

# THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY OCT. 7, 2009

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## KPA CALENDAR

### OCT. 4-10

National Newspaper Week

### OCT. 22

Next Jeff Hansler sales webinar (See Page 3)

### OCT. 28

KPA Board Meeting, Grand Prairie Hotel, Hutchinson

### OCT. 29

KPA Ad Conference, Grand Prairie Hotel, Hutchinson

### NOV. 12

Montgomery Family Symposium, University of Kansas campus, Lawrence



Kevin Slimp speaks to a group of publishers, ad managers and designers at a conference in Saskatoon, Saskatchewan in September 2009. He will headline the 2009 KPA Ad Conference Oct. 29.

## KPA Ad Conference to feature technology, online guru Slimp

Kevin Slimp was one of the first recognized experts to speak about newspapers online. Slimp's sessions will benefit those who are online and those whose focus is on print.

A decade ago, Kevin began working with universities to make plans for training journalists of the future. The ideas of using video, blogs and podcasts on newspaper Web sites wasn't a popular concept at the time, but Slimp correctly predicted that this would be what online newspapers looked like in the future.

Slimp will be the headliner at this year's Kansas Press Association Advertising Conference Oct. 29 at the Grand Prairie Hotel in Hutchinson.

In his first session, Slimp will take a quick look at where newspapers have come over the past few years, where we are now and even discuss some of the tools we'll be using in the future.

This session is especially helpful for newspapers that are still trying to find their way in the world of online journalism. Kevin will

demonstrate tools newspapers of any size can use, as well as make recommendations for video cameras, audio equipment, streaming video services and more.

Following lunch and the annual awards luncheon, Slimp will be back with two sessions in the afternoon.

The first will focus on new technology for newspapers. Since Slimp is an internationally recognized expert on technology, you won't want to miss his recommendations for moving forward with your computer and software purchases.

The second hour will be devoted to Slimp's recommendations for those wondering where the revenue will come from on line. His "Ten Tools for Making Money Online" will provide you with ideas that will more than pay for your registration.

Slimp suggests you bring two pens, because you'll probably run out of ink taking notes.

See SLIMP on Page 3

# The future of newspapers? It's starting to get clearer

By Kevin Slimp

I'm seeing good things of late. People are starting to come out to conventions and training sessions again. Newspapers tell me they're starting to refill positions that were cut last year. There's an air of confidence in the industry, be it ever so slight, that gives me sincere hope for our future.

One of the changes I've noticed most is the dissipation of gloom that seemed to pervade our industry just a few months ago. It's like we woke from a bad dream to find that things aren't really as bad as we thought they were. Sure there have been some scary months. And there will be more to come. But I think most of us have decided we're going to be around for a while, so we might as well get things in order.

The atmosphere at recent conferences in Saskatoon and Chicago was almost - dare I say - giddy. When newspaper people gather, they're laughing again.

Six months ago, I worried whether we'd be able to attract enough attendees to hold another session of the Institute of Newspaper Technology. But October came and the session filled to capacity.

We're starting to give serious thought to questions about the future of newspapers. Maybe news won't be printed on paper in a few years, as my friend Ken Blum has stated. Then again, maybe it will. He and I can continue to fight that battle over lunch the next time we're together. The fact remains that we as an industry are finally realizing we control our own fate to a large degree, and it looks like we're ready to begin steering our own course once again.

Admittedly, I've not been immune to the feelings of gloom. As newspapers worried, conference attendance declined. Three of my booked events at conferences were cancelled this year, a first for me. Less newspapers were calling for on-site consulting and training. But just as the mood seemed to change among our papers, the phone (well, e-mail) began to

ring again. Over the past few days, several state, regional, national and even a couple of international associations have called to book sessions at conferences in 2010.

Sure, we're not out of the woods. But I see the clearing. And after the past couple of years, I'm going to allow myself to enjoy that for a while.

## Adobe Soundbooth: Professional quality audio



Kevin Slimp

At heart, I'm a print guy. Sure, I get invited to speak and write on online topics quite a bit, but it's the written word that I love ... written on paper.

However, I didn't just fall off the turnip truck and I know the importance of having a Web site that doesn't feel as if it was designed by a seventh grader.

Newspapers usually sense the importance of videos, animated ads and headlines on their sites. But they often overlook an important aspect: audio.

There are lots of ways to create audio for Web sites. If you want to get past the sound created using freeware applications or the audio programs that are built into most computers, consider Adobe Soundbooth.

I could create a list of Soundbooth features, but since most of my readers aren't professional sound engineers let me keep it simple: Audio created in Soundbooth sounds great. Whether

you're improving the sound in a video, creating a podcast or whatever, you'll feel like you're working in a professional sound studio when you hear what comes from Soundbooth.

For those audio pros out there, allow me to mention a few features:

- Recording and mixing audio clips: Record high-quality mono or stereo audio files, and work on more than one file at a time. Match the volume levels within a single clip or across multiple audio files.

- Fast audio cleanup: Use powerful, sample-accurate tools to cut, copy, paste, fade, and stretch audio assets. Intuitive

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**Kevin Slimp will headline the Kansas Press Association's Advertising Conference Oct. 29 in Hutchinson.**

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See SLIMP on Page 6

## KPA BOARD

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## Hansler webinars continue monthly

Even though some of you missed the first seminar, you can still sign up for a 12-month series of advertising sales seminars featuring Jeffrey Hansler, who received rave reviews at last year's annual convention and at the recent mini-convention in Hays.



**Jeff Hansler**

The price is \$75 per person for KPA members for access all 12 seminars.

Here's what Mary Karst of the Hays Daily News said about the first webinar: "I think the teleseminar was wonderful. The spreadsheet he sent will be helpful for my sales reps."

