

# THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY SEPTEMBER 9, 2009

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## KPA CALENDAR

### SEPT. 17

Midwest Newspaper Summit, Dubuque, Iowa

### OCT. 14-20

National Newspaper Week

### OCT. 28

KPA Board Meeting, Grand Prairie Hotel, Hutchinson

### OCT. 29

KPA Advertising Conference, Grand Prairie Hotel, Hutchinson

### NOV. 12

Montgomery Family Symposium, University of Kansas campus, Lawrence



Don McNeal is pictured in 2006 at his desk at the Council Grove Republican, right where his career began in the mid-1930s. He died Aug. 30, 2009 at age 94. His funeral service was Saturday.

## McNeal's news career spanned seven decades in Council Grove

**Editor's note:** This article appeared a few years ago in the *Emporia Gazette*.

By **ASHLEY WALKER**  
*The Emporia Gazette*

**C**OUNCIL GROVE — While most of the nation's newspapers are leading their front pages with disturbing images of war in the Middle East and economic troubles in corporate America, one Kansas paper is not.

Instead, as it's done for more than 130 years, the front page of the Council Grove Republican tells stories many papers may not deem Page 1 material.

They are stories about potluck dinners, soup suppers,

births, deaths, local sports, and weather. And even with little attention to design or layout, according to the paper's 88-year-old advertising director, Don McNeal, who's been part of the Republican since 1936, the paper is doing what it does best: community journalism — with a twist.

That "twist" is what makes the small-town paper's way of delivering news a little different from the way the "Big Boys" do it, he said, referring to big-city papers.

"We want to print all the news, but do it kindly," he said, quoting acquaintance and renowned Kansas newspaper man of the 1930s, the late Charlie Harger.

According to McNeal, that means handling the news "with a little more concern about whom we are writing," without jeopardizing the integrity of what is being printed.

A motto McNeal has stood by since he took co-ownership of the paper in 1947, it's served the publication well. In a time when small-town newspapers are facing tough economic situations, the Republican, the third smallest paper in Kansas, a circulation of 2,140, has stood the test of time. It continues its tradition of daily delivery in a town whose population is 1,000 less than it was when McNeal started at

See **MCNEAL** on Page 7

# Here are two possibilities to add content to website

*Slimp takes a look at Family Features and Red, White and True Mysteries web offerings*

**W**endy MacDonald, with Family Features, has been after me for years to take a look at their products for newspapers. I've seen their booth at dozens of newspaper conferences over the past three or four years, and I've always been intrigued by the idea of free content for papers. However, it wasn't until yesterday that I truly appreciated the value of their offerings.

For those unfamiliar with Family Features, they provide free editorial content spanning a variety of themes. Materials are developed in conjunction with nationally recognized sponsors and can be used as provided or customized to meet your needs. Basically, they provide stories and other material related to food, lifestyle, gardening and other topics.

How do they make their money, you ask? They include names and products by sponsors including American Heart Association, Nestlé and General Mills, among others. Imagine product placement, like they have in movies, in papers and you have the idea.

Obviously, their products aren't for every newspaper. I certainly understand that many papers wouldn't be comfortable with content that includes product promotion.

After researching FamilyFeatures.com on my own, I learned that their material can be found in a wide variety of print and online outlets including dailies, weeklies, newspapers and magazines, free and paid, suburban, metro and regional. Over 6,000 editors have registered to use their materials.

Yesterday, I spent part of the afternoon on the phone discussing products being developed by Family Features. It seemed like the perfect opportunity to take a look at online content already available from this group. Here are just a few:

- Automatically Updated HTML Feed

Imagine content that automatically updates itself on your Web site. You designate the area and page(s). This means you can create pages for this content with room for ads that you sell. You select content from three areas: Food & Recipes (my favorite), Home & Lifestyles and Lawn & Garden. After the initial setup, which takes just a few minutes, the only time you'll spend on these pages will be to get new recipes and upload your own ads. And, for those savvy designers, there is an XML version that gives you even great flexibility.



**Kevin Slimp**

- HTML Pages

Family Features offers HTML versions of their content and recipes, which you can place on your own site. By having the material already saved in HTML format, you can create pages on your own Web site without spending hours on layout and design.

- Niche Newspaper Sites  
These are "camera ready"

pages ready to place on your Web site. With your banner in its normal position at the top of the screen, it looks like your staff has spent days creating these attractive and informative sites. Related to the areas mentioned earlier (Food & Recipes, Home & Lifestyles and Lawn & Garden), you choose the sites you want to use and place the material directly on your pages.

- Videos

Videos are available that can be embedded directly onto your Web pages. They are hosted on servers at Family Features, so they don't take up valuable space on your server. By simply placing scripts on your pages (Don't worry. Your Web guru will know how to do this), you will have recipes and regular feature videos (The Blue Bunny Kitchen is a lot of fun) to use on your site. As an added bonus, most videos have print content that go with them. This means you can include a food column in your paper and point readers to your Web site to see a video related to a recipe in the column.

As I mentioned, there is no cost for any

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**Kevin Slimp will headline the Kansas Press Association's Advertising Conference Oct. 29 in Hutchinson.**

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## KPA BOARD

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# SLIMP

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of this. After a quick online registration, you'll be downloading and using Family Feature's content in your newspaper and on your Web site. For more information, or to see samples for yourself, visit [editors.familyfeatures.com](http://editors.familyfeatures.com) and click on the link for "Web Solutions" on the left sidebar.

## Red, White & True Mysteries Video Series

I ran into Paul Niemann at a newspaper conference in Missouri a few months ago. It seems that Paul has made a living writing a series called "Red, White & True Mysteries" for newspapers in the Midwest region of the United States since 2003.

Primarily used in N.I.E. (Newspapers in Education) programs, these mysteries are based on famous Americans. The idea is that children can read the information about a famous historical figure, then try to guess who it is.

Earlier this year, Paul began creating high-quality videos for newspaper, television and radio Web sites. Based on the materials from his printed mysteries, Paul dresses as a historical figure while the viewer tries to guess who he is. They are a lot of fun and very well done. I especially get a chuckle when he dresses up as Betsy Ross, Annie Oakley or some other famous American woman.

Paul has been selling these printed and video mysteries to newspapers through a revenue sharing model by helping newspapers in the Midwest find advertisers for his material. I convinced Paul he should offer his videos to newspapers outside that area and he agreed it was a good idea.

If you're interested in "Red, White & True Mysteries," either in print, video or both, they are now available with a monthly subscription fee or through a revenue-share. To see a sample of one of Paul's videos, visit [kevinslimp.com](http://kevinslimp.com) and play the video in the right sidebar. To get more information about these products, visit [inventionmysteries.com/rwtm.html](http://inventionmysteries.com/rwtm.html).

At my suggestion, Paul has created a new price structure for smaller papers. Contact Paul directly at [niemann7@aol.com](mailto:niemann7@aol.com) for more information concerning pricing for small newspapers.

**Kevin Slimp** is a speaker and trainer in the newspaper industry. He can be reached at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).

# Here are 10 ways to mess up perfectly good newspaper ad

By John Foust

Let's take an intermittently sarcastic look at 10 ways to mess up a perfectly good ad. Any one of these techniques will put an ad on the brink of ineffectiveness. All 10 at once will guarantee a place in the Advertising Hall of Shame.

1. Keep the focus on product features, not benefits. Advertisers are in love with the bells and whistles in the products they sell, and they'd like nothing more than to put all that stuff in their ads. But consumers don't care. All of their buying decisions are driven by the answer to the age old question, "What's In It For Me?"



John Foust

2. Don't put valuable information in the headline. Expect readers to wade through your copy to learn what you sell, in spite of the studies that show that 80 percent of the people who see a headline will not read any further.

3. Use plenty of exaggerations and superlatives. Talk about how great the advertiser's product is, without supporting any of the claims. Kill your advertiser's credibility with words like "best," "number one," and "great." And be sure to use a lot of exclamation marks.

4. Make the logo the biggest thing in the layout. That shiny new logo is really important to the advertiser. And even though the headline is much more important, you don't want to upset your client.

5. Reverse the entire ad to read white on black. The term "read" is used loosely here. White type (especially body copy) on a black background is nearly impos-

sible to read. An exception to this rule is when a bold, white headline is printed alone inside a black box.

6. Use all upper case type in body copy. WHY MAKE IT EASY FOR YOUR READERS TO FIGURE OUT WHAT YOU'RE SAYING? MAKE ALL THE LETTERS THE SAME HEIGHT, SO YOUR WORDS WON'T HAVE DEFINING SHAPES.

7. Don't make an offer, or give readers a reason to act now. That would look too much like selling. Why not just put your advertiser's name out there, and hope that people will flock to his or her place of business like homing pigeons?

8. Run the ad only once. Forget the fact that a message has to be repeated many times before it makes an impact. You didn't choose your brand of car or breakfast cereal the first time you saw those products advertised. But your advertiser's prospective customers are sure to take a different approach, aren't they? Probably not.

9. Use stupid pictures. By stupid, I mean laughably inappropriate. Examples include smiling cartoon figures in a funeral home ad. Or a posed photo of a bunch of executives leaning over a conference table to stare and smile at a document. Or an illustration that simply has nothing to do with the ad's headline.

10. Use small print. After all, the smaller the point size, the more copy you can squeeze into the allotted space. Readers won't mind reaching for a magnifying glass. Don't we all keep that handy device with us when we read the paper?

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

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## THIS MONTH'S QUESTION

Q. Explain to me again how the KPA Legal Hotline works?

A. If you have an issue such as a sensitive story, a questionable advertising request or any other issue that needs a review from Mike Merriam, our legal hotline consultant, all you have to do is call him at 785-233-3700 to seek his advice. That first call is free for KPA members. If you need to pursue an issue beyond that first call, then you are subject to Merriam's usual charges.

# Energize editorial pages with point/counterpoint

By Jim Pumarlo

**T**imid editorial pages unfortunately are becoming the norm in far too many community newspapers. Even more disconcerting are those newspapers where editorial pages are largely nonexistent.

Many editors and publishers are so preoccupied with directing their print and online operations that editorial pages take the back seat. A common complaint is that they don't have time to develop, research and produce thoughtful opinions on important issues facing their communities.

Here's an idea to jump-start that discussion. Develop a regular point/counterpoint series. These features will not overnight result in an ability to produce regular commentary, but they are a good spark-plug along that path. And it's one strategy to elevate editorial pages to a must-read section of your newspaper.



**Jim Pumarlo**

To be certain, many newspapers carry a page labeled "Viewpoint" or "Opinion" or "Community Forum." But look closely at the content.

