

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION JAN. 14, 2015

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"Trust Me" government has never worked, says Doug Anstaett, KPA executive director.

## KPA CALENDAR

### JAN. 23

Deadline for the KPA's Awards of Excellence contest for work from calendar year 2014.

### 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.

## Deadline for AOE entries is Jan. 23

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 updated 2014 Call for Entries is attached to today's Publisher.

Deadline for entries is Friday, Jan. 23, 2015.

What's new for 2015?

"We've added three new categories, including Best Magazine Redesign and 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.

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



Staff members of The Manhattan Mercury showed their solidarity for the those killed in Paris by displaying "I

am Charlie" placards. At right are publisher emeritus Edward Seaton and publisher Ned Seaton.

## Mercury editorial: Horror felt worldwide

We are shocked and saddened by the massacre Wednesday by Islamic terrorists at Charlie Hebdo, a French weekly satirical magazine in Paris.

We are shocked for multiple reasons, not the least of which is the simple fact that this attack on unarmed individuals in which 12 people were killed is yet another assault on civilization.

"The prophet is avenged," one of the terrorists was heard to say after the massacre. Nonsense.

Murdering anyone in the name of the prophet

Mohammed or in the name of Allah is simply murder, as the overwhelming majority of Muslims who are appalled by this incident recognize.

That terrorist attacks are happening with growing frequency is alarming. This conflict isn't simply being waged in the Middle East by the Islamic State, which so relishes its barbarism that it videotapes executions and uses them to recruit followers. As police and intelligence authorities continue to hunt the men responsible for the murders at Charlie

See MERCURY on Page 5

# Young people are still readers; don't surrender them to digital

I really don't mean to get this worked up about things. Oh, sorry. I sometimes digress. Let me catch you up.

While taking a drive through the Smoky Mountains, about 45 minutes from my home, I stopped to fill up and check my messages before heading into Townsend, a small town known as the "Peaceful side of the Smokies."

Checking my messages, I noticed an email from a professor at one of the larger universities in my home state of Tennessee. It was in response to a message I had sent out a day earlier, concerning a collegiate media summit being held in Nashville in February.

He wrote to let me know that he feared not many would attend the event because "there are a number of college papers like us who are Web-only, or almost, throughout the state."

I understand that he was trying to be helpful. But really? When I got back to my office, I pulled up the websites for student newspapers at The University of Tennessee, ETSU and Memphis University. All are print publications.

I wrote back to mention that it was an interesting time to pull out of print. A report in Business Insider just two days earlier indicated that advertising in newspapers was up 4 percent in 2014, while television ad revenue was down 4 percent. I

also noted that a recent study of Journalism and Mass Communications graduates found that "Writing, reporting and editing for print remains the dominant" activities for those in the workforce after graduation.

I went on to mention that Kevin Schwartz, as respected as anyone in the collegiate media world, has written that moving away from print is a mistake for college newspapers.

He wrote back, "While print advertising may be up, it's certainly not with our print product. But that's not the main issue. What's at stake is the kids in high school and college today, who do not or rarely read a printed newspaper on a regular basis."

I've written a lot recently about the survey of more than 600 newspaper executives I completed, with the help of friends, a

few weeks ago. I didn't mention the survey to the professor. But I can't help but think about all those publishers who reported things are going well and they look to continue in a positive direction for decades to come.

Sorry. I'm digressing again. Back to the story.

It's at times like these that I always start to feel guilty. What if the professor is right? What if young people really don't read print anymore? Could I be wrong? Could the studies be wrong? After all, a lot of journalism professors I run into seem to think that print is dead. And so do most of the people I know who sell online services. Maybe they're all right. Maybe young people do not read news in print anymore.

It was about that time that I decided to pull over to grab a bite of lunch. I pulled into the parking lot of AJ's Hearth and Kettle Restaurant, just off 321 in Townsend, and made my way into the dining room.

I saw what must have been a hallucination. Because over in the right corner sat a young woman, reading a newspaper.

I introduced myself and told her about the conversation I'd just had with the college professor. I asked her age. She smiled and said, "23."

