well as Michigan State University professor Stephen Lacy added their recollections about Todd.

Students shared stories about how he had influenced them. One student, laughing, commented that he and his classmates believed that Todd had as many excuses for not turning their papers back in a timely manner as they had for not turning them in by deadline.

Another, on Facebook, said, “Todd was so sharp and he was always quick to give help and advice ...”

I traveled with Todd to a National Newspaper Association conference in Washington, D.C.

and on at least a couple of occasions to southeast Kansas, where we met with newspaper owners. He appreciated my work with community media in Kansas and around the country, and I will always be grateful for that support.

It was also obvious how proud Todd was

of his family. I cannot say with certainty that I ever met his daughters, but he spoke of them so often that I felt as if I knew them.

As these comments suggest, in many ways, Todd was a serious man. But you had to look a bit closer to see his other side. One student said, “My favorite Simon moment was sitting in his editing and design class for 45 minutes talking about the rules of hyphenation, only for him to end it with, ‘well, the rules are obsolete, so as long as you can justify using it, do so.’”

Another, for me, was watching him carefully “steering” his ever-present coffee cup down the hall or outside for a cigarette.

One day he wore his “SpongeBob SquarePants” shirt to a faculty meeting. It turned out we had a faculty picture taken that day. In that photo, Todd had his hand on his hip as if to say, “Formality can be vastly over-rated.”

Today when I look up from my desk, Todd is still looking back. But now I think of that “other” photo, the coffee cup, the hyphenation story ... and I smile.

**Gloria Freeland** is the director of the Huck Boyd National Center for Community Media and is an assistant professor in the A.Q. Miller School of Journalism and Mass Communications at Kansas State University.



Todd Simon

# It doesn't take a brain surgeon to 'get' KOMA

You would think the Kansas Open Meetings Act was a vague, wordy statute that was difficult to understand.

It isn't, though. The main statute that governs the conduct of public meetings in Kansas is quite simple. Here it is:

"As used in the open meetings act, 'meeting' means any gathering or assembly in person or through the use of a telephone or any other medium for interactive communication by a majority of the membership of a body or agency subject to this act for the purpose of discussing the business or affairs of the body or agency."

Gov. Sam Brownback says he invited committees of the Kansas Legislature to Cedar Crest to discuss his agenda.

"His" agenda, once it was announced, became the "business or affairs" of the Legislature.

Hence, his dinners were meetings of the very committees working on his agenda.

He could buy up all the lipstick at Wal-Mart and never have enough to make this pig presentable.

Even one of his Republican colleagues, Rep. Charlie Roth of Salina, knows that when it walks like a duck and quacks like a duck, it's a duck.

Had the governor been able to really think this through, without his communications director, legislative director and a host

of others trying to convince everyone the meetings were legal, he would have apologized for his misstep and this story likely would have fizzled like a dud firecracker on Independence Day.

KOMA exists because our system of government requires the participation of the citizenry for it to work correctly.

Of course, some legislators and others would like to operate in the dark, just like the internet trolls who anonymously post their drivel without fear of identification.

But that's not how our system was designed. Our Founding Fathers were cognizant of the notion that shenanigans take place when there are no checks and balances in place. They set up a government with three distinct branches so that none of them could exercise undo power.

KOMA is one of those checks against government taking action that is unilateral in nature. There is a procedure to be followed, and the public needs to be a party to the action to keep really dumb things from happening.

That's also why we have 40 state senators and 125 state representatives, all serving as proxies for those who sent them to Topeka. The state's founders believed that 165 legislators would somehow come to the best decisions on most issues because all sides would likely get their day in court.

Open meetings are the "declared policy of the state," according to K.S.A. 75-4317: "In recognition of the fact that a representative government is dependent upon an informed electorate, it is declared to be the policy of this state that meetings for the conduct of governmental affairs and the transaction of governmental business be open to the public."

There's no wishy-washiness in the statute. It is as clear as Kansas spring water.

Meetings are open to the public, and only under extreme circumstances can they be closed.

Were the meetings at Cedar Crest "egregious" violations?

Not necessarily.

But we expect more from this state's highest elected officials. They are supposed to avoid the appearance of impropriety and to

operate as transparently as humanly possible.

Oh, and for those who believe we're playing favorites and picking on the Republicans, let me point something out: In 2002, when Kathleen Sebelius was elected governor as a Democrat, we sued her for having closed meetings to discuss state business before she took office. We lost, but we made our point.