A publisher muses about a weekend outing. A letter to the editor extends a special invitation to a family reunion. A column reprints the latest Ole and Lena jokes and other light-hearted fare heard on the street. A minister delivers a Bible lesson.

These items may indeed deserve space in community newspapers, but they're not the type of material that prompts discussion of important community issues. A page void of ideas is the biggest deterrent to a vibrant exchange of ideas.

Point/counterpoint features, if organized and focused, can be an asset in advancing substantive discussion on issues at top of mind.

They can localize the impact of national and state public policy. What does a national health care program really mean for local health-care providers and the citizenry? What is the impact of the proposed overhaul of a state's property tax system?

They can educate. What are the dynamics behind a proposed cap-and-trade system on carbon emissions, and what are the ramifications of a federal vs. regional system? What is the history behind a community's weak mayor/strong council governance and does the structure still serve the city's best interests?

They can advocate. What are the pros and cons of a proposed highway bypass, land annexation or feedlot ordinance? Why should citizens support or oppose a proposed school referendum, a reorganization of a public safety department, a riverfront development or an expanded commercial district?

They can entertain. A community narrows its choices for a school name or an inaugural festival or a memorial bridge. Let the proponents of the finalists from which a name will be chosen put forth their best arguments.

These examples are a starting point. A brainstorming session can produce numerous opportunities worth exploring in a point/counterpoint. Broaden the discussion beyond the newsroom. Individuals from other departments and even the community at-large



will enrich the conversation.

The biggest byproduct of these commentaries is that they can supplement news coverage. That's especially important in newsrooms strapped with resources to cover all the angles and complexities of many issues. That underscores why editorial pages should be a routine consideration – a vital element – in planning news coverage of specific and ongoing events.

Remember, a point/counterpoint feature must be managed. Otherwise, despite the best intentions, these commentaries can become nondescript and provide little value to the newspaper or, more importantly, the community.

If the topics explored are the subject of a vote by a governing body, then make certain the commentaries are published well in advance of that decision to allow ample time for reader exchange. Display these features with prominence. Publish photos of the authors and short biographies. Round out the package with graphics or photos that illustrate the topic.

Then invite readers to comment in the print and online editions.

A stellar lineup of these commentaries on a regular basis – for example, every month for starters – can provide

a solid foundation to generating reader involvement. If topics are chosen carefully, readers will respond. And soon individuals will advance their own topics to be explored in a point/counterpoint.

These exchanges have another benefit. Publishers and editors have the opportunity to evaluate the opposing arguments and the reader feedback, then weigh in with a local editorial. The result is win-win for the newspaper and the community.

**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](http://www.pumarlo.com).

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**A brainstorming session can produce numerous opportunities worth exploring in a point/counterpoint. Broaden the discussion beyond the newsroom ... even to the community at-large.**

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# Midwest Newspaper Summit to review our industry

If you haven't yet registered for the Midwest Newspaper Summit Sept. 17 in Dubuque, you need to act now to reserve your spot and make sure you're able to take part in this important event.

More than 230 people from 13 states have already registered to attend. A registration form is attached.

The summit is being presented by the Iowa Newspaper Foundation and six other Midwest press associations, including Kansas Press Association, and will feature nationally recognized speakers and panelists discussing the rapid changes newspapers are experiencing in the wake of the digital age, new ways to structure the newspaper business, new revenue models and many other critical topics. Presenters will include some of the most noteworthy speakers, organizations and businesses currently addressing these topics.

A trade show area will be available all day with vendors showcasing their latest products and programs.

Alan Mutter will be the keynote speaker and a member of the "A Time for Innovation" panel at the summit. Mutter's blog, "Reflections of a Newsosaur," takes a look at the changing environment of the news-gathering business.

Roger Fidler, an expert on portable electronic reading devices, will present "E-Readers: Are They Game Changers for Newspapers?" from 2:45-3:15 p.m. Fidler will be bringing several currently available e-reader devices along with him, and an interactive display will be set up in the exhibit hall to allow registrants the opportunity to get a firsthand feel for them. Models to be on display include the Amazon Kindle 2, Amazon Kindle DX, iRex iLiad, iRex DR1000 and Sony PRS-700.

Fidler was a journalist and newspaper designer for 34 years and has been on the leading edge of online and digital publishing development since the late 1970s. As program director for digital publishing at the University of Missouri's Donald W. Reynolds Journalism Institute, he coordinates digital publishing research projects and the Digital Publishing Alliance. He has been at RJI since 2004, when he was named as the first RJI Fellow. Before that he was a tenured professor of journalism in the School of Journalism and Mass Communication at Kent State University.

Wrapping up the program for the summit will be a 3:15 p.m. panel with journalists who are quickly making names for themselves due to their focus on and use of

technology in and out of the newsroom.

These three young journalists will talk about using the Web as a revenue-generating tool and offer their advice on what media companies need to do in order to use new technology methods to make money.

They are Chris Rhoades, the sales director for Enterprise Publishing in Blair, Neb., a company that owns newspapers in Nebraska and Iowa; Thomas Ritchie, online editor at the Sioux City Journal and a lifelong writer; and Chris Snider, assistant managing editor for Digital Innovation at the Des Moines Register. He is also an adjunct professor of journalism at Drake University in Des Moines.

The Dubuque Convention & Visitors Bureau has provided a special value card entitling Midwest Newspaper Summit attendees to discounts at various restaurants, retail outlets and attractions around the area.

The cards will be distributed with registration materials, either Thursday morning at the Grand River Center, or Wednesday evening at the Welcome Reception at the Dubuque Telegraph Herald. Pick up your registration materials Wednesday and you get an extra night to enjoy the special offers.

## NEWS BRIEFS

Ned Valentine of the Clay Center Dispatch and Rich Wartell of Manhattan Broadcasting were recognized last week as Huck Boyd Leaders of the Year in Community Journalism.

Valentine's family has been publishing newspapers in Clay Center since the 1880s. Since joining the newspaper in 1969, Valentine has instituted an editorial page, computerized the paper's production process, created a web site and emphasized local coverage.

"I think it's really great that Ned is a the third generation Valentine to publish the Clay Center Dispatch and help his community," said Gloria Freeland, director of the Huck Boyd National Center for Community Media.

"He also represents the third generation of Valentines to have served as Kansas Press Association president," she noted.

□

Rachel Willis, executive director of Kids Voting USA, which the Kansas Press Association manages, is preparing for the organization's annual conference Sept. 17 and 18 in Kansas City.

Willis will lead the meeting that will

attract representatives of Kids Voting affiliates from 11 states.

□

Tom Dreiling is retiring later this month as editor and publisher of the Norton Telegram. His career spanned some five decades, including stints in Goodland and Colby as well.

He was called out of retirement by owner Steve Haynes to take over the Norton operation a few years ago.

He was described by Hays editor and publisher Patrick Lowry in a Sunday column as the "King of Snippets."

Here are few of his last "snippets" just to show you how right Lowry was:

- "Well, now we can't trust our president to talk to our school children? What else are the fruitcakes going to come up with? No wonder God has trouble blessing America!"

- "Glad to see Laura Bush, Newt Gingrich and other GOP notables endorse President Obama's address to our nation's school youngsters."

- "Let's see, do we debate Rep. Jerry Moran's visits to our classrooms?"

- "KU won, Kansas State won. Powder-puff games. Neither were impressive. But

at least the long awaited football season is under way. Go Nebraska!"

- "Some people were born to complain!"

Dreiling said he is moving to Goodland and his new address after Sept. 28 will be 516 E. 6th Street, Apt. 212, Goodland, KS 67735.

□

The Newspaper Association of America and the John S. and James L. Knight Foundation have teamed up to help newspapers and communities celebrate Constitution Day on Sept. 17. The document was ratified at the Constitutional Convention on Sept. 17, 1787 and sent to the individual states.

A 12-page tabloid is ready for your use. Activities on every page encourage kids to use their newspaper to learn about their rights and freedoms.

To download the full tabloid, or a series version of the tabloid, go to the Bill of Rights Institute at: <http://www.billofrightsinstitute.org/OnDemand/ConstitutionDay/>. A low-resolution version of the full 12-page tabloid is attached to today's Kansas Publisher so you can review the materials.

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# Montgomery Symposium to focus on digital realm

The fourth annual Montgomery Family Symposium is scheduled for Thursday, Nov. 12 on the University of Kansas campus.

The symposium, "Developing Readers, Revenue and Responsible Journalism in Tough Times," is sponsored by the Kansas Newspaper Foundation and the William Allen White School of Journalism and Mass Communications at the University of Kansas.

It is underwritten by a gift to the KNF by the John G. Montgomery family.

The program includes a number of topics that will help attendees make decisions about their digital initiatives, a focus of the Montgomery Symposium the past two years.

The schedule begins with coffee and registration at 9 a.m., followed by a welcome from Ann Brill, dean, and Pam Fine of the KU School of Journalism, and Doug Anstaett, executive director of KPA.

The first session, at 9:45 a.m., is "You Want Me to Do What?" How to create new products and services without cannibalizing what's already working. Jeanny Sharp, publisher of the Ottawa Herald, will moderate the panel of Dan Thalmann, Washington County News; Tony Berg, Lawrence Journal-World; Sherri Chisenhall, Wichita Eagle, and Andy Taylor,

Taylor Family Newspapers.

The second session, at 11 a.m., will feature "5 IDEAS in 50 MINUTES," five multimedia ideas designed to enhance readership, build community, provide public service and/or grow revenue, presented by the newspaper staffers who did them.

The luncheon program will include a welcome by Bernadette Gray-Little, KU's new chancellor. She will be introduced by Brill.

The 1 p.m. session is "Putting Their Money Where Their Mouths Are." Dolph Simons Jr. of the World Company of Law, John G. Montgomery of Montgomery Communications of Junction City and Rudy Taylor of Taylor Family Newspapers of Caney will discuss what they've learned about taking risks and managing them, leadership and creating a culture of innovation and change.

The final session, "How to Position Your Paper to Remain Relevant in the Future," will begin at 2:15 p.m.

Jane Stevens and participants will discuss their ideas for what it will take to keep their own news organizations vibrant and vital as the environment and the audience change.

To register for the event, contact Rachel Willis at KPA. Cost is \$75 for KPA members and \$150 for non-members.

# Hansler to lead year-long sales training webinar series

The Kansas Press Association has lined up a 12-month series of advertising sales seminars featuring Jeffrey



**Jeffrey Hansler**

Hansler, who has gotten rave reviews at last year's annual convention and at the recent mini-convention in Hays.

For just \$75 per person — if paid in advance before Sept. 22 — advertising sales executives, advertising managers and publishers of KPA member newspapers

can access all 12 seminars. That's just \$6.25 per monthly sales training session.