When I told her what the professor said about young people no longer reading newspapers, she laughed and said, "That's just crazy. I read the newspaper every day."

She told me her name was Stephanie and that she loved reading the newspaper. If I were 15 years younger, I would have dropped on one knee and proposed right there.

I asked if I could take her photo to use in my column and she smiled and said, "Sure."

So what about the professor? Was he wrong or am I living in a fantasy world?

Or is Kevin Schwartz right? Are university newspapers cutting their noses to spite their faces? Are they giving up the basics learned in creating a printed newspaper



Kevin Slimp

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**When I told her what the professor said about young people no longer reading newspapers, she laughed and said, 'That's just crazy. I read the newspaper every day.'**

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See SLIMP on Page 3

## 2014-15 KPA BOARD

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# 'Continuity' is also important in advertising

Movie production crews include continuity staff members who make sure things are consistent within each scene. Even with their trained eyes, mistakes happen. If you look closely, you may notice a clock in the background that changes time dramatically during the same two minute scene. Or you'll see changes in the liquid level in a glass.



**John Foust**

Not long ago, I noticed a goof in a James Bond movie I was watching on TV. After Bond's blue mask was torn off in the underwater fight scene, he replaced it with a black mask he swiped from one of the bad guys. I distinctly saw him put on the black mask, but

for the remainder of the sequence he was wearing the blue one again. Oops.

Continuity is important in advertising, too. All iPhone advertising has the same look and feel. All Coca-Cola advertising communicates the same image. And all Walmart messages project the same brand attributes. Even on a local level, with consumers bombarded by thousands of marketing impressions every day, it is crucial for advertisers to have a sharp eye for consistency. Here are a few continuity points to consider:

1. Logo: This is the most obvious continuity factor. Too many times, I've seen businesses make the mistake of using one logo in newspaper ads and a different logo elsewhere. If your graphic department creates a logo for one of your advertisers, make sure the logo will be used everywhere — on the printed page, on the web, on mobile devices and on business cards.

2. Typography: Type has been called the visual voice of advertising. There's a big difference between Gill Sans Ultra and Goudy Old Style. Make your font choices — for headlines and body copy — and use them everywhere.

3. Color: A number of companies have theme colors. Target uses red, Home Depot features orange and UPS uses brown. The connection is so strong that it's difficult to think of those companies without thinking of their colors. If one of your advertisers adopts a color, make sure it will (A) reproduce well on newsprint and (B) be different from the theme colors of main competitors.

4. Overall theme: It's nearly impossible for a merchant to gain a foothold in the marketplace if consumers don't know what the company represents. In other words, an

advertiser shouldn't sell itself as a high-end retailer on Monday and a bargain basement store on Tuesday. Find a theme and stick with it. And make sure it reflects the advertiser's true identity.

5. Offers: There are two types of

advertising — image and response. Image advertising is designed to build long-term identity, and response advertising is designed to generate immediate results. The best campaigns feature some overlap. For example, while Michelin emphasizes safety (image), they offer special deals on tires (response).

Merchants in your hometown can do the same thing. Help them strengthen their themes by making relevant offers to make their cash registers ring. If they don't give consumers compelling reasons to buy, those people will take their business elsewhere.

*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).*

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## Slimp

Continued from Page 2

for the sake of ease? Let's face it: It's a lot easier to create an online product than a printed product. Sure, it's next to impossible to cover expenses through advertising revenue. But if you're at a university that will fund an online product without the need to raise ad revenue, who can blame them?

Right now, as I write, three brand new newspapers are starting up in my hometown of Knoxville. Two of them are looking to young readers as a target market. This is in addition to the two papers already targeted to the college market. Apparently, I'm not the only one who thinks young people still read papers.

There I go, digressing again.

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

## Father of AP Topeka correspondent dies in Texas

The father of longtime AP Topeka correspondent John Hanna has died.

John W. Hanna, 81, who had a successful career as an insurance broker, died on Jan. 8. He was born March 21, 1933, in Pennsylvania to Leonard Hanna and Ruth Thompson Hanna. He is survived by his wife, Pat, of Holly Lake Ranch; two brothers, Don and Wayne, and a sister, Marge Book, of Pennsylvania; his sons, John, of Topeka, Kan.; Robert, of Santa Barbara, Calif., and Richard, and his wife, Susan, of Alpharetta, Ga., and the four granddaughters.

