

THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY JUNE 10, 2009

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KPA CALENDAR

AUG. 7

Western Kansas Mini-Convention, Ramada Inn, Hays.

SEPT. 3

Huck Boyd Lecture in Community Media, K-State.

OCT. 23

KPA Advertising Conference, Grand Prairie Hotel, Hutchinson, featuring technology guru Kevin Slimp.



A number of dignitaries from Topeka and the state of Kansas joined in as Mayor Bill Bunten of Topeka helped cut the ribbon on the new KVUSA headquarters at KPA on May 21. KVU-

SA executive director Rachel Willis (third from left in gray suit), is also joined by a number of students holding the Kids Voting banner. KPA president Tom Throne is second from right.

KPA to manage Kids Voting USA

The Kansas Press Association has won a contract to manage the Kids Voting USA program.

KPA assumed management of Kids Voting USA's day-to-day business operations May 1. As part of the arrangement, KPA will collect a \$5,000 monthly management fee.

Rachel Willis, formerly executive director of Kids Voting Kansas, is the new Kids Voting USA executive director.

Willis said Kids Voting USA and KPA will work together to ensure that a knowledgeable and committed leadership and staff are available to serve the network of 52 affiliates around the nation and further the ideals of the Kids Voting organization, while moving forward with the strategic plan to bring the richness of the program to a broader and more diverse set of

See Kids Voting on Page 3

Western Kansas mini-convention Aug. 7

The third annual Western Kansas Mini-Convention is scheduled for Friday, Aug. 7 at the Ramada Inn in Hays.

The one-day event, from 9 a.m. to 3:30 p.m., is designed to serve those in the western half of the state, but all Kansas Press Association members are welcome to participate.

Cost for KPA members will be \$65, which includes lunch. Additional attendees from the same newspaper will be \$55 each.

Room rates are \$65 at the Ramada. Please ask for the KPA room block when reserving a room.

Jeffrey Hansler, who was our keynote speaker at the annual convention in April and got rave reviews, will keynote mini-convention.

Other speakers on the agenda include Tom Eblen, KPA's news consultant, and Fred Hunt, KPA's interim technology consultant.

More details will be announced soon.

It's time to proclaim war on 'routine' proclamations

By Jim Pumarlo

The dairy industry is vital to the economy and central to the livelihood of thousands of communities. Its contributions are celebrated each year during June Dairy Month and provide a springboard for stories and commentaries in newspapers.

June Dairy Month, and the innumerable proclamations celebrated throughout the year, should give newsrooms pause to evaluate these press releases when they cross their desks.



Jim Pumarlo

Proclamations are wonderful for club scrapbooks, but these declarations in and of themselves are not news. If newspapers routinely cover the news, editors should have little problem rejecting routine proclamations that

often offer little substance.

A word of caution, however. Formulating and implementing a policy must be done carefully.

Proclamations typically recognize the work of myriad civic groups that are at the heart of a community's fabric. Proclamations are one

avenue to recognize these contributions that otherwise may go unnoticed.

Following are some guidelines to consider when fielding requests for publishing proclamations:

- Publicize proclamations only when connected with a local event. It's common practice for local groups to submit a

proclamation from an umbrella organization, doing little more than inserting their name in a template. Newsrooms should be comfortable in setting a standard that a local initiative is a requisite for recognizing proclamations.

- The focus of any stories and/or photos should reflect the initiatives and accomplishments of the local group or event, and not focus attention on who is issuing the proclamation. For example, draw attention to Week of the Child-Care Provider by interviewing a local day-care provider, not by publishing a photo of a mayor signing a proclamation. Public officials have plenty of opportunity to get their names and photos in the newspaper.

- Proclamations typically recognize organizations that do year-round work. Newspaper coverage need not be restricted to specific days, weeks or months — as identified by proclamations. Crime Victims' Rights Week, Mental Health Awareness Day, Black History Month — these proclamations and many more draw attention to issues and activities appropriate for coverage at any time.

- Coordinate coverage of activities scheduled in conjunction with proclamations. For example, be aware that several nursing homes might forward news releases for Long-Term

Care Week and each will seek publicity. A single story acknowledging special activities at all nursing homes is preferable.

- Decide what is more appropriate and beneficial both in terms of news value and advancing the cause of the local

If newspapers routinely cover the news, editors should have little problem rejecting routine proclamations that often offer little substance.

