

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION OCT. 12, 2011

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Times are tough, so maybe it's time to innovate at your newspaper, Doug Anstaett writes.

KPA CALENDAR

OCT. 13 AND 14

Little Brown Jug Golf Tournament vs. Missouri Press Association team.

NOV. 11

Montgomery Family Symposium, University of Kansas.

DEC. 15

Bill of Rights Day.

JAN. 15, 2012

KPA Awards of Excellence entry deadline.

APRIL 20-21, 2012

KPA annual convention, Overland Park.



At last year's Montgomery Symposium, Kelly McBride, second from left, of the Poynter Institute was the featured presenter on newspaper ethics. She is shown with (from left) Jason Strachman Miller, spring 2010 KSU Collegian editor; Gloria Freeland of the A.Q. Miller School of Journalism staff and Tom Bell, editor and publisher of the Salina Journal.

Montgomery Family Symposium to focus on mining public records

Want to learn how to effectively use public records to find great stories for your readers?

Then you'll want to register for this year's Montgomery Family Symposium Nov. 11 at the University of Kansas. It's cheap and practical for every size newspaper.

The annual symposium is underwritten by a \$50,000 gift to the Kansas Newspaper Foundation from the John G. Montgomery family.

This year's session will be led by Mark Horvit, the executive director of Investigative Reporters and Editors (IRE). He will help Kansas editors and reporters find and analyze local records to



Mark Horvit

develop important, engaging and useful stories. Participants will leave with a ton of tips and more confidence on how to do web searches and use data from local government, businesses and nonprofits.

The event is from 9 a.m. to 4 p.m. at KU's Adams Alumni Center. Registration is \$40 for the first participant from each newspaper and \$20 for a second participant. Registration fees include lunch and refreshments.

To register, e-mail Emily Bradbury at ebradbury@kspress.com. If you have any questions, contact Doug Anstaett, danstaett@kspress.com, or Pam Fine, Knight Chair at KU, who is coordinating the event, at pamfine@ku.edu.

'Management tune-up' newest KPA offering

Beginning Jan. 1, 2012, members of the Kansas Press Association will be able to tap into the experience of former newspaper managers for assistance.

A new program underwrit-

ten by the Kansas Newspaper Foundation will provide a "management tune-up" for new publishers and others who would like advice from those who have served in the trenches of the newspaper industry.

The KNF board has budgeted up to \$6,000 annually for the program.

"This idea originated with Murrel Bland, former publisher

See TUNE-UP on Page 6

Splashtop Pro access application provides ‘wow’ experience at event

Each September and October, I spend several weeks preparing for and directing the Institute of Newspaper Technology.

For the past 14 years, newspaper designers, I.T. professionals, photographers and publishers have converged on the campus of the University of Tennessee for this event.



Kevin Slimp

The Institute offers a good time for me to “stretch” a little, as I prepare for the barrage of questions that will come my way from some of the smartest “geeks” in the business. It’s also a good time to become acquainted with new tools that are available to improve the work of the newspaper professional.

According to evaluations from the attendees, one application, Splashtop Pro, offered more “wow” moments than any other this year.

Splashtop Pro
It seems like just about everybody I run into these days has an iPad, iPhone or both. If not, they usually have an Android device.

Splashtop Pro

What if it were possible to control your desktop computer back at the office from anywhere, using your phone or iPad. That’s just what Splashtop Pro offers.

Without knowing it in advance, both Lisa Griffin and I both selected Splashtop as our favorite new product when addressing the group about technology important to newspapers.

Sure, there are other ways to connect to your desktop, be it PC or Mac, but none of them work as smoothly as Splashtop. The biggest difference, I’ve found, is in the screen. While other methods I’ve used require the user to scroll around the

screen, Splashtop actually changes the resolution of the computer monitor (that’s right, the monitor) immediately upon connection. The result is that the user sees exactly what is on the computer monitor while looking at the phone or iPad.

The Installation

The installation is very simple. For the past few weeks, Splashtop Remote Touchpad (for phones) and Splashtop Remote Browser (for the iPad) have been offered at a discounted price of \$1.99 and \$4.99, respectively. Previously, the cost for each was \$19.99.

