

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION DEC. 17, 2014

## INSIDE TODAY

### PAGE 2

Kevin Slimp reveals more of the findings of his survey of 612 U.S. newspapers about the future of the industry.

### PAGE 3

John Foust suggests how advertising salespeople can help clients by connecting with their history.

### PAGE 4

KPA president Dan Thalmann challenges his colleague to take a “fresh approach.”

### PAGE 6-8

Newspapers across Kansas are looking for a variety of staff members from reporters to advertising sales executives.

### PAGE 9

News when you want it, how you want it and where you want it is the new mantra, Doug Anstaett writes.

## KPA CALENDAR

### JAN. 16

Deadline for the KPA's Awards of Excellence contest for work from calendar year 2014. (Forms are attached).

### MARCH 18-19

The National Newspaper Association's “We Believe in Newspapers” Leadership Summit, Marriott Crystal City, Arlington, Va.

### APRIL 17-18

Kansas Press Association annual convention, Courtyard by Marriott, Junction City.

## KNF to help fund statehouse coverage

LAWRENCE -- Every member of the Kansas Press Association will have access to coverage of the Kansas Legislature during the upcoming session.

Last year, University of Kansas journalism students supplied nearly 100 stories to the KU Statehouse Wire Service. The wire service then distributed the stories to about 20 media outlets throughout the state.

In the 2015 legislative session, KPA will assist in expanding the wire service's reach, thanks to a



grant from the Kansas Newspaper Foundation.

“Our members have indicated they need more content from the legislative session,” said Doug Anstaett, KPA executive director. “This partnership with KU will ensure at least a portion of that need is met.”

KPA will distribute the stories to its 230 member newspapers, and

KNF has committed \$5,000 in cash awards for

**See STATEHOUSE on Page 5**



Mike Merriam, the Kansas Press Association's legal hotline attorney, left, discusses his Kansas Sunshine

Coalition for Open Government “Above and Beyond” Award. KSCOG president Ron Keefover looks on.

## Merriam gets ‘Above and Beyond’ Award

By Jonathan Shorman  
*Topeka Capital-Journal*

Topeka attorney Mike Merriam played a pivotal role in many news stories over the years — usually making an aggressive case that a government body or official had an obligation to be more transparent.

With a different type of spotlight shining on the longtime

media law specialist — as it did Friday when he was honored by the Kansas Sunshine Coalition — his appeal was wrapped in modesty.

“The past 38 years of representing the media have not only been a great pleasure but a high honor for me,” he told family and colleagues at the Kansas Capitol. “I owe a debt of gratitude to those clients, and I will

continue to represent them as long as they desire.”

Merriam's extensive record advocating for open government in Kansas led the Sunshine Coalition to recognize his work with its highest honor, the “Above and Beyond Award.”

He said recent health challenges haven't diminished

**See MERRIAM on Page 5**

# Slimp digs deeper into survey of how publishers see industry

**W**ow! Today has been one of those days. You're in the business. You know what I'm talking about.

I planned to start on this column four hours ago, but the phone started ringing. Karen, who emailed late last night, needed my help to get an ad to print correctly in her paper. How could I not take care of that first thing? Jim called from another state to get my advice about a publisher's job he's been offered. Ed Henninger, who never refuses to help when I call, called to get some technical advice.

Add to that staying up late last night to help a group of newspapers in another area get the remote access to their server working and, well, you get the idea.

You know the drill. We work in a deadline-driven business. We get it done. No matter how busy we are or what is already on our plates, we get it done.

I heard from a university professor yesterday who had promised to help with a project I was working on. He was several weeks late, so I wrote to ask him how his part was going. He apologized and explained that he hadn't had time to keep his promise because he had to prepare for a talk next week. Next week. Geesh.

I've thought about that as I've looked over the results of my recent survey of North American publishers. These publishers are people who get things done. It's no wonder that most of the newspapers in North America plan to have a bright future. We're used to making the impossible happen every day.

Today, I'm looking more closely at the survey results. In all, 615 publishers responded to the survey, covering every area of the United States and Canada.

I'm also reading over the comments from a few folks who have been helping me assess the results. Tim Bingaman, CEO at Circulation Verification Council, wrote that he found the results "fascinating."

Bingaman wrote, "From the comments I read, I am encouraged that so many are focusing on content, customer service and

connecting with their communities and advertisers. I certainly agree that there should be a ban on "print is dying" stories from all sides. Baffling why they would write those things about themselves.

My first boss once told me "the appearance of momentum is often better than momentum itself. In the early days, I certainly think that message helped CVC survive.

I also believe it's what the print industry needs today."

Dick Colvin, executive director of Midwest Free Community Papers, seems to agree with Tim when he created a list of "Overall best strategies," after looking over the results of the survey. No. 1 on his list: "Continue to fight the 'Print is dead' mantra. It is not even sick!"



**Kevin Slimp**

Dr. Walter Fain, psychologist, is used to studying statistics in his work. He wrote a detailed synopsis of his thoughts concerning the survey.

Dr. Fain wrote, "Newspapers' bread and butter used to be to put out a paper of interest to people for a subscription fee and by selling advertising. The printed paper is still their bread and butter."

David Bordewyk, executive director of South Dakota Newspaper Association, mentioned that he found several findings quite interesting.

"If there is one key takeaway for me," wrote Bordewyk, "it is that local, community-minded and based newspaper publishers

realize that it's not about the delivery technology or platform, it's about the content and news. The content is most important and community newspaper publishers understand that as well as anyone in the industry."

Dr. Fain sounded like a newspaper pro when he wrote, "I agree with some of the feedback on the survey that newspapers are most effective when they are locally owned and have active involvement with the community. National news can be found online through Google, Bing, MSNBC, The Washington Post and 1,000 other online

---

**Colvin ended by writing, "Hyperlocal, hyperlocal. Print the stuff mommies and daddies will cut out and hang on the fridge. Write stories about folks' neighbors and friends. That is what they want."**

---

## 2014-15 KPA BOARD

**Dan Thalmann**

President

Washington County News  
editor@bluvalley.net

**Susan Lynn**

First Vice President

Iola Register

susanlynnks@yahoo.com

**Sarah Kessinger**

Second Vice President

Marysville Advocate

skessinger@marysvilleonline.net

**M. Olaf Frandsen**

Treasurer

Salina Journal

ofrandsen@salina.com

**Dena Sattler**

Past President

Garden City Telegram

denas@gctelegram.com

**John Baetz**

Northwest District Director

Lincoln Sentinel-Republican

johnbaetz@gmail.com

**Kent Bush**

Central District Director

Butler County Times-Gazette

kbush@butlercountytimesgazette.com

**Peter Cook**

Daily Director

Parsons Sun

pcook@parsonssun.com

**Denice Kuhns**

Southwest District Director

Meade County News

mcnews@mcnewsonline.com

**Travis Mounts**

Non-Daily Director

Times-Sentinel Newspapers

graphicdept@tsnews.com

**Scott Stanford**

Legislative Director

Lawrence Journal-World

sstanford@ljworld.com

**Andy Taylor**

Southeast District Director

Montgomery County Chronicle

chronicle@taylornews.org

**Joe Warren**

Northeast District Director

Atchison Globe

joe.warren@npgco.com

# Turn something ‘old’ into something ‘new’

Sometimes the best way to come up with a new idea is to look to the past.