See PUMARLO on Page 8

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THIS MONTH'S QUESTION

Q. In the new online directory the city headings above the newspapers are sometimes incorrect. For example, why does Belle Plaine show that the Oxford Register is located there?

A. The database is pulling the information from the data located in the "city" field. Since the Oxford Register's mailing address is in Belle Plaine, the computer thinks that is where the newspaper is located. We have a solution in the works.

Kids Voting

Continued from Page 2

young people.

KVUSA Board Chair Geoff Gonella said of the new management arrangement: “We are so pleased to be starting a new chapter in our organization’s history.

“The importance of civic education and engagement has never been greater and the impact we are having and will continue to have has never been more important.

“We are looking forward to working with the Kansas Press Association to continue to ensure the future of our democracy by creating educated, engaged citizens.”

Kids Voting USA was founded in 1988 by three Arizona businessmen who learned during a fishing trip to Costa Rica that the country’s voter turnout is typically around 90 percent.

This high turnout was attributed to a tradition of children accompanying their parents to the polls.

The men were intrigued by the idea, but also recognized a missing link to education.

They launched a school-based pilot project in a Phoenix suburb that expanded into a national program in 1992.

Kids Voting USA exposes students to democracy and civic responsibility through a combination of classroom activities and an authentic voting experience.

Working with teachers and election coordinators throughout the country, KVUSA affiliates strive to create the next generation of informed, involved citizens.

Kids Voting Kansas was part of the original pilot group, which included Newton, where KPA executive director Doug Anstaett was serving as publisher as



KPA’s success in landing the Kids Voting USA management contract was bolstered by three things: first, the support of Kansas Secretary of State Ron Thornburgh (center), who worked on the original 1992 quest to establish a Kansas affiliate to KVUSA; second, the fact that the then-current and former executive directors of Kids Voting Kansas — Rachel Willis (left) and Emily Bradbury — were already in the KPA office; and, third, the success of the Kids Voting Kansas program.

the Newton Kansan.

The Kansan was the local sponsor of Kids Voting for a number of years.

Nationally, Kids Voting operates affiliates today in 26 states.

More than 1.8 million students went to the polls in the 2008 election and several million more participated in classroom activities on civic education.

Willis expressed enthusiasm for her new responsibilities and the opportunity to work with the network of affiliates and the board of directors to advance the mission of preparing young people to be educated, engaged voters.

“This is such an exciting time for the

organization. We had a record number of students vote in the 2008 presidential election and have some new ideas on how to continue to increase our participation. We will work closely with affiliates to learn from their experiences to improve and expand the curriculum and the voting experience,” Willis said.

Overheard at KVUSA’s announcement:

“We have on staff the present and immediate past executive directors of Kids Voting Kansas — Rachel Willis and Emily Bradbury — so we already have the expertise in-house to manage KVUSA. Rachel and Emily have expanded the Kids Voting Kansas program from eight programs to 63.”

— Doug Anstaett, KPA executive director

“The KPA board, made up of newspaper managers from across the state, is enthusiastic about this new partnership. And why shouldn’t we be? We have been impressed with the growth of the Kids Voting Kansas organization under the leadership of Emily Bradbury and Rachel Willis. It has been a relationship that has been beneficial to both organizations because voting is such an important civic responsibility.”

— Tom Throne, KPA president

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Adobe Premier CS3 can convert video files

By Kevin Slimp

Charles, a newspaper designer from Kentucky, just sent a question via Facebook asking how to convert files from his Sony camcorder to a format he could use in Adobe Premier CS3, an application used to edit videos on both Macs and PCs. It was a good time for Charles to ask that question because I recently faced a similar challenge after purchasing a Hitachi high definition (HD) Blu-ray camcorder.

Let me tell you about my problem, Charles. The Hitachi would record in several formats, depending on the type of disk being recorded on. For instance, when using a DVD, the camcorder would record a Quicktime file. Fortunately these files are compatible with just about every video editing application. However, the resolution (or definition, as it is referred to in the video world) isn't nearly as sharp as the high definition I get when recording on a Blu-Ray disk. Plus, because the capacity of a Blu-ray disk is so high, I could record for much longer periods of time without having to change disks.



Kevin Slimp

OK. Back to Charles' question. Sony camcorders generally use the AVCHD format for recording HD videos. If that's not confusing

enough, the file extension (the letters at the end of the file name) is generally m2ts after the files are copied to a computer.

