

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION AUGUST 10, 2011

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KPA CALENDAR

SEPT. 8

KPA Western Kansas Mini-Convention, City Limits Convention Center, Colby.

SEPT. 22-25

NNA annual convention, Albuquerque.

OCT. 2- 8

National Newspaper Week. Cartoons, editorials and other materials will be provided free to KPA members.

NOV. 11

Montgomery Family Symposium, University of Kansas.

Free serial story ready for publication

A 16-chapter serial story called "There's No Place Like Home" is available free to Kansas Press Association members. Publication should start the first week of school.

The story won first place in the Midwest Circulation Management Association's contest for Newspaper in Education (NIE) promotion.

It was written by the award-winning children's book author, Eunice Boeve of Phillipsburg, and was illustrated by Michael Meade from Salina through funding provided by the Kansas Newspaper Foundation.

The historical-fiction story follows the adventures of 10-year old twins Jack and Mollie, who are whisked away in a time machine that was built by their parents and experience events in Kansas history as they happen. Their adventures take them to many time periods and places in Kansas.

The stories are designed to run beginning no earlier than the week of Aug. 22 and must be completed by Dec. 22.

They can be downloaded from the KPA website at: <http://www.kspress.com/352/theres-no-place-home-serial-story>.



John Baetz, left, will present two advertising sales sessions at the Western Kansas Mini-Convention in Colby. He recently led a Nuts and Bolts ad training session in Ellsworth. John and his wife, Bree, are co-owners of the Lincoln Sentinel and Chapman and Enterprise News-Times.

Mini-Convention is Sept. 8 in Colby

Colby will be the site for the 2011 Western Kansas Mini-Convention, set for Thursday, Sept. 8 at the City Limits Convention Center.

Cost for the all-day event has been reduced this year to \$50 from \$65 in previous years.

The day begins with registration at 9 a.m., followed by speed topics from 9:30 to 11:30 a.m.

After lunch, attendees will have the choice of two consecutive one-hour sessions concentrating on news, advertising sales and online tips.

Here is the session schedule:

9:30 a.m. to 11:30 a.m. — Speed Topics:

- Quickbook Hints, with Amy Blaufelder
- Advertising Talk, with Dan Rukes
- The KPA

See **MINI-CONVENTION** on Page 4

Flurry of activity tells consultant newspapers are fighting to survive

In the speaking business, July, August and December tend to be the slowest months of the year.

This year, however, things are different. A quick look at my calendar reveals no less than eight conferences between mid-July and mid-August. Combined with the busiest January through June period in my career, the hectic summer is causing me to think that something is up.

I was talking to my colleague, Ed Henninger, a few days ago, and he was telling me how busy his year has been. For those of you that don't know him, Ed specializes in newspaper redesign.

Before venturing a guess at what is causing this flurry of activity, let me share a few things I've noticed in my travels over the past few months:

1. Several papers I've visited either just purchased or were preparing to purchase new CTP (computer to plate) systems. It seems like only yesterday newspapers and magazines were taking the plunge into imagesetters, those huge boxes that created the film from which plates were burned. Most of the papers I visit these days seem to fit into one of two categories:

□ They are using CTP systems to create plates, bypassing the imagesetter altogether.

□ They are creating PDF files, which are sent to nearby presses.

And it's not just the big papers and printers that are buying CTPs. I've worked with several non-daily and small daily papers that have purchased CTPs to improve the quality of their printed products.

2. Most papers I've visited had either just made a major upgrade in hardware and software or were getting ready to make a major upgrade. It's more common to see Creative Suite CS4 or CS5 products than older versions running on newspaper systems. Although I still see QuarkXpress

— usually version 7 or 8 (I've only run into version 9 at one paper so far) — it seems the vast majority of newspapers are running Adobe's Creative Suite, which includes InDesign.

3. Most papers I've visited are making major revisions to their websites. I'm not talking minor updates here. It seems like just about every weekly and small daily

I visit is making a significant investment in their online products. The question is no longer, "Do we need to have a website?" It's now, "Here's a list of things we want to do with our online presence. Can you help us find the right vendors and products to help make that happen?"

4. Most newspapers I've visited this summer are taking steps to create or improve their presence on mobile devices.

The number of readers accessing our products through smart phones, iPads and other devices will increase with each passing day. Nobody wants to be left behind.