"Beyond Tactics" is Hansler's title for the year-long series of webinars. He will utilize a combination of a teleconference and online hookup to present the materials.

The first webinar was last Thursday and was called "Planning for Success: The Superstar Approach to Selling." Subsequent seminars are scheduled for Oct. 22; Nov. 19; Dec. 17; Jan. 28, 2010; Feb. 25, 2010; March 25, 2010; April 23, 2010; May 27, 2010; June 24, 2010; July 22, 2010, and Aug. 26, 2010.

A registration form is attached to today's Kansas Publisher.

## SLIMP

**Continued from Page 1**

Software vendors, entrepreneurs and Website hosts are always contacting Slimp, hoping he'll take a look at their products.

He will demonstrate tools — many of them free — that can be used to drive readers and advertisers to newspaper Web sites.

A registration form is attached to today's Kansas Publisher.

The fee for the entire day, including lunch, is \$65 for KPA members. For those attending only the lunch and awards presentation, the cost is \$20.

The Grand Prairie Hotel is at 1400 N. Lorraine in Hutchinson. Rooms are \$80 in the KPA room block through Oct. 14. The telephone number is 1-866-577-7527.

# Advertisers' time is sacred; don't make them wait on you

By **John Foust**

I was talking to James about his role as advertising manager. "There's a lot of truth in the old saying, 'Time is of the essence,'" he said. "I've read a lot about time management, but I learned more from the ad manager in my first sales job than I've learned from books and articles. To be honest, I learned what not to do."

James explained that his old manager had little regard for time. "He routinely accompanied new sales people on their appointments, at least for their first few weeks on the job. I remember once when we had a morning appointment at a prospective advertiser's office, which was a thirty minute drive from our office. I was ready to go 40 minutes before



**John Foust**

the appointment, figuring that would allow time to talk strategy on the way, plus get there a little early. The manager said he would be ready 'in a minute,' but we ended up leaving just 10 minutes before the appointment. He drove like a maniac all the way, and, halfway there, told me to call the prospect's receptionist on my cell phone to say we were going to be a little late. He was too focused on weaving in and out of traffic to have any kind of pre-meeting strategy. We walked in cold.

"When we sat down with the prospect, I thought the manager would apologize for being late. But he launched right into a sales pitch without a word about our

late arrival. Even though I was new in the business, it was no surprise to me that the meeting didn't result in a sale.

"It was ironic that later that day, we had a staff meeting which the manager had put on the calendar a few days earlier. A couple of people were a few minutes late, and the manager made a sarcastic remark about wasting time waiting for them. Every day was like that. His message was, 'Do as I say, not as I do.'"

James explained that he learned two lessons from his old manager:

1. Being late shows a selfish lack of respect for the other person. "Time is a precious commodity," James said. "What's more important in the long run: Taking one more phone call before leaving for an appointment, or showing other people that you value their time?"

2. Time management is about managing other people's time, as well as your own. "When we were late for that appointment, it threw our prospect's day out of whack. About halfway through the meeting, our prospect had to step out of the room to tell her next appointment that she was delayed.

There's no telling what kind of domino effect that had on that other person's schedule. And all that could have been prevented if we had been on time."

Woody Allen once said, "Seventy percent of success in life is showing up." James might add a couple of words: "Seventy percent of success in life is showing up on time."

**He was too focused on weaving in and out of traffic to have any kind of pre-meeting strategy. We walked in cold.**

**John Foust can be contacted about his training videos for ad departments at [jfoust@mindspring.com](mailto:jfoust@mindspring.com).  
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## THIS MONTH'S QUESTION

Q. I have questions occasionally about what kind of alcoholic beverage advertising we can accept. Where can I turn?

A. The Advertising Law Guide was updated just a few years ago by Mike Merriam. It can be viewed on the Kansas Press Association website at <http://www.kspress.com/view.asp?ID=25>. Since it is PDF format, the entire document or certain pages can be printed out. You can also call Mike Merriam on the Legal Hotline at 785-233-3700.



# Editors must question both pro, con forces

By **Jim Pumarlo**

**H**ow many editors have been challenged to present balanced reporting of labor disputes? It's often a predicament, as usually one side – the union – does all the talking, and the other side – the management – largely remains mum. The dynamics make it terribly difficult to give fair, ongoing coverage in what can be a weeks-long confrontation.

The circumstances are strikingly similar in what is an increasingly common story in communities of all sizes:



**Jim Pumarlo**

referendums seeking additional taxes for school operations and/or buildings.

Coverage of what occurs inside and outside classrooms is a priority at most community newspapers. So, when school boards and citizen groups seek additional funds on the theory that more money de-

livers a better education, they simply expect newspaper support, too.

And newspapers may well deliver that support – on the opinion page. But readers must be aware of the distinctive roles between an editorial endorsement and balanced news coverage of the arguments for and against higher taxes for schools.

Most newsrooms have probably witnessed this scenario:

The “Vote Yes” committee has the formal support of the

school board. Lining up right behind are the teachers, the support staff, the parent-teacher organizations, the student council, organized labor and the chamber of commerce. These groups may go toe-to-toe on some issues – for example, teacher wage negotiations. But when it comes to school referendums, they become one happy family.

The broad representation usually results in a well-financed campaign, too, including substantial advertising, numerous mailings to households, community forums and maybe even yard signs. And it all is guided by a paid consultant.

Any referendum opponents are usually dwarfed in their efforts due to a lack of resources. If they do have the ability to organize, they often are reluctant to be too visible for fear that they will be branded as anti-kids.

The circumstances notwithstanding, editors and reporters must go the extra mile to thoroughly examine the issues. That means questioning all the facts advanced by the “pro” campaign and presenting the other side of the argument whenever possible.