When I was in the ad agency business, I once did an ad for a construction equipment distributor to celebrate their 65 years in business. Since most anniversary ads are of the cookie cutter “congratulations to us” variety, I wanted to do something stronger — something that would be relevant to their audience.



**John Foust**

In promoting equipment companies, there are three choices: products, service and parts. Products can change over time, as old lines are dropped and new lines are changed or added.

But parts and service departments reflect the depth of a company’s commitment to customers. In this case, my client had a rich history of keeping their customers’ equipment on the job.

My general idea was: A lot of things have changed over the years. But one thing that has never changed is our long-standing commitment to our customers.

This theme was a start, but I needed a compelling visual. I asked around in their office and was pleased to learn that there was a file of old photographs. So I found

a secluded desk in the corner, began panning for ideas, and less than an hour later, found what I needed — a large, black and white photo of two mechanics working on an engine. The picture was in remarkably good condition, even though it was over 40 years old. And it had obviously been taken by a professional photographer. The lighting was good, the image was sharp and the mechanics were working, not posing. The photo had the unmistakable stamp of authenticity.

It would have taken a lot of money and time to duplicate that vintage photograph. But it didn’t cost a cent. It was right there in a file drawer.

That old picture reinforced the company’s 65 years of customer service. Those mechanics were the heroes of the ad, of course. But the beneficiaries of their skills were — and still are — the customers. As I fleshed out the copy, I couldn’t help but wonder about missed opportunities. How many ideas have never been found, because I (and maybe you, too) have been looking in the wrong places?

In my journey through those old photos, I found plenty of other idea possibili-

ties: Here was their original building, with a freshly painted sign in front. Here was their fleet of service trucks and drivers, lined up like race cars at the starting line. Here was an action photo of a bulldozer on a job site. And here was their founder,

surrounded by department managers and key staff members.

Leonardo Da Vinci described people as, “Those who see. Those who see when they are shown. Those who do not see.”

Sometimes advertising wizardry is simply a matter of vision. It’s a fact that creative people see possibilities where others

don’t. Old photographs represent just one kind of treasure which might be hidden in your advertisers’ files. Who knows what else you might find?

*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many are using his training videos to save time and get quick results from in-house training. E-mail for information at [jfoust@mindspring.com](mailto:jfoust@mindspring.com).*

*(c) Copyright 2014 by John Foust. All rights reserved.*

## Slimp

Continued from Page 2

sources. Local ownership/management, involvement and reporting is something the national sources can’t provide.”

Colvin ended by writing, “Hyperlocal, hyperlocal, hyperlocal. Print the stuff mommies and daddies will cut out and hang on the fridge. Write stories about folks’ neighbors and friends. That is what they want.”

Bingaman, who spends a good deal of time studying newspaper revenue added, “I am floored by the similarity of response from free and paid papers on total digital revenue. This certainly lends a lot of weight to the message that publications must embrace digital, but print is where the money is and is here to stay.”

Dr. Fain noted that newspapers might not be alone in some of their challenges.

“Some newspaper folks are weary of having to continually improve the product with fewer people. They are tired of

advertisers wanting more and better ads for less and less money. This is a challenge for newspapers, but today I find those same issues in many industries and services, including schools, hospitals, government, manufacturing, retail, service and others.”

Everyone involved in this study notes the optimism prevalent among newspaper publishers. Even so, there are marked differences between papers that are primarily

run locally and those who receive more direction from their corporate leadership. We’ll look at this and other issues in future columns.

Now, back to setting up that remote access system.

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



## THIS MONTH’S QUESTION

Q. There’s a show on TV titled “Storage Wars.” I’m curious ... are owners of these units required to run a public notice before they call can sell the contents?

A. In most states including Kansas, yes. The state statute is K.S.A. 58-817. It stipulates a series of procedures before the contents of a storage unit can be sold to recover unpaid rental fees. Here’s a direct quote from the statute: “At least seven days before the sale, advertise the time, place and terms of the sale in a newspaper of general circulation in the jurisdiction where the sale is to be held.” We might point out there is a growing national effort by an association of owners to try to water down these laws. We’ll keep an eye on it.

# I used to be a trail blazer; now, not so much

At one time, I was considered progressive in this business. I was constantly trying new things, both for readers and revenue. Some wouldn't work as planned, but some would actually benefit the newspaper.

I was willing to accept a few failures in order to find a few gems. My peers were interested in what I was doing and my ideas would help other newspapers move forward, too. It was a fun way to work.

More recently, however, I realized I was no longer the guy with the new ideas.

I saw a solicitation for innovative newspaper publishers and editors to submit examples of some fresh ideas to be included in the annual Walter B. Potter, Sr. Conference: Innovation and Transformation in Community Newspapers in Columbia, Mo. The conference would feature talks by innovative newspaper folks — their resume of great ideas was their ticket for attendance.

The conference look fascinating, but I realized I had lost my edge. What had I done lately that would be considered fresh and new and worthy of consideration? I couldn't think of anything. I realized I had lost it.



**Dan Thalmann**

My formerly unique efforts I had created were now getting old. I wouldn't say I was in a rut, but by no means was I breaking new ground. Sure, I had ideas and occasionally bounced them off newspaper friends, but I had failed to follow through on any of them — the day-to-day running of the news business always made it convenient to procrastinate on new projects.

This year's Montgomery Symposium featured Ron Reason, Chicago-based newspaper designer, educator and consultant in newspaper design. He encouraged the attendees to be fresh with their work. He said you have to continue to update your offerings and try new things to draw interest from advertisers and readers.

Restaurants change their menus, stores add new merchandise or seasonal offerings, entertainers constantly push into new ground. Why not us? Are our newspapers fresh?

A few definitely are, but there are way more newspaper people who base their reputation on keeping traditions rather than trying new ideas.

What's that mean for our industry? Are we even considering new ideas? Or are we so comfortable in doing things the way we've

always done them, that we're OK with innovation just passing us by?

I am very proud of our industry's history and legacy, but I worry some of us are losing our relevance in an ever-changing world. We

need to do more than just offer new products, we need to offer a fresh feel to our industry. We need to stay committed to our high standards, but we need to be ready to provide our valuable service to society in new and innovative ways. In a way, that means it is us who needs to change,

not necessarily our product.

Stephen J.A. Ward, interim director of the Organization of News Ombudsmen, encourages us to "Open up the doors of journalism and let in the fresh air. We need to change the culture of journalism, not just what it produces."

I can't imagine a world without newspapers and the committed journalists who create them. Can we work to make sure we're the type of newspaper people who are ready to move our industry forward?

**Dan Thalmann** is owner/publisher of the *Washington County News* and the *Linn-Palmer Record* and 2014-15 president of the *Kansas Press Association*.

## NEWS BRIEFS

**Dan Thalmann**, president of the Kansas Press Association and owner-publisher of the *Washington County News* and *Linn-Palmer Record*, will be featured on the KTWU show "Sunflower Journeys" Thursday night.