*Doug Anstaett is executive director of the Kansas Press Association.*



**Doug Anstaett**

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**Our Founding Fathers were cognizant of the notion that shenanigans take place when there are no checks and balances in place. They set up a government with three distinct branches so that none of them could exercise undue power.**

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## Colleague shares memories of Todd Simon

Here's looking at you, Todd! Whenever I'm in my office in

Kedzie Hall and look through the door, Todd looks back at me. During our department's 2010 centennial celebration, we hung portraits of our current and past department heads, and Todd's picture is opposite my door.

Most days, I also saw him when he walked briskly by on his way to class. Occasionally, he'd stop to chat.

But that won't happen again. Colleague

and friend Todd Simon died early in the evening of March 5 at the much-too-young age of 61.

The next morning, the faculty assembled to discuss how to staff his classes, take care of his committee assignments and work with his advisees. But more than that, we came together to talk about the man we would all miss.

Most of us "went through the motions" the remainder of the week, reflecting on how someone we cared about could be there one day and gone the next.

Sunday evening, we said "goodbye" at a memorial service at the university's All Faiths Chapel. Photos of Todd as a youngster, as a young man with his future wife Geri and as a husband and father were on display in the lobby.

Faculty member Steve Smethers gave the opening remarks at the service.

"The sadness we feel is profound. As I posted on Facebook earlier this week, our students have lost a dedicated teacher, our faculty have lost a great colleague and mentor, Manhattan has lost a fine citizen who was politically and civically involved, the K-State women's basketball team and the K-State baseball team have lost one of their most ardent fans, and Kedzie Hall, at least for a little while, has lost a little of its soul."

Todd came from Michigan State University to be director of the A.Q. Miller School of Journalism and Mass Communications at Kansas State University in the fall of 1997. I had just returned to work after being hospi-



**Gloria Freeland**

**See SIMON on Page 7**

# Author

## Continued from Page 4

feelings in writing the book and that portrayals were accurate. “They’re all still talking to me, so that’s a good sign,” she said.

Her mother, Susan Lynn, whose name is Janet in the book, said she thought Krug did a good job of capturing her concerns as a parent. She also learned a bit about herself.

“I always thought I was kind of a hip dresser until she pointed out that I really do wear Birkenstocks every day,” Lynn said, laughing, during a telephone interview.

Lynn, who is publisher and editor of The Iola Register, described Krug’s honesty as refreshing. “I think it’s insightful to the human character and she doesn’t let herself off the hook,” she said.

*Page 181 — The bedroom is the same dark mess of purple sheets and a mattress, and I remember lying there, day after day, after returning from the Los Angeles hospital. One of my friends finds me in the bedroom closet and stops me from pulling all of the buttons off Claude’s shirts. I don’t have Nick. I don’t have Claude. I don’t have anything but my own self-pity. No, I tell myself. Don’t.*

For the book cover, Krug chose a pamphlet that she had received during treatment for facial paralysis at the Mayo Clinic in Rochester, Minn. The pamphlet has pictures of a woman doing facial exercises.

As for the title, she knew she wanted something short and easy to remember. “The title was so, so hard,” she said. “We went through so many titles and we almost called it something else, but I can’t remember what we almost called it. You are still never sure of whether you got it right or not.”

She said the toughest part of writing the book was revisiting painful memories again and again.

Krug suffered brain bleeds as a child and as a teenager. The first came when she was in fourth grade. She would suffer temporary vision problems and headaches but would quickly recover. Krug’s mother said doctors didn’t want to operate and led them to believe that it eventually would just cauterize itself because with each successive episode there seemed to be fewer symptoms that wouldn’t last as long.

“Her last bleed happened when she was in high school and then she went all through college with nothing and so we just thought, ‘Wow, she’s really out of the woods,’” Lynn said. “But, it wasn’t to be.”

Krug’s condition continued to decline in the days following her ER visit in California. She couldn’t stand noise or light and suffered headaches in addition to the paralysis. Her mother remembers crawling into bed with her and holding her, telling her everything was going to be OK, although deep inside she, too, was terrified.