5. Most papers I've visited this spring and summer tell me that business is up. In many cases, I'm told advertising revenue is up significantly over the past two years.

That probably has something to do with the increased interest in training and consulting.

I will be speaking at my first magazine convention this month. It will be interesting to hear how the economy of the past few years has affected their business and whether they've seen an upswing this year as well.

At the advertising conferences I've addressed this year, I hear the same story. Business is up. It's not where it was five years ago, but it's significantly better than it has been.

It might be a bit premature, but, hey, somebody's got to say it. It looks like



Kevin Slimp

It seems like just about every weekly and small daily I visit is making a significant investment in their online products. The question is no longer, "Do we need to have a Website?" It's, "Here's a list of things we want to do with our online presence. Can you help us find the right vendors and products ... ?"

See SLIMP on Page 3

2011-12 KPA BOARD

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Hays Daily News

plowry@dailynews.net

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bmarshall31@cox.net

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skessinger@marysvilleonline.net

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KKnepper@wichitaeagle.com

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bladeempire@nckcn.com

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Daily Director

Iola Register

susanlynnks@yahoo.com

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Southeast District Director

Pittsburg Morning Sun

stephen.wade@themorningsun.net

Doug Anstaett

Executive Director, KPA

danstaett@kspress.com

Civic groups worthy, but be careful

Civic organizations are the fabric of our communities. The number of groups and their range of contributions mean editors are routinely approached with requests for coverage. The “asks” range from the Lions Club annual brat feed fund-raiser to volunteer of the year recognition to a candidate forum sponsored by the League of Women Voters.

Most all are worthy of attention, but not all warrant the presence of a reporter and/or photographer. Let me explain before incurring the collective wrath of service clubs.

Newsrooms, no matter their size, have finite resources. It’s impossible to produce a story and photo for each event. And, as difficult as it may be for some organizations to accept, all of their work does not merit full-blown coverage.

That doesn’t mean, however, that newspapers cannot promote the many activities. Communicate with the organizations early and discuss the two elements of publicity – promotion and actual coverage. An even better idea is to produce a simple set of guidelines that can be distributed to publicity chairs.

Address the basics so there are fewer frustrations for the organizations and the newspaper. Among the items to cover:

Save the date: Encourage groups to inform you as soon as an event is scheduled; it’s never too early. Newsrooms, in return, are responsible for creating a master calendar and routinely reviewing it.

Know who’s in charge: Get contact information, including phone numbers and



Jim Pumarlo

e-mails, for the event coordinators. At the same time, identify a liaison at the newspaper.

Share story ideas: Local names and faces are the lifeblood of community newspapers, and service clubs provide opportunities for feature stories beyond events. Encourage individuals to pass along ideas, even if a story doesn’t necessarily involve their group. The collective set of eyes and ears is a great resource for newsrooms.

Stick to the news: Proclamations are wonderful for club scrapbooks, but these declarations in and of themselves are not news.

If newspapers routinely cover the “news” of organizations, editors should have little problem rejecting routine proclamations that often offer little substance. Newsrooms should be comfortable in setting a standard that a local initiative is a requisite for recognizing proclamations.

Entertain submissions: Submitted stories and photos can be an excellent substitute if reporters cannot be there in person. This is another opportunity to provide publicity chairs a tip sheet on “how to write a press release” along with stating requirements for photos. Underscore deadlines and timeliness of reports. One avenue is to routinely display these items in a section of the newspaper – a Neighbors Corner. Even for this, however, consider developing and publicizing ground rules so the section does not become a free-for-all.

What would organizers of a city festival prefer – a photo of someone slurping on an ice cream cone at the park, or a list of local

restaurants that will be offering their food specialties in the Taste tent? The example is oversimplified, but it addresses the biggest sticking point that usually surfaces when groups seek publicity: promotion vs. coverage.

It’s often a far better use of a newsroom’s resources to let people know what’s coming up rather than attempting a detailed

wrap-up with story and photos. The approach also meets an organization’s goal of alerting and drawing people to an event. Previews can range from an announcement with a calendar of activities to a

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feature story.