Splashtop Streamer, the software necessary for the computer, is a free download for both Macs and PCs. Installation takes just a few seconds. Immediately following a successful installation, the user’s IP address is shown on the screen. One way to connect to the computer is using the IP address.

The user is also given the option to enter a Gmail address. This allows the remote devices to connect to the computer using the Google address, rather than an IP address. After experimenting with both iPads and iPhones, this seems to be the most dependable method.

Finally, the installation requires the creation of a security code, eight digits or more. This keeps strangers from

connecting to your desktop.

Connecting to the Computer

Once the software is installed and running on the Mac or PC, connecting from the remote device couldn’t be much simpler. If you’re having a good day, the phone or iPad will see the computer, using bluetooth, and ask you to enter the security code. At this point your computer screen will appear on your iPad or phone and you’re in business.

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A good problem can be an advertiser's best friend

Not long ago, I heard someone say that aspirin sales probably out-rank vitamin sales. Why? Because aspirin solves immediate problems, while vitamins do not.

In my Good Ads file, there is a trade publication ad with a great headline: "Electric nutrunner system overcomes 11 critical assembly problems." I know what you're thinking, because I thought the same thing. No, a nutrunner is not some kind of food delivery system for squirrels. It's a manufacturing device that tightens threaded fasteners. If you and I operated a manufacturing company, nutrunners could be a big concern — especially if our current system had some shortcomings.



John Foust

Problems motivate people to find solutions. That's why a good problem can be an advertiser's best friend. If you want to use this tactic, here are a few points to keep in mind:

1. Be relevant. Any product or service can solve dozens — perhaps hundreds — of potential problems. The key is to learn which ones are most meaningful to your target audience — and build the ad around those. Some ads will feature one problem, some a few, and others as many as the nutrunner ad.

This ad's 11 assembly problems — along with the accompanying solutions

— include, "Two percent torque control," "Consistent feed and start" and "No split responsibility." If we needed better torque control, if we had inconsistent feeding and starting, or if our current system had split responsibilities, we would be keenly interested in this ad's message.

To discover relevance, it is important to know your advertiser's customer.

To become an advertising superstar, you will have to develop ads for products which you wouldn't buy yourself.

You see, advertising is a unique profession that requires you to learn about a variety of businesses and audience segments.

"Find the pain to make the sale," is an old saying with a lot of truth. The challenge is to find the right pain.

If the reader doesn't care about a particular problem, then you're wasting your time trying to convince him or her to find a solution.

The right problem is a huge priority for target consumers.

2. Be specific. This ad doesn't dwell on foggy generalities. It focuses on specifics. The electric nutrunner doesn't solve "a lot of problems;" it overcomes

a finite number of "critical assembly problems." Instead of vaguely claiming "better torque control;" it specifies "two percent torque control."

Advertising giant Claude Hopkins wrote, "One statement may take as much room as another, yet a definite statement be many times as effective. The difference is vast. If a claim is worth making, make it in the most impressive way."

Specifics sell. You don't take an aspirin because you have a general problem. You take it to deal with a specific problem.

3. Propose easy solutions. Tell readers "how," in addition to "what." In other words, once you highlight what specific problem the product or

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service will solve, provide readers with details on how — and how easily — that can be accomplished.

Look for ways to make readers say, "Wow, I'm glad I found this."

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

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Slimp

Continued from Page 2

If the device doesn't detect the computer automatically, the user can manually enter an IP or Gmail address and the computer will appear on the screen.

Controlling the Computer From the Phone or iPad

Once the computer desktop appears on the screen, users can use the computer from the remote device as they would if they were sitting in front of the computer. Using finger movements on the phone or iPad, the user can move around the desktop, right-click, left click, open applications and more.

Think you can't watch a Flash file on

an iPhone or iPad? Think again. Users can open and play movies on their computers and watch and hear them on their remote devices.

Could you design pages in InDesign? Sure you could. But you'd have to have great eyesight. Your only limitation is the size of the screen on your phone or iPad.