The first obstacle I faced was copying the video files to my computer from the camcorder. After using my Hitachi the first time, I was able to simply download the files from the camcorder Blu-ray disk to my Macbook Pro's hard drive. However, when I tried to do this on my iMac, I received an error message. Eventually it dawned on me that my Macbook was loaded with the 10.5 (Leopard) operating system, while the iMac was loaded with 10.4 (Tiger). Fortunately, I purchased the Leopard upgrade several months ago and never took the time to install it. After upgrading the iMac to Leopard, I was able to download the m2ts files.

After downloading the files, I quickly learned that iMovie 08 wouldn't import m2ts files. You might be surprised to learn that I don't keep every version of every application on my computer. A quick trip to Google and I learned that these files were compatible with iMovie 09, but not iMovie 08.

At this point, I was ready to purchase an AVCHD converter I found online for \$39. Then it dawned on me, "I wonder if Adobe Premier Pro will import these files?" Sure enough, using the lat-

est version of Premier Pro (CS4), I was able to import the freshly downloaded m2ts files.

Now for a side note: I have most of the professional video editing applications installed on my computer. Premier Pro and Final Cut are both in my Applications folder. However, for most videos I find it's a lot faster to edit and export movies from iMovie (or Sony Vegas, if I'm working on a PC). To complicate matters even more, I prefer to work in iMovie 06. In later versions of iMovie, many of the tools I like to use were removed to make it more user-friendly to amateur video editors.

I was just about ready to throw in the towel and spend \$39 for the converter when I decided to do one last search online for alternatives. Sure enough, I found several folks around the world facing the same dilemma. A recent post indicated that the latest (9.3) version of Handbrake would convert m2ts files to AVI. AVI is a file format commonly used on PCs. If you use a Flip cam-

corder, you're probably familiar with AVI files.

A little about Handbrake. Handbrake is an open source (translated "free") application used to convert files from one format to another. It's often used to convert files from DVDs into formats that can be used on an iPod or MP3 player. Fortunately for me, Handbrake 9.3 converts

Apparently, Charles and I aren't the only newspaper techies who have faced this dilemma. And like so many times before, I learned that my problem could be solved without spending a dime.

m2ts files to AVI.

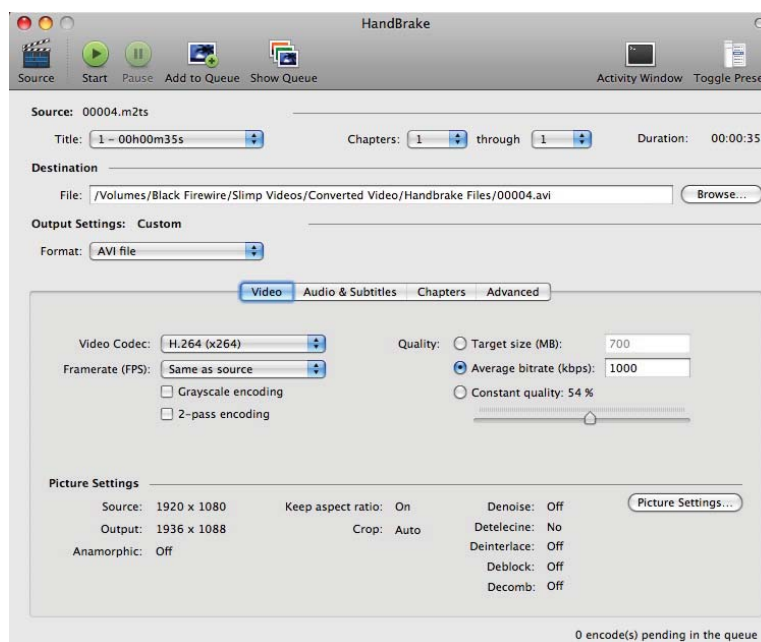
I faced one last obstacle. Quicktime doesn't play AVI video without a little help. Basically this means iMovie wouldn't play the AVI videos. There are several free utilities which can be installed to give Quicktime AVI compatibility. I've found Perian to be dependable in the past, so I downloaded the install file from perian.org and within a couple of minutes was able to import and view the AVI files in iMovie. Once that was done, I could use the videos like I would any other Quicktime video in iMovie.

Apparently, Charles and I aren't the only newspaper techies who have faced this dilemma. And like so many times before, I learned that my problem could be solved without spending a dime. It just took a little (OK, maybe a lot) of investigation.