Certain events warrant a preview as well as coverage. The key is to initiate discussion early so publicity chairs can make their pitch and editors can explain what’s practical to expect. There will be fewer surprises for everyone involved. Being proactive in exploring coverage will go a long way toward satisfying and serving all needs – those of the newspaper, the civic group and, most importantly, the readers.

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

Slimp

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we’ve turned a corner.

Could we turn another corner and see advertising revenue drop like we did two years ago? Sure we could. Our business is closely tied to the economy and where the economy goes, the advertising dollar goes.

However, it’s wise for newspapers to invest in the future. These papers that have taken steps to upgrade their operations

will benefit greatly if the current cycle of increased revenue continues.

A major benefit that I hear mentioned time and time again is how much more productive newspaper operations become after these upgrades. On the downside — at least for me personally — is that increased productivity allows operations to create better products with smaller staffs. But like other industries, we have to become as efficient as possible to compete. And by improving workflows, the hours needed to create a product are decreased significantly.

What would I advise if I were to visit your newspaper? Probably a combination of upgraded hardware and software, improved workflow methods and continued training for your staff.

For the time being, it looks like I’m going to remain busy. October and November look quiet at the moment, but calendars have a way of filling up quickly. I guess I’ll sleep when I’m old.

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

Editorials add value to newspaper pages

Do you or somebody on your staff struggle with the ongoing challenge of writing compelling editorials? Nothing that members of the Pulitzer Prize committee might take note of, perhaps, but something that captures the interest of your readership because of its clarity, timeliness and well-structured prose?

It is a challenge, to be sure. But the result, provided you've tempered expectations of direct and immediate action, can be quite rewarding.

Or does your newspaper not even bother with writing editorials? If the number of entries submitted to KPA's Awards of Excellence annual contest is any indication, it would appear most papers do not write editorials.

I understand not every paper enters the AOE. Last year, 76 daily and non-daily newspapers participated. That's one-third of the association's 230 member papers.

I also understand not every participating member submits something in the editorial category.

Still, the trendline of submissions is decidedly downward. Fewer than 50 editorials were entered last year. Because of multiple entries from a few papers, that means even fewer papers offer stances on matters of local importance.

There are many legitimate reasons against writing local editorials. It's hard to find the time, particularly in small operations. Publishers have plenty to do with sales efforts and covering city councils, let alone contemplating the proverbial community navel.

Additionally, there is the matter of editors and publishers being part of the community. In my discussions with fellow journalists around the state, there is nothing uncom-

mon about being on a chamber of commerce board or a school committee, being involved with economic development efforts or serving on any number of not-for-profit agencies. Running a newspaper carries with it the responsibility of giving back. And so we do. With so much insider information, it can be difficult at best to offer criticism of an effort without running the risk of losing friends, partners or sources.

And then there's the economics of it

all. Newspapers are a business. Without a positive bottom line, it doesn't matter what content you're providing. The First Amendment doesn't guarantee a profitable press — just a free one. Today's newspapers have a difficult enough time making money (at least relatively speaking when compared to earlier eras), why jeopardize your own pocketbook by publishing opinions sure to divide?

For example, would the local school district continue contracting with you to print the high school paper if you came out against a bond issue? Would you retain official newspaper status for public notices if you railed against a particular county commissioner? How would the grocery store respond if you lobbied in favor of liquor stores being able to sell soft drinks?

It is easy to see the potential for financial ramifications as a result of taking sides in a local debate.

Not as easy to pinpoint are the ramifications for not taking sides.

I'll pull from memory a quote attributed to E. W. Howe, the founder of the Atchison Daily Globe. Of course, it might have been his son. For my purposes, the words are far more relevant than who uttered them.

"A newspaper can be forgiven for its lack of judgment, but never for its lack of courage."

It takes courage to write an editorial. I would argue that the smaller the paper, the more courage it takes. When every trip to the bank, grocery store, filling station or hardware store results in running into somebody you know — employee or customer alike — that errand has the potential of turning into a full-blown conversation or debate on

whatever topic you opined about in the last issue.

But isn't that part of the mission we have? If we concentrate on newspapering as the craft, not the business, that should be a sign of success. Generating community conversation and giving people tools to be better citizens is a worthwhile venture.

Editorials add value to the pages of your paper. They reinforce the interrelated connections of the community, they suggest you are attempting to improve the world (small as it might be) by offering solutions, they tell readers that you care.

