

THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY JULY 7, 2010

INSIDE TODAY

PAGE 2

Although old computers work, productivity suffers in the process, says Kevin Slimp.

PAGE 3

John Foust gives advice on how to impress your advertising clients.

PAGE 4

KPA president Linda Denning wonders — as all publishers do — why politicians don't use newspapers in their campaigns.

PAGE 5

Gail Pennybacker will deliver the Huck Boyd Lecture Sept. 2.

PAGE 9

NNA decides to refocus and will likely leave the University of Missouri.

KPA CALENDAR

SEPT. 2-4

Centennial for K-State's A.Q. Miller School of Journalism.

SEPT. 30 - OCT. 3

NNA's 125th anniversary celebration, convention, Omaha.

OCT. 8

Western Kansas Mini-Convention, Great Bend.

NOV. 12

Montgomery Family Symposium, Kansas State University.



Participants in the Midwest Newspaper Summit 2 in Des Moines earlier this year learn about the global implications of the digital revolution. The next summit is in Kansas City in September.

Summit to promote online innovation

State press associations in Kansas, Iowa, Minnesota, Illinois, Wisconsin, Nebraska, South Dakota and Missouri are teaming up once again to conduct the third in a series of educational events aimed at developing new ways to ensure the successful future of the newspaper industry.

The Midwest Newspaper Summit 3, "Newspaper Evolution: Make Change Happen," will be held Friday, Sept. 10 at the Marriott Country Club Plaza in Kansas City, Mo. Using Midwest Newspaper Summits held in September 2009

and February 2010 as its spring board, the Midwest Newspaper Summit 3 will feature a unique hands-on, learn-by-doing platform.

By attending, participants will make a commitment to implement a new innovation project at their newspaper following the summit and share the results with other event participants.

The theme for Midwest Newspaper Summits 1 and 2 was Newspaper Evolution: Survival of the Fittest in the Digital Age. These events featured industry leaders engaged

in a cutting-edge discussion about the economics of the news industry and how it might move forward in the digital age. Nationally recognized speakers and panelists discussed the rapid changes newspapers are experiencing, new ways to structure the newspaper business, new revenue models and many other critical topics.

Attendance and interest at the first two summits clearly indicated the need for continued expansion of innovation and technology in the newspaper in-

See SUMMIT on Page 3

Montgomery focus is news ethics

The fifth annual Montgomery Family Symposium is scheduled for Nov. 12 at Kansas State University. It will focus on newspaper ethics.

The Montgomery Symposium is underwritten by a \$50,000 donation to the Kansas Newspaper Foundation from the John G. Montgomery family.

Kelly McBride, the ethics group leader at the Poynter Institute, will lead a day-long discussion

to help journalists strengthen their ethical decision-making skills. She has been on the Poynter faculty since 2002.

Before coming to Poynter, McBride worked as a reporter for 15 years, spending most of that time at The Spokesman-Review in Spokane, Wash. She covered crime and courts for six years and faith and ethics for eight years.

More details will be announced soon.

Old computers, old software could be hurting productivity

When I was younger, I owned a graphic design business. It started out small, but grew to a few employees and bigger clients as the years went on.

As much as we enjoyed our work, like most businesses, making a profit was a priority. One of the lessons I learned pretty quickly was that the faster our computers, the more money we could make. Our output could double or triple with an investment in new computers and software.

I thought of this a few days ago when a publisher told me his papers were still using QuarkXpress 4.1 to paginate. Normally, I wouldn't have given this a second thought. But for some reason, I haven't been able to shake the memory.

Don't get me wrong; I realize there are limits to what we can spend. However, using software that's 11 years old on computers, which I'm assuming are pretty old, just doesn't make a lot of business sense.

Consider this. Since version 4.1, there have been five upgrades to QuarkXpress, the latest being version 8. In that same time, there have been seven versions of Adobe InDesign, now the industry standard for pagination. Imagine the extra time it takes to create ads and pages in software that's been around for 11 years.

