

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

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KPA CALENDAR

OCT. 18

Western Kansas Mini-Convention, Hays.

DEC. 15

The birthday of the U.S. Bill of Rights.

MAY 3-4, 2013

The Kansas Press Association annual convention, Topeka.

Call KPA toll-free

The Kansas Press Association added a toll-free number for member use several months ago.

Are you using it? The number is (855) 572-1863.



Concertgoers take in the 2012 Symphony in the Flint Hills Saturday near Bushong. The late Les Anderson championed an annual media project

at the symphony for students at Wichita State University. His assistant, Amy DeVault, decided to continue the annual class project.

WSU continues Symphony coverage

By Kristin Baker and Amy DeVault, Elliott School, WSU

When organizers were planning the first Symphony in the Flint Hills, the Kansas City Symphony agreed to play, but the group's leaders were skeptical. Who would want to come to a symphony concert in a pasture?

For the seventh year in a row, the event sold all of its 5,000

general admission tickets, and at the Symphony in the Flint Hills Saturday, people experienced the Flint Hills in Leet Pasture, just west of the tiny town of Bushong.

Attendees walked trails and enjoyed Flint Hills-related art. Some ate barbecue. Others had packed their own picnics. The afternoon was filled with covered-wagon rides and educa-

tional presentations about ranching, conservation, local heritage and the tallgrass prairie.

Brandon Cole, Symphony in the Flint Hills event coordinator, said he hopes no one leaves without a greater appreciation for the land and its history. Much of the remaining 3 percent of what was once millions of acres

See CONCERT on Page 4

Petitions seek reversal on Valassis rate decision

Letters including 223 petition signatures and other information have been sent to the U.S. postmaster general and the six members of Congress from Kansas opposing

special rates for Valassis, a pre-print competitor to newspapers.

Emily Bradbury, director of member services for the Kansas Press Association, sent the package of information last week

along with a letter from KPA Executive Director Doug Anstaett detailing how a decision to give direct mail rate breaks to Valassis would harm our industry.

See PETITION on Page 8

So, does Newhouse decision signal ‘beginning of the end?’ Hogwash!

The news in New Orleans, Birmingham, Mobile and Huntsville that Newhouse was converting its daily papers in those cities to three day a week publications made front page news across America last month.

Rumors began to spread as incoming publisher Ricky Mathews came to New Orleans in mid May and held off-site meetings with some, but not all of the Times-Picayune executives.

It wasn't long before the staffs of the Newhouse papers in Birmingham, Mobile and Huntsville were hearing bad news of their own.

I'll be honest. When I read the news, I was more mad than sad. I realized there was no reason to convert those newspapers from dailies. The more I thought about it, the more worked up I became.

Rob Nelson worked at The Times-Picayune for seven years before taking his place at ABC World News Now. On May 30, he talked about the upcoming cutbacks at the paper, slamming the Newhouse “corporate bean counters” as he got more and more wound up about the fate of the paper.

Within 24 hours of the Newhouse announcements, I started receiving phone calls from all over the country. Some of our nation's top business leaders were concerned about how the closing of successful daily newspapers would effect the business climates in their communities.

Before I knew it, I was staying up overnight, creating plans and strategies for groups who were willing to put their muscle, and money, into “fixing” what Newhouse had done in some of these cities.

I was quite amazed at what was happening behind the scenes, far away from

the press and media. I was even more stunned that I was a participant in what was happening.

You know what makes me maddest of all? Because one company made a decision to do something so irrational, there will be “industry experts” who start clamoring that this is the beginning of the end. The dominoes will start to fall. You can bet they'll be saying that before you know it, the dailies across the city will fall.

Hogwash.

One company made a decision to do this. And many will decry it as the “death of newspapers.”

Here's what I want to know. In the near future, when new daily papers rise up in these cities, will we hear that the industry is resurrected? Probably not. Everybody likes the bad news.

The day the news first broke about New Orleans, I wrote on my blog that “if this happened in my town, I guarantee you that I'd have a group together tomorrow to start a new daily.”

I figured there had to be people in those cities who felt the same way. And I was right.

Keep your eyes on New Orleans, Birmingham, Huntsville and Mobile. And no, I haven't forgotten the Newhouse papers in Michigan which suffered the same fate earlier.