In that regard, newsrooms do have many resources at their disposal. Education data is sliced and diced numerous ways, and much of it is accessible through state and federal education department Web sites. Name an education statistic, and it's a good bet someone or some organization has analyzed it. A quick search on the Internet will likely yield a wealth of data.

If groups have hired consultants to steer their campaigns, see where else they have been hired and determine how the campaigns were run. Find out if the efforts were successful.

Your peers are another valuable resource. Check with other communities

where schools have sought referendums, and ask those editors how they coordinated coverage. Press them as to what they would have done differently, if anything.

Editors face the same decisions as they do with any political campaign. What meetings should be covered? Which press releases should be published, and which warrant a response in the same story? How will orchestrated letter campaigns be handled? The biggest challenges are likely separating the wheat from the chaff in material advanced by the respective campaigns.

Editors must review and question the arguments and materials advanced by both the “Vote Yes” and “Vote No” campaigns, whether they are finely tuned or loosely organized.

Most importantly, news coverage should



explore what the community will receive in exchange for the increased funding. Advocates routinely solicit support on the basis that more money will enhance the learning experience and thus improve students' education and their ability to contribute to society. Reporters should challenge the advocates to delineate their goals in the area of student achievement, for example, and ask them to provide a schedule for delivering those results. Press them to be clear in how and when they will report progress toward these goals.

The extra scrutiny of these campaigns will certainly draw the wrath of individuals on both sides of the issue, especially among school officials and other referendum proponents, who will likely charge the newspaper as being anti-education – even if the newspaper recommends passage on its editorial page.

The truth is that the community will be stronger by a thorough examination of the issues. The referendum should pass or fail on the strength of its merits, not just on the strength of one group of supporters or the other.

There is no right or wrong way to present continuing coverage of school referendums. The bottom line is that newsrooms must be prepared for the special dynamics inherent in covering these campaigns.

**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.”* He can be contacted at [www.pumarlo.com](http://www.pumarlo.com).

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# Montgomery Symposium to focus on digital options

## KPA to partner with KU on this year's event

The fourth annual Montgomery Family Symposium is scheduled for Thursday, Nov. 12 on the University of Kansas campus.

The symposium, "Developing Readers, Revenue and Responsible Journalism in Tough Times," is sponsored by the Kansas Newspaper Foundation and the William Allen White School of Journalism and Mass Communications at the University of Kansas.

It is underwritten by a gift to the KNF by the John G. Montgomery family.

The program includes a number of topics that will help attendees make decisions about their digital initiatives, a focus of the Montgomery Symposium the past two years.

The schedule begins with coffee and registration at 9 a.m., followed by a welcome from Ann Brill, dean, and Pam Fine of the KU School of Journalism, and Doug Anstaett, executive director of KPA.

The first session, at 9:45 a.m., is "You Want Me to Do What?" How to create new products and services without cannibalizing what's already working. Jeanny Sharp, publisher of the Ottawa Herald, will moderate the panel of Dan Thalmann, Washington County News; Tony Berg, Lawrence Journal-World; Sherri Chisenhall, Wichita Eagle, and Andy Taylor, Taylor Family Newspapers.

The second session, at 11 a.m., will feature "5 IDEAS in 50 MINUTES," five multimedia ideas designed to enhance readership, build community, provide public service and/or grow revenue, presented by the newspaper staffers who did them.

Presenters scheduled so far to share their newspapers' success stories are Tami Corn of the Salina Journal, Dena Sattler of the Garden City Telegram, Al Bonner of the Lawrence Journal-World and Fred Hunt of the Hays Daily News.

The luncheon program will include a welcome by Bernadette Gray-Little, KU's new chancellor. She will be introduced by Brill.

The 1 p.m. session is "Putting Their Money Where Their Mouths Are." Dolph Simons Jr. of the World Company of Lawrence, John G. Montgomery of Montgomery Communications of Junction City and Rudy Taylor of Taylor Family Newspapers of Caney will discuss what they've learned about taking risks and managing them, leadership and creating a culture of innovation and change.

The final session, "How to Position Your Paper to Remain Relevant in the Future," will begin at 2:15 p.m.

Jane Stevens and participants will discuss their ideas for what it will take to keep their own news organizations vibrant and vital as the environment and the audience change.

To register for the event, contact Rachel Willis at KPA. Cost is \$75 for KPA members and \$150 for non-members. Space is limited at KU so registration is limited to the first 40 who sign up.



# This guy knows how to sell ... sign up today

I first met Jeff Hansler, the KPA's consultant on advertising, earlier this year when we played golf together prior to the association's annual convention in Wichita.

I'd say "playing golf" would be a loose expression, because I lost more golf balls than I care to remember. However, we had a great time.

Even after a bad shot, Jeff was always positive and that upbeat attitude plays out strongly in his sales presentations.

At the convention, he spoke about sales techniques and how those techniques can entice people to purchase items.

My wife, who attended his presentation, promptly used that as an excuse to go shopping to witness those sales techniques in person. Yes, she did buy some things, but she said what Jeff had observed and taught were many of the same techniques that the salespersons were using on her.

I became more sold on Jeff's teaching at August's mini-convention in Hays.

Jeff had a session on negotiating the sale. His sales example at the start of the program was how he negotiated his way out of a speeding ticket west of Topeka.



Tom Throne

Going point-by-point though his negotiations techniques, Jeff showed how he got out of his ticket. It was pretty amazing.

Of course, it didn't hurt that the state trooper said he was polite and wasn't "a jerk" like most Californians. The important thing was Jeff was a successful negotiator.

I even used some of his techniques in some of my sales efforts.

It was fun to see how to can work key words into your sales pitch.