Let's face it: Computer years are like dog years. In most businesses, computers are replaced every two to three years. Software upgrades are routine. Even though computers will run longer than three years, it doesn't make sense, from a

business point of view, to keep them much longer than that.

With this in mind, it seemed a good time to share my thoughts on a few of the most important upgrades you might wish to consider:

☐ Page Layout & Design: Most newspapers use Adobe InDesign for ad design and pagination. If you're a Quark user and are determined to stick with it, then upgrade to QuarkXpress 8. No, I don't like it as much as InDesign. But it's far superior to other versions of QuarkXpress and will pay for itself in terms of speed and fewer problems. If you're an InDesign user, you should be using version CS3 or later. The latest version of Adobe's Creative Suite is CS5.

☐ Computers: If you're using older versions of software, you're probably using older computers as well. On the Mac platform, most current applications require Intel based computers. Both the iMac and the new Mac Minis are great computers for newspaper design. When upgrading Windows-based machines, consider purchasing computers with the Windows 7 operating system.

☐ Scanners: Purchasing a new scanner is one of the least expensive ways to make your paper look better. The tubes that do the scanning start to wear down after a couple of years and you pay for this with photos that seem too yellow, red or blue and with noisy pictures. By spending \$89 on a new scanner, you can bring new life to



Kevin Slimp

I realize there are limits to what we can spend. However, using software that's 11 years old on computers ... doesn't make a lot of business sense.

See SLIMP on Page 4

KPA BOARD

Linda Denning
President

Ellsworth County Independent-Reporter
lindadenning@eaglecom.net

Patrick Lowry
First Vice President
Hays Daily News
plowry@dailynews.net

Ben Marshall
Second Vice President
Sterling Bulletin
bmarshall31@cox.net

Dena Sattler
Treasurer
Garden City Telegram
denas@gctelegram.com

Tom Throne
Past President
tathrone@yahoo.com

Ken Knepper
Legislative Director
Newton Kansan
kenneth.knepper@thekansan.com

Susan Lynn
Daily Director
Iola Register
susanlynns@yahoo.com

Sarah Kessinger
Nondaily Director
Marysville Advocate
skessinger@marysvilleonline.net

Dan Thalmann
Northeast District Director
Washington County News
editor@bluvalley.net

Chris Faimon
Southeast District Director
Coffey County Republican
news@coffeycountyonline.com

A.J. Bozarth
Central District Director
Norwich News, South Haven New Era
ajprinting@havalandtelco.com

Brad Lowell
Northwest District Director
Concordia Blade-Empire
bladeempire@nckcn.com

Doug Anstaett
Executive Director
Kansas Press Association
danstaett@kspress.com



THIS MONTH'S QUESTION

Q. Can Kansas newspapers count on more political advertising placements from KPA this year?

A. We'd love to say "yes," but as Linda Denning points out in her column today, those who make the decisions for congressional and statewide candidates seem to think TV and radio are the only ways to reach voters. We know better, and we'll continue to try to convince the campaigns of that fact. Your newspaper should continue to be the No. 1 choice for local candidates, however.

Six ways to impress an advertising prospect

There's a lot of truth in the old saying, "People don't care how much you know until they know how much you care."

Yes, it is possible to impress an advertiser by sharing your knowledge of readership studies, demographics and advertising principles. But facts and figures will take you only so far in building solid client relationships.



John Foust

Let's take a look at six ways to show advertisers you honestly care about them and their businesses:

1. Respect their time. Show up on time (or better yet, a few minutes early) for appointments. Return calls and e-mails promptly. To be late

without notice is inexcusable. If you get caught in a traffic delay, call to let them know.

2. Get to know the gatekeeper. You will be wise to cultivate your relationship with the gatekeeper, because (1) that is the person who has daily access to your primary contact, and (2) he or she can keep you posted on relevant developments in the office. Always be courteous, express appreciation for help, and – if appropriate – make note of important birthdays.

3. Be an idea machine. Sales people

have a tendency to present ideas when they're making a pitch for new business or when they're promoting special advertising products. The problem with this approach is that it makes it look like you'll put on your thinking cap only when you're asking for money.