*Page 35 — Janet knows she had done something wrong. She should have worried about Louise more. She didn’t call Louise for a week after she moved to California — she had wanted Louise to feel grown-up. Maybe she fed Louise bad foods when she was a baby?*

Krug had a cavernous malformation, or a cluster of abnormal vessels, the size of a marble in her brain stem, the area that controls vital functions such as swallowing and breathing. A neurosurgeon



The cover of Louise Krug’s book.



Louise in 2004

in California said the malformation needed to be removed but the procedure was too risky for him to perform.

The family found a surgeon at The Mayo Clinic and the first attempt to remove the mass on April Fool’s Day didn’t work, so they tried a couple of days later and got it. But the surgery left Krug with disabilities including paralysis.

“I think psychologically for Louise and for all of us, it was a disappointment,” Lynn said. “I mean, ‘Yes, you are grateful that your daughter has survived the surgery.’ But, we all hoped the surgery would make everything perfect or better again.”

*Page 103 — I start out crawling. My physical therapist, who is handsome and Scottish, lifts me out of the wheelchair and onto the rehab gym’s mat. He helps me get into a position I remember from Pilates mat class, on my hands and knees. He gets on the floor beside me and tells me to do what he does. We crawl.*

Krug went through six months of intense physical therapy. After three weeks at The Mayo Clinic, she moved back to her hometown in Michigan with her father and stepmother and continued therapy. Then she announced she would be returning to Lawrence to pursue a master’s degree.

“I think she tried to do things too soon like moving back to Lawrence, but then I think it was that determination that has helped her survive,” her mother said. “Had she played the role of a victim, she wouldn’t have overcome a lot of the things that she has.”

•••

Louise and Nick Krug were married in 2009.

Krug’s last surgeries were in 2006 and 2007 at Kansas University Hospital, where doctors tried to help straighten her wandering left eye and help her regain some movement on the left side of her face.

“All of this stuff never works as well as expected, but it did make things better,” she said.

Because of the facial paralysis, she can’t blink or close her left eye, so her eyelid is sewn partially shut to help keep her cornea moist. Krug has a prism in the left lens of her glasses that helps correct the double vision, but it’s still there, she said.

“It’s funny because I’m a writer and a reader and that’s what I do all day long, but you just learn to focus on one if you are seeing two lines.”

She has partial paralysis in her right foot that makes it difficult for her to walk and keep shoes on. She also has trouble using her right hand for simple tasks like drinking or typing. Fortunately, she said she’s always been left-handed.

Today, she can look at the bright side of things, but that wasn’t always the case.

*Page 128 — I will not be talked into smiling for pictures — the asymmetry is too awful. The only way I tolerate being in a photo is wearing my sunglasses, staring expressionlessly at the camera, my mouth a straight line, waiting for it all to be over.*

“I lay it all out there,” she said. “I include a lot of potentially embarrassing stuff about myself and I don’t cast myself in the most flattering light, so I hope people don’t misunderstand what I’m trying to say.”

Her hope is that people realize it is possible to lead a happy life but wish that things were different. That it’s OK to want to be beautiful although it’s not supposed to matter.

# Writer remembers his good friend Carter

Everyone has someone who has touched their lives in innumerable ways — that person who has such a profound impact that you will remember what they taught you for a lifetime.

I lost such a person when my friend and mentor, Carter Zerbe, 72, died March 17. He battled lung cancer for more than a year. It went into remission, then came back a couple of weeks ago in his lungs and bones.

The good Lord spared him by taking him before he had to suffer any more.

I've been so fortunate to have people around me who have influenced how I've lived my life.

My father, a retired Army physician and a hospital administrator in civilian life, was 64 when he died in 1987. I was 37 years old. My dad taught me honesty, integrity, duty and a sense for business.

My father-in-law taught me how to have that zest for life, to have fun and set an example for others to follow. He taught the importance of community involvement. At 83, he still sets an example of a strong work ethic. I have trouble keeping up with him most days when I'm with him.

Then there's Carter. We starting working together in 1990. Carter and his family had owned the newspaper in Augusta, Kan., until they sold it and he tried to retire. Carter could never slow down long enough, though. He came back to run his newspaper again after it was sold to the company I worked for at the time.

In 1989, Ken Cope of Neosho, Mo., our vice president at American Publishing Co., gave me an opportunity to be the publisher

of the McPherson (Kan.) Sentinel, where I was the managing editor. Carter and I worked together for a couple of years as publishers of our respective newspapers. Then he was named regional manager for the papers in central Kansas.