Others interested in participating can sign up for \$150 per person.

"Beyond Tactics" is Hansler's title for the year-long series of webinars. He will utilize a combination of a teleconference and online hookup to present the materials.

The first webinar is at 2:30 p.m. on Thursday, Sept. 24. It is called "Planning for Success: The Superstar Approach to Selling."

Subsequent seminars are scheduled for Oct. 22; Nov. 19; Dec. 17; Jan. 28, 2010; Feb. 25, 2010; March 25, 2010; April 23, 2010; May 27, 2010; June 24, 2010; July 22, 2010, and Aug. 26, 2010.

A registration form is attached to today's newsletter and also is online at [www.kspress.com](http://www.kspress.com).

# MCNEAL

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the paper nearly 70 years ago.

In 1914, the Republican became a daily publication, and since then, it hasn't missed a day of being Morris County's primary source of news every day of the week, except Saturdays and Sundays.

Its longevity, according to the senior newspaperman, is attributed to only one thing.

"Pride is what keeps us going," McNeal said. "Pride in the community, "Pride in the people ... you know that you love them."

It's pride, he said, that has helped the paper withstand the changing tides of time.

Even the rising tide of the Neosho River for three consecutive days in 1951 couldn't stop the press. With water 34 inches deep in the newspaper office, the Republican managed to publish a paper, albeit on a much smaller scale, one by one from a hand-fed press.

Getting the paper out wasn't optional, especially in a time like that he said. "It becomes something that kind of helps settle people," he said.

Papers were even delivered by boat to reach some subscribers, McNeal remembers.

McNeal graduated from Kansas State University and started at the Republican in 1936 as city editor.

"I ran the streets, the courthouse and the night meetings," he said.

Nearly 70 years later, not much has changed.

In fact, not much does change at the Republican — except the daily news and a recent 10-cent rate increase, the first in nearly 15 years.

Behind the blue awning at 208 W. Main St., the quaint newspaper office is a reflection of its no-frills approach to publishing.

In a building in which the most modern equipment is a Macintosh Plus computer, circa 1980s, the paper's past is everywhere. Photographs on the walls tell the story of the paper's first days in business. The antiquated printing equipment tells of the days when hot type was used to lay out a newspaper and before the paper was taken to Junction City every morning to be printed.

Even the employees have become fixtures in the business. The five employees of the Republican have a combined total of 167 years of work for the paper.



*Don McNeal was among 18 past presidents who attended the Kansas Press Association's 140th anniversary celebration in 2003 at the KPA office in Topeka.*

McNeal, who has invested more than 65 years of his life at the Republican, is as much a part of the paper's past as he is its present.

Twenty-three years after the community threw him a surprise "retirement" party, he still works 50 to 60 hours a week and is always the first to arrive at the paper each morning, ready for a full day's work, according to his son, Craig McNeal, who came back to work at the paper in the mid-1960s and later took over ownership.

"I do what most old newspaper people do," Don McNeal said, jokingly. "I handle some advertising, I'm the obituary editor, I write a column and cover school board meetings."

Ask Don McNeal or any of the employees what their job titles are and they may chuckle a little. The title most attached to Don McNeal is "The Old One," one that he adopted as people in town used it as a way to differentiate between the father and son.

It's not about that, said Craig McNeal. "We don't really worry about titles; we just do what we know we need to do."

For the younger McNeal, that means doing the job of several reporters, covering the cops beat, the city and county beats, even sports. He's also the paper's photographer and, some days, he even throws a paper route or two.

He makes his rounds each morning to the Morris County Courthouse, city hall, police and sheriff's departments and the

high school. Back in the office by a little after 9 a.m., he has about 30 minutes to write his stories and get them ready for paste-up.

Some days, Craig McNeal has written more than 150 column inches of copy for the paper.

With night meetings and sports events three to four nights a week, it's a life that

See MCNEAL on Page 10

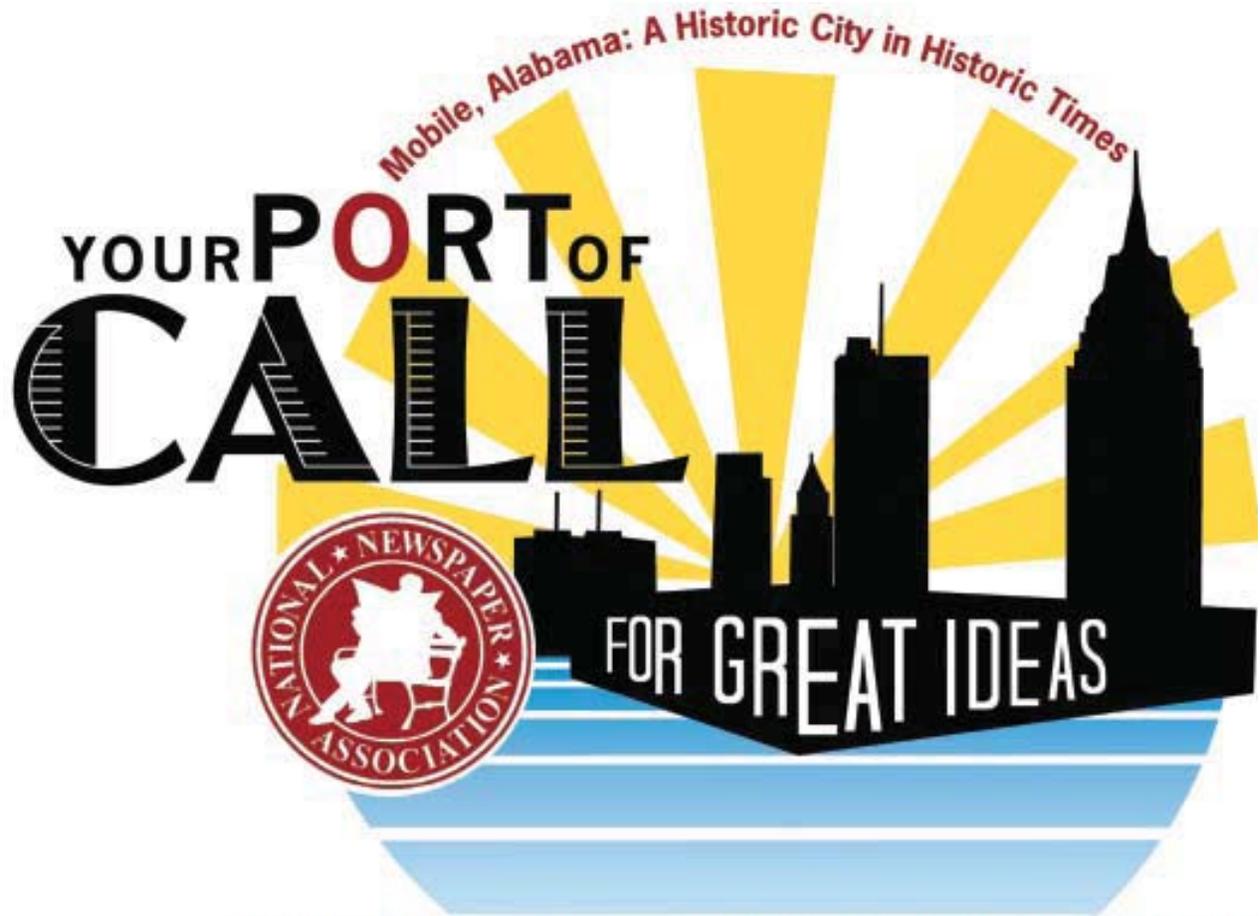
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visit [www.nna.org](http://www.nna.org) or call (800) 829-4662**

## MARKETPLACE/JOBS

### FOR SALE

Pre-Owned Single Copy Equipment —

- 10 Bellatrix ST-211 electronic mechs in excellent condition with approximately 4 years remaining on the battery, \$60 each.
- 10 Steel City Sentinel vending machines in excellent condition, mech not included, light blue in color, \$40 each.
- 6 Sho-Rack K-80 vending machines, takes only quarters & dimes, \$30 each.
- 45 Sho-Rack “K” mechs for a K-80 vending machine, \$15 each.
- 125 Armored lock bolts w/registered keyway, \$7.50 each.
- 100 padlocks from American Lock Co., series 1305, \$4 each.

Contact Vic Hanson, Single Copy Mgr., Salina Journal, 333 S. 4th St., Salina, KS 67401, [vhanson@salina.com](mailto:vhanson@salina.com) or phone (785) 822-1471.

### CIRCULATION

Circulation District Manager — The Topeka Capital-Journal is currently accepting applications for the position of District Manager. This position is responsible for the sales, service and distribution of newspapers for the Topeka Capital-Journal within an assigned geographical area. This will also include recruiting, contracting and supervision of delivery contractors. Customer service and sales skills are necessary. This position is a vital link between the Topeka Capital-Journal and our subscribers. Applicants must have a high school diploma or equivalent, prior sales/management training helpful, excellent customer service, communication & organizational skills. Must have dependable transportation & good driving record. This is a salaried position with mileage reimbursement and monthly bonus potential. To apply, submit your resume & cover letter to Human Resources Director, The Topeka Capital-Journal, 616 SE Jefferson, Topeka, KS 66607, or fax to 785-295-5637, or email to [HR@cjonline.com](mailto:HR@cjonline.com). You may also complete an application at our customer service desk. EOE

### NEWS

Reporter/Editor — Reeves Media, publisher of newspapers and websites in south-central Kansas, has an immediate opening for an editor. This position is based out of Moundridge and produces news and photos for The Ledger newspaper, a 123-year-old, award-winning weekly. This is a fulltime staff position with paid vacation and holidays. You can enjoy freedom and flexibility in this position while producing the weekly news for Inman and Moundridge.

Applicants should have strong writing skills, be outgoing, and be able to use a camera. Quark layout skills desired, but not required. Previous newspaper experience not required. Editors at our company have experienced success without previous media experience or journalism training if they are willing to learn our system. Send resume to [robb@hcindependent.com](mailto:robb@hcindependent.com)

The Dodge City (Kan.) Daily Globe is seeking a versatile sportswriter to help cover area high schools, Dodge City Community College and tackle general sports assignments. Previous news writing experience and a firm grasp of AP style are essential, as is the ability to meet daily deadlines. Duties include writing daily stories as well as paginating several nights a week. Send resume, including salary expectations, and three to five clips to Mark Vierthaler, Managing Editor, c/o The Dodge City Daily Globe, PO Box 820, Dodge City, KS 67801 or e-mail at [mark.vierthaler@dodgeglobe.com](mailto:mark.vierthaler@dodgeglobe.com).