One way to set yourself apart from the competition is to constantly look for ways to help your advertisers get better results from their existing budgets. Think beyond spec ads. Present new marketing strategies and tactics that you believe will help accomplish specific goals.

Show up on time (or better yet, a few minutes early) for appointments. Return calls and e-mails promptly. To be late without notice is inexcusable. If you get caught in a traffic delay, call to let them know.

4. Don't make every call a sales call. Rapport goes beyond sales presentations. You're in trouble if you call or visit an advertiser and hear, "What are you trying to sell this time?"

It's smart to show your genuine interest by staying in touch just to say "hello," share interesting news about a hobby of theirs, or to extend congratulations for

special accomplishments.

Building rapport can build sales. People like to do business with people they like.

5. Find a way to say "yes." When an advertiser asks about something that is out of your area, be careful about saying "no." It's better to say, "Yes, I'll look into that for you."

A common example is the advertiser who asks you to arrange positive news coverage. Instead of saying "that's not my job" or "company policy prevents that," thank them for their interest and offer to provide information on your paper's press release protocol.

6. Create ads that work. This is the most powerful tool in your relationship-building toolbox. When a client's ads are getting positive results, he or she will have a positive opinion of you and your paper. Your calls will be welcomed. Your e-mails will be answered. And your ideas will be given serious consideration.

After enough successful campaigns, you will no longer be seen as a media representative or a sales person. You will be a marketing partner.

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

(c) Copyright 2008 by John Foust. All rights reserved.

Summit

Continued from Page 1

dustry. The Midwest Newspaper Summit 3 is the next step in the evolution of these events and will offer newspapers of all sizes and at all stages of innovation an opportunity to implement an innovation project at their newspaper. Participants will be divided into groups based on their newspaper's current stage of innovation and/or willingness to implement a new project. Under the guidance of a facilitator, teams will work together throughout the day to hone their ideas and discuss implementation. The day will wrap up with brief presentations on the implementation plans for each innovation project, providing for feedback from the full group.

The day-long event will kick off with an address by Sarah Miller Caldicott, a great grandniece of Thomas

Edison. Inspired by a family lineage of inventors dating back five generations, Caldicott began her 25-year career as a marketing executive with major brand-driven firms, including Quaker Oats and Unilever.

She co-authored the first book ever written on the subject of Edison's world-changing innovation methods, titled "Innovate Like Edison: The Five-Step System for Breakthrough Business Success."

Caldicott travels the world inspiring audiences on how they can employ Edison's timeless innovation methods today.

She has presented at companies such as Google and Motorola and appeared as an innovation expert on PBS television, CNBC, the Fox Business Network and NPR.

Watch for registration materials and details about the innovation projects in the weeks ahead.



newspaper
evolution
make change happen

Dear Politician: Give us a little respect!

Twice a year or so, my newspaper, the Ellsworth County Independent-Reporter, partners with John Baetz and his Lincoln Sentinel-Republican on special projects.

In recent years, we have produced magazine sections on the Smoky Hills Wind Farm our counties share and a fall hunting guide. The beauty of these projects is that they play to our strengths. John can sell almost anything to anybody. And my heart has never left the newsroom where I started. It's a perfect partnership.

To make these projects even better, we've made money, which as many of you know, is no small thing in today's economic climate.

Which brings us to our most recent effort.

John and I never seem to run short of ideas, and for several years we have talked about putting together a Central Kansas Election Guide. We decided to go beyond talk and produce a guide for the Aug. 3 primary. Granted, we probably should have started earlier, but even then we've been surprised by the lack of response.

Newspapers simply are not on the radar of most political candidates, except, of course, when the candidates visit a community and expect the local editor to suspend their day and sit down for an interview. For some reason, candidates always seem to show up in Ellsworth on Tuesdays, the day we go to press.