We formed a fast friendship.

I'd like to say there are lots of aha moments that you could mentally mark in your brain when you've learned something profound.

I can't say that was true with Carter. It was more like osmosis. It might come in casual conversation while walking down a street in Fort Morgan, Colo., when we made trips together to supervise several newspapers. We'd talk about how to handle personnel or how to get consensus from employees for an idea to improve the newspaper.

I was Carter's district manager. He used to tell people, "Tom is the best district manager I ever had." He didn't tell them I was the only one he ever had.

If I perceived I had a crisis on my hands, I'd call Carter. We'd talk things out. I'd tell him what I thought should be done. He'd generally agree and then give the sage advice, "I'm happy to talk with you, but you already knew what you were going to do; you just needed some assurance."

My relationship wasn't a lot different than others who sought his counsel. Carter was a people person. He didn't know a stranger. He always had time to talk, whether you were a customer, a friend, an employee or a stranger. He wanted to know about you. It was fun to watch him work a room.

As the years went along, we got to know Carter and his family. We had dinners together in Wichita, Kansas City or any place we could get together.

After I moved to Leavenworth and was no longer in his region, we would get together for dinner in Emporia because it was a halfway point. I still counted on him for counsel.

He was a creature of habit. If he liked a place for dinner, be prepared. You usually ate there a lot.

If we were at meetings together, you could usually find us hanging out together, talking. We'd talk about family, the latest stock tips or financial advice and problems at our operations. There really wasn't anything we couldn't or didn't talk about.

Just like best friends do, he knew my family and I knew his.

He encouraged me to look at promotional opportunities and to widen my horizons. He also encouraged me to move to the Bentonville area a couple of years ago and get closer to our daughter and her family.

I like to think Carter shaped who I am — not only as a manager, but as a person and a family man. I see a lot of him in me, particularly how he interacted and treated people.

I wish my employees here at The Vista could have met my friend, Carter. They would have enjoyed his company. And he would have gotten to know them. He was pleased that I was back in the newspaper business.

With his full head of white hair and his never-slow-down pace, he was more like the big brother I never had rather than a father figure.

I will miss my friend and our conversations. He is at peace with the Lord he loved very much.

*Tom Throne is managing editor of The Weekly Vista in Arkansas and past president of the Kansas Press Association.*



**Tom Throne**



**Carter Zerbe**

## NEWS BRIEFS

**L**isa Seiser is the new managing editor of the Junction City Daily Union. She moved to Kansas from Lake Geneva, Wis.

She attended the University of Wisconsin-Whitewater and previously worked at the Lake Geneva Regional News and Resorter.

**C**huck Smith, city editor of the Great Bend Tribune and a veteran of 34 years there, died of a heart attack on March 29.

Smith was a University of Kansas graduate.

A few days before his death, he received the State Forester Award, a statewide honor in recognition of his efforts to cover pine wilt and the blight's impact on the area.

**Z**ach Hacker is the new sports editor for the Emporia Gazette. He's a graduate of Minnesota State University in Mankato, but grew up in the small community of Richland, population 1,200.

He was a general assignments reporter for the N'West Iowa Review in Sheldon and sports editor of the Waseca County News in Waseca, Minn.

**R**ichard Gannon, director of governmental affairs for the Kansas Press Association, again played the bagpipes at the Kansas Statehouse on St. Patrick's Day.

Gannon's performance has been an annual event since 2007.

# KPA 120th

Continued from Page 1

Haynes.

- How Is My Legislator Voting? with Kevin Yowell
  - Facebook and Your Newspaper, with Dan Thalmann.
  - AOE Best Practices, with Ron Fields.
  - Ask the Media Lawyer, with Mike Merriam.
  - Community Newspaper Leadership, with Doug Anstaett.
  - Community Management Tune-up, with Murrel Bland.
  - Technology Answers with Ron Fields, KPA's technology consultant.
- We'll also have breakouts on a number

of subjects, including:

- Photo Editing and Color Correction Tips to Increase the Quality of Your Publication.
- What You Need To Have a Successful Community Newspaper.
- Customer Service.
- Advertising Training and Best Practices.

On Friday night, the KPA's top awards, including Hall of Fame inductions, will highlight an evening of recognition.

The banquet also honors Patrick Lowry, 2011-12 KPA president and editor and publisher of The Hays Daily News.