The effectiveness of any editorial should not be judged by whether it becomes public policy or not. Nobody should be looking for 100-percent agreement, or the changing of minds. Could you imagine what the world would be like if everybody agreed with you? Or me? Egads!

The best that can happen is the furtherance of community discourse. Give people something to talk about. If anybody in town should know what's going on, it should be the folks at the community newspaper. It should matter what you believe about cur-

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Patrick Lowry

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Mini-Convention

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Awards of Excellence Are Online! How Do I Enter? with Emily Bradbury • KDAN and KCAN Networks and How They Can Make Your Newspaper Money, with Lori Jackson • The Importance of Maintaining a Good Relationship with Your Local Legislator, with Richard Ganon.

11:30 a.m. to 12:15 p.m. — Lunch
 12:15 p.m. to 1:15 p.m. • Nuts and Bolts Sales Training (Part 1) with John Baetz • InDesign Tips with Ron Fields • Best Practices: What I Have Seen in Community Newspapers, with Tom Eblen.

1:30 p.m. to 2:30 p.m. • Nuts and Bolts Sales Training (Part 2) with John Baetz • Workflow: I Have My Website; Now What Do I Do? with Ron Fields (member requested topic) • Newspaper Leadership Training with Tom Eblen.

Contact Emily Bradbury at ebradbury@kspress.com or Rachel Willis at rwillis@kspress.com to register or if you have questions about any part of the program.

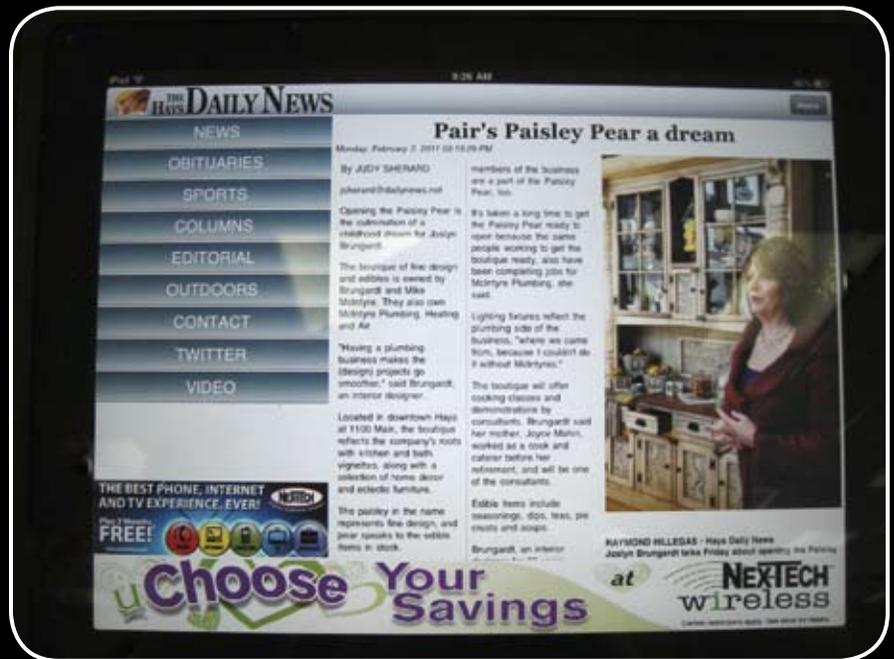
Sleeping rooms are available on Wednesday, Sept. 7 at the Comfort Inn in Colby.

For reservations, call 785-462-3833 or 1-888-794-9492. Be sure to ask for the KPA group rate of \$89.95. The rate includes a full breakfast.

Please register by Sept. 1.

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

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

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Lowry

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rent events.

Like it or not, your paper is in an enviable position. No publisher has to stand for election, yet residents automatically look to the publisher for guidance. Even if you've never written an editorial, your opinion has been sought out by community members. By virtue of position, you're thought to possess intimate knowledge. Perhaps even some wisdom.

At the very least, you've got the best widespread access to the community at-

large. You're running the most effective communications show in town. And you're still the best buy for businesses to reach current and future customers.

As you're already the primary source for facts, why not be the primary source for opinions as well? I guarantee your editorials will generate letters to the editor. While I can't back this up with statistics, I'd hypothesize that the robustness of a newspaper's op/ed page is directly related to the vitality of the community.