This year's poster child for such behavior is state Sen. Tim Huelskamp, a Republican candidate for the U.S. House of Representatives from the First District, which is now represented by Jerry Moran. To his credit, Huelskamp has been an advocate of open government, gone out of his way to attend a candidates' forum the I-R co-sponsored while the Kansas Legislature was still in session and never appeared in

my office on a Tuesday.

What he did do was conduct a conference call early in the campaign season to announce — are you ready? — he was about to air the race's first television ad. Only hours earlier, his campaign manager had assured me the news Huelskamp planned to deliver was sooo big, I wouldn't want to miss it. The I-R wasn't the only newspaper lured into this conference call.

I suspect Huelskamp's campaign really didn't know that newspaper editors would not consider this huge news. In fact, they might even consider it a waste of their time. I certainly did.

Unfortunately, such an attitude is not exclusive to the Huelskamp campaign. John Baetz has run into this time and again as he talks to campaigns across the state about advertising in our Central Kansas Election Guide.

This is not anything new, certainly, but it seems as if it should be every bit as important for candidates to advertise in newspapers as it is for them to make unlimited buys on radio and television. We are where our communities go for news. We have great value.

I believe we must take every opportunity to deliver that message, not just to politicians, but to advertisers and others who are under the mistaken impression that newspapers are no longer relevant.

We are the most important information medium in our markets. We don't say it often enough or loud enough.

Meanwhile, here is the letter John wrote following a day of calling to campaigns, many of which stress their support of rural Kansas in their ads on Wichita television stations. The letter is directed at Tim Huelskamp, but just about any candidate's name will do:

*Dear Mr. Huelskamp,
I recently contacted your campaign to*

gauge interest in advertising in a multi-county voters guide we are producing and inserting in several central Kansas newspapers. Predictably your campaign manager noted you have no money for print, but rather are focusing your efforts on television and radio.

Often I hear this from political candidates and it never ceases to amaze me that one of the most important institutions

in each of our rural communities is often left out of the political advertising picture.

It's especially distressing when a candidate focuses

their platform on their rural "roots."

You are a small-town native and claim small-town values, but when it comes to one of the most important institutions in the rural communities you seek to serve in public office you refuse to utilize the most important information source. Studies clearly indicate that weekly newspapers remain the most valuable media in any small community delivering an average of 2.3 readers per copy and creating lines at the post office, convenience store and grocery store every Wednesday morning.

I urge you to reconsider advertising with us, and other weekly newspapers, even if your commitment is small. Advertising is the life-blood of the weekly newspaper and your advertising commitment will contribute directly to the quality of coverage local newspapers are able to provide in the rural communities in the First District this year, and for years to come.

From your website and television ads it appears your commitment to rural America is something you take pride in, I hope you take enough pride in that commitment to support rural weekly newspapers.

Linda Denning is editor and publisher of the Ellsworth County Independent-Reporter and 2010-11 KPA president.



Linda Denning

Slimp

Continued from Page 2

your scanned images.

□ Cameras: Digital SLR cameras continue to improve in speed and quality at lower prices. Both Canon and Nikon, as well as other vendors, offer great cameras

at affordable prices. With the ability to shoot high definition video with many current models, purchasing a new camera seems like a good bet. If you're looking for a camera that does a lot at an affordable price, consider the Canon 550D (\$799) or Nikon D5000 (\$569). Both shoot high definition video and are solid cameras.

If you want to use older computers and

older software, go right ahead. I won't be there to watch you.

However, if increasing production quality and speed are important to you, consider a few of these updates at your newspaper.

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

Pixel. Power. Plant.
 Story Classifieds Staff User Comments Special Sections Additional

Insert Story
 Headline: Massage therapist 'born to be a caregiver'
 Author:

THE IOLA REGISTER
 Official Publication of Iola, Kansas
 The Iola Register PDF Edition

COMMUNITY CALENDAR
 February 2010
 Public Access
 Category: All

Pixel. Power. Plant.
 123 W. 6th St.
 Concordia, Ks.
 785-243-1520

What's Happening?
 YOUR PHOTOS
 SUBSCRIBE
 WEATHER
 TV LISTINGS
 ADVERTISE
 BUY PHOTOS
GET RESULTS
 when you advertise online with the **BEAD - EMPIRE**

We Build Newspaper Websites

User Comments

Polls and Calendars

BizLink Directories

Paid Classified Ordering

Automatic PDF Galleries

Pay Walls

Affordable Prices

Content Management

Shopping Carts

Custom Programming

Pixel. Power. Haus.
"Empowering Your Newspaper!"