My guess is that you'll see daily papers in at least two of the southern cities before too long.

And I'll be very surprised if dailies don't rise up in all four before the smoke clears.

Kevin Slimp is a speaker and trainer in the newspaper industry. He can be reached at kevin@kevinslimp.com.



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THIS MONTH'S QUESTION

Q. Is KPA going to continue the Western Kansas Mini-Convention?

A. We plan to be in Hays again this year. Our headliner for 2012 is Russell Viers, one of the nation's top experts in all things Adobe, such as PhotoShop and InDesign. We've signed up Russell for a package deal. He'll also be providing workshops at the 2013 annual convention in Topeka. We'll have more information on the mini-convention in a few weeks, but you can mark your calendars for Oct. 18.

Make sure your readers don't ignore the message

"I believe it's important to talk in terms of a prospect's interests," Tim told me. "So I'm always looking for ways to translate the principles of advertising into examples that my advertisers can easily understand. Sometimes it's a matter of using something from an advertiser's business or hobby. Just look at it from their perspective.

"One time, I was working with a jewelry store owner who was waffling on what to do with his advertising IF he decided to run in my paper. During one of our meetings, I mentioned that I had done some research on the Four-C diamond grading system – and asked him if he would like to see how that related to newspaper advertising. He readily agreed, because after all, that concept was directly related to his business. Then I talked about each one of the four – Carat, Clarity, Cut and Color – in terms of advertising."

Here's how Tim translated diamonds to ads:

Carat: Tim started by saying it was his understanding that the value of a diamond starts with size. The bigger the

stone, the greater the value. "He told me that, yes, carat is a key consideration," Tim said. "That opened the door for me to talk about the 'size' of an ad campaign – number of ad insertions, number of column inches, etc. Without the correct campaign size, ads will lose value and get lost in the crowd."

Clarity: Tim used this concept to discuss the importance of clear communication. "Without clarity," he said, "there is no message."

If readers don't get a clearly defined idea of what an advertiser is trying to say, they will do what merchants dread the most – nothing. They will ignore the message. Ask consumers about the new widget that advertiser sells, and they'll say, "Never heard of it."

Tim used this second C to talk about techniques of making clearly-defined offers, using clear language and writing clear headlines.

Cut: This represented ad design. "I showed him plenty of examples," he said. "We talked about ways to arrange the four basic elements of a print ad – headline, illustration, body copy and logo.

And we looked at different approaches to column inches. In our paper, there are a lot of combinations for a 24-inch ad – for example, 2 by 12, 3 by 8, or 4 by 6."

Color: "This is one of most misunderstood concepts in advertising," Tim said. "In most cases, less is more. In a black and white environment, it doesn't take much color to make an ad jump off the page. But a lot of advertisers remind

me of that old Lay's Potato Chips commercial – 'Betcha can't eat just one.' Once they decide to run color, they go overboard."

A little color is better than a lot. There's no need for a purple headline, a yellow background, green body copy, a

blue logo, and a red border.

Tim said this sales approach worked like a charm with the jewelry store owner. In fact, you could say it was a gem of an idea.

John Foust can be contacted about his training videos for ad departments at jfoust@mindspring.com.

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John Foust

If readers don't get a clearly defined idea of what an advertiser is trying to say, they will do what merchants dread the most – nothing. They will ignore the message.

NEWS BRIEFS

KORA/KOMA training sessions set for July 16 -20

Kansas Press Association, the Kansas Sunshine Coalition for Open Government and the Kansas Attorney General's Office are again co-sponsoring open government training sessions this summer.

The sessions will be led by Assistant Attorney General Lisa Mendoza. Her explanations of KORA and KOMA will be followed by panel discussions including representatives of KPA, newspapers, county legal officials and others.

Sessions scheduled include: July 16, Hutchinson; July 17, Dodge City; July 19, Iola; and July 20, Leavenworth and Topeka.

"We encourage newspapers to send their editors and reporters to these events," said Doug Anstaett, KPA executive director.

Kansas Hall of Fame to induct William Allen White

Kansas' most famous journalist, William Allen White, will be inducted into the Kansas Hall of Fame at a ceremony on Friday, June 15, in Topeka.