Responses to Spashtop

Following the Institute of Newspaper Technology, I received many emails from attendees wanting to tell me what a great experience they had. And almost all of them added, "I downloaded Spashtop Pro and love it!"

This is an application worth the fanfare.

If you don't have a phone that works with Spashtop, you'll be tempted to get

one if you ever see the application in action.

Splashtop Pro for Windows works with Windows XP, Vista or Windows 7. The Mac version requires OS 10.6 (Snow Leopard) or 10.7.

Other products by the same company include Spashtop Remote Desktop, which allows Windows-based PCs to control other PCs or Macs from their desktops (sorry, no version is available to control other computers from a Mac). iPad Remote Touchpad is also available for the iPod Touch.

For more information, visit spashtop.com.

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

Everyday decisions also demand attention

Editors routinely hold their breath in anticipation of reader reaction following preparation of “big” news packages – in-depth stories that culminate weeks-long investigations. The content is typically prepared, reviewed and scrutinized again with painstaking care. The reality is that the everyday decisions – and resulting reports – in community newsrooms usually generate the greatest kickback.

Many news items require delicate handling. The stories may not be as emotionally charged as a suicide or a labor strike or a fatal accident, but they still involve decisions not immediately accepted or understood by most readers.

Newsrooms should discuss approaches and establish guidelines for what gets published. Everyday rigors of community newspapers are filled with potential land mines, including:

Editorials: Vigorous editorial pages are the conscience of vibrant communities.

Newspapers that fulfill that role – many regard it a responsibility – should anticipate calls from their detractors, which can include advertisers. That does not mean newspapers should shy away from controversy. Rather, editorials demand the highest standard of writing and fact-finding. They should state the difficulty of an issue and point out that a particular position is being advocated for an overall good. Then allow a robust exchange of opinions on your page.

Obituaries: Newspapers which still publish free death notices must necessarily draw guidelines. For example, will names of all grandchildren and great-grandchildren be listed as survivors? Will an obituary list an individual’s hobbies? Are all obituaries written in a standard format and absent of

flowery language? If families insist that an obituary be published exactly as submitted, newspapers may still publish an obit according to its guidelines and also offer the family the option of a paid obituary.

“People” items: Readers expect newspapers to recognize births, graduations, military service, academic and employment honors, and other mainstay hometown items. The challenge is sorting out the accompanying information. How much biographical information will be included? Are parents and/or grandparents of the honorees listed, and are criteria different depending on whether they live in your readership area? Are former residents recognized? Names of neighbors are the bread-and-butter of community newspapers, but limits must be drawn.

Engagements, weddings: Wedding write-ups, once accepted as run-of-the-mill news, now raise questions. Increasing numbers of gay and lesbian couples participate in ceremonies of civil unions, and these unions are recognized in some states. What are newspaper policies for reporting these? The timeliness of wedding reports also can create friction. Individuals want to share their good news, even if it may be months after the fact. Again, guidelines must be in place.

Police/court reports: Crime news is high interest and yet newspapers are challenged to present balanced reports. Initial reports typically include information from police or court complaints, but little from those accused. Newspapers have an obligation to inform readers, but also to give equal treatment to all parties in initial and follow-up stories, especially if charges prove unfounded. Don’t forget to report the results of cases – and to give these stories equal treatment – especially if the resolution occurs months after the initial report.

Public employees: Public employees should expect their salaries will be published and their decisions scrutinized. Editors must remember, however, that even public officials have private lives that should be

respected. Do newspapers publish a reader’s inquiry regarding the poor condition of rental property owned by the mayor? Probably. But should newspapers write about a municipal sanitation worker who declares personal bankruptcy? Probably not.

Prominent citizens and their families: Editors often must decide when to acknowledge a connection between individuals and their families, employers or certain organizations. Newspapers typically confront these decisions in connection with “bad” news. Editors should not forget, however, the instances when prominent residents, or those residents who expect favorable treatment, ask that certain items get published that otherwise would not. Bending the rules for “good” news can produce just as many headaches for editors as looking the other way when “bad” news occurs.