The KPA has contracted Jeff to do a monthly series of webinars and to speak again at April's annual convention in Topeka. The association hasn't had any advertising sales training since Ken Bronson retired, so it's great to have someone aboard to help train new sales representatives as well as give a refresher course to those experienced sales reps.

The best part is the webinars don't require any travel. You are able to stay at your office and take the course over the Internet. That's a good thing is these tight times.

Jeff had his first webinar last month

and judging the response from some of the Daily Union ad staff who attended it was a success.

It's still not too late to sign up, if you haven't already. The cost is very reasonable -- \$75 per person for the complete series. That's cheap when you consider many sales webinars cost \$75 a session.

Jeff's next webinar, "The Speed of Trust: The Key to Building Relationships Through Immediate Trust," is set for Oct. 22.

Some of the other topics of future monthly sessions include: controlling the sale from start to finish, discovering the motivation of decision making, negotiating, the key to finding buyers, power of word, measuring success and a three-part series on selling.

Your sales staffs, whether it's advertising or circulation, will benefit from Jeff's expertise in sales.

Sign up today by contacting the KPA office.

*Tom Throne is general manager of the Junction City Daily Union and 2009-10 president of the Kansas Press Association.*

## Slimp

Continued from Page 2

on-clip tools make common edits remarkably easy, and visual feedback keeps you informed at every step.

— Multitrack support: Multitrack support allows you to create sounds composed of multiple clips and to mix multiple tracks and scores.

— Speech search: Turn spoken dialogue into text-based metadata that makes your video searchable.

— Visual tools for healing sound: Use tools like those in Adobe Photoshop software to visually identify, select and remove unwanted sounds.

Combined with my Plantronics 355 multimedia headset and iMac, Soundbooth provides everything I need to create high-quality recordings. And, if you're lucky, you might already have a copy of Sound-

**And if you're lucky, you might already have a copy of Soundbooth lying around. It comes with three variations of CS4.**

booth lying around. It comes with three variations of CS4.

Available separately for \$199, Soundbooth is available on both the Mac and PC platforms.

For more information about Soundbooth, visit [adobe.com](http://adobe.com). To learn more about Plantronics headsets, visit [plantronics.com](http://plantronics.com) and click on "Computer & Gaming."

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

## Holmes is coordinator of Kids Voting Kansas

Julie Holmes is the new coordinator of Kids Voting Kansas, which is managed by the Kansas Press Association.

She succeeds Rachel Willis, who was named executive director of the Kids Voting USA organization, for which KPA assumed national management responsibilities in May.



Julie Holmes

Holmes and her husband Scott, have a son, Ethan, 6.

She has a bachelor's degree in cultural anthropology from Washburn University and formerly worked

with Topeka USD 501 adult education and the Kansas History Museum.

## MARKETPLACE/JOBS

### NEWS

**Wanted: Connections/Lifestyle Editor.** An editor and writer who can combine organizational and reporting skills to create and develop content in a community news-oriented setting. Position involves writing/formatting obituaries, community submissions and law enforcement reports, interacting with customers, community and general-assignment reporting and occasional night and weekend assignments. Ability to handle multiple projects is a must. A full-time, entry-level job for an energetic, driven editor who enjoys telling the stories of ordinary people. Minimum requirements: bachelor's degree in journalism or related field, or professionally equivalent experience. The Ottawa Herald is a 4,000-circulation Tuesday through Saturday daily morning newspaper in growing northeastern Kansas. Regular work days are Monday through Friday with some evening and weekend news assignments. Interested candidates should send a resume and work samples to: Gordon Billingsley, Content Director, The Ottawa Herald, 104 S. Cedar St., Ottawa, KS 66067 or gordon@ottawaherald.com.

The Dodge City (Kan.) Daily Globe, a Monday through Saturday daily paper with around 6,000 daily circulation, is looking for a versatile managing editor to supervise a newsroom of six people, a weekly Spanish-language newspaper, as well as build pages several nights a week. We boast a driven, multimedia-savvy news staff. This is a great chance for a motivated journalist to take the next step into managing an award-winning community paper. Ability to shoot photos, shoot and edit video preferred, but will train the right person. Ability to paginate with Quark Express is required. Dodge City is a town of about 30,000 people in the southwest corner of Kansas. We offer competitive pay with full benefits. Send a resume with 4 to 5 clips and a description of why you'd make a good manager to: Darrel Adams, Publisher, 705 N. Second Ave., Dodge City, KS 67801.

**Deputy design editor** — The Hutchinson News seeks a page designer whose primary responsibilities will center on creating informative and eye-catching Page 1 covers and section fronts for our weekend editions. We need an experienced visual journalist who also has some working knowledge of web page design. Quark, Copy Desk and PhotoShop experience are required or the successful applicant must demonstrate the

ability to quickly adapt to The News' desktop publishing software. Working knowledge of Illustrator and Flash is helpful. The weekend page designer, who also will make critical decisions regarding news content, must have a four-year degree in journalism. The News, part of the six-newspaper Harris Group, offers competitive pay based on experience. Benefits include a Profit Sharing Plan, 401(k) and other benefits. Please submit a letter of application, resume, references and three page designs by Sept. 11, 2009, to: Mary Rintoul, managing editor, The Hutchinson News, PO Box 190, Hutchinson, KS 67504-0190 or e-mail mrintoul@hutchnews.com.

**Wanted** — Full-time paginator/graphic designer. Job involves laying out pages, working with graphics and photos and updating the Web site. Involves some weekend and evening work. Must be reliable, quick but accurate, and have a keen eye for design and sense for details. If this fits you, please send letter, portfolio, resume and references to Dale Hogg, managing editor, Great Bend Tribune, PO Box 228, Great Bend, Kan., 67530, or to dhogg@gbtribune.com.