White will be joined in the Hall's Class of 2012 by actor Ed Asner; former Sen. Nancy Landon Kassebaum Baker; the late Alfred M. Landon, former governor and presidential candidate in 1936; George Washington Carver, botanist and inventor; Cyrus K. Holliday, entrepreneur; and the Atchison, Topeka and Santa Fe Railway.

Master of Ceremonies will be PBS journalist Jim Lehrer.

The initial class of laureates in 2011 included President Dwight D. Eisenhower, Vice President Charles Curtis, Sen. Bob Dole, Gen. Richard B. Myers, Dan and Frank Carney (founders of Pizza Hut), Amelia Earhart and Marshall Matt Dillon (played by actor James Arness on "Gunsmoke.")

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Concert

Continued from Page 1

of tallgrass prairie lies in Kansas, and Cole said too few people realize it.

“We have this diamond in the rough that people are unaware of,” he said. “This event is an opportunity for them to learn about all the grasses and what makes this place really special, and go tell other people about it.”

Attendees ranged from first-timers who were in awe of what they experienced to donors who have attended each of the seven events. John Freeman, a symphony patron from Merriam, said he comes back both to appreciate history and to enjoy himself.

“To see what it looked like from the 1700s and before and being around friends is what it’s all about,” Freeman said.

Edee Gail said she traveled all the way from Golden, Colo., to admire the power of nature.

“This event is important to understanding the serenity of the planet and the mysticality of the Flint Hills,” Gail said.

More than 750 volunteers helped make the event possible, and in turn they received a free ticket to the concert. Paul Phares, 75, from Garnett, volunteered at the symphony for the first time Saturday. Minutes before

the concert started, he said he was having the time of his life.

“It was on the bucket list,” he said. “The wife didn’t think she wanted to try to make it, so I came by myself. It’s been amazing so far.”

Jake Vail, of Lawrence, has volunteered at the event every year. He noted the surreal experience of listening to a symphony perform in a natural setting.

“You don’t often get the chance to listen to a concert outdoors, and the fact that this event is out in the Flint Hills is even better,” Vail said. “After the busy-ness of the day with the carts driving around and the bustle of the people, the concert starts and sun sets and the night hawks come out, and it’s a neat experience.”

Vail said he attends each year because he believes in

the event’s mission of preserving the natural resource of the Flint Hills.

As people found their seats in the natural tallgrass amphitheater, the beauty of the lush green hills became not simply the backdrop but an integral piece of the concert experience.

“The whole time (the orchestra) is playing, I think of all the years I’ve lived in the Flint Hills raising my children,” said attendee Lindy Rubash of Humboldt.

Denise Deckert of Pawnee Rock said she and her husband, Warren, come back each year because the connection between the

music and the land is moving.

“It’s a totally different experience from seeing the symphony in Kansas City,” Deckert said. “It brings tears to my eyes every time. It’s just this amazing combination of nature and music.”

Steve Jarvi, associate conductor of the symphony, has conducted the past four concerts, and he said this event has taught him about the spirit of Kansans.

“I’ve learned about the independent and free-thinking spirit that they have,” he said. “I am equal parts overwhelmed by the space and the people that so ambitiously preserve that space.”

Site architect Tom Nelson, of Kansas City, stopped working at noon Saturday so he could appreciate the beauty of the event in the space he helped to prepare.

“Preservation is a big concern of the Symphony in the Flint Hills organization,” Nelson said. “What the Symphony in the Flint Hills is about is the Flint Hills – to appreciate this place and make people aware of the uniqueness of it.”

Emily Hunter Connell, executive director of Symphony in the Flint Hills, said she hopes what the volunteers and attendees take away is a new appreciation for the importance of preserving the Flint Hills and tallgrass prairie.

“The beauty of the Flint Hills is priceless and exists nowhere else in the world but here,” she said.

Contributing: Alex Poston, Susan Gray and Flint Hills Media Project staff. To see more of the students’ stories, photos and video, visit www.flinthillsmediaproject.com.