On Saturday morning, we're going to try something new with the "Bring Your Family to Breakfast" event.

If you're registered for the convention, you can include your children under 16 for

free at the Saturday breakfast. A later start will make getting out of bed easier.

The AOE Advertising Awards will be presented separately during lunch on Saturday, while the News Awards will be given at the usual time beginning late on Saturday afternoon.

Want to register late or make a change in your registration? If so, call Emily Bradbury directly at 785-213-8524 before 5 p.m. Friday (April 13).

The Overland Park DoubleTree is booked solid for the event.

**REMINDER: The AOE Advertising Awards will be presented separately during lunch on Saturday.**

**The News Awards will be given out at the usual time beginning late on Saturday afternoon.**

# Slimp

Continued from Page 2

your recommendation.

A. Wow, that was a lot of questions, Karen.

But there seemed to be a compliment in there, so I'll do my best to answer them all. First, it will be a disaster if you use different versions of Adobe Creative Suite and you share files on a regular basis. It's

possible, but a pain. So, if you share files very often, you all need to be on the same version.

The only version being sold now is CS 5.5 (CS 6 may be out by the time some readers read this) and Adobe doesn't sell older versions of its software, which means you can't upgrade to CS4 because it's not being sold. So if you want to transfer files between computers on a regular basis, it would be best if you were both on the same version of Creative Suite.

As far as Lion goes, it's fine. All operat-

ing systems are problematic when they first come out, but the driver issues and bugs are generally cleaned up after a few months. I've written about how to set up your PDF printer driver in Lion, so you can create PDF files the way you always have. Other than possibly needing a new printer or scanner driver, that should take care of most of your Lion issues.

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

# Market

Continued from Page 7

A well-respected northwest Kansas weekly newspaper is for sale. The business has been in existence since 1992 and has a subscription list of 2,001. It is the legal publication for the City of Atwood and Rawlins County and is an integral part of the community with a loyal customer base. Atwood is a progressive community with a golf course, good school system, new hospital, new swimming pool and new water system. The sale includes inventory: computers, software, networking, an office building constructed in 1997. Call Mary Holle 785-322-5533 for more information.

Two hundred-year-old weeklies in Sumner County for sale. Owner is moving out of state.

The Belle Plaine News (legal publication for city, county 2012 year, school, several TWP's) and The Oxford Register (legal publication for city, school, several TWP's). Steady subs and advertising. No cash flow problems. Comes with computers, software, archives, other big and small equipment. Mac-based office. Small towns, farm communities. Serious inquiries only. Phone owner at home, 620-488-3695 after 5 p.m.

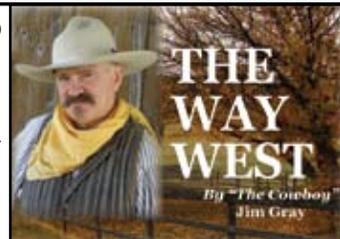
Do you have something to sell? A Kansas Publisher classified just might do the trick. If you're a KPA member, you get the first 35 words free. After that, it's just a dollar a word and runs in the Publisher once, four times in Kansas Press This Week and for a month online at kspress.com. Call Doug Anstaett at 785-271-5304 or e-mail him at danstaett@kspress.com.

## Build Your Readership

with The Way West, a weekly column of Wild West Kansas. Sample columns available upon request.

*'We're big fans of your work, and we get lots of compliments on your articles. I'm happy to be associated.'* Kate Catlin, Harper County Herald

Contact "The Cowboy" Jim Gray by phone at 785-531-2058 or e-mail at kansascowboy@kans.com



# The Biggest Names in Publishing Technology

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# Kansas newspapers encouraged to use promotional ads

## ‘Keep Reading’ campaign reinforces print strength

**K**ansas Press Association members are reminded that a series of free promotional ads touting why newspapers are important to their communities is available on the KPA web site.

The image promotion campaign was produced last year by New Boston Creative Group, the same company that redesigned the association’s web site.

Newspapers are encouraged to run the “house ads” any time they have extra space.

They help reinforce your newspaper’s importance and are available in a number of sizes and column widths.

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

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

A sample of one of the ads can be viewed below this story. The five different ads are available in a number of sizes from 2-col.by 4 to 3 x 6, 4 x 6, half-page and on up to a full page.

