

SATURDAY, MAY 4

7 a.m. - 6 p.m. **REGISTRATION AND CONTEST DISPLAY**

8 - 9 a.m.

ANNUAL MEETING WITH "COVERING A CRISIS" WITH BILL BROWN AND TOM EBLEN

Bill Brown covered the Clutter murders as publisher of the Garden City Telegram. Tom Eblen has advised Kansas newspapers on crisis management for over 10 years.

9 - 10:45 a.m. **GENERAL SESSION**

LESSONS I'VE LEARNED FROM OTHER INDUSTRIES THAT NEWSPAPERS COULD USE WITH RUSSELL VIERS

The newspaper industry has been around so long that we have our way of doing things. We will look at some successful things other industries are doing that we can benefit from. See how planning for visuals before words can increase readership...especially among younger audiences, learn about Squinch and how it can change the way you plan your layouts and learn how to adapt to the changing readership habits of our audiences.

11 a.m.- 12:30 p.m. **LUNCH WITH KPA LEGISLATIVE UPDATE**

11 a.m.- 12:30 p.m. **PAST PRESIDENT'S RECEPTION AND LUNCH**

1 - 2:30 p.m. **BREAKOUT SESSION 1**

MEDIA RESEARCH IN THE DIGITAL AGE WITH ANDY CASALE, AMERICAN OPINION RESEARCH

Just as the media environment is changing, media research methods are also changing including the growing use of online research, online focus groups, and forums which provide even more actionable reliable research at lower costs. Learn about these methods and others.

PROCESSING YOUR DIGITAL PHOTOS FASTER WITH PHOTOSHOP AND BRIDGE AND IMPROVE QUALITY, TOO! WITH RUSSELL VIERS

Russell will introduce you to new techniques that will shave hours off your photo processing each week. And now, with the internet and putting galleries online, it's more important than ever to be able to process LOTS of digital photos and upload quickly.

GET REAL! EXPAND NEWSPAPER'S READERSHIP TO OWN YOUR MARKET WITH PETER WAGNER

Join Peter as he covers creative publication designs to draw in the reader, improved content ideas to increase committed readership and unique hands-on circulation building ideas that work.

THE CRAFT OF STORYTELLING WITH TOM EBLEN

Join Tom as he teaches the new (and reminds the old) journalist that storytelling is an art. To do it well, you need training and practice.

2:30 - 3:00 p.m. **BREAK**

3 - 4:30 p.m. **BREAKOUT SESSION 2**

MEDIA IN 2015 WITH ANDY CASALE

Today's trends don't mean an end to newspapers, but they do signal a change in the media climate as we know it. Based on more than 10,000 interviews with adults across the nation segmented by age, lifestyles, attitudes and media usage, we forecast the media environment in the years ahead and how newspapers and other media companies can evolve with it.

GET REAL! SELL PROMOTIONS AND IDEAS, NOT SPACE WITH PETER WAGNER

Join Peter as he explains how his company, located in a 5,000 population rural community produces at least two special sections as well as one or two special promotions every week. His annual display advertising sales exceed \$2 million dollars a year. This program shares - time permitting - 50 to 100 of our best promotions and the information necessary to recreate them in your local markets.

TIPS THAT WILL HELP YOU PUT OUT A NEWSPAPER FASTER WITH INDESIGN

Are you working too hard putting out a newspaper? There is so much hidden power in InDesign and the Creative Suite, that, sometimes, discovering one hidden gem can save hours of work each week. See a few of the top tips Russell teaches newspapers all over the world to save production time and increase quality. Work smarter...not harder.

4:30 - 5:15 **ROUNDTABLES 2**

5:15 - 6 p.m. **AOE RECEPTION**

Join us at a reception that honors you and your newspaper's accomplishments in 2012.

6 -8 p.m. **AOE PRESENTATION**

Join us as we celebrate you!

SPONSORED BY



TIME TO CELEBRATE

NEWS[PAPERS]

SOMETHING YOU CAN'T MISS ON MAY 3-4 @ MANER CONFERENCE CENTER, TOPEKA

“WERE IT LEFT TO ME TO DECIDE IF WE SHOULD HAVE A GOVERNMENT WITHOUT NEWSPAPERS, OR NEWSPAPERS WITHOUT A GOVERNMENT, I SHOULD NOT HESITATE A MOMENT TO PREFER THE LATTER.”
THOMAS JEFFERSON.

SCHEDULE FOR THE 121ST KPA ANNUAL CONVENTION

THURSDAY, MAY 2

6 p.m. KPA BOARD OF DIRECTORS MEETING

FRIDAY, MAY 3

9 a.m. - 9 p.m. REGISTRATION AND CONTEST DISPLAY
 10 a.m. - Noon KNF TRUSTEE MEETING

FACTS

FEATURED SPEAKERS

1863

The year 10 Kansas editors met in Leavenworth in the midst of the Civil War to give birth to what we now call the Kansas Press Association.

5

The number of Kansas publishers who went on to become the governor of Kansas.

6

The number of Kansas publishers who went on to represent Kansas in the U.S. Senate.

38.95

Minutes a person, on average, spends with a newspaper.