Condolences may be sent to John by email to [jdhanna9164@sbcglobal.net](mailto:jdhanna9164@sbcglobal.net) or to this address: John Hanna, 1128 S.W. Garfield Ave., Topeka, Kan., 66604.



## THIS MONTH'S QUESTION

Q. What is expected from this year's Kansas legislative session?

A. While the bulk of time will be spent on fixing the hole in the state budget for the next several years, we can never let our guard down. We've already heard rumblings that a bill affecting public notice may be introduced, but nothing has taken form yet. We're also following closely a proposal that would establish an Open Government Unit in the Kansas Attorney General's Office. A similar bill did not move forward last year but we're told another bill is being written. If you're not using KanFocus, a slick digital way to follow legislation provided to you free by KPA, contact Emily Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com) to sign up. It gives you information on your local legislators.



# For him, a conservative butt-chewing is in order

I feel like I have a unique vantage point from which to judge a recent decision by Gov. Sam Brownback.

I'm an unapologetic conservative, I've voted for Brownback any time he's been running for something and I am an officer with my local Republican county committee.

Which gives me the legitimacy to say, Gov. Brownback has betrayed us in regards to his boldly proclaimed conservative principles.

The news in December of Brownback's decision to conceal the identities of the individuals who applied to fill open seats on the Saline County Commission after the board changed from three seats to five, has been well-documented. This came on the heels of Brownback's decision to hide the identities of applicants for an opening on the Kansas Court of Appeals.

The decision to hide the names was an act that went against the long-standing (and not controversial) practice of making public the names of candidates who have filed for available positions on public boards. Newspapers called for those names to be released and when they weren't,



**Dan Thalmann**

asked Kansas Attorney General Derek Schmidt to look into it.

The reason conservatives are generally anti-government is because they don't trust government. We feel like they are always up to no good and we need to constantly keep an eye on them or they'll do something ridiculous with our hard-earned dollar or something threatening to our freedoms.

So you'd think we'd be safe from government cover-ups in Kansas. You'd think for a conservative in a conservative state with conservatives in the Legislature, the start of a new legislative session in Topeka would not be something about which to worry.

So what happens when our mostly conservative crew of legislators bring their claims of "government is bad" to the Capitol? Evidently they want to trust government with more responsibility.

Two Republicans (we won't name them quite yet) and possibly others want to take public notice out of the hands of newspapers — an independent third party — and let government control the flow of information by giving them the option of pub-

lishing notices on government websites.

In effect, they will be hiding information from publication in its traditional form. Are they following Brownback's lead?

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Likely under the claim of saving government funds (have your local government figure up how much they spend on public notice publication in newspapers as a percentage of their budget and you'll see the costs are negligible), these Republicans suddenly think it is OK to let government be the

caretaker of their own information.

How many times have we been sent revisions of minutes? Or corrections to public notices before we get them into the paper ... or when we're covering a local government meeting, to "not print that." Or even receive threats from elected officials about keeping something out of the newspaper or face retribution.

If those officials are talking to their board clerks, would government websites really be the best option for public notice?

Do conservatives really want to put all

See THALMANN on Page 9

## DEATH

### Former KPA general manager dead at 88

Forrest Inks, former general manager of the Kansas Press Association, died Dec. 27, 2014 in Lansing. He was 88.

Born in Wenatchee, Washington, on June 10, 1926, Forrest was known for his unflinching work ethic and easy-going personality. He served his country at the end of World War II.



**Forrest Inks**

He succeeded KPA general manager Larry Miller, who had served as general manager for 26 years, in 1973. Inks had worked for KPA more than 20 years as assistant general manager. He left KPA in 1976.

Inks served as general manager of Michigan Newspapers Inc. and member services manager of the Michigan Press Association from 1977 until 1991. He served as assistant executive director of MPA from 1991 until his retirement in 1992 in order to care for his wife, Julie.

Following Julie's death, he married his old friend, Dodi, and spent many happy years in California. He returned to Michigan in 2010.