Deputy design editor — The Hutchinson News seeks a page designer whose primary responsibilities will center on creating informative and eye-catching Page 1 covers and section fronts for our weekend editions. We need an experienced visual journalist who also has some working knowledge of web page design. Quark, Copy Desk and PhotoShop experience are required or the successful applicant must demonstrate the ability to quickly adapt to The News' desktop publishing software. Working knowledge of Illustrator and Flash is helpful. The weekend page designer, who also will make critical decisions regarding news content, must have a four-year degree in journalism. The News, part of the six-newspaper Harris Group, offers competitive pay based on experience. Benefits include a Profit Sharing Plan, 401(k) and other benefits. Please submit a letter of application, resume, references and three page designs by Sept. 11, 2009, to: Mary Rintoul, managing editor, The Hutchinson News, PO Box 190, Hutchinson, KS 67504-0190 or e-mail [mrintoul@hutchnews.com](mailto:mrintoul@hutchnews.com).

Sports writer/editor wanted to cover high school and community college sports and design pages. Bachelor's degree preferred. Send a resume, clips and cover letter to Ray Nolting, managing editor, [rnolting@parsonssun.com](mailto:rnolting@parsonssun.com), or to P.O. Box 836, Parsons, KS, 67357.

Wanted — Full-time paginator/graphic designer. Job involves laying out pages, working with graphics and photos and updating the Web site. Involves some weekend and evening work. Must be reliable, quick but accurate, and have a keen eye for design and sense for details. If this fits you, please send letter, portfolio, resume and references to Dale Hogg, managing editor, Great Bend Tribune, PO Box 228, Great Bend, Kan., 67530, or to [dhogg@gbtribune.com](mailto:dhogg@gbtribune.com).

### PRODUCTION

Experienced web press operator sought for a six-unit Goss Community press in one of the fastest growing areas of central Kansas, which abounds in hunting and fishing opportunities. Good pay and excellent benefits including health, disability, life and matching 401K. Send letter with experience to Tom Throne, general manager, Junction City Daily Union, 222 W. Sixth St., Junction City, KS 66441, phone 785-762-5000 or email [t.throne@dailyu.com](mailto:t.throne@dailyu.com).

### NEWSPAPERS FOR SALE

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](mailto:ebradbury@kspress.com).

Kansas Traveler is for sale. Established in 2004, this quarterly, full color publication has subscribers Kansaswide and in 30 other states. For more information, contact Susan Howell at 316-688-0905 or [howell@kansastraveler.com](mailto:howell@kansastraveler.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.

**Would you like  
to advertise  
in the Publisher?**

Contact Nicole Schings  
at (785) 271-5304 or  
[nschings@kspress.com](mailto:nschings@kspress.com)

# Reminiscing about the ‘good ol’ days’ at SCI

This weekend, I have the opportunity to get together with some old friends from my earlier years with Stauffer Communications, Inc.

Some of us decided a few months ago that a reunion would be a great opportunity to meet with former colleagues and reminisce about “the good ol’ days.”

I know. I know.

When we were young our parents would speak of an earlier time when life was simpler. We thought they were probably suffering from nothing more than a selective memory.

And maybe we are, too.

But for me, those days were simpler.

I’m not going to claim here that Stauffer was the best newspaper company ever. However, in the first 22 years of my career, there were a few things you could rely upon from your managers if you worked for that company.

First of all, you knew they understood the newspaper industry. They were seasoned veterans, had served in the trenches, had encountered every problem you would encounter, and gave you sound advice.

That started to change when newspaper companies became so attractive that larger companies began to swallow up smaller ones.

These companies — not all of them, I

realize, but many — were run by what we used to affectionately call “bean counters.” You know, business majors instead of editors.

Then, profit became the driving force behind the company, rather than community service.

Second, since they knew the newspaper industry, they knew what you were up against.

Anyone who has ever run a newspaper knows there are some folks who like to go over your head when they don’t like a decision you’ve made.

At Stauffer, there was never any question what answer critics would get when they questioned the integrity or judgment of the local publisher.

Here’s what Ken Bronson used to tell them: “We have a local publisher, Mr. Anstaett, who we trust to run our operation. He knows his business and I’m sure he would be glad to talk to you about any problems you may be having.”

They truly believed in local autonomy, realizing that they couldn’t possibly know the background for a particular problem — at least not as well as the local publisher.

Third, they believed in community service. If you happened to make a profit — and they certainly expected you to do just that — that was just icing on the cake.

We all took Oscar Stauffer’s credo — “Count that day lost when you haven’t done something to benefit the community

you serve” — seriously, because it was a solid philosophy to follow. It not only made sense, it worked.

Saturday, we’ll all look a lot older. It’s been 14 years since Stauffer merged with Morris Communications Corp. Two years ago, a number of the Morris properties were sold to GateHouse.

My two mentors, David Beliles and Ken Bronson, will be there. So will the long-time president and chairman, John H. Stauffer.

The changes in our industry since then have been dramatic. The web was in its early stages then. None of us had a website or had even thought about it.

Newspapers still enjoyed a solid position as the medium of choice

for advertising. Then came Craig’s List, Google, online news sites.

But one thing hasn’t changed. Those companies that continue to put community service first, who provide their local publishers with autonomy and who let them lead with strong editorial pages and equally strong news coverage are prospering.

Of course, the attendees will agree that no one was quite as good at running newspapers as we were.

Ah, the “good ol’ days.” It will be fun to take a look back.

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



**Doug Anstaett**

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**They were seasoned veterans, had served in the trenches, had encountered every problem you would encounter, and gave you sound advice.**

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## MCNEAL

Continued from Page 7

doesn’t allow for much time off, he said. The last week he had off for vacation was in 1988.

But Craig McNeal didn’t choose his life to accumulate vacation time or time off the clock.

He works 60 or more hours a week because he loves the variety in his job. He loves the people in town, and he loves Council Grove.

His dad agrees.

“I enjoy it more than I ever have,” The Old One said. “Sometimes you picture what the ‘Big Boys’ are doing, but as I’ve matured, I’ve realized that it’s the people in town ... pretty soon, Main Street

becomes your street ... pretty soon, you feel ownership.”

According to Craig McNeal, not much change is in store for the paper.

“We definitely plan to continue as a daily newspaper unless the economy or something unforeseen just forces us to make a change,” he said.

And as far as the paper’s operation goes, the staff at the Republican are pretty happy with the status quo.

“We’re comfortable with still pasting up instead of pagination,” Craig McNeal said.

And he’s not entirely convinced that more advanced newspaper technology would save much time in the end.

“Technology-wise, the day may come when we might upgrade or something,” he said.

“But for now, they’re just doing what we want them to do.”

## Milestones in Don McNeal’s life

**Dec. 13, 1914** — Born in Boyle, Kan.

**May 1932** — Graduates from Winchester High School.

**May 1936** — Graduates from Kansas State University with journalism degree.

**June 1936** — Joins the Republican staff.

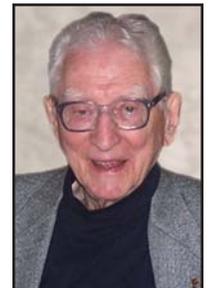
**June 5, 1937** — married Lucile Johntz.

**April 2003** — Receives the Clyde M.

Reed Master Editor Award from KPA.

**April 2008** — Inducted into the Kansas Newspaper Hall of Fame in Junction City.

**Aug. 30, 2009** — Passes away in Council Grove.



**Don McNeal**



# KPA Sales Series with Jeffrey Hansler **BEYOND TACTICS**

12 month Webinar and Teleseminar Series

**Join Us For Top Notch Sales Training at a Bargain Price!**  
You have seen him at the 2009 KPA Convention and Mini-Convention.  
Now, receive **ALL** 12 months of webinar training for only  
**\$75 per person if registered and paid by Sept. 22.**

**1) Planning for Success: The Superstar Approach to Selling - Thursday, Sept. 24**

Superstars don't necessarily work harder, they just work differently. The biggest difference between superstars and average sales people is due to the way they approach sales. It's the way they think, their attitude, planning, and implementing that plan. These programs give you the insights you need to reach superstar status.

**2) The Speed of Trust: The Key to Building Relationships Through Immediate Trust - Thursday, Oct. 22**

There are secrets to earning trust quickly. While time may be the test of well-placed trust, being successful in sales is about communicating that trust.

**3) Controlling the Sale from Start to Finish: Win-Win Takes Leadership - Thursday, Nov. 19**

Win-win selling requires someone guiding the process to ensure everyone is receiving what they need. One skill more than any other puts that control within your grasp.

**4) Discover the Underlying Motivation to Every Decision Made - Thursday, Dec. 17**

There is one underlying motivation for every decision made. Even more surprising is that most people are constantly sharing this motivation openly all the time. All we need to do is tune in to discover it and with this program you will learn how.

**5) The Pulitzer Prizes (power tools) of Negotiation - Thursday, Jan. 28**

There are eight foundation negotiation tools and from these tools great negotiations are won. Experience these tools so that you can master them for your next negotiation.

**6) Qualify to Exemplify: The Key to Finding Buyers not Liars - Thursday, Feb. 25**

Time is the salesperson's only real asset. Waste it and it's gone forever. Discover in two minutes where you stand with your prospect and the likelihood of them buying.

**7) The Power of Word Choice and Sentence Structure - Thursday, March 25**

The difference between a casual conversation and a sales conversation is the difference between a trip to the grocery store and the Indy 500 – yet most salespeople develop their words and sentence structure in the same casual manner. Choosing words and sentence structure to influence makes all the difference in the world.

**8) Measured Success: The Key to Winning Every Day - Thursday, April 23**

The hardest thing about sales is dealing with rejection. How do you stay motivated and focused day-in and day-out? Focus on what you can control and not what you cannot control.

**9) DC: The One True Natural Sales Process Part I - Thursday, May 27**

You wouldn't go home and make a presentation, handle objections, and close – so why do it at work? It's an artificial process that buyers know all about and reject immediately. There is a single natural process for sales, persuasion, influence, telesales, negotiation, and leadership. Learn this one process and it will serve you in every situation life throws at you. Master it and the world will never look the same to you again.

**10) DC: The One True Natural Sales Process Part II - Thursday, June 24**

You wouldn't go home and make a presentation, handle objections, and close – so why do it at work? It's an artificial process that buyers know all about and reject immediately. There is a single natural process for sales, persuasion, influence, telesales, negotiation, and leadership. Learn this one process and it will serve you in every situation life throws at you. Master it and the world will never look the same to you again.

**11) DC: The One True Natural Sales Process Part III - Thursday, July 22**

You wouldn't go home and make a presentation, handle objections, and close – so why do it at work? It's an artificial process that buyers know all about and reject immediately. There is a single natural process for sales, persuasion, influence, telesales, negotiation, and leadership. Learn this one process and it will serve you in every situation life throws at you. Master it and the world will never look the same to you again.