CONTACT US TODAY!
 info@pixelpowerhaus.net
 785-628-1081 Ext 147
 pixelpowerhaus.net
 A division of The Hays Daily News

KPA OFFICE STAFF

Doug Anstaett
Executive Director
danstaett@kspress.com

Emily Bradbury
Member Services Director
ebradbury@kspress.com

Richard Gannon
Governmental Affairs Director
rgannon@kspress.com

Becca Gray
Advertising Placement Director
rgray@kspress.com

Angel Romero, Jr.
Interim Coordinator
Kids Voting Kansas
kvk@kspress.com

Nicole Schings
Advertising Sales Director
nschings@kspress.com

Victoria Singer
Accountant
vsinger@kspress.com

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

KPA CONSULTANTS

Tom Eblen
News-editorial
Community Newspaper Tune-ups
teblen@sunflower.com

Fred Hunt
Technology Consultant
(785) 628-1081, Ex. 147
fhunt@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
randy.brown@wichita.edu

Pennybacker to deliver Boyd talk

Gail Pennybacker, a Kansas State University journalism graduate and award-winning journalist at WJLA-TV, will be the 11th annual Huck Boyd Lecture speaker at K-State.

The lecture will be at 10:30 a.m. Thursday, Sept. 2 in Forum Hall at the K-State Student Union.

The lecture will be the first event during several days of activities celebrating the centennial of the A.Q. Miller School of Journalism and Mass Communications. Since joining WJLA-TV in 1986, Pennybacker has covered many of the top news stories



Pennybacker

of the day, including the Sept. 11 terror attacks and the Beltway sniper shootings. She also reported from the Persian Gulf during the War with Iraq.

She won an Emmy Award for Hard News reporting on the inauguration of Doug Wilder, the first elected African-American governor in the country and has received several Dateline Awards for Excellence in Journalism from the Society of Professional Journalists, as well as Associated Press Awards for news coverage. Pennybacker received national recognition for breaking the story when sportscaster Marv Albert was arrested on assault charges.

KPA, KNF co-sponsor training

The Kansas Press Association and the Kansas Newspaper Foundation helped co-sponsor training sessions on the Kansas Open Records and Kansas Open Records acts in June and early July.

The sessions were the second annual effort by Attorney General Steve Six to take open government training to a number of venues around the state.

Doug Anstaett, KPA executive director, served as a panelist at meetings in Salina, Olathe, Pittsburg and Topeka.

Ken Knepper, legislative director and KPA board member, served on the panel in Wichita.

The meetings began with an explanation of KORA and KOMA by Asst. Attorney General Michael Smith.

Following that, a panel of experts discussed a series of scenarios to determine whether the records or meetings would be considered open under KORA and KOMA.

“We just believe it’s important to support these efforts to make public officials and others aware of the law and how it is applied,” Anstaett said. “The dialogue with the audience indicated to us that the training was effective.”

KPA and KNF each donated \$500 to the effort.

Conference marks 50 years in 2010

The Mid America Newspaper Conference celebrates its 50th Anniversary in 2010.

Organizers of the conference are taking some steps to create an even better experience this year for newspapers and vendors alike.

The conference will be shortened in length and will consist of a concentrated technical learning program spanning two

full days — Sept. 17 and 18 — still set in the peaceful Lake of the Ozarks, Missouri at the Resort at Port Arrowhead.

Doug Anstaett, executive director of the Kansas Press Association, will be the keynote speaker on Friday, Sept. 17.

More information will be available soon on the program and online registration at: www.midamericanewspaper.com.