He returned to Michigan in 2010 and continued to spread joy, despite the challenges of a debilitating stroke.

He is survived by six children: Larry Inks (Becci), Lisa Wickman, John Walker (Mary Jo), Jenny Rhiannon, Cindy Smith (Gene), Nesha Slocum, and 30 grandchildren and great-grandchildren.

Services have been held. Those desiring may address memorial contributions in his name to Disabled American Veterans, P. O. Box 24151, Lansing, MI 48909 or the Ingham Regional Medical Care Facility, 3860 Dobie Road, Okemos, MI 48864.

### Wake up & smell the coffee!

Let MultiAd<sup>®</sup> be *your* solution to help *your* customers stand out & ultimately *sell more!*

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# Mercury

Continued from Page 1

Hebdo, terrorist organizations such as ISIS and al-Qaida continue to encourage individuals or cells in Western cities to stage their own attacks. Apart from the 9/11 attacks, Fort Hood, Boston, Sydney, Ottawa and London are among places that have been targeted more recently. There is no reason to doubt that this trend will continue, which puts an immense burden on the security apparatus, in local communities as well as internationally.

We also are shocked on a professional level that individuals armed with Kalash-

nikov rifles would storm a publication — in Paris or in Manhattan, Kansas — and kill journalists because the attackers object to its editorial content. This massacre would have been an outrage if the publication had singled out Islam for its satire. But it did not. Sometimes in vulgar fashion, Charlie Hebdo mocked Catholicism and Judaism as well, along with French politicians and others whom it found worthy. It took pride in its work, and carried on despite multiple threats and even a firebombing several years ago by Islamic radicals because of its portrayal of Mohammed.

Tragically, those journalists' pens and pencils were no match on Wednesday for automatic weapons. But the tools of their trade,

and the cause of free speech, cannot succumb to the violence. Thus it was heartening that French President Francois Hollande, himself a frequent target of Charlie Hebdo, not only denounced the attack but defended the principle of free speech as a pillar of a democratic society. It was gratifying to see British and American people join Parisians in rallies on Wednesday.

Rallies won't be enough to fight the twisted zeal of Islamic terror. Neither will armies or drones. But citizens' refusal to yield to the threats and the violence will only become more important.

**Ned Seaton** is Publisher and Editor-in-Chief of *The Manhattan Mercury*.

## Two publishers leave state for new posts

Two publishers, both also members of the Kansas Press Association Board of Directors, are leaving the state.

Kent Bush, publisher of the Butler County Times-Gazette, and Joe Warren, publisher of the Atchison Globe, are leaving.

Bush is the new publisher of the Shawnee (Okla.) News-Star, while Warren is headed for Warrensburg, Mo. to run the Daily Star-Journal.

Warren is a graduate of New Mexico State University and served at the Globe since 2007. He was Northeast District director for KPA.

Bush headed the Times-Gazette, formed in 2013 by the merger of the Augusta Gazette, El Dorado Times and Andover American. He also as serving as Central District director for KPA.

He was at the Augusta Gazette from 2007 to 2013 and with CNHI from 1994 to 2007.



Kent Bush



Joe Warren

# 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



## MARKETPLACE

### NEWS

**JOURNALIST** — The Fort Scott Tribune, in historic Fort Scott, is seeking a talented and motivated journalist who can produce well-crafted stories and accompanying photos and who likes variety. You'll cover meetings, sports, and write and photograph interesting people and places. Knowledge of photography a must, with Photoshop and InDesign experience a plus. Previous reporting experience preferred. Apply to Publisher Floyd Jernigan at [fjernigan@ftribune.com](mailto:fjernigan@ftribune.com) (1-13)

**FREELANCE WRITERS** - Freelance writers for a variety of publications in Kansas. Sixteen 60 Publishing Co., publishers of the Lincoln Sentinel and Chapman News-Times weekly newspapers, and the Kansas Pregame, Hardwood, and Mat Preview sports preview magazines is seeking professional freelance writers with experience writing news and feature stories of all types for projects in 2015. Please e-mail resumé and samples of work to [johnbaetz@gmail.com](mailto:johnbaetz@gmail.com).