The feature will focus on how newspapers serve to document a community as a legacy for future generations.

The show is scheduled to air during the 7 p.m. time slot.

It's time for Kansas Press Association members to begin preparing entries for the **Awards of Excellence Contest** for calendar year 2014.

Emily Bradbury, director of member services at KPA, has posted the necessary information on the KPA website and the 2014 Call for Entries. Paper copies of the entry forms are available by request. Deadline for entries is Friday, Jan. 16, 2015.

Forms are appended to the Publisher.

What's new for 2015? "We've added three new categories, including Best Magazine Redesign, Best Newspaper Redesign and Best Online Sports Video," Bradbury said.

Another change is in the circulation categories for daily and nondaily newspapers. While there will still be six divisions — three for dailies and three for nondailies — the circulation breakdowns have changed:

Daily Division I, 3,800 or less; Daily Division II, 3,801 to 9,400; Daily Division III, circulation more than 9,401; Nondaily Division I, 1,500 or less; Nondaily Division II, 1,501 to 2,800; Nondaily Division III, Circulation more than 2,801.

One other change will be that all photo categories will require a separate JPG/TIFF of the photo in addition to a PDF of the photo on the newspaper page.

A newspaper may choose to compete in a higher circulation class, but not in a lower one.

### Wake up & smell the coffee!

Let **MultiAd** be *your* solution to help *your* customers stand out & ultimately *sell more!*

**Grab your coffee & call us!**  
800.245.9278 | info@multiad.com  
creativeoutlet.com | recas.com



# Merriam

Continued from Page 1

his eagerness to work with journalists for public benefit.

“My career, short as it though may be, is decorated by efforts to open government, not only to the media, but to the public,” Merriam said.

Merriam, who is in his 60s, has been practicing media law his entire legal career. In 1976, he joined a law firm that provided counsel to Stauffer Communications. He estimates that in some shape or form he has represented 400 to 450 media outlets during his career, including The Associated Press, the Kansas Association of Broadcasters, the Kansas Press Association, and The Topeka Capital-Journal.

He speculated, in a self-deprecating manner, the Sunshine Coalition was drawn to his longevity in the field.

“I’ve done it for so long that they can’t give the award to anyone else, they have to give it to me,” he joked.

Merriam has advised The Capital-Journal and been quoted in numerous stories, even as recently as this year.

In April, Merriam weighed in on a Washburn University policy that required

in some instances prior notice or approval from administration before faculty members could speak to public officials. Merriam said staff at the university have First Amendment rights that shouldn’t be prohibited by university policy.

In October, after the Shawnee County District Attorney’s Office said it wouldn’t weigh in on whether Topeka police must identify the names of victims in public suicides, Merriam said the district attorney had ignored that the city was picking and choosing which victim names to reveal by releasing names in other types of cases, but not suicide.

Mark Nusbaum, who served as publisher of The Capital-Journal between 2004 and 2012, said he remembered working with Merriam as a young reporter, when the attorney would hold seminars to educate journalists about their rights and protections.

“Later, during years in which I served in senior newsroom positions, and then later as publisher of The Capital-Journal for nearly seven years, Mike’s counsel was invaluable. We worked closely with Mike on many, many cases over the years that involved the First Amendment. He was always a great defender of the public’s right to know,” Nusbaum said.

Doug Anstaett, executive director of the

Kansas Press Association, said the state’s print and broadcast journalists depended upon legal clarity delivered by Merriam.

“He didn’t take the easy way out,” Anstaett said. “He didn’t say, ‘Well, that’s one that’s too close to the line. You better back off.’ Generally speaking, Mike would encourage us to be as aggressive as we could be, to make sure that we held the government official’s feet to the fire and that we didn’t do it timidly.”

Merriam said media law issues have been transformed during his career. The number of libel lawsuits has declined, he said, while issues related to open government have broadened. He continues working, including answering a telephone hotline set up to address First Amendment inquiries.

In these times, Merriam told those gathered at the Capitol, he turned to words of American writer Elbert Hubbard, who once commented on life’s mysteries by declaring, “Life is just one damned thing after another.”

“Hubbard went down with the Lusitania in 1915, doubtless with those words upon his lips,” Merriam said. “I’ve not often been flattered in my career, but this has done it. A few clients have actually thanked me for my work, but Above and Beyond Awards, never.”

# Statehouse

Continued from Page 1

students who excel in covering the Kansas Legislature.

“The purpose of the class is to provide KU journalism students a professional reporting experience,” said Scott Reinardy, KU associate professor in the William Allen White School of Journalism and Mass Communications and the Statehouse Reporting class instructor. “The Kansas Press Association’s commitment to that purpose raises the professional standard for the students, and enhances legislative coverage for its member newspapers.”

The Statehouse Reporting class began in 2012 when a dozen students worked in collaboration with professional reporters at the Kansas Statehouse. The student reporters were assigned a mentor from the Lawrence Journal-World, Topeka Capital-Journal, Wichita Eagle or Kansas City Star, and were required to publish at least twice a week.

In 2014, the program was expanded to operate as an independent wire service, providing daily stories to 18 Kansas media outlets. The School of Journalism developed the KU Statehouse Wire Service to fill the

gap in legislative coverage that isn’t being provided by newspapers or the Associated Press.

“A dozen students can fundamentally cover more legislative stories than any single news entity at the Statehouse,” Reinardy said. “We think all media in the state should have access to the stories. As a state university, it’s a service we should provide to the residents of Kansas.”

Graduates of the class now work at media companies throughout the country, including the Florida Times-Union, New

York Times, and Dallas Morning News.

The 2015 Kansas legislative session begins Jan. 12.

“We truly appreciate the opportunity KPA is providing to the students,” Reinardy said. “As I always tell the students, ‘If you can cover a Statehouse, you can cover anything.’”

KPA members will be notified during early January how they can access the stories.

Reinardy or a student editors will edit the stories before they are distributed.

## NOVEMBER KDAN, KCAN WINNERS

The following newspapers sold either direct placement, Kansas Display Ad Network, Kansas Classified Ad Network or out-of-state network ads in November 2014.

Remember, if you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money. Sell one outside of Kansas (SDAN or SCAN) and you get to keep half the commission allowed to KPA.

Make an ad placement into another newspaper in Kansas or elsewhere and share the KPA commission.

- Oberlin Herald sold one KDAN for a \$400 profit; GateHouse Media sold two KDANs for an \$800 profit; Anderson County Review sold two KDANs for a profit of \$1,650 ; and the Concordia Blade-Empire sold one KDAN for a \$340 profit.
- GateHouse Media sold 12 KCAN ads for a profit of \$1,800; Erie Record sold one KCAN ad for a profit of \$150.
- The Anderson County Review sold one out-of-state DAN for a profit of \$360.

## MARKETPLACE

### NEWS

#### SEEKING EXPERIENCED EDITORS

— GateHouse Media, a pre-eminent multimedia company in small and midsize markets across the country, is seeking experienced editors. As GateHouse Media grows, opportunities are expected across the company's footprint. For a full list of GateHouse owned or managed media organizations, visit <http://www.gatehouse-media.com/section/publications>. Applicants should have at least seven years of newsroom management experience and be well versed in digital media strategies.