**12) Mind Body Connection - Thursday, Aug. 26**

Congruency is key to credibility. When the mind and body are disconnected it telegraphs problems. As a salesperson, being able to read and project the right messages is valuable for victory.

# WEBINAR INFORMATION

## Starting time

The webinar series will begin at 2:30 p.m. on Thursday, Sept. 24.

The dates and times are subject to change with 10 days' notice.

## Log-in information

The seminar log-in information will be sent to the designated contact person at the newspaper within 3 days of the first webinar.

## Registration fees

\$75 per person, if registered and paid before Sept. 22. After Sept. 22, the fee is \$99 per person.

## Cancellations

Refunds can only be made on cancellations received by 5 p.m. Tues. Sept. 22. No refunds will be given on future webinar sessions.

## Questions?

Contact Emily Bradbury in the KPA office at (785) 271-5304 or [ebradbury@kspress.com](mailto:ebradbury@kspress.com).

# Beyond Tactics with Jeffrey Hansler REGISTRATION FORM

## Contact Information

Newspaper \_\_\_\_\_

Contact Person \_\_\_\_\_

E-mail \_\_\_\_\_

## Attendees

1. Name \_\_\_\_\_

2. Name \_\_\_\_\_

3. Name \_\_\_\_\_

## Registration Fees

\_\_\_\_\_ (no. of attendees) x \$75 per person = \$\_\_\_\_\_

## Payment Method

- Please invoice my newspaper
- Check enclosed made payable to "Kansas Press Association"
- Charge registration fee to my credit card

(Visa, MasterCard or American Express)

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

V-Code (three digits on back of card) \_\_\_\_\_



**Kansas Press  
Association**

5423 SW 7th • Topeka, KS 66606

Phone: 785-271-5304 • Fax: 785-271-7341

[www.kspress.com](http://www.kspress.com)

PLEASE RETURN REGISTRATION VIA MAIL OR FAX NO LATER THAN TUESDAY, SEPT. 22



## **Kansas Press Association, Inc.**

*Dedicated to serving and advancing the interests of Kansas newspapers*

5423 SW Seventh Street • Topeka, Kansas 66606 • Phone (785) 271-5304 • Fax (785) 271-7341 • [www.kspress.com](http://www.kspress.com)

Thursday, September 10, 2009

**To:** Kansas Press Association members

**From:** Doug Anstaett, executive director, Kansas Press Association

**Re:** Request for Proposal

The Kansas Press Association is requesting proposals for a technology consultant to serve the KPA and its members. The duties of the KPA consultant are listed below. The bidding will be open until 5 p.m. Friday, Sep. 25. Please submit bids to [ebradbury@kspress.com](mailto:ebradbury@kspress.com) or [danstaett@kspress.com](mailto:danstaett@kspress.com). The bids should be the total monthly fee on a contract basis to provide the following:

- 1) KPA In-house technology needs.
  - a. KPA Website maintenance and improvement
    - i. May include facilitating the moving of information from one server to another
  - b. Developing a technology plan for the association
  - c. Available to answer KPA staff questions regarding technology
  - d. Travel to the KPA as needed to troubleshoot problems (maximum of one time per month)
- 2) KPA Technology Hotline Expert
  - a. KPA Technology Hotline
    - i. Be available (normal hours are 8 a.m. – 5 p.m. Monday through Friday) to answer member questions on technology issues
- 3) KPA Technology Tune-Ups
  - a. Travel to KPA member newspapers (up to 12 per year) to examine their technology setup and recommend changes to increase productivity and efficiency.
- 4) KPA Technology Classes
  - a. Provide training to KPA members (up to four times a year) on various technology topics. Topics may include (but are not limited to): Photoshop and InDesign.

If you have any questions, call (785) 271-5304 and ask for Emily Bradbury or me.

# newspaper evolution

Survival of the fittest in the digital age

## Midwest Newspaper Summit

September 17, 2009

Grand River Center, Dubuque, Iowa

### [REGISTER NOW!](#)

Seven Midwest state press associations are working together to conduct a Midwest Newspaper Summit, titled "Newspaper Evolution: Survival of the Fittest in the Digital Age," Thursday, Sept. 17 at the Grand River Center in Dubuque. This one-day event will engage industry leaders in a cutting-edge discussion about the economics of the news industry. Nationally recognized speakers and panelists will discuss the rapid changes newspapers are experiencing in the wake of the digital age, new ways to structure the newspaper business, new revenue models and many other critical topics.

The summit will offer some of the most noteworthy speakers, organizations and businesses currently addressing these topics. Alan Mutter, author of the blog "Reflections of a Newsosaur," will serve as the keynote speaker.

The schedule also includes an intelligence briefing by IBM highlighting recently-conducted research in a presentation titled "Beyond Advertising: Paving the way towards consumer-centricity." In addition, the summit's agenda features a presentation from the American Press Institute (API) with updated information on their recently published Newspaper Economic Action Plan White Paper.

Richard Doak, a long-time columnist and editorial page editor of The Des Moines Register, will speak during the luncheon, offering an introspective into the newspaper industry. Panel discussions featuring leaders who have taken steps to address the industry's challenges and young journalists challenging and changing the industry are scheduled for the afternoon.

A trade show area will be available all day with vendors showcasing their latest products and programs.

A special welcome reception is being planned for Wednesday, Sept. 16 for those planning to be in Dubuque the evening before the event.

In addition to all of this, each summit registrant will receive a book titled "Newspaper Evolution." The book will be a compilation of the various business models being implemented to address the industry's current challenges in the wake of the online/digital age.

Paula Buenger, publisher of Northwest Iowa Publishing, which includes the Spencer Daily Reporter, Spirit Lake Dickinson County News, Storm Lake Pilot-Tribune, said, "No matter what the size of your newspaper, we can't afford to ignore the sea change going on in how the news we gather is disseminated. While smaller markets have been insulated a bit so far from the challenges facing our larger brethren, the changes are going to affect all of us. That time is coming soon. We need the tools to not just survive, but to thrive in this new paradigm."

#### Presented by:

**Iowa Newspaper Foundation**  
**Illinois Press Association**  
**Kansas Press Association**  
**Minnesota Newspaper Association**  
**Missouri Press Association**  
**Nebraska Press Association**  
**Wisconsin Newspaper Association**

### [REGISTER NOW!](#)

[Download a printable flyer and registration form.](#)

#### MIDWEST NEWSPAPER SUMMIT SCHEDULE

##### Wednesday, September 16

6:00 p.m.-9:00 p.m. Welcome Reception

#### REGISTRATION FEES:

Registration *through*  
 September 1, 2009 - **\$75**

Registration *after*

**Thursday, September 17**

- 9:00 a.m. Welcome
- 9:15 a.m.-10:30 a.m. Keynote Address  
*Alan Mutter, Reflections of a Newsosaur*
- 10:30 a.m.-10:45 a.m. Networking Break
- 10:45 a.m.-11:45 p.m. IBM Intelligence Briefing "Beyond Advertising:  
Paving the way towards consumer-centricity"
- 11:45 p.m.-12:30 p.m. Lunch  
*Richard Doak, Iowa State University / Simpson College*
- 12:30 p.m.-1:00 p.m. American Press Institute (API) Newspaper  
Economic Action Plan White Paper Update
- 1:00 p.m.-2:30 p.m. "A Time For Innovation" Panel Discussion  
*Marty Kaiser, Milwaukee Journal Sentinel*  
*Chuck Peters, Gazette Communications*  
*Alan Mutter, Reflections of a Newsosaur*  
*Jennifer Towery, Peoria Guild L3C Model*
- 2:30 p.m.-2:45 p.m. Networking Break
- 2:45 p.m.-3:15 p.m. "Staying Relevant to the Next Generation"  
Young Journalists Panel Discussion  
*Thomas Ritchie, Sioux City Journal*  
*Chris Snider, Des Moines Register*
- 3:15 p.m. Closing Remarks

[Read more about the presenters here.](#)

September 1, 2009 - **\$85**

Student/College Media Association  
Registration - **\$15**

Lunch is included in registration fee

**ACCOMODATIONS:**

**Grand Harbor Resort and Waterpark**  
350 Bell Street • Dubuque, Iowa 52001

*Grand Harbor Resort and Waterpark is the perfect spot for enjoying the beautiful and exciting Port of Dubuque destination area. Situated on the banks of the Mississippi River, Grand Harbor Resort is within walking distance of the Diamond Jo Casino, National Mississippi River Museum & Aquarium, Stone Cliff Winery and the Grand River Center.*

Room Rate:

Single: \$89.00 Double: \$99.00

Rate does not include Waterpark tickets.

**Reservations accepted at the discounted rate until August 27, 2009.**

Make reservations by calling (563) 690-3270  
(Ask for "Newspaper Summit" rate)

or online at <http://www.grandharborresort.com>  
When making reservations online: select the book online button. Choose option: Groups, Conventions and Weddings. Use the following information to receive the discounted rate.

Group Master: IANEWSGR  
Password: NEWSPAPER09

The 2009 Midwest Newspaper Summit is made possible with support from Iowa Department of Economic Development.