Go ahead. Take a stand.

Patrick Lowry is president of the Kansas Press Association and editor and publisher of the Hays Daily News.

Nussbaum named new Eagle publisher

Kim Nussbaum, president and publisher of the Abilene (Texas) Reporter-News, will become publisher of the Wichita Eagle, the newspaper announced Friday.

Nussbaum, 46, will become president and publisher of the Eagle Aug. 16, replacing William "Skip" Hidlay, who resigned from the newspaper in May.

Her last day as publisher in Abilene is this Friday.

Nussbaum, who has collectively 30 years of newspaper advertising and



Nussbaum

marketing experience, held senior advertising management positions for three years in Abilene before being promoted to publisher in 2007.

Nussbaum's husband, Steve, is employed by Texas Tech's Small Business Development Center. The couple has a 14-year-old daughter, Katie.

In Abilene, Nussbaum was active in the Chamber of Commerce, Junior League, Big Brothers Big Sisters and

United Way, including chairing the 2010 campaign.

Papers cut frequency of publication days; two others merging

A number of Kansas newspapers have changed their frequency of publication in recent months, while two others in southeast Kansas have merged their operations.

The Columbus Advocate and Baxter Springs News have merged to form the Cherokee County News-Advocate. Chris Zimmerman is the publisher of the News-Advocate.

The Dodge City Daily Globe, McPherson Sentinel and Newton Kansan discontinued their Monday newspapers and now are printing Tuesday through Saturday.

The Wellington News converted from three times a week to weekly.

The El Dorado Times has switched from five days a week to three and the Augusta Gazette has switched from four days to three. Both will print on Tuesday, Thursday and Saturday.

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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

Dan Rukes

Advertising Sales Director
drukes@kspress.com

Lori Jackson

Administrative Assistant/Advertising
ljackson@kspress.com

Rachel Willis

KPA Education Director
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

JOB OPENINGS/FOR SALE

NEWS

The McPherson Sentinel is looking for a full-time reporter/staff writer. Applicants must have news writing and layout experience and a passion for working with people. Position duties will include: writing hard news and features, attending daytime and evening meetings, reporting on community events, taking photos, generating story ideas and laying out daily pages. The McPherson Sentinel publishes Tuesday through Saturday. Please send resume, cover letter and three work samples to Katie Sawyer, managing editor, at katie.sawyer@mcphersonsentinel.com or to the McPherson Sentinel, attn: Katie Sawyer, 301 S. Main, P.O. Box 926, McPherson, KS 67460.

□

The Chanute Tribune in southeast Kansas is seeking a reporter/assistant managing editor candidate for its five-morning a week publication. Send resume to news@chanute.com or mail to Box 559, Chanute, KS 66720.

□

The Pratt Tribune is looking for a sports reporter who's ready to become a hometown hero to a local legion of fans. Pratt is a sports-minded town with two high schools and a community college. The successful applicant will be able to design and fill pages with exciting copy and appealing photos for both our print and online editions. Send a cover letter, resume and work samples to publisher@pratttribune.com or The Pratt Tribune, P.O. Box 909, Pratt, KS 67124.

MANAGEMENT

Family-owned group of three rural weeklies, winners of 21 statewide awards this year, seeks dynamic, results-oriented, extremely hands-on leader, passionately committed to excellence in community journalism. Details at <http://marionkansas.com/opportunity>.

PRODUCTION

The Garden City Telegram has an immediate opening for a Press Operator. Experience in running a newspaper printing press is preferred, although the newspaper would train the right candidate. Successful candidate will possess a stable work history. The Telegram is a paper that publishes Monday through Friday afternoons and Saturday mornings. This is a full-time position with excellent benefits that include 401K,

health, dental, life, LTD, Flex, savings, paid holidays and vacations. Duties include helping the Pressroom Manager run an efficient, quality-driven pressroom. Pay commensurate with experience. The Telegram is an Equal Opportunity Employer. Please submit a resume with salary requirements to: Jerry Naab, Pressroom, c/o The Garden City Telegram, P.O. Box 958, Garden City, KS 67846.