**GOVERNMENT REPORTER** - The Salina Journal seeks an enterprising local government reporter who will go beyond meeting coverage and delve into and explain issues in an easy-to-understand manner. We want someone who can tweet breaking news and post updates to the Web before writing a comprehensive story for the next morning's paper. We offer competitive wages, profit sharing, 401K and health and dental insurance. Pre-employment drug screening required. Send resume and three samples of work to Deputy Editor Sharon Montague, Box 740, Salina, KS 67402-0740, or by email to [smontague@salina.com](mailto:smontague@salina.com), by Jan. 9.

**NEWSROOM LEADERS** — We're looking for strong leaders who are innovative in their approach to storytelling and who find change motivating. GateHouse Media newsrooms focus on local journalism with an emphasis on enterprise reporting. From investigative pieces that challenge what we know about our communities to daily enterprising features covering local government and social issues, our goal is to engage discussion and prompt change in the areas we cover. Our newsrooms balance that hard, enterprising reporting with entertaining community coverage that helps readers plan their lives. Our approach is proactive, and our newsrooms often utilize alternative story formats. GateHouse's digital strategy involves aggressive online posting on both traditional news websites and multiple social media platforms. Our websites are constantly updated throughout every day of the week, regardless of our publication cycles. High-quality video done in various forms will be at the heart of our digital storytelling. Our newsroom leaders are adept at forging relationships with community partners who can supply quality local content to supplement original reporting. Our leaders are also involved in local social organizations

such as Rotary and youth sports. We're looking for leaders who value creativity, are adept at managing expectations, and have proven experience coaching reporters and other editors. Email your resume to [ejespersen@gatehousemedia.com](mailto:ejespersen@gatehousemedia.com) for consideration, indicating your preferred location and your ability to relocate, if necessary. To receive more information about current openings, visit GateHouse's career website at <http://www.gatehouse-media.com/section/careers>. (12-1)

**SPORTS EDITOR** — The Pratt Tribune has an opening for a sports journalist who can cover the gamut of high school and college athletics with words and photos in print and online. The position requires an individual who truly loves sports, works well with coaches and wants to serve a demanding audience. Experience with social media and Quark XPress a plus. Competitive salary and excellent benefits. Send clips, resume and cover letter to Publisher Conrad Easterday at [ceasterday@dodgeglobe.com](mailto:ceasterday@dodgeglobe.com), P.O. Box 909, Pratt, KS 67124. (12-1)

**REPORTER** — The Pittsburg (Kan.) Morning Sun, a 6-day daily, is seeking a community news reporter with digital savvy. The reporter must be comfortable with features and hard news. The reporter must think digital and have social media, video and photography experience. Evening and weekend hours required. To apply, submit a cover letter, résumé and three writing samples — as well as any photo samples — to Andrew Nash, [anash@morningsun.net](mailto:anash@morningsun.net). (11-25)

**REPORTER** — Applications being accepted for full-time news reporter, five-days-a-week newspaper. Five-person news department. Good writing skills a must. General reporting, focus on county and crime. Reporters take own pictures, lay out pages using InDesign, must be familiar with Internet. Experience with web design or content management systems added benefit. Evening hours and weekends required. Team player, courteous, cooperative, reliable, professional. Previous newspaper experience and/or degree preferred. If interested, send letter, clips, resume, references to [zaccaria@winfield-courier.com](mailto:zaccaria@winfield-courier.com) or Judith Zaccaria, Managing Editor, Winfield Daily Courier, P.O. Box 543, Winfield, KS 67156. (11-12)

**REPORTER** - Full-time city/county beat reporter to cover several smaller communities and the spaces in between. Must

be self starter, energetic, hardworking and able to establish good working relationships with a wide variety of sources. Excellent writing skills a must and photography skills a plus. Some evening and weekend work will be required. This is a great opportunity for a reporter to cover a wide range stories and meet a wide range of interesting people. If this fits you, please send letter, clips, resume and references to Dale Hogg, managing editor, Great Bend Tribune, PO Box 228, Great Bend, Kan., 67530, or to [dhogg@gbtribune.com](mailto:dhogg@gbtribune.com).

**SPORTS EDITOR** — We're looking for a sports editor passionate about local sports to energetically lead a two-person department in covering high school and college programs that are perennial state and national contenders. This full-time position is responsible for coordinating daily multimedia sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation, and most importantly, a desire for excellence. Weekend and evening hours required. If this is you, please send letter, clips, resume and references to Managing Editor Dale Hogg, 2012 Forest Ave., Great Bend, KS 67530, or [dhogg@gbtribune.com](mailto:dhogg@gbtribune.com). (10-14)

**COPS AND COURTS REPORTER** — We're looking for a smart, hard-working journalist to track crimes and follow court cases for the Manhattan Mercury. We want a reporter who can keep the facts straight while documenting arrests in a daily report — but also someone who can be creative and resourceful while pursuing more complex pieces. If the thought of being on the scene of a murder or in the courtroom during a trial sounds exciting, we want to hear from you. The Mercury offers a fair salary with a benefits package that includes medical, vision, dental, vacation and profit-sharing plan. Bachelor's degree and reporting experience a plus, but above all, we want someone who is intelligent, hungry and willing to work as part of a team. To apply, please send a cover letter, resume and three to five writing clips to Megan Moser at [mmoser@themercury.com](mailto:mmoser@themercury.com). (10-20)

**SPORTS WRITER** — We're looking for a journalist passionate about local sports to energetically be a part of a two-person department in covering high school and

## MARKETPLACE

college programs that are perennial state and national contenders. This full-time position is responsible for daily multimedia sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation, and most importantly, a desire for excellence. Weekend and evening hours required. If this is you, please send letter, clips, resume and references to Managing Editor Dale Hogg, 2012 Forest Ave., Great Bend, KS 67530 or email to [dhogg@GBTribune.com](mailto:dhogg@GBTribune.com) (10-1)

### GENERAL ASSIGNMENT REPORTER

— If you're looking to put yourself in a position to advance your career, come join our family newspaper team. We have a proven reputation of award-winning journalism and placing our reporters at larger operations. We're seeking a talented and motivated journalist who can produce well-crafted, clean copy and lots of it. Fast-paced daily newspaper environment for a general assignment reporter who likes variety. Photo skills, knowledge of Internet reporting, and page layout useful. We're located in southwest Missouri within easy driving distance of Kansas City, Joplin and Springfield. Apply to Publisher Floyd Jernigan at [fjernigan@nevadadailymail.com](mailto:fjernigan@nevadadailymail.com) (9-8)