Public records: The most defensible policy on public records is to publish all or nothing. Editors should not be in the position of judge and jury, determining when someone has a valid request for withholding information. Editors should expect to regularly field requests about withholding reports of marriages and divorces, bankruptcies, traffic citations, court reports, building permits, and many other public records.

These decisions, and many others, rarely are easy. Editors are in the strongest position with readers if their decisions are guided by policies that emphasize fairness and consistency.

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 and welcomes comments and questions at jim@pumarlo.com.



Jim Pumarlo

NEWS BRIEFS

Darrel Miller, past president of the Kansas Press Association and former publisher of the Smith County Pioneer, has compiled more than 50,000 articles about newspapers during the Bleeding Kansas era.

He assembled the articles while doing research for a book, which he plans to publish in a few months.

The articles are at kansasnewspapers.org and focus on the dozens of newspapers

destroyed by mobs during the hectic early days of our state.

The articles, all written by the editors in the 1854 era, focus on violence against newspapers, colorful editors, inaugural editions and purchases of presses. □

Metro Creative Graphics has launched a new service, Templated Special Sections, to complement the company’s online special section web sites package.

The 24-page print sections come complete with cover designs and pre-designed pages filled with editorial content surrounded by read-to-sell ad positions to help editors synchronize print and online efforts.

For more information, samples and demonstrations of Templated Special Sections and Timely Features MicroSites, visit metrocreativeconnection.com, e-mail service@metro-email.com, or call Metro’s Client Services team at 800-223-1600.

Keep up with your readers, create new revenue streams and ...

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NEWS BRIEFS

Don't forget to use KPA's promo ads

An image promotion campaign has been produced for the Kansas Press Association to tout why newspapers are important to their communities.

Newspapers were encouraged to begin running the ads the last week of September leading into National Newspaper Week, but they can be run any time.

"We decided there was enough bad news being circulated out there that we needed to remind ourselves — and our readers — why what we do is so important," said Doug Anstaett, executive director of KPA. "I think this campaign, although low-key, tells the story of newspapers as a steady, dependable source of local news.

"We've also produced the ads in a number of different column widths to accommodate most if not all newspapers, and we've also produced them with and without the KPA logo for those who want to ad their own logo to the ads," Anstaett said.

In addition, there are full-color rack card templates available for download.

To download the ads, go to: <http://www.kspress.com/267/keep-reading-campaign>.

KPA is on Facebook; 'like' us and win

We've asked you to "like us" on Facebook, but very few of you have jumped on the bandwagon. We know you're busy, so we're extending the deadline to get a few more of you to be our friend.

If you go to KPA's Facebook page and "like" us, you'll be entered into a drawing for a \$50 credit toward next April's annual convention in Overland Park. Not sweet enough for you? OK, we'll throw in a giant bag of red licorice. Who can resist that offer?

Just go to Kansas Press Association on Facebook and hit the "like" button. Emily Bradbury, KPA member services director, will announce a winner on Oct. 15.

Have a news item for the Kansas Publisher?

If you have news to share with others, we want to know about it at the Kansas Press Association.

Whether it's a promotion, new hire, new section, redesign or whatever, your friends in KPA want to know. Sharing this information also is an excellent way to show others what works and what doesn't. Send your news to danstaett@kspress.com.

Tune-up

Continued from Page 1

of Wyandotte West," said Doug Anstaett, executive director of KPA. "It fits right in with our existing offerings, the Community Newspaper Tune-up and the Technology Tune-up."

Anstaett is recruiting existing and former managers to serve as consultants. He would like to have someone from every area of the state to cut down on travel time and expense.

KNF will pay an honorarium to each consultant; newspapers will pick up expenses for travel and meals.

"We will be designing a checklist for the management tune-up, but the consultants will be asked to find out in a telephone interview what problems the publishers want to address," Anstaett said. "This way, we can tailor each visit to the specific situation at each newspaper."

Newspapers interested in participating should contact Anstaett at danstaett@kspress.com or 785-271-5304.