### PRODUCTION

Experienced web press operator sought for a six-unit Goss Community press in one of the fastest growing areas of central Kansas, which abounds in hunting and fishing opportunities. Good pay and excellent benefits including health, disability, life and matching 401K. Send letter with experience to Tom Throne, general manager, Junction City Daily Union, 222 W. Sixth St., Junction City, KS 66441, phone 785-762-5000 or email t.throne@dailyu.com.

### NEWSPAPERS FOR SALE

**For Sale** — Small, profitable weekly newspaper in Southeast Kansas. Circulation under around 900. Located in a warm, friendly town. Good schools. Good Community. Publisher starting new career. Price negotiable. Please send inquiries to ebradbury@kspress.com.

Kansas Traveler is for sale. Established in 2004, this quarterly, full color publication has subscribers Kansaswide and in 30 other states. For more information, contact Susan Howell at 316-688-0905 or howell@kansastraveler.com

The Sherwood Gazette, a monthly publication serving southwest Topeka since 1983 and mailed free to 3,300 households, is for

sale. Sale includes an annual directory for the area. Call Brett Sanders at (785) 608-1621 for more details.

**FOR SALE — PRE-OWNED SINGLE COPY EQUIPMENT:** • 10 Bellatrix ST-211 electronic mechs in excellent condition with approximately 4 years remaining on the battery, \$60 each. • 10 Steel City Sentinel vending machines in excellent condition, mech not included, light blue in color, \$40 each. • 6 Sho-Rack K-80 vending machines, takes only quarters & dimes, \$30 each. • 45 Sho-Rack "K" mechs for a K-80 vending machine, \$15 each. • 125 Armored lock bolts w/registered keyway, \$7.50 each. • 100 padlocks from American Lock Co., series 1305, \$4 each. Contact Vic Hanson, Single Copy Mgr., Salina Journal, 333 S. 4th St., Salina, KS 67401, vhanson@salina.com or phone (785) 822-1471.

**Would you like to advertise in the Publisher?**

Contact Nicole Schings at (785) 271-5304 or nschings@kspress.com

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800.348.6485, ext. 5324 **MultiAd**

# We can't stand idly by as our industry suffers

For the past several months, representatives of the Iowa, Missouri and Kansas press associations have been meeting to discuss the future of newspapers.

It all started when I expressed great anxiety at a meeting of our national organization, the Newspaper Association Managers, last year about how our content was being stolen right out from under our noses by news aggregators who aren't paying us a penny for our hard work.

In fact, the other states have dubbed this "my" idea, not so much because it's a great one but because they want to have someone to blame if it goes down in flames.

Our primary concern has been to try to stop the theft of content from our newspapers.

Almost as importantly, we have an interest in preserving public notice in newspapers, electronic tearsheeting, electronic-clipping services and historic preservation, among others.

Why now?

While Google certainly has a huge lead among aggregators, we believe if newspapers band together we will have more bargaining power. We realize we can't



**Doug Anstaett**

turn the clock back, yet we also believe we can't stand idly by as our industry struggles to redefine its identity in today's digital world.

We have had one face-to-face meeting and two conference calls on the subject, and we've decided to assemble a larger group to brainstorm just what it is we want to do.

While I can't give you a 10-point plan today — and may not be able to for some time — our group has come to the conclusion that our state newspaper associations have the best relationships with their members and must lead the way.

Now, we realize that not all our newspapers feel threatened by the internet, the news aggregators and others.

But we've seen what Craig's List can do to our classified sections. We've seen what the auto websites have done to our advertising from car dealers. We've seen what monster.com and others have done to our recruitment advertising.

We don't believe those who want to steal our lunch will stop there. My guess is they're already salivating at the other potential revenue streams that we've owned for decades.

We also realize that not all newspapers will be interested in participating, either because they don't feel threatened or their

parent companies are already addressing these issues.

While that may be true, those efforts are piecemeal at best and are actually being driven in many cases by non-newspaper organizations. In other words, we're allowing someone else to run the show.

We don't think that's the best approach.

This working group will come to some conclusions soon about what we want to propose to our members. Those suggestions could seem quite radical to some, but we don't believe the industry can continue to take baby steps when those who want to kill us are taking giant ones.

If you've got a "big idea" for what we should

discuss at next month's meeting, I want to hear it. You also can call the three KPA members who are members of the task-force: Tom Throne, Linda Mowery-Denning and Patrick Lowry. These three were purposely chosen because they are the current and next two presidents of KPA.

It is critical that we be committed to a solution and that we have the staying power to carry it out once we identify the steps we think we need to take.

Please send me your suggestions.

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

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**We don't believe the industry can continue to take baby steps when those who want to beat us are taking giant ones.**

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## DEATHS

**D**onald L. Waterman, 78, of Tonganoxie, died Oct. 3, 2009, at the Tonganoxie Nursing Center.

His funeral service was today in Washington. Burial was in the Washington City Cemetery.

Don was born Nov. 22, 1930 in Greenleaf, the son of Harmon C. and Dora S. (Lohmeyer) Waterman.

On May 17, 1952 he married Mary Rice in Carlsbad, CA. She died in 2008.

A Marine veteran of the Korean War, was the publisher, along with his wife of several newspapers including The Osceola Record (NE), The Ulysses News and The Tonganoxie Mirror. He was active in the Kansas Press Association and his newspapers won many awards for excellence.

He was a pilot, enjoyed hunting, fishing and gardening.

Most of all he loved to spend time with his family, especially his grandchildren.

Survivors include three children and four grandchildren.

The family suggests memorials to Catholic Charities of Northeast Kansas, Development Office, 9720 W. 87th St., Overland Park, KS 66212. Contributions may also be sent in care of Ward Funeral Home, 115 W. 2nd, Washington, KS 66968.