**MANAGING EDITOR** for small daily on High Plains, on I-70. Are you ready to step up? This person will lead a full-time staff of three, plus part-timers, plan and track news coverage, coordinate photo and stories, design and lay out pages, cover some meetings and write some stories, deal with public and online/Facebook pages, generally run the newsroom. Journalism degree preferred, at least two years' newspaper experience. This is a good paper, hoping to get better. Apply to Sharon Friedlander, publisher, [sfriedlander@nwkansas.com](mailto:sfriedlander@nwkansas.com), and Steve Haynes [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com). Colby Free Press/Nor'West Newspapers, Colby, Kan. (785) 462-3963. EOE m/f/h/v (7-30)

**REPORTER/NEWS EDITOR** for award-winning weekly on High Plains. Are you up to the challenge of continuing a strong tradition? Can you do it all? Do you want to learn the news business? This person will plan news coverage, coordinate the work of part-time staff, cover stories and features, take photos, design and lay out pages, post to web pages and Facebook. Journalism degree or some newspaper experience preferred. Competitive pay,

location in Northwest Kansas. Apply to [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com) and [kl.davis@nwkansas.com](mailto:kl.davis@nwkansas.com). The Oberlin Herald/Nor'West Newspapers, Oberlin, Kan. (785) 475-2206. EOE m/f/h/v (7-30)

**REPORTER** — The Arkansas City Traveler seeks a general assignment reporter who also will help paginate, take photos and update our website. Some news writing experience is required. Knowledge of InDesign a plus. Will help train the right person. Courage and cooperative attitude in a true team setting dedicated to putting out the best daily news report we can for our subscribers and the public. Send resume and clips to Publisher David A. Seaton at [daseaton@arkcity.net](mailto:daseaton@arkcity.net) and/or call 620-442-4200, ext. 122. (6-25)

**EDITOR** - Kansas Electric Cooperatives, Inc., is currently seeking an Editor for the monthly magazine, Kansas Country Living. This position is responsible for providing editorial, design and photography services. The Editor seeks to educate members, employees, and the general public on the objectives of the rural electrification program at the state and national levels through use of all communications media. Required qualifications include a college degree in communications, journalism, or advertising, (experience in a related field may be substituted), at least five (5) years experience in written and oral communications, experience with electronic and print media; developing and implementing public relations and advertising; photography, and preparing materials for presentations. For a full job description, please visit [www.kec.org](http://www.kec.org) and click on "Careers" under the "About KEC" section. To apply, please send a letter of interest, resume, and three (3) references to Shana Read at [careers@kec.org](mailto:careers@kec.org), or mail to Kansas Electric Cooperatives, Inc., PO Box 4267, Topeka, KS 66604.

**STAFF WRITER** — The award-winning Enid (Okla.) News & Eagle is hiring for a staff writer position covering education, health and nonprofits, with an emphasis on features. Please email a cover letter, resume, published clips and three journalism references to Executive Editor Rob Collins at [rcollins@enidnews.com](mailto:rcollins@enidnews.com). (MORE INFO: <http://tinyurl.com/ENElisting>). (12-2)

### ADVERTISING

**ADVERTISING SALES** — The Pratt Tribune is seeking a goal-driven individual to join our sales team. The suc-

cessful candidate will be able to discover which of our company's print and digital products our advertisers need to grow their businesses with the goal of selling long-term contracts. We offer a competitive base salary plus commission and an excellent package of benefits. Contact Publisher Conrad Easterday at [ceasterday@dodgeglobe.com](mailto:ceasterday@dodgeglobe.com) or call (620) 388-4257. (12-1)

**REGIONAL ADVERTISING DIRECTOR** — Gatehouse Media is seeking a strong sales leader to manage local digital products and services, as well as print and online marketing programs and packages. This role involves direct oversight of eight multi-media sales executives for a group of three daily newspapers in southwestern Missouri. Responsibilities include driving sales of Propel Digital Products and Services, newspaper and other print products, direct mail and event based marketing solutions; maximizing key revenue initiatives; coaching and developing the staff; collaborating effectively with management colleagues; building a sales pipeline; and maintaining excellent client relationships. Propel Marketing is a full service digital services firm owned by Gatehouse, with offices located in each newspaper market. The ideal candidate will be a strategic thinker, knowledgeable and creative about developing customized local advertising solutions. Digital sales and management experience strongly preferred. If you are motivated, goal oriented and success driven, this may be the career position for you. We offer a competitive base salary, excellent bonus plan. We also offer Health, Dental, Life Insurance, 401(k) and flexible spending accounts. To apply, submit a cover letter, resume and salary requirements to: [michelle.smith@gatehousemedia.com](mailto:michelle.smith@gatehousemedia.com). An Equal Employment Opportunity Employer (9-2)

### NEWSPAPERS FOR SALE

Respected 128-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady subscription, advertising, annual sales approximately \$140,000. Will include building and property in sale. (785) 341-7573 after 5 p.m. MST.

### PRESSROOM

**PRODUCTION MANAGER** — The Examiner, based in Independence, MO (Kansas City area), has an exciting career

## MARKETPLACE

opportunity for a Production Manager with a proven track record and excellent leadership skills. The Production Manager is responsible for the planning, execution and project management of the company's entire process of print production including offset printing, inserting, distribution and pre-press. This includes the supply chain process for all print production requirements from planning, RFQ, through delivery to customers. In addition, the Manager will liaise internally and externally with vendors, while managing the flow of information to ensure timely and efficient delivery to customers. The full job description can be found here. Please send resume and salary requirements to [jobs@examiner.net](mailto:jobs@examiner.net). (10-7)

**PRESS OPERATOR** — The Morning Sun newspaper, located in Pittsburg, Kansas, has a full-time press operator position available. Experience operating a 5-unit Goss community press is desired but we will train a highly competent individual who has the passion to learn this vital position with our company. Position

requires a high degree of concentration, excellent quality control skills, press maintenance knowledge and managing all aspects of safety. Approximate shift hours are Monday through Friday, 7 p.m. to 3 a.m., varying on print jobs and ability to work weekends and holidays if needed. Offset web press experience desired, mechanical aptitude helpful and forklift certification preferred. This position includes a full benefit package, health, dental, vision and 401k. EOE. Send resume to [mguthrie@gatehousemedia.com](mailto:mguthrie@gatehousemedia.com) or in person at 701 N. Locust St., Pittsburg, KS 66762. (8-20)

### MISCELLANEOUS

**FOR SALE** — Harris 1973 press. Cottrell model V-15A. Good condition. Price negotiable. Contact Sarah Kessinger, The Marysville Advocate, Marysville, Kan., 785-562-2317.

**WANTED** — Muller Martini 227 inserter hoppers, turning station, 310/20 stacker parts/equipment, or compatibles from inserting equipment or mailing machine. Call James at (620) 792-1211.

**FOR SALE** — Hewlett Packard Design Jet 750C Plus Plotter in excellent condition. Extra cartridges included. For more information call 785-628-1081 and ask for Jan or Mary.

**FOR SALE** — Hamada 800 DX w/spray unit, electrostatic unit, 3M dampening sleeves; LOG Etronics Film Processor Model #LL2218, 196-264 volts, single phase, 15 amps; Brown Ultra-lite 1500 plate burner; 2 Nu-Arc light tables; 1950 Anniversary Edition Heidelberg Windmill press, very good condition. Nor'west Press, Goodland, Kansas. Call 785-899-2338.