**GROUP PUBLISHER** — GateHouse Media has an immediate opening for a seasoned Publisher with a proven track record of revenue and ebitda results to lead its three-day-a-week newspaper, shopper and digital operations. The position will be based in El Dorado, Kansas. The Publisher will also oversee another property in Wellington Kansas, a paid weekly newspaper. In addition to developing the revenue, digital and competitive strategy for this media group, we want your ideas for new product development and market expansion. Our ideal candidate will be an inspiring leader who much prefers being outside of the executive office and has superb internal and external communication skills. The candidate prefers frequent, transparent, in-person communication to the occasional memo. We are looking for someone who has very advanced editorial philosophies, consumer marketing techniques, advertising ideas and understands value creation. Position offers an excellent salary plus a full range of benefits. Exceptional communication, time management and planning skills are required. Bachelor Degree in Sales, Marketing or Business preferred with a minimum of five years demonstrated experience with progressive managerial responsibilities. The Butler County Times-Gazette is a GateHouse Media publication, the largest publisher of locally-based print and online media in the United States. We offer an array of services and solutions, working with 130,000 small and medium businesses in more than 350 markets. Send cover letter, resume and salary history to: The Newton Kansan, attn., Randy Mitchell-Sr. Group Publisher, 121 W. Sixth Street, P.O.Box 268, Newton, KS. 67114 or email: [rmitchell@gatehousemedia.com](mailto:rmitchell@gatehousemedia.com). (1-5)

**MANAGING EDITOR** — The Beloit Call, a three day a week publication, is seeking an energetic person to fill the managing editor position. Applicants should have a bachelor's degree in journalism or at least three years of experi-

ence in the field. A background in reporting, ad sales, photography and team management is preferable. This is an excellent opportunity for someone eager to make a name for themselves in the industry. Compensation will depend on experience and will include the possibility for performance based bonuses. Benefits include six paid holidays, paid vacations, Simple IRA and health care insurance. Send resume to Brad Lowell, [jbrad@nckcn.com](mailto:jbrad@nckcn.com), or mail to Box 309, Concordia, KS, 66901. Phone number 785-243-2424. (1-5)

**MANAGING EDITOR** — Progressive news director sought for the 2014 KPA best large-circulation daily newspaper and our digital-first news operation. News professional should be an experienced journalist who is both print and digital savvy, who knows intuitively how to inspire greatness in a news team and how to connect with readers and build audience. Specific duties include day-to-day responsibility for news content and design of newspaper, [HutchNews.com](http://HutchNews.com) and associated Web and mobile sites; coaching staffers, motivating and stimulating a creative environment in the newsroom; maintaining a visible public face for the news department; and writing editorials and columns. Journalism degree and at least five years of newsroom management experience at some level required. Compensation package includes salary commensurate with experience, bonus for audience growth, profit sharing, 401(k) and full array of benefits. Apply to John D. Montgomery, editor & publisher, by email to [jmontgomery@hutchnews.com](mailto:jmontgomery@hutchnews.com). Deadline for applications: Jan. 30, 2015. (12-30)

**SPORTS WRITER** - The twice-weekly Coffeyville Journal seeks a sports writer. Must be able cover all Coffeyville sports along with a local college. Must be able to take own photos. InDesign and PhotoShop helpful. Please send resume to [scottwesner@hotmail.com](mailto:scottwesner@hotmail.com) (12-30)

**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.gatehousemedia.com/section/publications>. Applicants should have at least seven years of newsroom management experience and be well versed in digital media strategies..