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JOB OPENINGS/FOR SALE

ADVERTISING

The Great Bend Tribune is looking for a forward thinking advertising sales manager. This individual will be responsible for overseeing and training our two marketing representatives, product marketing, client relations, developing and coordinating special sections and promotions in both print and digital formats, as well as developing community partnerships. Successful management and print sales experience at a daily or weekly publication is preferred as well as multi-platform exposure. This would be an opportunity for a small weekly publication sales manager or a daily publication sales professional ready for his/her own team. The successful candidate will possess motivation skills, be goal orientated, able to meet deadlines and foster a team environment. Interested parties may send resume with cover letter to mhoisington@gtribune.com.

NEWS

News Editor — The Newton Kansan, a five-day-a-week newspaper, is seeking a News Editor to join our award-winning news team. If you have strong writing and copy editing skills and are seeking a place to tell great stories through newsprint and the web, we are the place for you. This is a salaried position requiring strong time management skills, the ability to be flexible and cover a number of different beats including, but not limited to, schools, sports, area government, crime, cops and courts. In short, be ready to jump in wherever needed. Successful applicant should have knowledge of Associated Press guidelines, ability to use QuarkXPress, ability to use Adobe, PhotoShop and be familiar with the Macintosh platform. Send a resume along with writing and photo samples to The Newton, Kansan, 121 W 6th, Newton, KS 67114 or chad.frey@thekansan.com.

The Wichita Business Journal has a great opportunity for an experienced, talented, savvy storyteller who loves to collect sources and break news. The journalist who joins our team will report on and write about important issues, talk to important people and produce important business intelligence for our readers over multiple platforms. The WBJ is growing and is one of 40 operations that make up part of American City Business Journals. ACBJ is part of Advance Publications. Wichita is a unique city for business news. It's also one of America's most livable cities: Commutes are short, housing is affordable, schools are excellent,

and the social scene is lively. Combine all that with our very competitive salary and benefits, and we think it's a pretty compelling opportunity. Send your resume and clips to Editor Bill Roy at broy@bizjournals.com.

Design/copy chief — The Hutchinson News, a 30,000 daily circulation newspaper in south-central Kansas, seeks a designer and copy chief who can lead a 7-member copy/design desk. We need someone with excellent management and communication skills. Candidates also should possess strong grammar and spelling skills and a solid working knowledge of Quark and PhotoShop. Salary negotiable. The News, the flagship of the Harris Group, offers competitive pay based on experience. Benefits include ESOP, 401(k) and health insurance. Please submit a letter of application, resume, three references and three page design examples to: Mary Rintoul, managing editor, P.O. Box 190, Hutchinson, KS 67504-0190, or e-mail materials to mrintoul@hutchnews.com.

MANAGEMENT

Family-owned group of three rural weeklies, winners of 21 statewide awards this year, seeks dynamic, results-oriented, extremely hands-on leader, passionately committed to excellence in community journalism. Details at <http://marionkansan.com/opportunity>.

NEWSPAPERS FOR SALE

Two Community Weeklies with combined \$235,000 in revenue. The newspapers are about 30 miles apart in south-central Kansas. Both have little competition. A couple of owner/operators could net \$70,000 annually. This could be your start. Rollie Hyde, W. B. Grimes and Company, 405-735-7394 or rhyde@att.net. We have buyers looking for Kansas newspapers. Call me for an idea about your valuation. No charge. Confidential.

ONLINE

Online Editor wanted: Responsibilities range from taking care of a web site, multimedia tasks and social networking sites to basic online upkeep. Experience with PC, Mac, Excel and Photoshop helpful but willing to train the right candidate. Submit resumes to Lloyd Craig, Winfield Daily Courier, P.O. Box 543, Winfield, KS 67156.

For much less than you think, you can take

charge of your online future. Let The Hays Daily News' Pixel Power Haus take your newspaper to the next level, whether you are considering your first website or looking to retool your existing one. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers..

FOR SALE

The Ottawa Herald in Ottawa, Kan. has outsourced its printing and post-press functions providing you an opportunity to reduce labor costs with an efficient machine for handling preprinted inserts. Kansa 480 Inserter, 5:1 inserter Good condition. This unit performs with a high degree of reliability and consistency over a wide range of operating conditions. Works with broadsheets and tabloids for everything from single sheet fliers to multi-page editions and has been well maintained. Length 23'10", width 6'4" to 8'10" for creeper conveyor. We had an inline labeler and typically operated the unit at 6,000 to 6,500 pieces per hour though it is rated to do more than double that amount. Model #4602; Serial #480-022. Asking \$12,000, however no reasonable offer refused. For more information email Jeanny Sharp, jsharp@ottawaherald.com or call 800-467-8383.