### DIGITAL MEDIA

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

## CREATING JOBS AND PROSPERITY

*How KU benefits the economy*

University of Kansas researchers don't just make discoveries that change the world. They make discoveries that create jobs for Kansans and prosperity for our state.

**24** active startup companies

**159** active license agreements for **commercial use** of KU inventions

**\$12 million** in licensing revenue

**\$275.2 million** in externally sponsored research expenditures, including **\$250 million** from sources outside Kansas

**\$9 million** in corporate-sponsored research funding

**29** corporate tenants in the Bioscience & Technology Business Center at KU, including **Garmin** and **ADM**

**KU**  
THE UNIVERSITY OF  
**KANSAS**

# Are we doing everything we can to remain No. 1 source of news?

FedEx made famous the phrase, “When it absolutely, positively has to be there overnight ...”

At the time, overnight delivery of parcels was a huge improvement from the days and weeks it previously took.

Today, however, we want things delivered even more quickly, the same day if possible.

Why do you think Amazon is talking about using unmanned aerial vehicles (drones) to deliver some of its products?

Overnight just isn’t good enough anymore.

Which leads me to the newspaper industry and the new expectations since the advent of the Internet, social media and all the other new-fangled ways consumers get their information.

“How you want it, where you want it and when you want” is the new mantra.

On computers? Absolutely.

On mobile phones? Of course.

On iWatches, notebooks and other devices? Certainly.

This new reality provides the newspaper industry with yet another challenge. Since we publish only once a day, a few times a week or once a week, we risk being left in the dust if we simply rely on our printed product for disseminating the news of our community.

Yet, for some of us, that is all we can handle with small staffs and limited resources.

A good number of Kansas newspapers have embraced the philosophy that if they don’t provide the news first —

and someone else does — they may soon be an afterthought in the minds of information consumers.

When I suggest that newspapers respond to this demand from the public, I’m not talking about everything in the newspaper. Much of what we cover doesn’t require immediate sharing with the public.

But in those instances where timing is everything, it seems to me the prudent course is to take advantage of the new technology to beat the competition.

The late Ken Bronson used to describe it this way when he was a vice president of newspapers at Stauffer Communications, Inc., where I worked for the first 22 years

of my newspaper career. He said newspaper should strive to be the “community information center.” If you weren’t the first place people turned for news, then you were endangered.

Is your newspaper the first place people turn for information in your community?

And, if so, are you doing everything you can to make sure you maintain that status well into the future?

One way to do it is to make sure that when news is breaking, when a death in your community comes just after you’ve published your weekly newspaper, when a sports team defies the odds and wins the state tournament or any other big news story hits that you are there first with the news.

No, you won’t be able to be first every time, but you’ll find that your community will appreciate the times when you go out of your way

to make sure they have the information they need as quickly as is humanly possible.

One other area of news that I think could be improved is election night coverage. I surfed a number of Kansas newspapers on Nov. 4 and found several that were keeping their communities up to date on the tabulations.

I know some of you were in counties where the counting of ballots wasn’t complete as early as in others, but short of going to the courthouse themselves, citizens were looking for that information.

I think we all realize that some news has much greater interest and needs

to be disseminated by newspapers before the next printing cycle arrives.

We are the most trusted medium in our communities already. We know because people are lined up each week to pick up the newspaper and see what’s in it.

When we can, let’s go that extra mile for our readers by getting them information that affects them.

They will appreciate us for it and, if we’re lucky, their loyalty to our printed product will be enhanced.

It’s certainly worth a try.

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




---

**I think we all realize that some news has much greater interest and needs to be disseminated by newspapers before the next printing cycle arrives.**

---

## KPA OFFICE STAFF

**Doug Anstaett**

Executive Director

danstaett@kspress.com

(785) 249-1108

**Amy Blaufelder**

Accountant

ablaufelder@kspress.com

**Emily Bradbury**

Member Services Director, KPA

Executive Director,

Kids Voting Kansas

ebradbury@kspress.com

**Richard Gannon**

Governmental Affairs Director

rgannon@kspress.com

**Amber Jackson**

Advertising Director

ajackson@kspress.com

**Lori Jackson**

Administrative Assistant/Advertising

ljackson@kspress.com

## KPA CONSULTANTS

**Tom Eblen**

Community Newspaper Tune-ups

teblen@sunflower.com

**Nick Schwien**

Technology Hotline

(785) 650-8372

nschwien@dailynews.net

**Mike Kautsch**

Media Law, KU School of Law

mkautsch@ku.edu

**Mike Merriam**

Media Law, Legal Hotline

(785) 640-5485

merriam@merriamlaw.net

## FRIENDS OF KPA

**Ron Keefover**

Retired, Kansas Court System

President, Kansas Sunshine Coalition

for Open Government

ronkeefover@gmail.com

(for questions on cameras in the courtroom and other issues involving the court system in Kansas)



**Merry Christmas**  
 and a **Happy New Year**  
 from all the ‘kids’ at the  
**Kansas Press Association**



**Doug Anstaett**  
*Executive  
 Director*



**Amy Blaufelder**  
*Accountant*



**Emily Bradbury**  
*Member Services  
 Director*



**Rich Gannon**  
*Governmental  
 Affairs Director*



**Amber Jackson**  
*Advertising  
 Director*



**Lori Jackson**  
*Adm. Assistant/  
 Advertising*

**Christmas, after all, is for the children!**



# KANSAS PRESS ASSOCIATION Awards of Excellence

## Online Uploading for 2015

Most entries will be uploaded electronically (detailed instructions are attached). If you cannot upload PDFs, please contact Emily Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com). Two new categories will require hard copies to be mailed to the KPA offices.

## Eligibility

Active and associate members of Kansas Press Association may enter the Awards of Excellence contest. All entries must have been conceived, written, designed and sold by full-time or part-time employees of the newspaper.

## Contest Period

Publication of all entries must have occurred between Jan. 1, 2014, and Dec. 31, 2014. Publication is defined by the issue date printed in the newspaper.

## Deadline for Entries

Entries must be postmarked/uploaded by **Friday, Jan. 23, 2015 at Midnight**. Entries uploaded after the deadline will be disqualified.

## Divisions - NEW DIVISIONS FOR 2015!

Divisions are based upon each newspaper's circulation figures as reported for 2014. In those cases where a newspaper's circulation is both paid and free, the total distribution determines the division. A newspaper may elect to compete in a higher circulation class, but may not choose to compete in a lower division. If an entry was published in more than one newspaper, the entry may only be submitted in the circulation division of the highest circulation newspaper. If you find your newspaper is in the wrong category, please contact the KPA office immediately.