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.gatehousemedia.com/section/careers>. (12-1)

**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. (12-8)

**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

## MARKETPLACE

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.gatehousemedia.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@morning-sun.net](mailto:anash@morning-sun.net). (11-25)

**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 of 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). (10-2)

**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 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@nevada-dailymail.com](mailto:fjernigan@nevada-dailymail.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@nwkans.com](mailto:sfriedlander@nwkans.com), and Steve Haynes [steve.haynes@nwkans.com](mailto:steve.haynes@nwkans.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@nwkans.com](mailto:steve.haynes@nwkans.com) and [kl.davis@nwkans.com](mailto:kl.davis@nwkans.com). The Oberlin Herald/Nor'West Newspapers, Oberlin, Kan. (785) 475-2206. EOE m/f/h/v (7-30)

**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. (12-15)

**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** — Clay Center Dispatch is seeking an energetic, detail-oriented professional to fill an advertising sales position. Responsibilities include but not limited to contacting established accounts for selling newspaper and online advertising. Willing to train the right candidate. Basic computer knowledge preferred. Salary based on experience and education. Blue Cross and retirement plan. Submit a resume, three professional references and salary history to [dispatch@claycenter.com](mailto:dispatch@claycenter.com) or by mail to: Clay Center Dispatch, Box 519, Clay Center, Kansas, 67432

## NEWS BRIEFS

**Paige Weaver** is a new reporter for the Leoti Standard. She is a native of Scott City, but moved to Leoti while in third grade and graduated from high school there. Previously, she worked as a cashier, cook, CNA and daycare provider.

**Matt Heilman** has left his job as a reporter for The Ark Valley News in Valley Center to join KWCH 12 in Wichita as a web content producer.

The Ottawa Herald has moved to a new location. **Jeanny Sharp**, editor and publisher, said the new address keeps the Herald in “the heart of the community” but provides more appropriate space. The new address is 214 S. Hickory St.

With **Joe Warren’s** departure as publisher of the Atchison Globe and Hiawatha World, managing editors have been named to run those newspapers as part of a restructuring of the company. **Logan Jackson** will lead the Globe and **Joey May** will lead the World.

**Karen L. Pierre** has joined the Hays Daily News as a reporter. She previously worked at the Great Bend Tribune and Hoisington Dispatch.

**Rae Seeber** is a new writer-photographer for the Ellis Review. She studied journalism at Kansas State University and has worked with newspapers in Missouri and Oklahoma.

## MARKETPLACE

**MULTIMEDIA SALES MANAGER** — The Lawrence Journal-World is seeking an experienced Multimedia Sales Manager to lead its team of 10 multimedia-advertising consultants. Details and apply online at [jobs.the-worldco.com](http://jobs.the-worldco.com). (12-29)

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

### 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 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 ex-

ternally 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)

### DIGITAL MEDIA

Tired of not being able to update your website? Do you hate the design, but have no one on staff who can alter it? Have your eyes widened in shock when hearing what a new website might cost? Relax ... The Hays Daily News’ Pixel Power Haus is your solution. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

### 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.

## KPA OFFICE STAFF

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## FRIENDS OF KPA

**Ron Keefover**  
Retired, Kansas Court System  
President, Kansas Sunshine Coalition  
for Open Government  
[ronkeefover@gmail.com](mailto:ronkeefover@gmail.com)  
(for questions on cameras in the courtroom and other issues involving the court system in Kansas)



# Newspapers still have major role to play

**W**e live in a world of instant gratification.

We have an abundance of information at our fingertips and the ability to stay up-to-date on world events within seconds. We embrace new digital technologies and they are revolutionizing the ways in which news media is consumed and stories are told. It is an exciting time to be a part of the newspaper media industry.

In an era with a “shorter is better” mentality, newspapers provide valuable context for stories. In fact, recent findings from the American Press Institute have found that readers prefer longer stories with more analysis.

Yes, it may look different than it did 50 years ago, but newspaper media’s importance in their local communities is unsurpassed.

In March, the newspaper industry will gather for its annual conference at NAA mediaXchange 2015 in Nashville to discuss new ideas and best practices, setting the stage for the rest of the year.

What do industry leaders think newspaper storytelling will look like in 2015?

## An expanding, more connected audience

Understanding audience is crucial in developing an engaging story. Experts believe that combining brand advertising and emerg-

ing technologies with classic, authentic storytelling is a surefire way to find success in 2015. An organization that addresses multiple consumer interests is one that appeals to all readers – especially millennials, who are the hardest to define but perhaps the most important audience to understand.

With the millennial generation leading the way as newspaper media’s fastest-growing mobile segment in 2014, this year we are focused on developing stories on platforms that meet the needs of this growing audience – one that truly embraces evolving technology and digital-only media consumption.