ONLINE

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

FOR SALE

The following items are for sale by the Belle Plaine News. Please call 316-204-5432 with questions:

Metal light table — \$100; Mfg: Listed "Bus. Equipment"; Model No/Name: Lt-31 23 3/4" x 32"
Register Punch System — FREE; Mfg: Ternes; Model No/Name: Infinity Manual

Camera — FREE; Mfg: Campanica 680; Model No/Name: C-680-B,C
Camera — \$2001 Mfg: Afga; Model No/Name: Repromaster 2200e; C-680-B,C
Film Processor — \$2,000; Mfg: Ferpa-graphic; Model No/Name: 5PT66, Serial #2912
Plate Burner — \$2,000; Mfg: Douthitt; Model No/Name: Option "X"
Bulb for plate burner — \$170; Mfg: Bulb for plate burner; Model No/Name: UV Exposure Lamp # L1250-4, Serial # 59263
Paper Cutter — \$400; Mfg: Lawson; Model No/Name: 39" Automatic Clamp Cutter V-2 SN AA-1099
Utility Truck — \$200; Mfg: Kansa; Model No/Name: Quadracart
Padding Press — \$50; Mfg: Champion Mfg.; Model No/Name: CHAMPAD
Roll Clamp — \$800; Model No/Name: "Long Reach"

□

The Washington County News, Washington, KS (785/325-2219) has on hand a never opened box of 500 #944 layout sheets for \$50 OBO plus freight. Please call with questions or if you would like to purchase.

□

Linotype for sale — call Robin Clasen at 620-583-5721 or e-mail news@eurekaheald.com.

NEWSMAKERS

John Marshall and Rebecca Rice are celebrating 10 years with the Lindsborg News-Record.

Marshall is editor and Rice is publisher.

□

For the third consecutive year, the **Kansas City Star** staff has won an award from the National Association of Black Journalists.

The Star's series last year on the 1970 murder of civil rights leader Leon Jordan, written by reporters **Mike McGraw** and

Glen Rice, won the 2011 NABJ Gannett Foundation Award for Innovation in Watchdog Journalism.

The \$5,000 prize was announced Aug. 3 in Philadelphia at the NABJ's annual convention.

□

The **Hesston Record** recently celebrated its 125th anniversary with a retro-look front page.

Editor **Jackie Nelson** said the tribute will continue for several weeks.



THIS MONTH'S QUESTION

Q. How is the uploading project going to the FTP site, and then to KPA's public notice website?

A. We have been pleasantly surprised by the response. We have almost all the dailies uploading their pages now and more than a third of the weeklies. This has made the site much more current and will provide us with leverage at the Kansas Legislature in the coming sessions. Thanks to all who have joined the project. We need everyone that produces PDFs to participate.

Joplin residents served by their newspaper

Through the years, I've become accustomed to the love-hate relationship most readers have with their newspapers.

If you've been in the business long enough, you've probably encountered both of those emotions — and a whole lot more in-between — from those who plunk down 50 cents to \$5 a week for the right to read your newspaper.

I can remember a number of those moments during my career.

Fortunately, time heals. The bad times I've pretty much forgotten, or at least repressed.

The memories I cherish most are of the times when the newspaper I reported for, edited or published did extraordinary work covering disasters, local issues and even everyday news stories.

So it was with great pride that I and my fellow Newspaper Association Managers listened last week as Joplin Globe editor Carol Stark described how her newspaper staff reacted to the monster tornado that hit her community May 22. The storm, rated an EF5 storm, may be reclassified to the never-before-recorded EF6 category because wind speeds apparently topped 300 miles an hour.

Stark told of the night of the storm, when reporters, photographers and editors whose homes and automobiles had been destroyed

showed up for work. Some had lost everything they owned. Yet, they knew what they had to do.

They had to report. They had to take pictures. They had to listen to the stories of heroism, self-sacrifice and courage that had been exhibited in that community of 51,000 residents. They had to do their jobs.

"If people are saying newspapers are dead, they don't really know what stuff we are made of," Stark said. "This is a story that I hope people can take home with them, because newspapers are very much alive

because when it mattered ... people turned to us, our local newspaper, and people should never forget that."

Stark, who had once before survived another tornado when her car was tossed in the air like a toy, was now in charge of leading a news effort in the aftermath of one of the worst tornadoes of all time.