### Daily Newspapers

Division I – Circulation 3,800 or less  
Division II – Circulation 3,801 to 9,400  
Division III – Circulation more than 9,401

### Nondaily Newspapers

Division I – Circulation 1,500 or less  
Division II – Circulation 1,501 to 2,800  
Division III – Circulation more than 2,801

## Preparation of Entries

- All uploaded entries must be uploaded/submitted as full-page e-tearsheets that show the date of publication.
- **NEW!** Photo categories will require a JPG/TIFF of the photo AND a PDF of the photo on the page.
- **NEW!** Two new categories (Best Magazine and Best Newspaper Redesign) require hard copy entries to be mailed to the KPA office for judging.
- Some categories limit the number of entries allowed per newspaper or per person. These restrictions are indicated in each individual category description.
- Please mail check payments to: KPA, 5423 SW 7th, Topeka, KS 66606, Attn: AOE. To pay by credit card, for your protection, please call the office to provide credit information.

## Entry Fees

Entry fees are \$25 per newspaper plus \$5 per entry. Payment must accompany your entries. NOTE: The entry fee calculator will omit the \$25 entry fee in the final total. Please be sure to add the entry fee to your final total.

## Determination of Winners

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

## Sweepstakes Awards

Points will be given to a newspaper for each first, second and third place award received. The newspapers with the highest cumulative points in their division will be awarded the Sweepstakes plaque. There will be two separate Sweepstakes awards in each division: one for News and Writing AND one for Advertising.

Points awarded in each category

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

## Recognition of Winners

Winners will be recognized during the KPA convention on April 18, 2015 at the Courtyard by Marriott in Junction City, KS.

# Contest Categories

DEADLINE: FRIDAY, JAN. 23

---

## NEWS & WRITING CATEGORIES

**1. Feature Story** - Judging based on writing style, originality and interest. Limit two entries per person. One story constitutes an entry.

**2. News Story** - Judging based on community importance of event, timeliness, thoroughness of reporting and writing style. Limit two entries per person. One story constitutes an entry.

**3. Investigative Story** - Judging based on writing style, community importance of event, enterprise and thoroughness of reporting. May include a single story or series of stories. A series constitutes one entry. Limit two entries per person. All first place entries will be considered for the Murdock Award which includes an award statuette and a \$1000 cash prize.

**4. Series** - Judging based on writing style, reader interest, enterprise and thoroughness of reporting. A series constitutes one entry. Limit two entries per person. All first place entries will be considered for the Murdock Award which includes an award statuette and a \$1000 cash prize.

**5. Editorial Writing** - Judging based on local impact, reasoning, writing excellence and leadership shown through the editorials. Submit three different samples of editorials by the same writer. The three editorials constitute one entry. Limit one entry per person.

**6. Local Business Story** - Judging based on writing style, community importance, originality and enterprise. Limit two entries per person. One story constitutes an entry.

**7. Government/Political Story** - Judging based on local impact, writing style, originality and enterprise. Limit two entries per person. One story constitutes an entry.

**8. Religion Story** - Judging based on writing style, community importance, originality and enterprise. Limit three entries per person. One story constitutes an entry.

**9. Agricultural Story** - Judging based on writing style, community importance, originality and enterprise. One story constitutes an entry. Limit two entries per person.

**10. Youth Story** - Judging based on writing style, interest to community youth, originality and enterprise. One story constitutes an entry. Limit two entries per person.

**11. Education Story** - Judging based on writing style, community importance, originality and enterprise. One story constitutes an entry. Limit two entries per person.

**12. Column Writing** - Judging based on writing style, originality and reader interest. Submit three different columns from the same writer. The three columns constitute one entry. Limit one entry per person.

**13. Sports Story** - Judging based on deadline writing style, reader interest and originality. One story constitutes an entry. Limit two entries per person.

**14. Sports Feature Story** - Judging based on general interest, writing style and originality. One story constitutes an entry. Limit two entries per person.

**15. Sports Column Writing** - Judging based on writing style, originality and reader interest. Submit three different columns from the same writer. The three columns constitute one entry. Limit one entry per writer.

**16. Headline Writing** - Judging based on originality and effectiveness of headlines, appropriateness for story subject and layout of headlines. Submit tearsheets identifying three headlines with stories to be judged. Limit one entry per person.

**17. News & Writing Excellence** - This is an overall evaluation of the newspaper's news and writing ability. Judging based on writing styles, originality, headlines and general interest. Submit three complete issues of the newspaper, one from each of the following periods: January - April, May - August, and September - December. Awards are presented to the newspaper. Limit one entry per newspaper.

### **18• Best Environmental Story - News and Writing**

News or feature stories may be submitted. Judging is based on quality of writing. Extra consideration will be given to entries that show a strong ability to explain complicated environmental issues.

### **19• Best Story/Picture Combination**

Entries should consist of stories that would not otherwise be told adequately without the combination of text and visual elements. Judging is based on the entire single-day story package. Limit five entries per newspaper.

### **20• Best Story Originating From a Public Notice**

A feature, news or investigative story that originated with a public notice. The story and the public notice must be included.

## PHOTOGRAPHY CATEGORIES

**NEW! All photo entries will require a JPEG/TIFF of photo AND a PDF of the page the photo on which the photo appeared.**

**21. News Photo** - Judging based on timeliness, impact and technical quality. Category includes black and white or color photos. One photo constitutes an entry. Limit four entries per person.

**22. Feature Photo** - Judging based on reader appeal, quality and photographic excellence. Category includes black and white or color photos. One photo constitutes an entry. Limit four entries per person.

**23. Sports Photo** - Judging based on action, newsworthiness and quality. Category includes black and white or color photos. One photo constitutes an entry. Limit four entries per person.

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

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

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

**27. Best Environmental Portrait - Photography**  
Posed image of one or more subjects (which could be human or animal, depending on the story) that helps tell the story by conveying why the story is being told about the subject, what they do, etc. Judging based on photo quality, creativity, story-telling power, and relevance.

## DESIGN & LAYOUT CATEGORIES

**28. Editorial Pages** - Judging based on editorial content, leadership, community interest, impact and layout and design. Submit three editorial pages, one from each

of the following periods: January - April, May - August, and September - December. Awards are presented to the newspaper. Limit one entry per newspaper.

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

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

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

**32. Infographic** - Judging based on originality, creativity, artistic quality and relation to subject matter. This category is for any graphic that explains information used for the story (i.e. map, chart, etc.) Entries will be judged in one daily and one weekly category with no circulation division. Limit two entries per person.

**33. Design and Layout Excellence** - This is an overall evaluation of the newspaper's design and layout. Judging based on layout and design of each page, use of white space, font selections and use of photos and graphics. Submit three complete issues of the newspaper, one from each of the following periods: January - April, May - August, and September - December. Awards are presented to the newspaper. Limit one entry per newspaper.

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

### NEW!

**35. Best Newspaper Redesign** - Entries will be judged on the quality of the redesign. A full redesign introduces new styles, typefaces and design. This is an open category (no circulation or daily/nondaily divisions) and will not be included in the sweepstakes calculations. All entries must include a before and after copy that will be mailed to the KPA offices for judging. Awards will be presented to the newspaper.

# Contest Categories

DEADLINE: FRIDAY, JAN, 23

## MISC. CATEGORIES

**36. Community Service Project** - Judging based on originality of idea, effectiveness of project, newspaper leadership and community participation. Submit a one-page summary of the project along with samples of materials used in the project. Community service projects may include NIE programs, Kids Voting Kansas sponsorships or any other project aimed at serving the newspaper's community. Entries will be judged in one daily and one weekly category with no circulation division. Awards are presented to the newspaper. Limit one entry per newspaper.