As the setup for Saturday’s Symphony in the Flint Hills continued in the background near Bushong, this couple took advantage of their early arrival to catch up on their newspaper reading. Below, one of the fiddlers entertains the crowd. Some of the equipment used by the students was underwritten by a \$2,100 grant in 2011 from the Kansas Newspaper Foundation. (Photos courtesy of Wichita State University student media)

JOB OPENINGS/FOR SALE

MANAGEMENT

GENERAL MANAGER — An innovative, progressive company is looking for an experienced executive to lead its multimedia publishing efforts in beautiful, but competitive NW Missouri. Only candidates with a passion for success need apply for this daily newspaper job in a region served by two NCAA D-II universities just north of Kansas City. The successful candidate will be able to demonstrate a track record of revenue goal attainment, overcoming challenges and enhanced digital advertising growth. Our organization reaches about 10 million people nationwide each week through nearly 500 community publications and more than 250 related websites. To apply for this position or other future openings in the Midwest: email Western HR@gatehousemedia.com.

NEWS

SPORTS WRITER for the Beloit Call, a three day publication located in Beloit, KS. Duties also will include some general assignment reporting, photography and page layout. The right person could move up to the managing editor position in less than two years. Send resume and clips to jbrad@nckcn.com or to Brad Lowell, Blade-Empire, Box 308, Concordia, KS 66901.

Applications are now being taken for a **GENERAL ASSIGNMENT REPORTER** by the Winfield Daily Courier. The individual should be a self-starter. He or she would cover assigned stories and be expected to come up with original story ideas. Some beat reporting would be involved. Pagination skills are desirable, as is a willingness to learn various newsroom jobs over time. Knowledge of agriculture is desirable, as is an interest in business and industry. The position is expected to open this summer. It will require 40 hours of work a week for compensation to be negotiated. The reporter is expected to live in Winfield or the immediate area. This is a great opportunity for a young journalist to hone his or her reporting skills at a community newspaper, in a town of 12,400 with a small college. For further information please contact: Roy Graber, Managing Editor, The Winfield Daily Courier, 201 E. Ninth Ave., Winfield, KS 67156 or e-mail: courier@winfieldcourier.com

VICE PRESIDENT FOR AUDIENCE for the Topeka Capital Journal. This new position will be charged with developing audience, both digital and print, with emphasis on digital. Our goal is "To become and remain the dominant convener and server of community audiences. This will be done by meeting the news, journalism, information, discussion, discovery and interaction needs of our communities. In this process, we will provide unparalleled and diverse opportunity, reach and frequency for commercial communication." This senior level position will report to the Publisher. Qualifications: 2-3 years digital,

marketing, and news experience preferred. College degree preferred. If you are ready to make the commitment to "digital first," this opportunity is for you. Chance to let your mind go and create and try new things to get "eyes on our site". Please send cover letter and resume to: HR@cjonline.com.

PHOTOGRAPHER/VIDEOGRAPHER

— The Garden City Telegram is seeking an enthusiastic and creative photographer/videographer who can help us continue our tradition of strong print photography and enhance our online multimedia presence. Job duties would include producing news, sports and feature photography for both print and online editions, as well as video, slideshows and audio slideshows for our website. Other primary duties would include photo and video editing and uploading photos and videos to the newspaper's website. The ideal candidate will be just as comfortable shooting video as they are still photos, and also capable of picking up a pen and notebook and covering a news story or feature on occasion, as there is the possibility of some writing with this position. Work shifts will vary and could include some day, evening and weekend hours, so flexibility is a must. Knowledge of Nikon camera equipment preferable as we use Nikon D300s. Extensive knowledge of Photoshop and photo editing, as well as Final Cut and video editing, also preferred. Experience at a daily newspaper preferred, but recent college graduates will be considered. To apply, send resume, cover letter and work samples to: Brett Riggs, managing editor, The Garden City Telegram, 310 N. Seventh St., Garden City, KS 67846. For more information or to express interest in the position, send e-mail to: riggs@gctelegram.com

REPORTER at small weekly newspaper group in the Wichita area. Entry-level position. Duties will include general assignment, feature and sports reporting, photography and editing. Layout skills are helpful, preferably in InDesign. Send resume and 3-5 clips to prhodes@tsnews.com or to Times-Sentinel Newspapers, PO Box 544, Cheney, KS 67025. Call 316-540-0500 for more information and ask for Paul or Travis.