"When people were staggering around that night, I understood what they were feeling," Stark told the NAM convention participants. "People say it sounds like a freight train. Well no, folks, it sounds like evil."

Yes, the national and big city media showed up. But what Joplin residents needed only the Joplin Globe could deliver. They

needed personal stories. They needed names. They needed to hear about those local heroes.

And that's what the Globe delivered.

Single copy sales skyrocketed. Residents simply could not get enough local news.

Even though the newspaper lost 1,000 subscribers because of the storm, they've already recovered most of them.

Stark said the Globe could probably have sold 20,000 extra copies of each Sunday newspaper the month following the storm.

We've learned how important newspapers are in Kansas these past

few years following the Parsons, Greensburg, Chapman and Reading tornadoes as well as the fire that destroyed the Ellsworth County Independent-Reporter office in late June.

Newspapers are indispensable, but especially during times when communities must pull together to survive.

Joplin is only the latest example.

Journalism is a noble profession. Don't let anyone tell you differently.

Occasionally, it's even an exalted one.

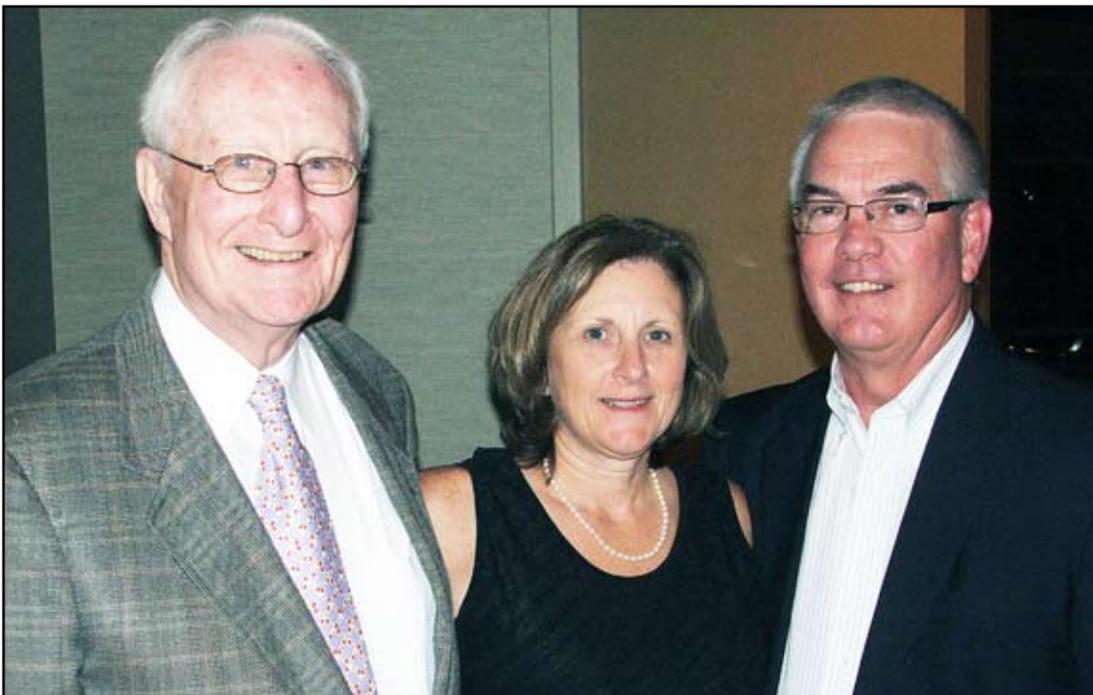
This is another one of those times.

Doug Anstaett is executive director of the Kansas Press Association.

They had to report. They had to take pictures. They had to listen to the stories of heroism, self-sacrifice and courage that had been exhibited in that community of 51,000 residents.



Doug Anstaett



KPA's director elected 2011-12 NAM president

Doug Anstaett, right, executive director of the Kansas Press Association since 2004, was elected president of the Newspaper Association Managers group at its annual meeting in Branson last week. He is shown with (from left) Morley Piper, long-time NAM clerk, and Felicia Mason, 2010-11 NAM president. NAM is made up of press association managers from the United States and Canada and includes the managers of Inland, the Newspaper Association of America and the National Newspaper Association.