**D**ennis Lundgren, 64, Parsons, died Sept. 13 in Wichita.

Lundgren worked as a photographer for the Salina Journal, Garden City Telegram and Parsons Sun during his 35-year newspaper career.

He later owned Kelly Lynn Photography.

He is survived by his wife, Donna, five children and three grandchildren.

He was cremated. A memorial service is planned for 2 p.m. Saturday (Oct. 10, 2009) at Forbes-Hoffman Funeral Home in Parsons.

Memorials are suggested to the Dennis Lundgren Memorial Fund through the funeral home at P.O. Box 374, Parsons, KS 67357.

**M**ark Scott, a reporter for the Manhattan Mercury for more than two decades, died Sept. 14 at Salina Regional Medical Center.

He was 54.

He was a Washburn University graduate and joined the Mercury staff in 1988. He took medical leave at the end of 2008 because of a chronic medical condition.

Funeral services were Sept. 18.





# KPA Sales Series with Jeffrey Hansler **BEYOND TACTICS**

12 month Webinar and Teleseminar Series

**Join Us For Top Notch Sales Training at a Bargain Price!**  
You have seen him at the 2009 KPA Convention and Mini-Convention.  
Now, receive **ALL** 12 months of webinar training for only  
**\$75 per person if registered and paid by Sept. 22.**

**1) Planning for Success: The Superstar Approach to Selling - Thursday, Sept. 24**

Superstars don't necessarily work harder, they just work differently. The biggest difference between superstars and average sales people is due to the way they approach sales. It's the way they think, their attitude, planning, and implementing that plan. These programs give you the insights you need to reach superstar status.

**2) The Speed of Trust: The Key to Building Relationships Through Immediate Trust - Thursday, Oct. 22**

There are secrets to earning trust quickly. While time may be the test of well-placed trust, being successful in sales is about communicating that trust.

**3) Controlling the Sale from Start to Finish: Win-Win Takes Leadership - Thursday, Nov. 19**

Win-win selling requires someone guiding the process to ensure everyone is receiving what they need. One skill more than any other puts that control within your grasp.

**4) Discover the Underlying Motivation to Every Decision Made - Thursday, Dec. 17**

There is one underlying motivation for every decision made. Even more surprising is that most people are constantly sharing this motivation openly all the time. All we need to do is tune in to discover it and with this program you will learn how.

**5) The Pulitzer Prizes (power tools) of Negotiation - Thursday, Jan. 28**

There are eight foundation negotiation tools and from these tools great negotiations are won. Experience these tools so that you can master them for your next negotiation.

**6) Qualify to Exemplify: The Key to Finding Buyers not Liars - Thursday, Feb. 25**

Time is the salesperson's only real asset. Waste it and it's gone forever. Discover in two minutes where you stand with your prospect and the likelihood of them buying.

**7) The Power of Word Choice and Sentence Structure - Thursday, March 25**

The difference between a casual conversation and a sales conversation is the difference between a trip to the grocery store and the Indy 500 – yet most salespeople develop their words and sentence structure in the same casual manner. Choosing words and sentence structure to influence makes all the difference in the world.

**8) Measured Success: The Key to Winning Every Day - Thursday, April 23**

The hardest thing about sales is dealing with rejection. How do you stay motivated and focused day-in and day-out? Focus on what you can control and not what you cannot control.

**9) DC: The One True Natural Sales Process Part I - Thursday, May 27**

You wouldn't go home and make a presentation, handle objections, and close – so why do it at work? It's an artificial process that buyers know all about and reject immediately. There is a single natural process for sales, persuasion, influence, telesales, negotiation, and leadership. Learn this one process and it will serve you in every situation life throws at you. Master it and the world will never look the same to you again.

**10) DC: The One True Natural Sales Process Part II - Thursday, June 24**

You wouldn't go home and make a presentation, handle objections, and close – so why do it at work? It's an artificial process that buyers know all about and reject immediately. There is a single natural process for sales, persuasion, influence, telesales, negotiation, and leadership. Learn this one process and it will serve you in every situation life throws at you. Master it and the world will never look the same to you again.

**11) DC: The One True Natural Sales Process Part III - Thursday, July 22**

You wouldn't go home and make a presentation, handle objections, and close – so why do it at work? It's an artificial process that buyers know all about and reject immediately. There is a single natural process for sales, persuasion, influence, telesales, negotiation, and leadership. Learn this one process and it will serve you in every situation life throws at you. Master it and the world will never look the same to you again.

**12) Mind Body Connection - Thursday, Aug. 26**

Congruency is key to credibility. When the mind and body are disconnected it telegraphs problems. As a salesperson, being able to read and project the right messages is valuable for victory.

# WEBINAR INFORMATION

## Starting time

The webinar series will begin at 2:30 p.m. on Thursday, Sept. 24.

The dates and times are subject to change with 10 days' notice.

## Log-in information

The seminar log-in information will be sent to the designated contact person at the newspaper within 3 days of the first webinar.

## Registration fees

\$75 per person, if registered and paid before Sept. 22. After Sept. 22, the fee is \$99 per person.

## Cancellations

Refunds can only be made on cancellations received by 5 p.m. Tues. Sept. 22. No refunds will be given on future webinar sessions.

## Questions?

Contact Emily Bradbury in the KPA office at (785) 271-5304 or [ebradbury@kspress.com](mailto:ebradbury@kspress.com).