“We’ve also produced the ads in a number of different column widths to accommodate most if not all newspapers, and we’ve also produced them with and without the KPA logo for those who want to ad

their own logo to the ads,” Anstaett said.

In addition, there are full-color rack cards available for download that would be printed at the discretion and expense of each newspaper. They also are available at the web site address: <http://www.kspress.com/267/keep-reading-campaign>

“This is a professionally designed campaign and we encourage all newspapers to run the ads whenever they have some extra space to fill,” Anstaett said. “Better yet, a multi-week campaign would do more to remind readers that your newspaper is vital to their everyday lives.

“We don’t do enough to toot our own horns. This campaign gives us the chance to do that and at the same time reinforce reading habits that are critical to our industry’s survival.”

# CHOOSE WHO GETS YOUR VOTE



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

The local paper is also one of the only places you can find timely news on what’s happening right where you live. That’s why 86 million Americans read local newspapers each week.

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



**Kansas Press  
Association**  
[kspress.com](http://kspress.com)

# NewsFlash

**Kansas Press Association  
120th Annual Convention**  
*April 20-21, 2012*  
*Doubletree Hotel in Overland Park, KS*

Registration deadline is Friday, April 6.  
Hotel Deadline is Saturday, March 17.

Exciting speakers will include Kevin Slimp, Charles Marshall, and John Baetz!

Speed topics are back by popular demand!

New for 2012!

Advertising Awards luncheon

Bring the kids to the Family Breakfast on Saturday!

One-on-one technology sessions with Ron Fields

Personalized hotel reservation website

awards, sharing best practices

...and much more!



## Friday, April 20

9 a.m. - 9 p.m.

### Registration and Contest Display

The registration desk and contest display room will open at 9 a.m.

10 a.m. - Noon

### KPA Board Meeting

Noon - 1:30 p.m.

### KNF Trustee Meeting

1 - 2 p.m.

### Daily Roundtable - 1

### Nondaily Roundtable - 1

2 - 2:30 p.m.

### Afternoon Break

2:30 - 5:30 p.m.

### Newspaper Speed Topics

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 6!

- How Did My Legislator Vote? with KanFocus
- Going Postal with Steve Haynes
- Facebook and Your Newspaper with Dan Thalmann
- AOE Best Practices with Ron Fields
- Ask the Media Lawyer with Mike Merriam
- Community Newspaper Leadership with Doug Anstaett
- Community Management Tune-Up with Murrel Bland
- The KDAN and KCAN Networks: How You Can Make Money!
- From Writing a Column to Writing a Book with Darrel Miller
- The 5Ws and H of Health Reform with Bob Hanson
- How KU's Bold Aspirations Will Benefit Students and the State with KU Chancellor Bernadette Gray-Little
- Q&A on QuickBooks with Amy Blaufelder
- Reporting on Safety with AAA of Kansas

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 Patrick Lowry as we toast to his year as president of the Kansas Press Association.

## **FEATURED SPONSORS**



## Saturday, April 21

7 a.m. - 4 p.m.

### Registration and Contest Display

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

8 - 9 a.m.

### Annual Meeting and Family Breakfast

Bring the kids (15 and under) for free!

9:15 - 10:45 a.m.

General Session

### Staying On Top of New Technology

KEVIN SLIMP

Join Kevin Slimp as he discusses the latest technology available to newspapers, much of it low-cost or free, that you can buy today and implement tomorrow.

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

AOE Advertising Awards Presentation and Program

### Living the Intentional Life

CHARLES MARSHALL

Real success is never accidental! Are you the author of your destiny or do you let circumstances determine your direction and focus? Are you where you have chosen to be or where you have allowed yourself to be? Only you have the power to create and implement positive change in your life. Learn to identify the artificial limitations you unknowingly allow to direct your personal and professional lives and use the Power of Choice to actively control your fate. Great for your sales staff!

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

### Past President's Lunch

12:45 - 1:45 p.m.

Breakout Sessions

### Customer Service Isn't a Joke

CHARLES MARSHALL

How to make sure your customer service isn't a joke? With the practiced eye of a professional humorous speaker, Charles examines common blunders and questionable customer-service practices that prevent your newspaper from growing.