Mini-convention Oct. 8 in Great Bend

The annual Western Kansas Mini-Convention is scheduled for Oct. 8 at the Highland Hotel and Convention Center in Great Bend.

The one-day convention is designed specifically for newspapers west of I-135 who sometimes cannot make it to the KPA convention.

However, all Kansas Press Association

member newspapers are welcome to attend the event.

This year’s mini-convention will include a session of speed topics on technology, photography, advertising and writing. Other programming is still being lined up.

Registrations will be taken beginning Sept. 1.

JOB OPENINGS/FOR SALE

ADVERTISING

The (Pittsburg) Morning Sun is seeking an Advertising Director to aggressively lead its sales force while developing and implementing advertising strategies to ensure advertising revenue and market share growth in all of our print and new media products. The ideal candidate must possess strong leadership skills and be willing to serve as an integral member of our management team. The ideal candidate needs to have a proven record of accomplishment in team development and staff motivation. This position offers excellent benefits with a publicly traded company with more than 100 locations across the United States. Please send a resume and cover letter to Stephen Wade, P O Drawer H, Pittsburg, KS 66762 or email stephen.wade@morningsun.net.

Wanted: Advertising Director for Ellsworth County Independent-Reporter, a 2, 300-circulation weekly in the Smoky Hills of Central Kansas. Paper draws core advertising from its base, Ellsworth County; however, there also are sales opportunities in nearby larger communities and the two lakes that frame Ellsworth County. Salary plus commission. Health insurance, other benefits. Please call Linda Mowery-Denning, (785) 472-5085, to apply.

MANAGEMENT

Associate Publisher: The Parsons Sun is currently in search of an enthusiastic, outgoing and organized individual to partner with the Publisher to ensure the paper's continued success, as well as lead the advertising departments at the Sun and The Chanute Tribune. Experience in the newspaper industry is a plus. This is a full-time, salaried, performance-based position that can become a career. Must demonstrate team-building skills, be customer-driven and represent the newspaper in the community. Travel to both papers required. Kansas Newspapers offers competitive pay, paid vacation and sick leave, health insurance and life insurance. Send a detailed resume with professional and personal references to: Shanna L. Guiot, Publisher, The Parsons Sun, P.O. Box 836, Parsons, KS 67357.

NEWS

WANTED: Eager, hungry, energetic sports writer to cover state- and nationally-contending high school and college athletic programs for a daily newspaper launching into the world of new media. This full-time position requires a reliable professional who possess good writing and communications skills, has reliable transportation, and a passion for sports. There will be weekend

and evening hours. If this fits you, please send letter, clips, resume and references to ebradbury@kspress.com with EB-3044 in the subject line.

WANTED: Sports editor passionate about local sports to energetically lead a two-person department in covering high school and collage programs that are perennial state and national contenders. This full-time position is responsible for coordinating daily multimedia sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation, and most importantly, a desire for excellence. Weekend and evening hours required. If this is you, please send letter, clips, resume and references to ebradbury@kspress.com with EB-3043 in the subject line.

Wanted: Photographer (Position opening in early July): A journalist with solid photography and writing skills, who can combine organizational and reporting abilities to create, develop and manage content in a community news-oriented setting. Position is the primary photographer for The Herald newsroom, is the newspaper's first responder for breaking news and is required to be available for day and night assignments, sports coverage and weekend events. Position is responsible for preparing photos for print, online and archival uses. Experience with reporting and multimedia storytelling is a plus. Ability to handle multiple projects is a must. A full-time, entry-level job for an energetic, driven photographer who enjoys telling the stories of ordinary people. Minimum requirements: bachelor's degree in journalism, photojournalism or related field, or professionally equivalent experience. The Ottawa Herald is a 4,500-circulation Tuesday through Saturday daily morning newspaper in growing northeastern Kansas. Interested candidates should send a resume and work samples to: Tommy Felts, managing editor, The Ottawa Herald, 104 S. Cedar St., Ottawa, KS 66067 or tfelts@ottawaherald.com.