**Caroline Little**

## New ideas and innovative technologies

To enhance storytelling, newspapers are developing digital and design strategies that offer smartphone and tablet users a seamless, more engaging news experience. We’ve already begun using new technologies to improve our content for the mobile-only audience, and as a result, newspapers’ digital traffic rose to a new record high late last year. The expanding mobile environment will affect how newspapers disseminate information to their engaged audiences in the year to come.

Storytelling in 2015 also means not going it alone – partnerships between newspapers and start-ups will connect traditional news

companies to readers in unprecedented ways. It is why we launched the Accelerator Pitch program in 2014 and why it’s back this year. The fresh concepts produced by these entrepreneurs are related to expanding audience, embracing technology and enriching the story – all which ensure newspapers adapt and transform to better serve readers.

## An elevated passion for the story

Passion is something that always defined the newspaper industry. We are passionate about communicating information accurately and ethically, and we are passionate about finding the truth.

In 2011, Martin Karl Schibbye, a Swedish journalist, was arrested in Ethiopia while on assignment investigating reports of human rights abuse. He spent 14 months in prison but despite this, never lost his passion for reporting the story, and returned to work as a freelance writer as soon as he was released. He will share his story with us in Nashville as passion like his is unique to our industry.

This type of investigative reporting is extraordinarily valuable to readers. Detailed, accurate and thoughtful stories have not, and will not, ever lose their power.

It is why the storytelling power of newspaper media will always be essential for their local communities.

*Caroline Little is president and CEO of the Newspaper Association of America.*

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## Thalmann

**Continued from Page 4**

of their trust in government to do it right?

Does the public really want government to be free of one of their most potent watchdogs?

So our conservative standard-bearer at the Capitol, Gov. Brownback, and also Republicans in the Legislature are actively hiding information from us or working to hide information from us. What are we to do?

My view is the best way to keep an eye on government is through officially-mandated rules of transparency combined with a third party type of non-governmental entity using those laws to bring government activity out into the open.

Newspapers fill this role by informing us about government activity. Nobody can duplicate what we do in this process. It is easy for people to take us for granted, but who do they look to when controversial

government-related news breaks? Newspapers.

Printed newspapers cannot be hacked like websites can be. Their printed content cannot be altered once it goes to press. And this third party verification stands up in a court of law. Try doing that with something from the internet. Good luck with that!

Sure, radio folks, talking heads on cable and others love to provide commentary, but I guarantee you they are using newspaper coverage as their primary sources for their discussions. We take our responsibility seriously. But now we’re all being threatened.

Conservative or liberal, newspaper people should all come together, unified in support of government transparency.

We need to use our platforms to inform our readers any time a politician considers making it harder for the public to receive information.

We have the power of wide exposure and we need to use it.

We need to address our legislators

specifically and hold them accountable to never let such attempts at cover-up go through. If you have conservative credentials, then a general butt-chewing of any conservative who is tarnishing the idea of transparency is required.

Any alternative to transparency is inexcusable.

Richard Gannon, director of governmental affairs at KPA, uncovered the potential for a new attack on public notice on the first day of the session.

He and his colleagues at the press association staff are already working to head this most recent threat off.

Whether it is the Saline County Commission candidates or a ridiculous idea of a change to public notice, let’s make sure we let our elected officials know they cannot put shackles on the freedom of information.

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

# Let's take our 'government watchdog' role seriously

Two recent examples have illustrated once again that government without the public's participation can only lead to problems.

And if you haven't run into one of these issues in your days at a newspaper, consider yourself lucky.

In Topeka and Lawrence, city officials are under fire because public-private partnerships didn't lead to the kinds of outcomes that engender community confidence.

In Topeka, the city is involved in a tit-for-tat with those who support and those who oppose an expanded partnership with Heartland Park, a nationally recognized multipurpose motorsports facility that hosts the National Hot Rod Association Kansas Nationals.

In Lawrence, the city has withheld the final \$1 million payment on the new Rock Chalk Park facility because of questionable accounting done by the contractors on the project.