You may be asking yourself, "Why did Kevin buy a Blu-ray camcorder instead of a HD camcorder with a hard drive?"

I'll answer that in a future column titled, "Paying more attention to the fine print when purchasing a camcorder."

For more information on Handbrake, visit handbrake.fr. Perian can be downloaded from perian.org.



KPA lands national headquarters of KVUSA

Every vote counts. Just ask U.S. Sen. Norm Coleman, R-Minn., in his fight to keep his seat from the apparent winner, comedian-politician Al Franken.

Approximately 300 votes separate the two in a race that is still undecided from last November.

Now, the Kansas Press Association will have a hand in teaching kids nationwide that every vote counts.



Tom Throne

It was a proud moment last month when KPA assumed the management of Kids Voting USA. Our offices in Topeka will be the headquarters of the day-to-day operations of KVUSA. We've managed the Kids Voting Kansas program

since 2002.

The diligent work of Kids Voting Kansas past executive director Emily Bradbury and current executive director Rachel Willis laid the groundwork for the KPA to manage the Kids Voting USA program.

Congratulations to Rachel, who will be serving as the national executive director of Kids Voting USA. We are currently searching for a director for the Kansas program.

I was lucky enough to be there along with Secretary of State Ron Thornburgh, Topeka Mayor Bill Bunten and others for the announcement. In addition, members of the Kids Voting Kansas board of directors were in attendance.

Thornburgh emphasized the importance of kids gaining an understanding of voting early on in life.

Using a dozen or so students from Indian Hills Elementary in Topeka, Thornburgh illustrated the importance of exercising the right to vote.

He told the students they were going to vote on which pizza to eat for lunch — either a broccoli and cauliflower pizza or pepperoni pizza.

He immediately had half of the kids sit down, explaining that they had failed to register to vote.

Of the remaining half, three had to sit down because they chose not to go to the polls to vote. One student voted for pepperoni and the remaining two students, he said, voted to have broccoli and cauliflower pizza. He asked students how they felt having two students out of the dozen chose what they all would eat.

He cited that example because that is how we vote in America — a substantial majority of Americans are either not registered or fail to vote, even though there are important votes to cast. Now they get to eat a pizza they may not like.

That excellent example really hit home.

That's why it's important we should take our kids to the voting booth when they are young so they can get to see the importance of voting. Children who go to the voting booth with their parents are more likely to vote later in life.

We took our daughter with us when we voted and I'm happy to say she and her husband exercise their right to vote.

That's where KVUSA comes in. Now boasting 52 affiliates in 26 states, the KVUSA program has seen more than 1.8 million students go to polls in the 2008

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election and several million more participate in classroom activities on civic education.

In addition to school programs throughout the state last year, the KPA also had a Kids Voting booth at the Kansas State Fair. My wife, Pam, and I spent a day last fall working that booth and we had a great time watching the kids vote. It was interesting to see their interaction with siblings and friends as well as their parents as the kids cast their electronic ballot.

KVUSA was started in 1988 by three Arizona businessmen, who learned the importance of voting on a fishing trip to Costa Rica. They discovered the Costa Rican voter turnout usually hit the 90 percent mark because parents took their kids voting with them.

The three started a school-based pilot program in a Phoenix suburb and a national program was started in 1992.

The rest is history.

If your school district doesn't have a Kids Voting program, you should encourage them to contact the KVUSA and Kids Voting Kansas office.

You now know where it is.

Tom Throne is president of the Kansas Press Association for 2009-10.

NEWSMAKERS

Joe Warren is the new publisher of the Atchison Globe. He previously was managing editor.

Warren, 30, is a New Mexico State University journalism graduate.

James Carlson of the Topeka Capital-Journal is the 2009 recipient of the Mental Health of America Media Award.

Carlson was cited for his narrative series on Olympic hockey player Bob Owen and his battle with mental illness.

The award will be presented June 13 in Washington, D.C.

Community papers weathering the storm

Community newspaper companies participating in a Suburban Newspapers of America (SNA)/National Newspaper Association (NNA) survey are doing a better job of weathering the nation's economy.

In fact, a majority reported no staff reductions and the launch of new products in the past year.

The reporting group's total advertising revenue declined 18.7 percent in the first quarter of 2009.

While greater than in past quarters, the numbers are considerably better than the industry-wide drop of 28.28 percent in

total advertising expenditures for the first quarter of 2009 as reported by the Newspaper Association of America (NAA).