To find out more about sponsorship and exhibition opportunities at the Midwest Newspaper Summit, [click here.](#)

**Other supporters include:**



**Register to attend the 2009 Midwest Newspaper Summit:**

Newspaper / Company:

First and Last Name:

E-Mail:

Address :

City:

State:

ZIP:

Phone:

Number of additional registrants from this company/newspaper:

Additional Registrants

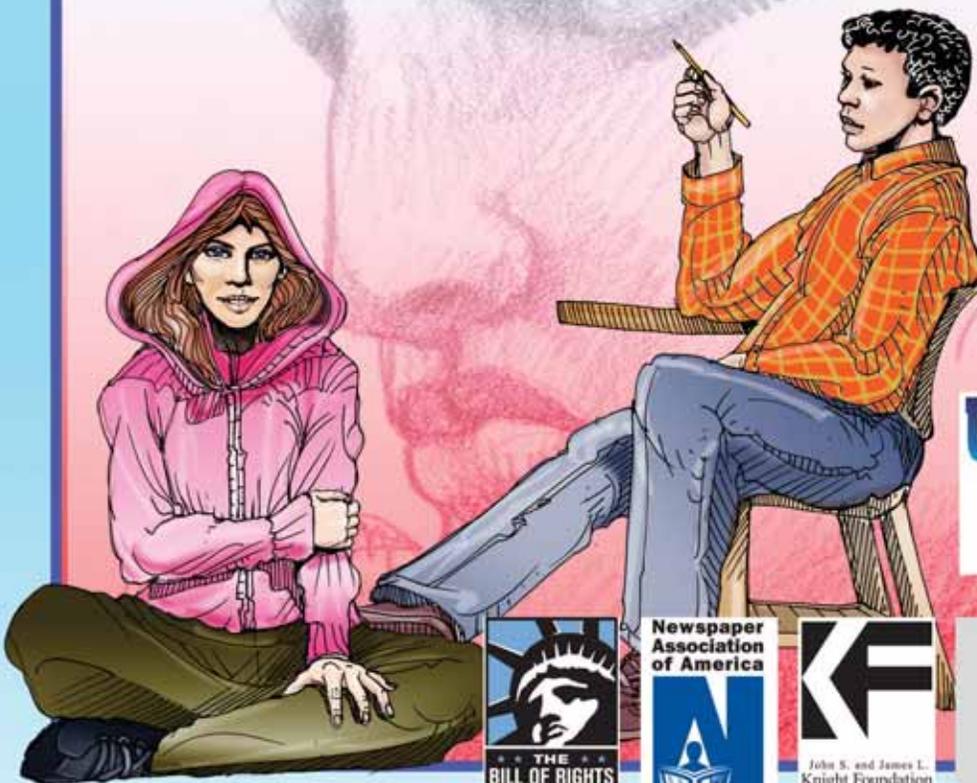
Please list the name and email address of each additional registrant from the same newspaper/organization:

Please invoice me at the above address.

I will pay by credit card. (Complete the Paypal checkout on the next page.)

# Celebrate CONSTITUTION DAY

GOT FREE SPEECH?  
WHY DO WE HAVE A  
CONSTITUTION?



**Use the Newspaper**  
to learn about the  
First Amendment



# CELEBRATE CONSTITUTION DAY!



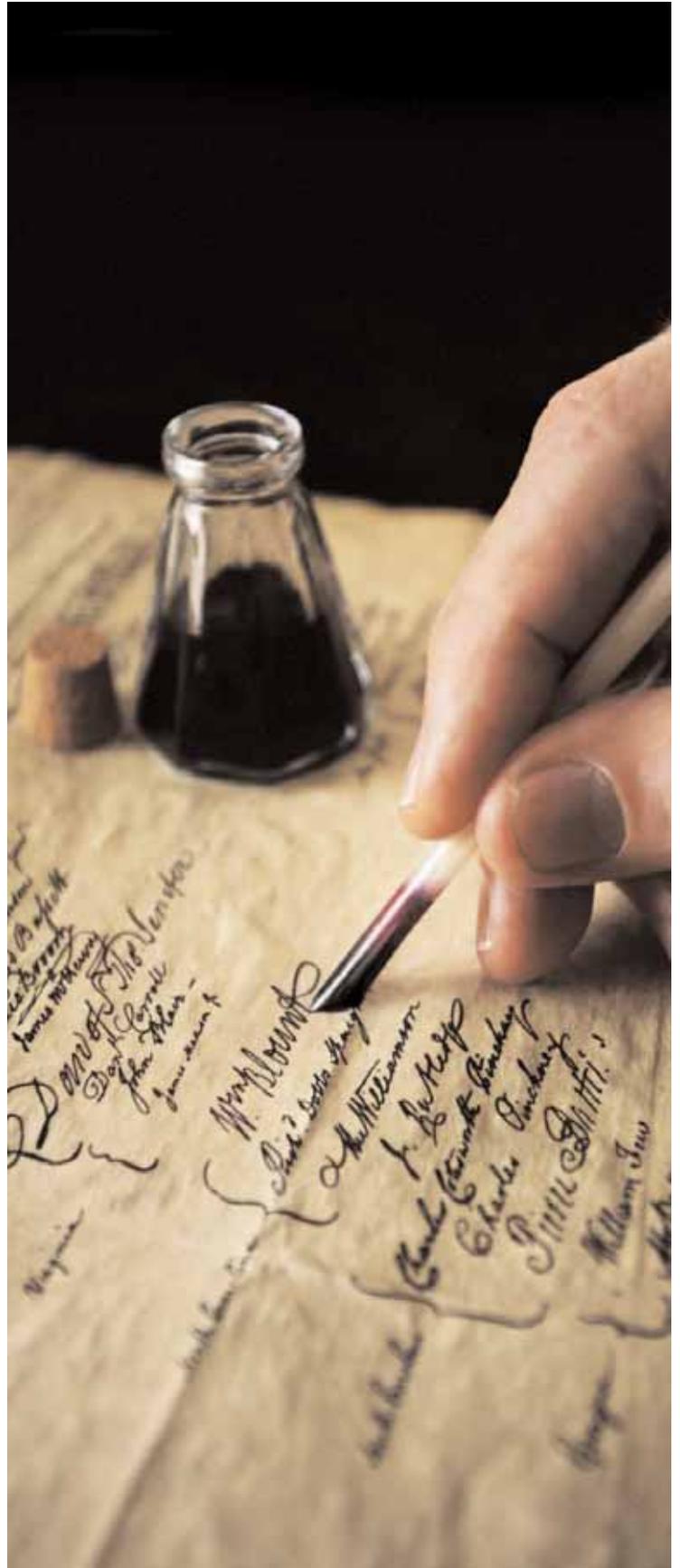
**In 1776, the thirteen colonies declared independence from England. They won the Revolutionary War and became the United States of America.**

In the summer of 1787, 55 people from 12 of the 13 states met in Philadelphia to write a new plan of government for the young nation. This meeting was called the Constitutional Convention. The delegates' goal was to keep the spirit of 1776 alive, and make sure that future generations would live in liberty.

The delegates had trouble agreeing on things at first. What powers should the national government have? How long should the president serve? How should states be represented in Congress? Weeks went by, and they could not see eye to eye.

Then, what George Washington called "little short of a miracle" happened. The Convention came up with a plan that was acceptable to just about all of the delegates. On September 17, 1787, the Constitution of the United States of America was completed and signed by 39 of the delegates. (Some had left as the Convention went on, but three others refused to sign the Constitution in protest.)

The Constitution was sent to the states for approval (called ratification.) Once nine states had ratified it in 1789, the Constitution became the law of the land for those states. The rest of the states soon followed. The Constitution has been in force longer than any written constitution in the world today.



Graphic design by Hot Topics Hot Serials/Marsha Gilbert Sanchez

# What did the Founders want?

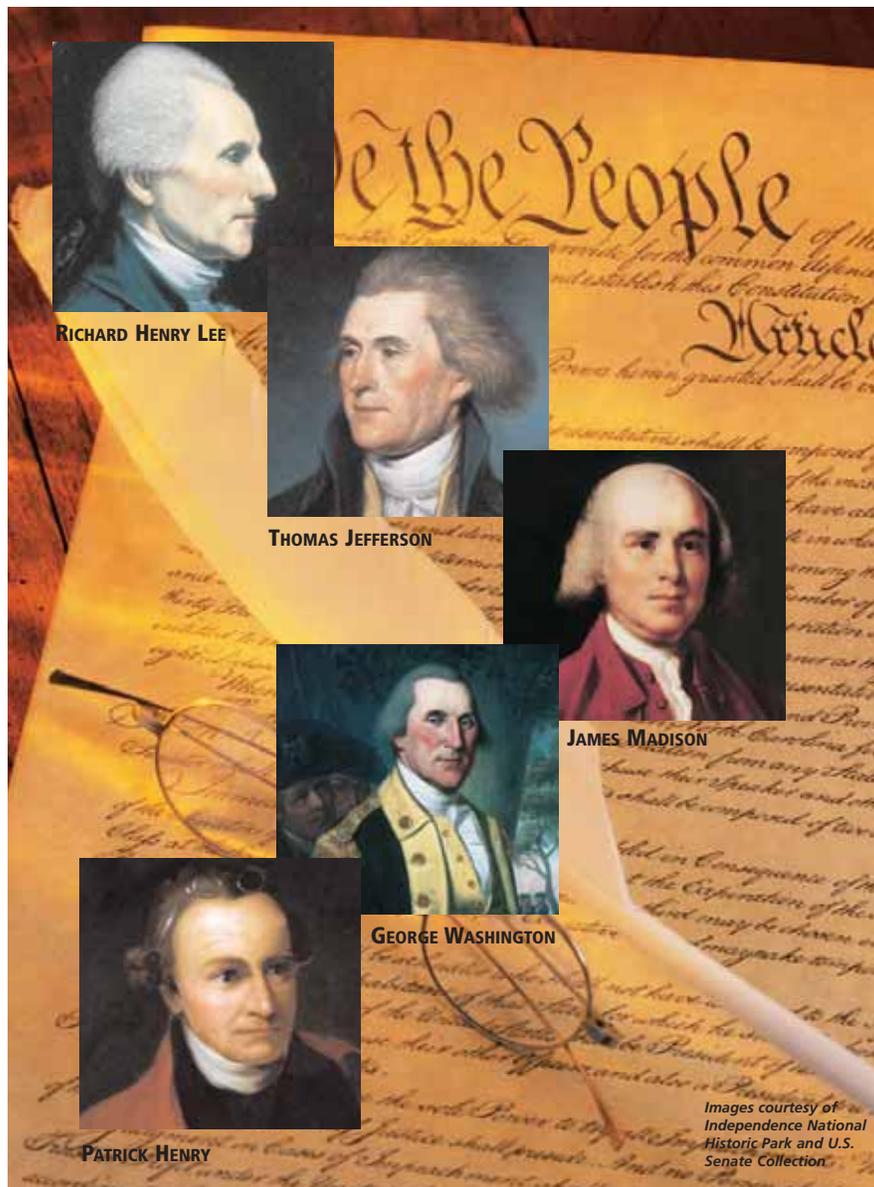
The American colonists were on another continent now. But they believed they still had the "rights of Englishmen." Long before the Revolution, the colonists had made their rights a part of colonial law.

Then they saw British officials search their homes and business at any time, for any reason. They watched their friends thrown in jail, sometimes without a jury trial, and with sentences that were way too long for the crime. Their weapons were taken away. Newspapers were restricted. It became too much. The colonists protested and petitioned the British government. The conflict reached a breaking point in 1776. Americans realized they needed self-government and issued a Declaration of Independence.

After the Revolution, the states united under the Articles of Confederation. This system of government did not work out for the new nation. The Founders decided to write a new constitution. They called a Convention for the summer of 1787. They wanted the United States Constitution to be a national system for self-government that protected rights.

**First Amendment in Action!**  
**Politicians in Cartoons**

Go to the editorial page and find a political cartoon depicting someone in government. How does the cartoonist represent the person's features? What do you think the cartoonist is trying to say about the person?