KPA OPENINGS

ACCOUNTANT NEEDED — The Kansas Press Association is seeking a person for its part-time accounting position. The position will average 20 to 25 hours a week and the schedule can be quite flexible in nature. Please send resume and cover letter to Doug Anstaett by e-mail at danstaett@kspress.com.

KIDS VOTING COORDINATOR — The Kansas Press Association is accepting applications for the Kids Voting Kansas

Coordinator position. The successful candidate will be a motivated individual who has knowledge about Kansas schools and civic engagement. Must possess ability to work independently, as well as collaboratively. Clear and effective communication skills and computer skills are required. Bachelor degree preferred. Will work on average 20 hours per week (as the job is election cycle intense). Send salary requirements with resume. Send resumes to rwillis@kspress.com.

UNIVERSITY OPENING

Campus news and K-Statement editor — News writer. Kansas State University seeks a talented self-starter for full-time opening as Campus News/K-Statement Editor. More info online: <http://www.k-state.edu/vpcm/jobs>. To apply, send copies of three published articles, letter of application, resume, names and contact information for three references to: Search committee-Science Writer, K-State Communications & Marketing, 128 Dole Hall, Manhattan, KS 66506-6902. E-mail applications in PDF format ONLY will be accepted via e-mail to media@k-state.edu. Kansas State University is an equal opportunity employer. Background check required.

ONLINE

For much less than you think, you can take charge of your online future. Let The Hays Daily News' Pixel Power Haus take your newspaper to the next level, whether you are considering your first website or looking to retool your existing one. Call Fred Hunt at (785) 628-1081, Ext 147, to hear how we can help.

NEWSPAPERS FOR SALE

Kansas Traveler is for sale. Established in 2004, this quarterly, full color publication has subscribers Kansas-wide and in 30 other states. For more information, contact Susan Howell at 316-688-0905 or howell@kansas-traveler.com

For Sale — Small, profitable weekly newspaper in Southeast Kansas. Circulation under around 900. Located in a warm, friendly town. Good schools. Good community. Publisher starting new career. Price negotiable. Please send inquiries to ebradbury@kspress.com.

The Sherwood Gazette, a monthly publication serving southwest Topeka since 1983 and mailed free to 3,300 households, is for sale. Sale includes an annual directory for the area. Call Brett Sanders at (785) 608-1621 for more details.

Are you guys out of your minds? Maybe so

The Multi-State Digital Task Force moved closer last month to becoming a legitimate player in the national fight over news content.

The what? ... you ask.

For those who haven't been paying close attention — you can be excused for that — here's a quick primer:

The task force is a loosely-knit group of representatives of the Kansas, Missouri and Iowa press associations whose goal is



Doug Anstaett

to band the nation's newspapers together in an attempt to monetize the content we produce, among other ideas.

In fewer than 30 days, this bold — some would say crazy — idea will either sink or swim.

That's when the task force will present the idea to the Newspaper Association Managers, our national group of press association executive directors, which meets Aug. 3 through 6 in New Orleans.

NAM will be asked to adopt the idea and set up new corporation to make it happen.

To steal the phrase from a Spangles commercial: Are you out of your minds? Maybe so.

But we cannot sit back and watch while

the health of the industry that we love continues to deteriorate because others have decided to steal that which we do best.

What is that? It's to provide what is referred to as "authoritative content" to the citizens of our country.

There's plenty of content out there today, but much of what appears on the Internet is not "content" but opinion. Everybody with a computer now thinks he or she is a reporter and has something to offer the masses.

We have nothing against this, of course, but our democracy depends on content that is accurate, balanced, fair and attributable to trusted sources.

What American institution provides more "authoritative content" than any other? Newspapers, of course.

And to prove that our content has value, just Google any subject and see where the content oftentimes originated.

Newspapers. Exactly.

The task force is trying to save journalism at the same time it's trying to save newspapers, because in our view they are one in the same.

Of course, we have our detractors. Just

read any blog or participate in a conversation today with a dyed-in-the-wool conservative or liberal and you'll hear the same refrain.