The group of 46 newspaper companies, with a total circulation of 17.6 million, cited the bad economy and specifically the impact on real estate and automotive advertising as reasons for the decline.

"The good news is that retail and preprint revenues did not experience major declines and in fact, were up categories for some in the reporting group," said SNA President Nancy Lane.

Contact her at nancy.lane@suburbannews.org for details.

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Wyandotte County weeklies sold to CentraMart subsidiary

Three weekly newspapers and other periodicals serving Wyandotte County were sold this week by Kansas Colloquies, Inc. (KCI), to a subsidiary of CentraMart Services LLC, a national newspaper services.

The newspapers include the Wyandotte West, the Piper Press, KC Ease, their associated Web sites and other mastheads and titles.



Richard Ward

“Wyandotte County is one of the fastest growing areas of the KC metro,” emphasized Richard Ward, CentraMart’s CEO, “it’s a progressive, vibrant area, dotted with great businesses, good neighborhoods, schools and a strong sense of community.

Our company motto is ‘Connecting Communities’ and we look forward to being involved, proactive community supporters.”

“The environment for community publishing at the moment is more challenging than it has ever been,” said Tonda Rush, KCI president. “The newspaper business has changed at its roots. Community newspapers face less daunting circumstances than the larger daily papers. ... We are pleased to have found in CentraMart an experienced and innovative owner for our publications. They are deeply committed to revitalizing community newspapers.”

A dozen publications in the KC metro currently use CentraMart’s SmartSITE award-winning web applications.

“The Wyandotte acquisition allows us

to launch our Web2Web business strategy for community newspapers.” Ward noted. Web2Web is CentraMart’s descriptive term for successfully combining the power of print (traditionally from web presses) with the interactive nature of the Internet’s Web.

“We don’t subscribe to the common opinion that newspapers are dead,” Ward said. “Community newspapers can be winners and we’re backing that belief with this investment. Several metro dailies are struggling for survival. Community papers, however, have the opportunity to reinvent themselves and survive and prosper.”

CentraMart, the eCommerce member service of the National Newspaper Association, recently formed a subsidiary, Providence Publishing LLC, to manage, joint venture or acquire community newspapers.

“We prefer to work with existing community publishers as a service partner within CentraMart,” Ward noted, “but where opportunities exist to strengthen that network, particularly in metro areas, we are prepared to step up and fill the gaps in audience aggregation with our own publications.”

“When we began our partnership with CentraMart several years ago, we were all a bit unsure where the future opportunities would be,” said Brian Steffens, executive director of the National Newspaper Association. “Through careful, but steady evaluation of the marketplace and our member needs, we now have a business strategy that we believe will benefit our members and the communities they serve. Change is never easy, but to adapt and survive in today’s economy and continuous digital evolution, newspapers will have to

Office to be closed for staff retreat

The Kansas Press Association office will be closed most of Friday, June 12, so the staff can participate in a retreat.

“As the industry attempts to change with the times, KPA has to be just as nimble and adjust as well,” said Doug Anstaett, KPA executive director. “This gives the staff a chance to discuss issues, brainstorm new ideas and do it in a setting that is away from telephones and other distractions.”

Once the staff completes its retreat, suggestions for improvements will be compiled and forwarded to the KPA board for consideration.

Then, at its August board meeting, the KPA’s governing body will take a look at staff recommendations and see how those coincide with the board’s ideas for future direction of the organization.

MARKETPLACE

ADVERTISING OPENINGS

Advertising Director: Lake Media – Located in the vacation destination; Lake of the Ozarks of Missouri – is a group of diverse publications that serve the Lake of the Ozarks area. We are seeking an experienced, innovative, high-energy professional to lead our advertising department. This key management-team position is responsible for leading the sales efforts of our many publications. These publications include a small daily newspaper and three free weeklies. Lake media is also comprised of a lifestyle magazine, real estate magazine, vacation magazine, boat publication, various special sections and an internet site. We're looking for a proven leader with a track record of achieving revenue targets while effectively managing expenses and people. Responsibilities of this position include developing and motivating our retail, classified and telemarketing staff that include veterans and relative newcomers. The advertising director oversees all sales functions and works closely with the publisher and all other department heads. Our advertising director must be an innovative thinker experienced in creating new revenue streams and implementing successful strategies, and have the ability to motivate and empower a sales team to do the same. Excellent time management, organizational, and communication skills are a must. Qualified candidates will have advertising management experience, strong organizational skills, creativity in developing sales promotions and excellent interpersonal and customer service skills. Interested individuals should send a resume to: Publisher John Tucker, Lake Sun, 918 N State, HWY 5, Camdenton, MO 65020. No phone calls please.