### Sales Training 101

JOHN BAETZ

Back by popular demand! This session was featured at the 2011 mini-convention and was so popular, we brought him back! The session will focus on the "nuts & bolts" or sales. From pitch to proof, Baetz will use his years of sales experience to help you and your staff close more print sales, generate more revenue and most importantly, help more advertisers find success in your products.

### What I've Learned From Successful Newspapers

KEVIN SLIMP

Join Kevin as he examines what newspapers are doing right and, more importantly, what they are doing wrong.

1:45 - 2 p.m.

### Afternoon Break

2:15 - 3 p.m.

Breakout Sessions

### Advertising Best Practices

JOHN BAETZ

Join John as he talks with you about your best advertising ideas. Bring samples of your best special sections or advertising pieces. All members will be able to participate in this unique session (no speaking is required). Be prepared to share and/or learn about the best advertising ideas Kansas newspapers have to offer. If you have the best idea you will win a Kindle Fire!

### Photo Editing and Color Correction Tips to Increase the Quality of Your Publication

KEVIN SLIMP

Join Kevin as he gives you easy tips you can use tomorrow to help improve the quality of your newspaper.

### The Absolute Essentials: What I Need to Have a Successful Newspaper

TOM EBLEN

Time and money are precious commodities in today's economic state. What are the essentials for a successful newspaper? Some ideas cost money, others simply require sound decision making. Join Tom as he shares the absolute essentials you need to make your newspaper a successful venture.

3:15 - 4 p.m.

Daily Roundtable - 2

Nondaily Roundtable - 2

4 - 4:30 p.m.

Awards of Excellence Reception

4:30 - 6 p.m.

Awards of Excellence Presentation

## FEATURED SPONSORS



# KANSAS GAS SERVICE

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## FEATURED SPEAKERS



### Kevin Slimp

Kevin Slimp serves as director of the Institute of Newspaper Technology - a training program for newspaper designers and publishers housed on campus at The University of Tennessee. He's best known for his work leading to the development of the PDF Remote Printing Method in the early

1990s, now the standard for file transfer and design in the publishing world. Kevin is an adjunct professor at the University of Tennessee College of Communication and Information. In addition to his live training events, Kevin provides online training for groups throughout the U.S. and Canada. Each year he speaks at approximately 100 conferences and events in the newspaper industry.



### Charles Marshall

Charles is the author of the modern day motivational classic Shattering the Glass Slipper, whose central message is that success is available for all who harness, develop and apply their Seven Powers.

Charles is the founder and president of M Power Resources, a company dedicated to providing growth resources for business and individuals. He has more than 15 years of full-time experience as a motivational speaker and comedian and is recognized by meeting planners as one of the top corporate comedians and humorous keynote speakers in the nation.

# Registration Form

## CONTACT INFORMATION

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

## 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 at left, 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 6 will be accepted as space permits. 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. Thursday, April 12. 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 DoubleTree in Overland Park until Saturday, March 17. For reservations, call 1-913-451-6100 or register online at [http://doubletree Hilton.com/en/dt/groups/personalized/MCMISDT-KPA-20120419/index.jhtml?WT.mc\\_id=POG#reservation](http://doubletree Hilton.com/en/dt/groups/personalized/MCMISDT-KPA-20120419/index.jhtml?WT.mc_id=POG#reservation). The room rate is \$92 per night.

**Registrations are requested no later than Friday, April 6.**

**Questions? Contact the KPA office at 785-271-5304 or [ebradbury@kspress.com](mailto:ebradbury@kspress.com)**

Name of Attendee <small>Print clearly for name badges</small>	Registration Fees <small>Please check one</small>	Friday Banquet <small>\$40 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 - \$130 <input type="checkbox"/> Friday only - \$70 <input type="checkbox"/> Saturday only - \$80	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending				
	<input type="checkbox"/> Full registration - \$100 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$75	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending				
	<input type="checkbox"/> Full registration - \$95 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$75	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending				
	<input type="checkbox"/> Full registration - \$90 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$75	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending				
<b>TOTAL AMOUNT</b>						

## PAYMENT METHOD

- Check enclosed (made payable to KPA)
- Please invoice me at the address above or send e-invoice to the following email: \_\_\_\_\_
- 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 \_\_\_\_\_

## Family Breakfast

- I will have family members accompany me to the breakfast on Saturday.
- Adults \_\_\_\_\_
- Children \_\_\_\_\_

Adults will be charged \$25. Children under 15 are free!