PRODUCTION

EXPERIENCED PRESS MANAGER — A small Central Kansas web printer is seeking a manager to oversee printing operations. Responsibilities include: coordinating inventory purchases, completing operational paperwork, managing production process and staff, equipment maintenance, controlling quality and cost, and assisting in the overall success of our operation. Good mechanical skills required and press operation supervisory experience preferred. Preference will be given to qualified candidates with cost management and post-press experience. E-mail resumes and letters of interest to danstaett@kspress.com.

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.

NEWSPAPERS FOR SALE

For Sale — The St. Marys Star, founded in 1884, printed Wednesdays and only newspaper in county with website, www.themstar.com. Circulation 1,375+. Big community supporter and official paper for St. Marys, Emmett, Willard and Delia, St. Mary's Academy and Kaw Valley USD 321. Building not included, but computer equipment supports electronic delivery to printer. Above average cash flow. Expansion potential obtainable or good add-on acquisition. E-mail owner at ranaetetlow@gmail.com.

A well-respected northwest Kansas weekly newspaper is for sale. The business has been in existence since 1992 and has a subscription list of 2,001. It is the legal publication for the City of Atwood and Rawlins County and is an integral part of the community with a loyal customer base. Atwood is a progressive community with a golf course, good school system, new hospital, new swimming pool and new water system. The sale includes inventory: computers, software, networking, an office building constructed in 1997. Call Mary Holle 785-322-5533 for more information.

Two hundred-year-old weeklies in Sumner County for sale. Owner is moving out of state. The Belle Plaine News (legal publication for city, county 2012 year, school, several TWP's) and The Oxford Register (legal publication for city, school, several TWP's). Steady subs and advertising. No cash flow problems. Comes with computers, software, archives, other big and small equipment. Mac-based office. Small towns, farm communities. Serious inquiries only. Phone owner at home, 620-488-3695 after 5 p.m.

MISCELLANEOUS FOR SALE

FOR SALE — Harris V15A offset web press, 4 continuous flow meter rollers for Harris V15A offset web press (new). 8 rubber rollers, 2 7/8-inch and 3-inch, for Harris V15A offset web press (new). 8 unopened pkg. Southern Litho press plates (50 per pkg), FujiFilm Kata-na Image Setter with Harlequin RIP (computer to film). Miscellaneous printing products. Inquire at Marysville Advocate, 785-562-2317, skessinger@marysvilleonline.net.

DO YOU HAVE SOMETHING TO SELL?

Then you should use the KPA's Marketplace. KPA members get the first 35 words free. After that, additional words are just \$1 each.

Calling all golfers: We must reclaim the Little Brown Jug

We have made an interesting discovery about golf and KPA members who play the game.

Executive Director Doug Anstaett and I recently were discussing whom to recruit to join the KPA team at the annual Kansas Farm Bureau Foundation tournament in Hutchinson at Prairie Dunes.

We tapped Gregg Ireland, newly-minted publisher of the Topeka Capital-Journal, to join our foursome. Gregg has lived in Topeka and worked at the C-J for decades under the aegis of the Morris organization and, earlier, Stauf-fer Communications. After our round at the Dunes, Gregg and I chatted about KPA's annual two-day Little Brown Jug competition with the Missouri Press Association, usually scheduled in early October.

Gregg was astonished, and enthused. He had never heard of The Little Brown Jug. The epitome of The Border War for Kansas newspapermen and women, and Gregg Ireland, for all his years in Kansas newspapering, had never, ever heard of the treasured Little Brown Jug!

This fiercest of rivalries has continued unabated since 1963, with Missouri leading the 49-year series, 25-23-1. Our Kansas team, under the leadership of yours truly (the team captain) has narrowed this gap in recent years, but we're still behind.

The 'Jug'

The treasured trophy, the symbol of conquest, is a bookshelf-sized ceramic cask—probably purchased by the Missourians from a roadside curio shop somewhere down in the Ozarks — upon which the winner of each year's contest is duly scribed. Legibly.

In earlier years, the miniature tun was filled with the losing team's moonshine, but several years ago Missouri forgot to empty the trophy. In the interest of the health and welfare of the competitors, the cask is now

empty, and glasses are simply raised in a toast following the tournament.