Strategic Marketing & Multi-Media Sales Consultant — We are looking for a self-motivated, energetic professional with a “can-do” attitude who works well in a team environment. If this interests you, we have an exciting opportunity for you. This position is accountable for meeting and exceeding revenue goals by providing consultative services to clients through the development of strategic marketing plans. You will lead the effort to gain new business by demonstrating The Ottawa Herald's ability to meet the advertising and marketing needs of local and area businesses through effective print and web-based advertising. We reward our sales force with a compensation plan that includes salary, commissions and bonuses.

Benefits include health and dental insurance, vacation and a 401(K) retirement plan. Excellent presentation and communication skills are required. Two-to-five years of outside sales and/or marketing experience a must in order to be considered. Newspaper, television, radio, or digital media sales experience is a definite plus. Qualified candidates will have a working knowledge of the internet, computer applications such as Word and Excel (typing at least 45 wpm), excellent phone and people skills and excellent organizational skills. Valid KS driver's license, good driving record, reliable vehicle and proof of valid auto insurance also are required. Send resume, including salary requirements, to The Ottawa Herald, Inc., Attn: Advertising & Online Services Director, 104 S. Cedar St., Ottawa, KS 66067; or e-mail to jtaylor@ottawaherald.com. For more information on The Ottawa Herald, Inc., click here.

The Arkansas City Traveler is accepting applications for an Advertising Director. The successful candidate will have the opportunity to direct an experienced team of three outside advertising salespeople and one classified salesperson, each of whom assists clients in developing budgets and marketing strategies for our print and online editions. Responsibilities and duties include, but are not limited to: Meet and exceed a set monthly revenue budget; Motivate, supervise and train the sales staff; Keep abreast of current market trends; Set monthly goals for sales staff; Prepare monthly promotions. If you are responsible, enjoy people and welcome the opportunity to express your creativity, this may be the position for you. Health benefits and profit sharing available. EOE. Please send a resume to Arkansas City Traveler, Attn: David Allen Seaton 200 E. 5th Ave., Arkansas City, Kansas 67005 or e-mail daseaton@arkcity.net

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NEWS OPENINGS

Here's your chance to use all of your skills for a small Kansas daily newspaper. We're looking for a reporter with the skills to be a jack of all trades. You'll be working a beat, copy editing for fellow reporters and laying out some pages. The ideal candidate will be someone who follows the stories rather than the clock. We're looking for someone who recognizes news, understands the need to hustle to beat local and area competition and is willing to step in wherever needed. A degree in journalism is preferred, but solid work experience will be considered, too. Additional skills, like multimedia and photography, are beneficial. Evaluations of applicants begins immediately. If interested, respond by e-mail to Box EB22 at ebradbury@kspress.com.

Six-day daily in south-central Kansas trying to strengthen its Web presence seeks a solid journalist. We need someone to focus on photography and video but also write stories, lay out pages and react to breaking news when needed. Most duties involve photography and video, but a variety of skills are required. Please send resume or inquiries to James Jordan, news@arkcity.net, 200 E. Fifth Avenue, Arkansas City, KS 67005 (620) 442-4200 ext. 121. EOE.

GateHouse Media is looking for aggressive circulation managers to fill openings in several of our Midwest newspaper properties. We are a nation-wide company with over 250 properties coast-to-coast. We offer full time positions and a full slate of benefits to qualified individuals. Send resume and references to Gary Mehl, Regional Manager, GateHouse Media, Inc., P.O. Box 926, McPherson, KS 67460.

NEWSPAPER FOR SALE

Shopper in thriving Lawrence Kansas for sale. Owned and operated by same family for 32 years as a home based business. The paper has a loyal readership with 10,000 copies distributed every Thursday to 100+ locations in Lawrence and 10 surrounding communities. Currently running approximately 600 display inches per week and approximately 600 classified ad inches per week. For more information, please write to: Shopper, Box 1148, Lawrence, Kansas 66044.

Management contracts help stabilize KPA's revenue

You might get the impression from reading this month's Kansas Publisher that we've got "Kids Voting USA" on the brain and that we're somehow abandoning the newspaper business.