Both projects have been mired in controversy because so many of the decisions made along the way were done outside the public's purview.

I call this "Trust Me" government, and I've encountered it in every community in my nearly 42 years in the business.

The theory is that economic development cannot occur if projects are paraded before the public. Those who seek greater secrecy argue they will lose out if more is done in public because the projects will go elsewhere to communities where less scrutiny takes place, so you have to "play ball" or risk com-

ing in second all the time.

When I was in Brookings, S.D., I was told in no uncertain terms that my newspaper's curiosity about a potential new company coming to town would blow up in our face if the company got cold feet and went elsewhere.

You can imagine the trepidation we felt: we didn't want to be the fall guy if the company decided to look elsewhere because of our reporting, yet we also felt a tremendous obligation to do everything we could to make sure our community was informed about what was coming.

It also happened in Newton years later. "Trust Me" government sometimes works. Certainly, there are few people arguing today

that the new Mars production plant in Topeka isn't a great addition to our community.

But for every "great" there is a monumental failure, one in which the community never would have gone along with a project had it known what had to be given away in the process.

The situations in Lawrence and Topeka are burning up the social media sites and the comments sections of the newspaper websites in both communities because secret deals and accommodations were made that are now coming back to haunt both.

Newspapers play a vital role in this process. We can choose to be spectators — or we can choose to be the watchdogs we were designed to be.

Politicians take great delight in criticizing what we do. We're "too negative," we're "biased," we don't "like" their party, whether

they be Democrats or Republicans. You can add to that list, I'm sure.

In America, we've been handed the role of government watchdog. It's not always fun, and it's not always pretty.

But it's what we do.

The examples I've illustrated from the capital city and its sister city to the east aren't unique. You've probably got a few of your own.

Our system is designed with a number of checks and balances, and one of those checks is to be provided by a free, unfettered press.

You're not going to be universally loved in your communities, and there is nothing wrong with that.

That doesn't mean you should seek out

controversy or cause it for no good reason, but it does mean that if you do your job well you will have to endure a love-hate relationship with your readers.

In fact, on any given week, those

who love you will change their minds and those who hate you might just think you've come to your senses — well, occasionally!

Don't sit on the sidelines. That's no place for someone who has been given your own special amendment in the U.S. Constitution. In fact, that's why you should be right in the thick of things.

"Trust Me" government is bad government. And it's your job to make sure it doesn't get a stranglehold on your community.

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



**Doug Anstaett**

**Those who seek greater secrecy argue they will lose out if more is done in public because the projects will go elsewhere to communities where less scrutiny takes place,**

## KPA seeks Hall of Fame, special award nominees

Kansas Press Association members are encouraged to nominate colleagues, retirees and others for the Kansas Newspaper Hall of Fame, Clyde M. Reed Jr. Master Editor Award and the Gaston Outstanding Mentor Award.

Deadline for nominations is Feb. 1, 2015.

Please send a letter of nomination and at least two other letters of endorsement to Doug Anstaett, KPA executive director by the deadline at [danstaett@kspress.com](mailto:danstaett@kspress.com).

Honorees will be announced in April.

More on the awards can be found at <http://kspress.com/45/awards>

## DECEMBER 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 December 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.

Do you have a local advertiser who wants to reach out to a wider area? These ads are inexpensive and effective and you keep half the cost of the placement.

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

- Anderson County Review sold two KDANs for a profit of \$1,650; Oberlin Herald sold one KDAN for a profit of \$400.
- Anderson County Review sold two out-of-state KDANs for a profit of \$480.
- GateHouse Media sold nine KCAN ads for a profit of \$1,350.





# 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. **If your newspaper has an ad design team at your disposal, and it is part of your company, you may enter the ad in the KPA Awards of Excellence contest. This does not include advertising agencies independent of your 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, J A N. 23

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## 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 JPG 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 and 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

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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 5-250 MB), 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)
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.**



## **What is RealView?**

**RealView is a new program that allows BetterBNC users to seamlessly upload large files for entry into the contest. In previous years, we have used ISSUU. However, due to changes to ISSUU, BetterBNC has created a better program that is FREE to all contestants.**

**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**