The Quest for the Treasured Tun

Our team is comprised of the top four medal-play qualifiers in a one-day tournament, scheduled (tentatively) this year for Friday, July 27, at the Turkey Creek Golf Club in McPherson. Skill levels of most of the field are "bogey-ish" at best. Last year we qualified at Firekeeper in Mayetta and the winning scores were horrible, probably having more to do with the warm-up routine some of us undertook the night before with the Prairie Band Casino's slot machines.

Our team captain felt we had the leg up on our counterparts because he also scheduled the Little Brown Jug competition in October at the same venue.

"Local lore and knowledge of the course will give us a decided advantage," he told no one in particular.

Little did he know, however, that two of Missouri's qualifiers would drop out right before D-Day, only to be replaced by two members of the Missouri State University golf team — related to MPA members — who cleaned our collective clock. And one was a girl!

The Rallying Cry

Now you know what we're up against.

We need a team of golfers capable of bringing the Little Brown Jug back to the hallowed halls of the Kansas Press Association.

While KPA cannot cover travel expenses, greens fees or medical claims, we will furnish lunch for all

contestants.

We ask our Kansas Publisher readers to pass along to everyone in your organization this invitation to play in our qualifier at Turkey Creek on July 27. Especially the golfers.

We're looking forward to a day of great fun, camaraderie and good golf!

The Little Brown Jug competition is Sept. 27 and 28 at Excelsior Springs, Mo.

Ben Marshall is editor and publisher of the *Sterling Bulletin* and 2012-13 president of the *Kansas Press Association*.



Ben Marshall



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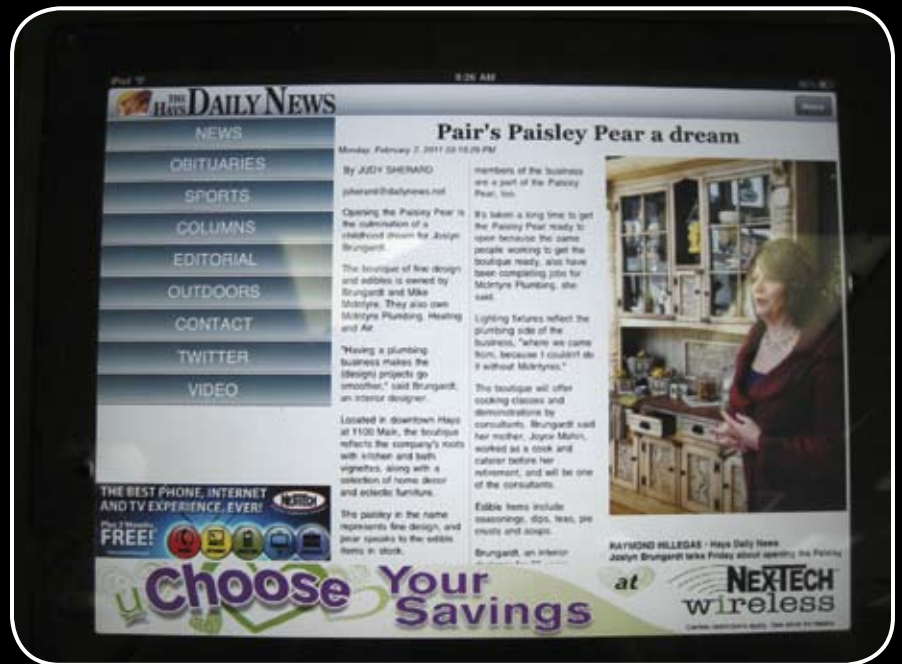
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If Buffett's a believer, maybe we should be, too!

Does Warren Buffett know something those of us who've spent our entire career in the newspaper industry don't?

Not necessarily.

I think what Buffett believes about the future of newspapers is exactly what we've been saying for years, even decades, and that is:

Those newspapers that are hyperlocal and make sure they are the No. 1 source for local news in their communities are going to be winners in the long run.

Serving your community with a strong news product, edgy editorial page and a variety of information about all things local will pay off.



Doug Anstaett

Certainly, the rise of the Internet has been disruptive.

You can't lose more than half your classified advertising lineage (auto, real estate and recruitment, to name a few) without serious ramifications to the bottom line.

But the Internet hasn't been the only challenge for newspapers in the past six years: debt also has been a huge problem.