# Beyond Tactics with Jeffrey Hansler REGISTRATION FORM

## Contact Information

Newspaper \_\_\_\_\_

Contact Person \_\_\_\_\_

E-mail \_\_\_\_\_

## Attendees

1. Name \_\_\_\_\_

2. Name \_\_\_\_\_

3. Name \_\_\_\_\_

## Registration Fees

\_\_\_\_\_ (no. of attendees) x \$75 per person = \$\_\_\_\_\_

## Payment Method

- Please invoice my newspaper
- Check enclosed made payable to "Kansas Press Association"
- Charge registration fee to my credit card

(Visa, MasterCard or American Express)

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

V-Code (three digits on back of card) \_\_\_\_\_



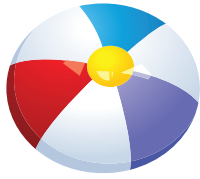
**Kansas Press  
Association**

5423 SW 7th • Topeka, KS 66606

Phone: 785-271-5304 • Fax: 785-271-7341

[www.kspress.com](http://www.kspress.com)

PLEASE RETURN REGISTRATION VIA MAIL OR FAX NO LATER THAN TUESDAY, SEPT. 22



# 2009 Advertising Conference REGISTRATION

## CONTACT INFORMATION

Newspaper \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

## ATTENDEES

Conference: \$65 per person for KPA members

Awards Lunch Only: \$20 per person for KPA members

1. \_\_\_\_\_  
 Conference  Lunch Only

2. \_\_\_\_\_  
 Conference  Lunch Only

3. \_\_\_\_\_  
 Conference  Lunch Only

4. \_\_\_\_\_  
 Conference  Lunch Only

5. \_\_\_\_\_  
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6. \_\_\_\_\_  
 Conference  Lunch Only

7. \_\_\_\_\_  
 Conference  Lunch Only

8. \_\_\_\_\_  
 Conference  Lunch Only

## PAYMENT METHOD

Please bill my newspaper

Check enclosed made payable to "KPA"

Charge to Visa, Mastercard or American Express

Card No. \_\_\_\_\_

Expiration Date \_\_\_\_\_

V-Code (three digits on back of card) \_\_\_\_\_

Return registration by Thursday, Oct. 8 to:

**Kansas Press Association**

5423 SW 7th

Topeka, KS 66606

or fax to (785) 271-7341.

## HOTEL INFORMATION

Grand Prairie Hotel

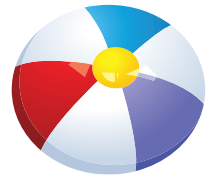
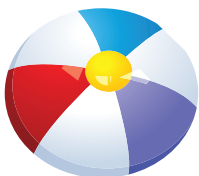
1400 N. Lorraine

Hutchinson, KS

1-866-577-7527

Room block is open until October 14

Rooms are \$80 (1-4 persons) per night which includes continental breakfast and 4 water park passes per room





# Get Ready to Dive in to 2010!!

## Kansas Press Association 2009 Advertising Conference October 29, 2009 Grand Prairie Hotel Hutchinson, Kansas

### A full day of energizing sessions and rewards!

**Thursday, October 29, 2009**

8:30 a.m. to 9 a.m.

#### **Registration and Continental Breakfast**

The registration desk and contest display room will open at 8:30 a.m. A continental breakfast will be available in the display room where winning entries in KPA's 2009 ad contest will be available for viewing.

9 - 11:30 a.m.

#### **Newspapers Online: Where Are We? Where Are We Going?**

##### **Kevin Slimp**

Kevin was one of the first, if not the first, recognized expert to speak about newspapers online. A decade ago, Kevin began working with universities to make plans for training journalists of the future. The ideas of using video, blogs and podcasts on newspaper Web sites wasn't a popular concept at the time, but Kevin correctly predicted that this would be what online newspapers looked like in the future.

All these years later, Kevin is still a recognized expert in this area and speaks internationally on the subject.

In this session, Kevin will take a quick look at where newspapers have come over the past few years, where we are now and even discuss some of the tools we'll be using in the future. This is a great session for anyone related to a newspaper. It's especially helpful for newspapers that are still trying to find their way in the world of online journalism. Kevin will demonstrate tools newspapers of any size can use, as well as make recommendations for video cameras, audio equipment, streaming video services and more.

11:30 - 11:45 a.m.

#### **Break**

11:45 a.m. to 1 p.m.

#### **Advertising Luncheon**

Join us as we recognize the winners of Kansas Press Association's 2009 advertising contest.

1 - 1:15 p.m.

#### **Break**

1:15 - 3:45 p.m.

#### **New Technology for Newspapers (first hour) and Ten Tools for Making Money Online (second hour)**

##### **Kevin Slimp**

(First Hour) This fast-paced session is like having Kevin visit your newspaper to make recommendations about software, hardware, cameras, scanners ... well, you get the idea. Kevin has long been known as the newspaper industry's unbiased voice concerning technology. Bring two pens. You'll probably run out of ink.

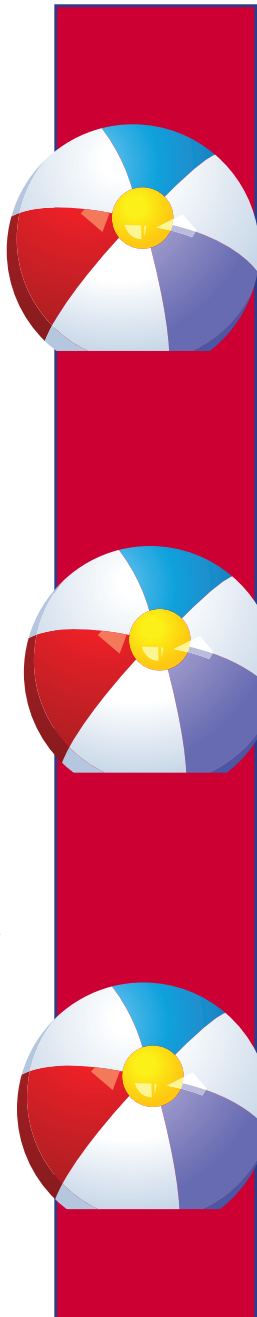
(Second hour) Kevin sees it all. Software vendors, entrepreneurs and Website hosts are always contacting Kevin, hoping he'll take a look at their products. Kevin will demonstrate tools - many of them free - that can be used to drive readers and advertisers to newspaper Web sites.