"Newspapers are biased."

"There is opinion in the news columns."

"Newspapers report from a point of view."

If the newspaper industry won't work together to save itself, it will deserve whatever fate awaits it. My friends from Missouri and Iowa and I are going to try to do something to make sure that doesn't happen.

I've heard that argument my whole life. In some cases, these charges stick. In the vast majority, however, they do not.

We have an obligation as an industry to do what we can to save our craft for future generations. It's that important.

If the newspaper industry won't work together to save itself, it will deserve whatever fate awaits it.

My friends from Iowa and Missouri and I are

going to try to do something to make sure that doesn't happen.

I hope the representatives of the other 47 states will seize the moment next month in New Orleans.

I'll report back after that meeting.

Doug Anstaett is executive director of the Kansas Press Association.

Online Media Campus offers classes on InDesign, postal issues, sales tips

Are you participating in the Online Media Campus seminars? A number of your fellow Kansas Press Association colleagues have registered for the various webinars being put on by the Southern Newspaper Publishers Association and the Iowa Newspaper Foundation. KPA is a partner in this effort.

"We help promote the webinars and every KPA member who signs up gets the discounted rate of \$35 per webinar," said Doug Anstaett, KPA executive director. "Even if you only learn a new trick or two, that's a fairly affordable price. With travel so expensive and time so valuable, these one-hour webinars offer a great value."

Upcoming seminars include:

• **Thursday, July 15**

InDesign Tips & Tricks.

• **Wednesday, July 21**

Maximize Your Postal Savings and Delivery.

• **Friday, July 23**

Advertising Sales 301.

• **Wednesday, July 28**

Healthcare Reform: What Employers Need to Know.

Register today for any of those seminars at onlinemediacampus.com. If you register early, the discounted rate of \$35 per seminar is applicable.

In addition, the webinars are archived for 45 days following each presentation.

MultiAd

FREE Ready-to-Sell Ads!

MultiAd is giving you **4 FREE** signature ad templates for an easy **sales boost**.

Download your completely **FREE ADS** today!

800.348.6485 x 5324

multiad.com/signature_ads

NNA decides to refocus; may leave Mizzou

The National Newspaper Association Board of Directors will seek a new headquarters location at the conclusion of its current management agreement with the University of Missouri.

NNA President Cheryl Kaechele, publisher of the Allegan County (MI) News, said the board of directors determined in June that NNA's marketing focus must sharpen and change, in light of the slow economic recovery and changes in newspaper business needs.

"We explored our future needs with the dean of the University of Missouri School of Journalism, with whom NNA contracts for management services, to request a change in management focus to guide NNA's mission. We did not reach an agreement. The directors of NNA have engaged American PressWorks Inc., manager of our Washington office, to provide interim management services while management and headquarters options are considered.

"Our tenure at the university has been a time of reconsolidation for NNA and we have enjoyed the hospitality of the school. It has been our headquarters since 2002, and we hope to continue a working relationship with the many fine professionals at the school. It is time for NNA to reposition itself. There are many interesting opportunities ahead for community newspapers, which have weathered the economic storm overall with their usual innovative spirit and determination. We will be looking ahead to new pathways for NNA and its member newspapers."

Kaechele said that during the interim management period, the NNA board would re-examine its management needs and entertain discussions with interested parties.

NNA's executive director since 2002, Brian L. Steffens, is an employee of the Journalism School under NNA's management contract. Steffens' service concluded with the end of NNA's regular contract period June 30.

The agreement with the school calls for a 60-day transition period during which the Missouri staff will continue to provide association services. Kaechele expressed her appreciation for Steffens's service to NNA, saying he had managed during a time of great change for the organization and had helped NNA to regain stability after a period of post 9-11 disruption.

**NO OTHER MEDIUM
SAVES YOU SO MUCH
FOR SO LITTLE MONEY.
HOUSEHOLD SAVINGS EVERY DAY.**



People Depend On
Newspapers

www.newspaperproject.org

NP newspaper
PROJECT