**RICHARD HENRY LEE**

**THOMAS JEFFERSON**

**JAMES MADISON**

**GEORGE WASHINGTON**

**PATRICK HENRY**

*We the People*

*Images courtesy of Independence National Historic Park and U.S. Senate Collection*

## FOUNDERS MATCH GAME

Here are pictures of some of the Founders. See if you can match each quote with the Founder who said it, and write the name on the line provided. You can check your answers at the bottom of the page.

1. *Guard with jealous attention the public liberty. Suspect everyone who approaches that jewel.*

Founder: \_\_\_\_\_

2. *If men were angels, no government would be necessary.*

Founder: \_\_\_\_\_

3. *The will of the people is the only legitimate foundation of any government.*

Founder: \_\_\_\_\_

4. *Your love of liberty - your respect for the laws - your habits of industry - and your practice of the moral and religious obligations, are the strongest claims to national and individual happiness.*

Founder: \_\_\_\_\_

5. *It must never be forgotten that the liberties of the people are not so safe under the gracious manner of government as by the limitation of power.*

Founder: \_\_\_\_\_

Answers: 1. Patrick Henry, 2. James Madison, 3. Thomas Jefferson, 4. George Washington, 5. Richard Henry Lee

# What does the Constitution Say?

These quotes are all from the Constitution. Each one shows you how the Constitution reflects the following principles.

## Federalism

*Congress shall have the power...To regulate commerce with foreign nations, and among the several states, and with the Indian tribes...(Article I)*

*This Constitution...shall be the supreme law of the land; and the judges in every state shall be bound thereby, anything in the Constitution or laws of any State to the contrary notwithstanding. (Article VI)*



## Republican Government

*The United States shall guarantee to every state in this union a republican form of government...*

*Each state shall appoint, in such manner as the Legislature thereof may direct, a number of electors, equal to the whole number of Senators and Representatives to which the State may be entitled in the Congress... (Article I)*

## Limited Government

*The privilege of the writ of habeas corpus shall not be suspended, unless when in cases of rebellion or invasion the public safety may require it....No bill of attainder or ex post facto Law shall be passed. (Article I)*

*The powers not delegated to the United States by the Constitution, nor prohibited by it to the states, are reserved to the states respectively, or to the people. (The Tenth Amendment, 1791).*



## Individual Rights

*The citizens of each state shall be entitled to all privileges and immunities of citizens in the several states. (Article IV)*

*The trial of all crimes, except in cases of impeachment, shall be by jury.... (Article III)*

## Separation of Powers/ Checks and Balances

*All legislative powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives. (Article I)*

*Every bill which shall have passed the House of Representatives and the Senate, shall, before it become a law, be presented to the President of the United States...(Article I)*

*The executive power shall be vested in a President of the United States of America. (Article II)*

*The judicial power shall extend to all cases, in law and equity, arising under this Constitution...(Article III)*



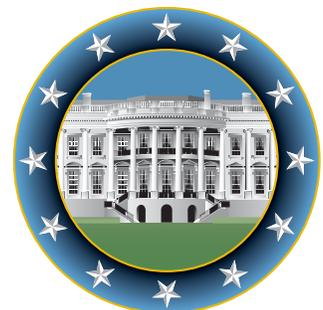
## Popular Sovereignty

*The House of Representatives shall be composed of members chosen every second year by the people of the several states... (Article I)*

*No title of nobility shall be granted by the United States... (Article I)*

## First Amendment in Action!

Use the National News section and find an article about one of these constitutional principles.



# MAKE A CONSTITUTION CUBE

Decorate each side of your cube with a drawing for each of these constitutional principles. Cut out the cube and tape it together.



**Federalism**

**Limited Government**

**Republican Government**

**Individual Rights**

**Separation of Powers/  
Checks and Balances**

**Popular Sovereignty**

**Federalism:**

The national government has certain powers and duties, and the states or the people keep all the others.

**Limited Government:**

The government has only those powers given to it by the people.

**Republican Government:**

The people elect representatives to govern.

**Individual Rights:**

The Constitution protects the rights of all people.

**Popular Sovereignty:**

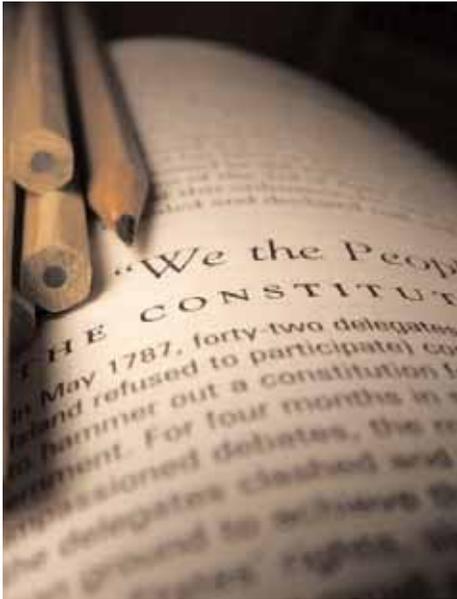
Power comes from the people, and good government comes from the consent of the governed.

**Separation of Powers/  
Checks and Balances**

Each of the three branches of government has specific things it can do. Each branch of government can stop the others from growing too powerful.



# Why Do We Have A National Government?



At the Constitutional Convention, the Committee of Style had the job of coming up with the final wording of the Constitution. A member of that committee from New York, Gouverneur Morris, wrote an introduction called the Preamble. This introduction explains why the Constitution was written, and explains the purposes of government.

**"We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America."**

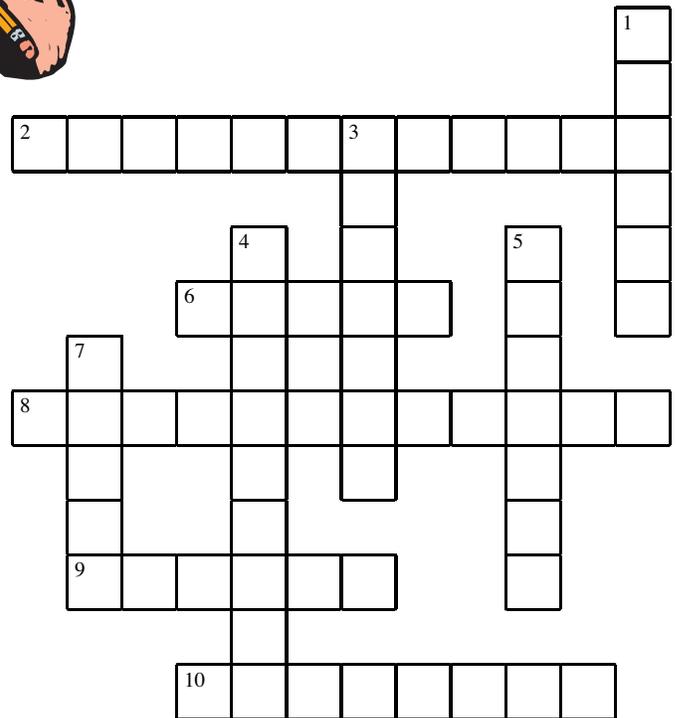
## CONSTITUTION CROSSWORD

### Across

- 2 State where the Constitutional Convention was held.
- 6 The number of articles the Constitution contains
- 8 The Supreme law of the land
- 9 Article I, Section 8 says that Congress can conduct regular commerce with the Indian \_\_\_\_.
- 10 This is the name for the introduction to the Constitution.

### Down

- 1 Article I, Section 10 lists powers denied to the several \_\_\_\_.
- 3 The Constitution secures the blessings of \_\_\_\_.
- 4 The Constitution was signed on \_\_\_\_ 17,1787.
- 5 This person is considered "Father of the Constitution."
- 7 Article III deals with the Supreme \_\_\_\_.



### First Amendment in Action! A Look At Government Purpose

Using the National News section, find an article about the government fulfilling one of its purposes as stated in the Preamble.



Check your answers at [www.BillofRightsIntitute.org/ConstitutionDay](http://www.BillofRightsIntitute.org/ConstitutionDay)

# How a bill becomes a US LAW

**START**



**1** A citizen or an elected official has an idea for a law.

**2** Your Senator loves your idea! It is now called a bill and heads for the US Senate.\*



**3** Your bill is given to a committee within the Senate to study it.



**4** The committee may hold hearings



\*all tax bills must start in the House of Representatives.



**5** The entire Senate will debate the bill and take a vote. (Careful, there might be a filibuster!)

**6** If a majority of the Senate approves the bill, it will be sent to the House of Representatives.



**7** The House repeats the process followed by the Senate (steps 3-6).



**8** The House approves the bill

**FILIBUSTER!**  
Go back to 2!

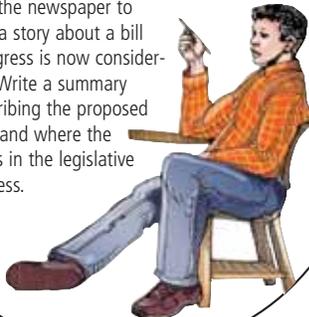
**9** If the House and Senate bills are not the same, a committee works out the differences and gets approval from both houses.

**10** The bill goes to the President. Four things might happen:



## First Amendment in Action!

Use the newspaper to find a story about a bill Congress is now considering. Write a summary describing the proposed law, and where the bill is in the legislative process.



The President signs the bill! It is now a federal law.



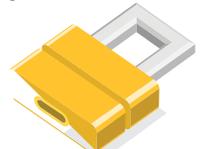
The President vetoes the bill! Both houses of Congress must take another vote. If 2/3rds of both houses approve it, it becomes a federal law.



The President takes no action for ten days while Congress is in session. The bill is now a federal law.



The President takes no action for ten days, and Congress goes out of session during that time. The bill does not become a federal law. (This is called a pocket veto.)



# The Bill of Rights



The Constitution did not have a bill of rights when it was written. Many of the state conventions asked for amendments protecting individual rights. The following ten amendments were approved in 1791.

## Amendment I

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

## Amendment II

A well regulated militia, being necessary to the security of a free state, the right of the people to keep and bear arms, shall not be infringed.

## Amendment III

No soldier shall, in time of peace be quartered in any house, without the consent of the owner, nor in time of war, but in a manner to be prescribed by law.

## Amendment IV

The right of the people to be secure in their persons, houses, papers, and effects, against unreasonable searches and seizures, shall not be violated, and no warrants shall issue, but upon probable cause, supported by oath or affirmation, and particularly describing the place to be searched, and the persons or things to be seized.