##### **Kevin Slimp**

Kevin Slimp serves as director of the Institute of Newspaper Technology - a training program for newspaper designers and publishers housed on campus at The University of Tennessee. He's best known for his work leading to the development of the PDF Remote Printing Method in the early 1990s, now the standard for file transfer and design in the publishing world.

Kevin is an adjunct professor at the University of Tennessee College of Communication and Information. In addition to his live training events, Kevin provides online training for groups throughout the US and Canada. Each year he speaks at approximately 100 conferences and events in the newspaper industry.



JOIN US FOR THE 4TH ANNUAL  
**MONTGOMERY FAMILY  
SYMPOSIUM**

9 A.M. TO 3:30 P.M.  
THURSDAY, NOV. 12, 2009  
UNIVERSITY OF KANSAS  
LAWRENCE

## Tentative program

9-9:30 a.m.: Coffee and registration.

9:30-9:45 a.m.: Welcome — Doug Anstaett, Ann Brill, Pam Fine.

9:45-10:45 a.m. — “You want me to do what?” How to create new products and services without cannibalizing what’s already working. Moderator: Jeanny Sharp. Panelists: Dan Thalmann, Tony Berg, Sherri Chisenhall, Andy Taylor.

11:-11:50 a.m. -- “5 IDEAS in 50 MINUTES”: Five terrific multimedia ideas designed to enhance readership, build community, provide public service and/or grow revenue, presented by papers who did them ...

Noon: Lunch (12:30 p.m.: Welcome from Bernadette Gray-Little, KU Chancellor, introduced by Ann Brill).

1-2 p.m.: “Putting Their Money Where Their Mouths Are.” Dolph Simons Jr.; John Montgomery and Rudy Taylor discuss what they’ve learned about taking risks and managing them, leadership and creating a culture of innovation and change. Pam Fine will moderate.

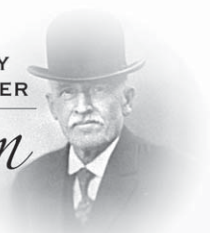
2:15 - 3:30 p.m.: How to position your paper to remain relevant in the future... Jane Stevens and participants discuss their ideas for what it will take to keep their own news organizations vibrant and vital.

**MONTGOMERY FAMILY  
COMMUNITY NEWSPAPER SYMPOSIUM**

*a project of  
the John G.  
Montgomery  
Family and  
the Kansas  
Newspaper  
Foundation*

MONTGOMERY FAMILY  
COMMUNITY NEWSPAPER

*Symposium*



**SPACE IS LIMITED! SEE NEXT PAGE FOR REGISTRATION FORM**

# MONTGOMERY FAMILY SYMPOSIUM REGISTRATION FORM

## Contact Information

Newspaper \_\_\_\_\_ Contact Person \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_  
Phone Number \_\_\_\_\_ E-mail Address \_\_\_\_\_

## Names of Attendees

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

## Registration Fees

\_\_\_\_\_ No. of KPA members x \$75 = \$ \_\_\_\_\_

\_\_\_\_\_ No. of nonmembers x \$150 = \$ \_\_\_\_\_

**Total fees =** \$ \_\_\_\_\_

## How to register

Return your completed registration form to the KPA office via mail — 5423 SW 7th, Topeka, KS 66606; via fax — (785) 271-7341; or e-mail the name(s) of attendee(s) to [rwillis@kspress.com](mailto:rwillis@kspress.com). Space is limited.

## Payment Method

Check enclosed (make payable to KPA)  
 Invoice at the address above  
 Charge to VISA, MasterCard or American Express  
Card No. \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
V-Code (three digits on back of card) \_\_\_\_\_

## Registration fees

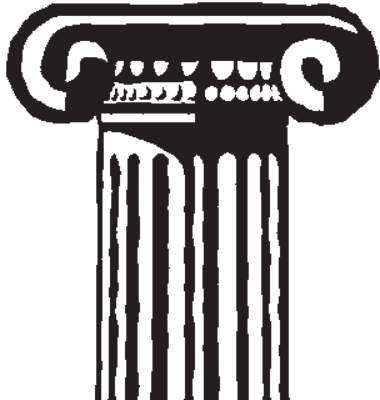
Registration is \$75 for KPA members and \$150 for nonmembers. Fees include lunch and class materials.

## Questions?

For more information, contact Rachel Willis at (785) 271-5304 or [rwillis@kspress.com](mailto:rwillis@kspress.com). Driving directions and additional class information will be sent to each attendee upon receipt of registration.

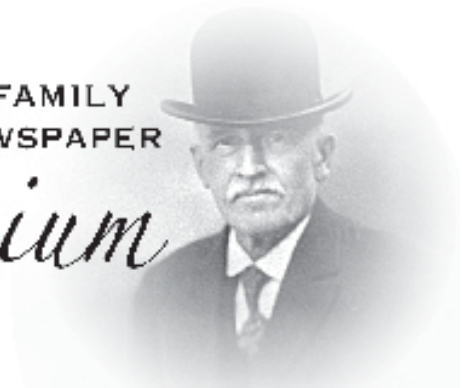
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*Symposium*



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SCHOOL OF JOURNALISM  
& MASS COMMUNICATIONS  
**The University of Kansas**