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

### NEW!

**38. Best Magazine (regular or special event)** - Entries will be judged on overall quality. Content must be locally produced. Awards will be presented to the newspaper. Entries must be in hard copy and sent to the KPA office. This award will not be included in the sweepstakes calculations. Limit one entry per newspaper.

## Online Video Categories

**39. Best Online Video (News)**- Single online video depicting a breaking news story.

**40. Best Online Video (Feature)** - Single online video or series of videos featuring a specific topic.

### NEW!

**41. Best Online Video (Sports)** - Single online video or series depicting a sports event or sports feature.

## ADVERTISING CATEGORIES

### 42 • Best Grocery Ad

Single ad for supermarket, grocery store, convenience store, specific food/beverage brands or other grocery advertiser

### 43 • Best Professional Service Ad

Single ad for bank, accountant, attorney, travel agent, college, funeral director or other professional service advertiser

### 44 • Best Furniture Ad

Single ad for furniture store, appliance sale, upholstery store or other furniture industry advertiser

### 45 • Best Hardware Ad

Single ad for lumberyard, hardware store, home center and other hardware-related advertiser

### 46 • Best Fashion Ad

Single ad for clothing store, seamstress, fabric store, shoe store or other fashion-related advertiser

### 47 • Best Automotive Ad

Single ad for car/truck dealer, automotive repair shop or other automotive industry advertiser

### 48 • Best Classified Display Ad

Single ad that was in the classified section of your newspaper.

### 49 • Best Specialty Ad

Single ad for any specialty item. Examples: jewelry stores, craft stores, Pampered Chef.

### 50 • Best Healthcare Ad

Single ad for hospital, pharmacy, doctor, dentist or other healthcare industry advertiser

### 51 • Best Political Ad

Single ad or series of ads for a candidate, ballot issue, political party or other political advertiser

### 52 • Best Entertainment Ad

Single ad for restaurant, theater production, bowling alley, golf course, movie theater or other entertainment industry advertiser

### 53 • Best Agricultural Ad

Single ad for farm implement company, co-op, seed and fertilizer dealer, livestock auction or other ag industry advertiser

### 54 • Best Ad Series or Campaign

A series of three or more ads with a common theme designed for the same advertiser

### 55 • Best Community Event Ad

Single ad for sidewalk sale, rodeo, festival, fair or other community event

### 56 • Best House Ad

Single ad or series of ads promoting subscriptions, advertising or a specific aspect/department of the newspaper

### 57 • Most Adaptable Promotion

Single overall idea for an ad or series of ads that could be adapted for advertisers in other markets

# Contest Categories

---

DEADLINE: FRIDAY, JAN, 23

## **58 • Best Online Ad (Static)**

Single static ad designed for the newspaper's Web site.  
Submit the complete URL and headline of ad.

## **59 • Best Online Ad (Motion)**

Single Motion ad designed for the newspaper's Web site.  
Submit the complete URL and headline of ad.

## **60 • Best Online Promotion**

Single newspaper online promotion ad.

## **61 • Special Section - Advertising**

Judging based on advertising content and design. Submit entire special section. Awards are presented to the newspaper. Limit three entries per newspaper.

## How to Upload

This year, entries to the KPA Awards of Excellence will be submitted using a web-based program at [www.betterbnc.com](http://www.betterbnc.com). Below are directions for preparing and submitting entries. If you have questions, please contact Emily Bradbury at (785) 213-8524, or [ebradbury@kspress.com](mailto:ebradbury@kspress.com).

**IMPORTANT:** The contest platform is optimized for Google Chrome. Please have a recent version downloaded and installed for the best contest experience.

The deadline for all entries is Friday, Jan, 23, 2015.

1. Login
  - a. Go to <http://betternewspapercontest.com/kansaspress>
  - b. Click "Enter the Contest Here"
  - c. Select "Contestant Manager".
  - d. Select your newspaper name
  - e. If you are a new contestant, you will enter "bnc" as your newspaper password. If you are a returning contestant, please enter your password from last year's contest. Click "Login".
2. Submit Entries
  - a. On the Manage Entries page, click Submit Entry (left side).
  - b. Select the appropriate contest division
  - c. Select the appropriate contest category.
  - d. Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category's entry content.
  - e. Complete the Headline/Title field. This is VERY important as the judges need to know which story to read if a full page PDF is provided.
  - f. Based on the type of entry, add content:
    - i. To upload digital file attachments (other than audio/video), click Browse, navigate to the desired file, select Open, and click Upload. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator. Please try to keep file sizes to 5mb or less, to aid judges in accessing entry content. For larger files (between 5-250mb), you may use RealView. RealView is built into the website. You can find the link in the box with the RealView logo under the "Upload and Attachments" portion of the entry form. RealView will need to be used for the following categories: News and Writing Excellence, Design and Layout Excellence, Best Use of Photos and Special Section. See next page for details on RealView.
    - ii. To add web/audio/video content, copy and paste the content's web address into the provided Web URL field. To host your content online, either upload it to a free streaming content website (e.g. YouTube) or talk to your IT person about adding it to your newspaper's website. Make sure the content will be accessible online throughout the contest and awards process. Here are some examples of free streaming content websites where you can upload audio and video content:  
Audio: [www.kiwi6.com](http://www.kiwi6.com), [www.tindeck.com](http://www.tindeck.com)  
Video: [www.youtube.com](http://www.youtube.com), [www.vimeo.com](http://www.vimeo.com)

**IMPORTANT:** Please ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the "Comments" section of your entry. Judges may disqualify your entry if work samples are inaccessible.

- g. Click Next.
- h. Add Credits for those responsible for the entry content. Please check for accuracy - the names entered here are what we use for the plaques and certificates.
- i. Add Comments (if available), but keep them brief (e.g. 100 words).
- j. Click Submit.
3. Payment for Entries
  - a. When all entries are submitted (but before the Entry Deadline), log in to your account's Manage Entries page.
  - b. Click Calculate Entry Fee (middle right) and review your list of entries for accuracy.
  - c. Scroll to the bottom of the list for your Entry Fee Subtotal (lower right).
  - d.. (Optional) Click the Print icon (upper right) to print your list of entries and fees.

**You may pay with a credit card (please call the office) or you may mail a check to the KPA office. Please submit your online invoice with your payment if you pay by mail. Be sure to add your \$25 base entry fee to the payment, if the invoice does not show it.**

## RealView

RealView is a new program that allows BetterBNC users to seamlessly upload large files for entry into the contest.

You will find the RealView link under the "Upload Attachments and Links" section of every individual entry form.

To upload:

1. Click on the RealView box
2. Click on the "Start Today" button
3. Click select a URL for the your publications. We suggest using your newspaper name
4. Click "Browse" to upload your PDF
5. Once you have selected your PDF, hit "Upload"
6. Once it has uploaded, you will be given a link to the PDF.
7. Copy and paste the link into the "Get Links to Attach to This Entry" section of the entry form.
8. Finish entry