## Amendment V

No person shall be held to answer for a capital, or otherwise infamous crime, unless on a presentment or indictment of a grand jury, except in cases arising in the land or naval forces, or in the militia, when in actual service in time of war or public danger; nor shall any person be subject for the same offense to be twice put in jeopardy of life or limb; nor shall be compelled in any criminal case to be a witness against himself, nor be deprived of life, liberty, or property, without due process of law; nor shall private property be taken for public use, without just compensation.

## Amendment VI

In all criminal prosecutions, the accused shall enjoy the right to a speedy and public trial, by an impartial jury of the state and district wherein the crime shall have been committed, which district shall have been previously ascertained by law, and to be informed of the nature and cause of the accusation; to be confronted with the witnesses against him; to have compulsory process for obtaining witnesses in his favor, and to have the assistance of counsel for his defense.

## Amendment VII

In suits at common law, where the value in controversy shall exceed twenty dollars, the right of trial by jury shall be preserved, and no fact tried by a jury, shall be otherwise reexamined in any court of the United States, than according to the rules of the common law.

## Amendment VIII

Excessive bail shall not be required, nor excessive fines imposed, nor cruel and unusual punishments inflicted.

## Amendment IX

The enumeration in the Constitution, of certain rights, shall not be construed to deny or disparage others retained by the people.

## Amendment X

The powers not delegated to the United States by the Constitution, nor prohibited by it to the states, are reserved to the states respectively, or to the people.



Imagine the government has been overthrown and the new dictator will only let citizens keep five rights. Which are the most important to you? How could life change without the others? Rank your top-five rights, and then use the newspaper to find articles about people exercising those rights.

Right	Amendment	Newspaper Story

# Do you have the right....

## To express your views in the school newspaper?

It depends. The First Amendment protects your right to free speech and press. But when you are writing for the school newspaper, the school can take some control over what you write. This is because the school is footing the bill, and lending their name to the publication. Some states have passed laws giving student writers more freedom, so check what your state's law is.



## To express your opinions on your MySpace page?

As long as you don't use obscenity, you have a First Amendment right to speak your mind on your blog. Your parents don't have to let you have one, though.



## To start or attend a Bible club in your public school?

Yes, as long as your school offers other extra-curricular clubs.



## To keep your stuff private?

Not really. If school administrators have a reasonable suspicion that you've done something wrong, they can search your things—your backpack, your purse, or the locker you use, for example.



## Did You Know?

Only students in public school (which are run by the government) are protected by the Constitution and Bill of Rights. The Constitution does not protect students against action by their parents, or by private school officials.

### These situations are based on:

*New Jersey v. T.L.O.* (1985)

*Hazelwood v. Kuhlmeier* (1988)

*Westside Community Schools v. Mergens* (1990)

Learn more about these cases at

[www.DoYouHaveTheRight.org](http://www.DoYouHaveTheRight.org)  
and  
[www.CitizenBee.org](http://www.CitizenBee.org)



# How Free Is The Press At Your School?

## Student Newspapers Seized

Veronica arrived at her first period class. She was looking forward to receiving her copy of the school newspaper, *The Pony Express*. Veronica was the feature editor of the paper and wanted to see the article she'd been working on for the past month finally in print. Newspapers were usually distributed during the first few minutes of class, but the teacher did not hand them out that day.

As Veronica raised her hand to ask about the newspapers, an aide from the principal's office came to the door. The aide said that the principal, Mr. Weasley, wanted to see Veronica in his office. Veronica was perplexed, but she followed the aide to the principal's office. When she walked in, she saw hundreds of copies of *The Pony Express* stacked behind the principal's desk.

Mr. Weasley informed Veronica that he had decided not to allow *The Pony Express* to be distributed because he had concerns about her article. The article was about drug sale and use by students on school grounds. It contained interviews with unidentified students, and included information about the health hazards of drug use. It had also been read and approved by the newspaper class advisor. The principal did not claim the story was inaccurate. But he told Veronica, "If people read this, they're going to think there's a real problem here."

Veronica's journalism class advisor, who had read and approved the story, placed Veronica on probation as feature editor for the next semester.

- Did Veronica have a First Amendment right to publish her article?
- What do your friends think of the principal's decision? How about your parents?
- Find out if your state has a law protecting student journalists.
- Read more about the rights of student journalists at [www.CitizenBee.org](http://www.CitizenBee.org).



## STUDENT EXPRESSION

How can students at your school express themselves? Find out the answers to each of these:

- Does your school have a student-produced newspaper?
- If so, can students write letters to the editor?
- Does your school have a student-produced yearbook?
- Does your school have a student-produced literary magazine?
- For each of these, how much freedom do students have to write what they want?

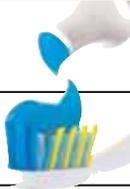
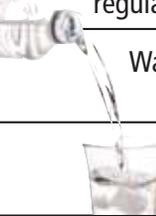
**First Amendment in Action!  
A Citizen's Point of View**

Go to the Letters to the Editor section and find an example of a citizen presenting his or her point of view. Write a summary of the letter and the opinion presented.

# The Government AND YOU

Think of all the ways that the government and its regulations affect your life every day. Begin with getting up in the morning, and list as many actions as you can. Then decide if this is an action the government affects or controls in some way. Remember that government can be local, state, or federal. The first few have been done for you.



ACTION	IS GOVERNMENT INVOLVED?
 <p>Waking up to the clock radio</p>	 <p>The federal government (the FCC) regulates content on public airways.</p>
<p>Brushing your teeth</p> 	 <p>The federal government (the FDA) regulates medicines and cosmetics.</p>
 <p>Using the toilet and shower</p> 	 <p>Water purity and content is regulated by federal and local governments.</p>

• The Constitution gives Congress the power to regular interstate commerce. Which of the actions you listed related to the buying or selling of goods?

\_\_\_\_\_

• Were you surprised at how many ways the government affects your life?

\_\_\_\_\_

• Which actions were you most surprised by?

\_\_\_\_\_

**First Amendment in Action!**

Use the newspaper to find an article about one of the laws or government agencies you listed in this activity, and summarize the contents.



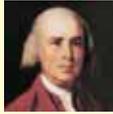
# Did you know?



George Washington was the president of the Constitutional Convention.

The Constitutional Convention was held in Philadelphia over 100 days during the summer of 1787.

James Madison is known as the "Father of the Constitution." It was his ideas that formed the basis for the Constitution.



James Madison was the only delegate to attend every session of the Convention.

Gouverneur Morris spoke 173 times at the Convention, more than any other delegate. Morris also wrote the Preamble to the Constitution.



The Constitution was written in the same place where the Declaration of Independence was signed-The Pennsylvania State House (also known as Independence Hall.)

The Constitution is the shortest of any written constitution of any country today.



The Constitution has been in force longer than any other written constitution in the world today.

**In 1787, twelve of the thirteen states sent a total of 55 people to the Constitutional Convention in Philadelphia. Thirty-nine of those delegates signed the Constitution on September 17, 1787. Here are some of their thoughts.**

Maryland delegates (5)  
*"Government was instituted for the general good."* -Charles Carroll

Pennsylvania (8)  
A lady asked Dr. Benjamin Franklin, "Well, Doctor, what have we got - a republic or a monarchy?" "A republic," replied Franklin, "if you can keep it."

New York (3)  
*"I trust that the proposed Constitution afford a genuine specimen of representative government and republican government; and that it will answer, in an eminent degree, all the beneficial purposes of society."* -Alexander Hamilton

Virginia (7)  
*The Constitution "was not the offspring of a single brain. It ought to be regarded as the work of many heads and many hands."* - James Madison

*"It appears to me, then, little short of a miracle, that the Delegates from so many different States ... should unite in forming a system of national Government."* -George Washington

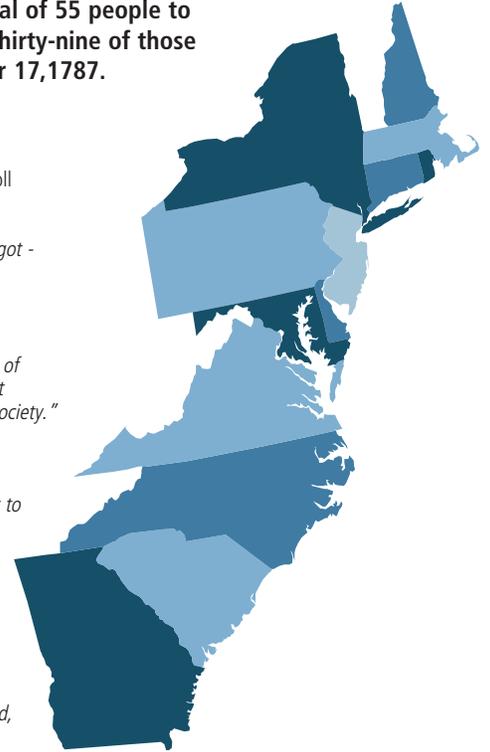
Delaware (5)  
*"Then join hand in hand, brave Americans all! By uniting we stand, by dividing we fall."* -John Dickinson

Massachusetts (4)  
*"A free people are the proper guardian of their rights and liberties."* -Elbridge Gerry

South Carolina (4)  
*"The general government can not effectually exist without reserving to the States the possession of their local rights."* -Charles Pinckney

Connecticut (3)  
*"Government is instituted for those who live under it."* -Roger Sherman

New Jersey (5) • New Hampshire (2) • Georgia (4) • North Carolina (5) • Rhode Island (0)



## The Celebration Continues at [www.BillofRightsInstitute.org/ConstitutionDay](http://www.BillofRightsInstitute.org/ConstitutionDay)

Here you'll find expanded, interactive versions of the activities in this publication, as well as a brand new Constitution Day experience.

- Travel back in time to 1787.
- Talk with the people who wrote the Constitution.
- Learn more about the hottest issues at the Convention.
- Explore constitutional issues today.

Visit [www.BillofRightsInstitute.org/ConstitutionDay](http://www.BillofRightsInstitute.org/ConstitutionDay) today!

### ADDITIONAL RESOURCES

Do You Have the Right?  
[www.DoYouHaveTheRight.org](http://www.DoYouHaveTheRight.org)

The First Amendment Center  
[www.FirstAmendmentCenter.org](http://www.FirstAmendmentCenter.org)

Student Press Law Center  
[www.splc.org](http://www.splc.org)

ASNE High School Journalism  
[www.HighSchoolJournalism.org](http://www.HighSchoolJournalism.org)

J-Ideas  
[www.jideas.org](http://www.jideas.org)

Teaching American History  
[www.TeachingAmericanHistory.org](http://www.TeachingAmericanHistory.org)

Teach the First Amendment  
<http://teachfirstamendment.org>

Being an American Essay Contest  
[www.BeinganAmerican.org](http://www.BeinganAmerican.org)