Nothing could be further from the truth.

Actually, what the management contract with Kids Voting USA allows us to do is to create a new revenue stream that will be quite beneficial to members of the Kansas Press Association.



Doug Anstaett

That \$60,000 annual revenue stream will allow us flexibility on the services we provide to our members.

While Rachel Willis, KPA's education director, will be

quite busy with her new responsibilities as executive director of Kids Voting USA, she is still an employee of KPA and will still devote part of her time — as she does now — to setting up educational seminars for KPA members. As with all other KPA employees, she will be available to help with the annual convention, the mini-convention and any other tasks that need her assistance.

In addition, KPA will be hiring a 20-hour per week employee soon to coordinate the Kids Voting Kansas program, which we have managed since 2002.

That management contract brings us another \$26,200 each year, so our two management contracts bring in \$86,200

a year, about equal to what we collect in KPA membership dues each year.

Of course, we would not be able to provide management services to other organizations if we were in tight quarters here at KPA.

When the leaders of our association decided to abandon downtown in favor of a more accessible location back in the 1980s, they may not have known just how prescient they were.

This building at 5423 S.W. 7th St. in Topeka was solidly built in 1987 and has been meticulously maintained through the years.

When the building was erected, KPA still owned its own clipping bureau, which took up a large room on the first floor. KPA sold the clipping bureau to Geotel in 1999. The last payment to KPA on that contract will be made in December.

Now, we have more than enough space to take on various other tasks that can increase our revenue and at the same time allow us to continue to serve the KPA membership, our first priority.

It also allows us to avoid coming back to member newspapers each year for dues increases, higher fees for seminars and conventions or higher commissions on advertising sales.

As I said on Page 3, another advantage of this arrangement is our ongoing good

relationship with the Kansas Secretary of State's Office and the fact that we have much experience on the KPA staff with Kids Voting programs in Emily Bradbury and Rachel Willis, both former executive directors of Kids Voting Kansas.

They are both enthusiastic about this new relationship and Kids Voting USA is pleased as well.

We just learned today that Diana Carlin, a member of both the Kids Voting USA and Kids Voting Kansas boards of directors, will become the new chairperson of Kids Voting USA.

That will give us a local contact for immediate feedback and advice as we consider strategies for the future of those two organizations.

When we were discussing the possibility of seeking the management contract with KVUSA, I asked both Emily and Rachel to make sure whatever arrangement we made was beneficial to KPA.

"Be careful what you wish for?" I remember saying to them. "Make sure that if we get this contract, we won't end up with buyer's remorse."

They made sure that the contract was written in the best interests of KPA.

I thank them for that.

Doug Anstaett is executive editor of the Kansas Press Association.

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Pumarlo

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group — promoting an event or covering an event. Keep in mind that newspapers have limited resources to cover all events. And, in many cases, activities are static and do not lend themselves to a story or photo — for example, a booth at a shopping mall publicizing American Heart Association Month.

- Don't forget that proclamations often provide an opportunity for revenue, too, by soliciting ads to sponsor a page recognizing the contributions of a local group.

The premise for setting policy should not be interpreted as a way to avoid publicizing proclamations. Some proclamations admittedly deserve attention, especially if they are observed communitywide.

National Volunteer Recognition Week, complete with honoring a city's top volunteer, is an example.

And, as noted previously, proclamations might provide a singular opportunity to promote the contributions of a group that otherwise go unmentioned. Editors and reporters certainly should not dismiss proclamations out of hand. Instead, they should seek substantive coverage.

It's become commonplace for organizations to issue proclamations solely as a public relations tool. Newspapers must be aware that if they publish one proclamation, other groups will seek similar treatment.

Contributions of community groups are important to local quality of life. Their work should be recognized and publicized. How newspapers do this should be clearly communicated to groups in order to avoid hard feelings and misunderstanding.

As for the 40 reasons — and more — of why newspapers should not routinely publish proclamations? The secretary of state's Web site in Minnesota — my home state — identifies 40 proclamations for June alone. The declarations range from Former Prisoners of War Day and Cheerful Givers Day to Food Allergy Awareness Week and Sexual Assault Awareness Month to Workers Memorial Day and Teen Pregnancy Awareness Month. And June Dairy Month did not even make the list.

Jim Pumarlo writes, speaks and provides training on *Community Newsroom Success Strategies*. He is author of "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper."

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