The "newspaper industry bubble" burst in the middle of the first decade of the 21st century. What had previously been reliable profit centers suddenly became much less profitable.

Those companies that paid premiums to buy newspapers just before the downturn got punished the most severely.

If you bought a house for \$250,000 and the next day it was worth \$125,000, you could understand the situation a number of newspaper companies faced.

But, you're probably thinking, Warren Buffett is buying newspapers and companies with huge debt. What is he thinking?

He's certainly not forecasting a return to the gravy days of the past. He realizes social media and other online competitors will continue to nip away at revenues and we're not going to be able to turn back that clock, certainly not all the way.

What I think Buffett is saying is even though newspapers are struggling with change, those that adjust to the new realities while building upon their local news superiority will prosper.

Here's how he put it in an announcement to his new employees after the purchase of Media General:

"Technological change has caused us to lose primacy in various key areas, including national news, national sports, stock quotations and employment opportunities. So be it. Our job is to reign supreme in matters of local importance."

The Oracle of Omaha puts his money where he believes it has the most chance of profits for Berkshire Hathaway.

Where's he putting his money? In newspaper companies that are dominated by community dailies and non-dailies.

His bet is on the nation's small and mid-sized newspapers, which he believes are less vulnerable because they often own their local news franchise.

Community newspapers can remain strong and prosper in the future if, as Buffett advises, they own local news.

By "local news," I don't mean the huge stories that attract the TV satellite trucks and the "talking heads" to our communities.

I'm talking about the day-to-day happenings in our commu-

nities, the "bread and butter" that we've thrived upon for more than two centuries. Weddings, engagements, births, deaths, local history, chicken dinner news, local government news and calendars of events, with features about real people sprinkled in.

Warren Buffett, often called the best investor who ever lived, believes we can make it. Who are we to disagree?

Doug Anstaett is executive director of the Kansas Press Association.

What I think Buffett is saying is even though newspapers are struggling with change, those that adjust to the new realities while building upon their local news superiority will prosper.

Petition

Continued from Page 1

The KPA office had asked members last week to sign an electronic petition to be forwarded to Kansas Sens. Pat Roberts and Jerry Moran and Reps. Mike Pompeo, Lynn Jenkins, Kevin Yoder and Tim Huelskamp and Postmaster Gen. Patrick R. Donahue.

"Some of our newspapers have been customers of USPS for well over 100 years, so it is especially disconcerting that a special deal has been struck with a direct competitor. This special discount, while a bonanza for Valassis, in fact is anti-competitive and similar to kicking sand in the face of some of your best customers," said Doug Anstaett, KPA executive director.

Why did we pursue this course? Because, drawing on their deep roots in their local

communities, newspapers have been one of the staunchest supporters of the U.S. Postal Service and the important role it plays in keeping all Americans connected with their communities.

Anstaett continued: "... Preprinted inserts are a significant contributor to the revenue streams of newspapers. Those sources of revenue have been shrinking in recent years, and this is just one more blow that will end up closing newspapers, hurting small communities and expanding the lines at the unemployment office.

"We're willing to compete on a level playing field, but apparently Valassis is not. And because the USPS is in a revenue crunch of its own, it has decided to abandon one of its most important long-time customers to cater to a single client."

While we have compiled and delivered the electronic petitions, if you want to contact the parties directly, addresses are available at: <http://kspress.com/511/223-sign-electronic-petition-against-usps-move>

THIS MONTH'S KDAN, KCAN WINNERS

The following newspapers sold either KDAN or KCAN ads in May. Remember, if you sell one of these ads, which run in almost 150 Kansas newspapers, you keep half the money. A \$1,650 KDAN (2x4 display ad) nets your newspaper \$825 and a basic \$300 KCAN (classified) nets you \$150. A portion of the rest goes into rebates to participating newspapers. Contact Lori Jackson, ljackson@kspress.com, to place an ad.

- Anderson County Review: Two KDAN ads for a total of \$1,650 to the newspaper.
- Ellsworth County Independent-Reporter: One KDAN ad with \$400 to the newspaper.
- Western Kansas World: one KDAN with \$400 to the newspaper.
- GateHouse Media: 14 KCAN ads for \$2,100.
- Winfield Daily Courier: one KCAN ad with \$150 to the newspaper.