51.8%

Community market adults who rely on community newspapers as their primary source for local news (nearly four times greater than the next nearest medium and ten times greater than the Internet)

Russell Viers



Russell Viers is a Transition Expert in the publishing world. Since 1997 he has helped newspapers and magazines adapt to changes in the industry. From film to pixels, paste-up to pagination, print to electronic media, Russell is always on the leading edge of the technology, empowering his customers to reap the benefits of transition, instead of incurring the expense of falling behind. As a publishing industry analyst, Russell understands and interprets current trends, and relays this knowledge worldwide as a speaker, through his blog and in magazines. Russell is an Adobe Certified Instructor in InDesign, PhotoShop and Illustrator.

Peter Wagner



A regular presenter at newspaper conventions and conferences, Wagner is best known for his fast paced presentation of fresh, easy-to-do advertising and circulation revenue ideas and his straight-to-the-point sales training seminars. The American Journalism Review said that Wagner's flagship publication, The N'West Iowa REVIEW "is arguably the best weekly newspaper in America." The National Newspaper Association has selected The REVIEW America's Best Large Circulation Community Weekly 16 times.

Noon

LUNCH ON YOUR OWN

OR

MANAGEMENT TRAINING LUNCH

Designed for new and existing publishers who would like management advice from seasoned newspaper professionals - FREE!

OR

KPA ADVERTISING LUNCH - INVITATION ONLY

1 - 2 p.m.

ROUNDTABLE 1

Daily and Nondaily sessions that allow newspapers to gather together and discuss ideas, problems, etc.

2 - 2:30 p.m.

BREAK

2:30 - 4 p.m.

SPEED TOPICS

Quickbooks with Amy Blaufelder; KPA Ad Designer's Challenge; How to Report on the Legislature Using KanFocus; KPA Advertising Services - We Can Make Money Together!; Postal Issues with Steve Haynes; Mob Censorship; Early Kansas Presses Thrown in River with Darrel Miller; Ask the Tech with Ron Fields; and more!

6 - 7 p.m.

PRESIDENT'S RECEPTION

7 - 9 p.m.

PRESIDENT'S BANQUET

Enjoy a sit-down dinner as we recognize this year's recipients of the KPA special awards. We'll also induct new members into the Kansas Newspaper Hall of Fame while celebrating our 150th anniversary.

9-11 p.m.

PRESIDENT'S HOSPITALITY SUITE

REGISTRATION FORM

CONTACT INFORMATION

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

Name of Attendee <small>Print clearly for name badges and check box if first time attendee.</small>	Registration Fees <small>please check one</small>	Friday Banquet <small>\$48 per person</small>	Sat. Breakfast <small>free w/ registration</small>	Saturday Lunch <small>free w/registration</small>	AOE <small>free w/registration</small>	Total Fees
<input type="checkbox"/>	<input type="checkbox"/> Full registration - \$130 <input type="checkbox"/> Friday only - \$70 <input type="checkbox"/> Saturday only - \$80	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
<input type="checkbox"/>	<input type="checkbox"/> Full registration - \$100 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$75	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
<input type="checkbox"/>	<input type="checkbox"/> Full registration - \$95 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$75	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
<input type="checkbox"/>	<input type="checkbox"/> Full registration - \$90 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$75	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
<input type="checkbox"/>	<input type="checkbox"/> Full registration - \$90 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$75	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	

\$25 if not registered for full or Sat. convention

\$30 if not registered for full or Sat. convention

\$20 if not registered for full or Sat. convention

PAYMENT METHOD

TOTAL AMOUNT

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

- Charge to Visa, MasterCard or American Express
 Credit Card # _____
 Expiration Date _____
 V-Code (three-digit code on back of card) _____
 Cardholder's Name _____
 - Corporate Card (billing address as listed above)
 - Personal Card (please provide billing address below)
 Street Address _____
 City, State _____ Zipcode _____

KOMA for Dummies t-shirts will be available for sale at the registration desk. You may pre-order t-shirts by emailing size information to ebradbury@kspress.com. Cost will be between \$12 - 18 depending on the amount ordered. All full registration attendees will receive 50% off at registration!

The management luncheon is free to interested publishers/editors. If you are attending, please print your name below.

Yes! I will be attending the free management training luncheon on Friday, May 3.

Registration Fees

Convention registration fees include admittance to all sessions on the day(s) for which you have paid a registration fee. Additional fees, indicated on the registration grid at left, may apply for some special activities and meals. Discounts for multiple registrations from the same newspaper apply, and are listed on the grid at left.

Late Registrations

Registrations received after April 19 will be accepted as space permits. Late and on-site registrations will be assessed a \$20 late fee.

Nonmembers

Rates listed are for KPA members. For nonmember rates, please call the KPA office at (785) 271-5304.

Refunds and Substitutions

Refunds will be issued on changes and cancellations received by 5 p.m. Friday, April 19. Substitutions will not be allowed on registrations.

How to Register

Mail: 5423 SW 7th, Topeka, KS 66606
 Fax: (785) 271-7341
 E-mail: ebradbury@kspress.com

Overnight Accommodations

Sleeping rooms are being held for KPA convention attendees at the Capital Plaza Hotel until April 9. For reservations, call (785) 431-7200 and mention the KPA Room Block. The room rate is \$99/ plus tax per night.

Registrations are requested no later than Friday, April 19.

Questions? Contact the KPA office at 785-271-5304 or ebradbury@kspress.com