The following items are for sale by the Belle Plaine News. Please call 316-204-5432 with questions:

Metal light table — \$100; Mfg: Listed "Bus. Equipment"; Model No/Name: Lt-31 23 3/4" x 32"

Register Punch System — FREE; Mfg: Ternes; Model No/Name: Infinity Manual Camera — FREE; Mfg: Campanica 680; Model No/Name: C-680-B,C

Camera — \$200! Mfg: Afga; Model No/Name: Repromaster 2200e: C-680-B,C
Film Processor — \$2,000; Mfg: Ferpa-graphic; Model No/Name: 5PT66, Serial #2912

Plate Burner — \$2,000; Mfg: Douthitt; Model No/Name: Option "X"

Bulb for plate burner — \$170; Mfg: Bulb for plate burner; Model No/Name: UV Exposure Lamp # L1250-4, Serial # 59263
Paper Cutter — \$400; Mfg: Lawson; Model No/Name: 39" Automatic Clamp Cutter V-2 SN AA-1099

Utility Truck — \$200; Mfg: Kansa; Model No/Name: Quadracart

Padding Press — \$50; Mfg: Champion Mfg.; Model No/Name: CHAMPAD

Roll Clamp — \$800; Model No/Name: "Long Reach"

Let's try to think outside the (newspaper) box

I hate cliches. Journalism teachers tell you to avoid them like the plague (sorry).

However, it's easy to fall back on a cliché when you're trying to make a point.

Today, one of the worn out clichés in the business world is to "think outside the box."

Approach your job from a different perspective.

Reinvent yourself.

It all sounds a bit daunting to those of us who've "always done it this way."

But the world is changing. Shouldn't we in the newspaper business be willing to change along with it ... at least to a point?

Certainly we should.

What's difficult is trying to judge what is merely a passing fad and what changes are here to stay.

Last month in Albuquerque at the annual convention of the National Newspaper Association, speaker Dr. Lowell Catlett, a regent's professor, dean and chief administrative officer at New Mexico State University's College of Agricultural, Consumer and Environmental Studies, talked about trends with newspaper people from across the nation.

Catlett, who eschews technology in his presentations, tried to explain what's in store for American businesses and, in particular, the newspaper industry.

"I have no PowerPoint with me today, folks," he said. Swinging his arms around, he explained, "This is up ... this is down. This means (as he messes up his hair) I'm weird as hell."

Catlett said we're more educated than at any time in our history.

Among the Baby Boomers, 62 per

cent have attended college, one third have a college degree and 10 percent of them have an advanced degree.

What have we done with all that knowledge? Well, we've put men on the moon. We produced the world's largest economy in history. We've found cures for many diseases.

Yes, we're in tough times today, but it's not the first time.

Remember, Catlett said, our parents and grandparents had World War I, the Great Depression, World War II and Vietnam.

Tough times aren't all bad, as Catlett pointed out. It's during those times when we are the most innovative. Necessity becomes the mother of invention (sorry again).

What's my point?

Well, we're in tough times in the newspaper industry. Probably the worst in our history. Not everyone is going to survive.

But this is the time for our industry to innovate, to (gulp!) think outside the box we've built around ourselves.

Catlett's message was simple: newspaper men and women, like those who run any business, have to understand the market, the competitors and the needs of people.

The world has changed. Although it's been a long time since the newspaper industry could claim it was the only game in town, the advent of the digital age has created more daunting challenges.

I had a recently laid off journalism graduate in her mid-50s in my office today. We were talking about the state of our industry and what we can do to take it to the next level (I know, clichés are

hard to avoid).

We reminisced about the days when newspapers enjoyed much wider acceptance in our communities and when businesses up and down Main Street provided more than enough revenue for us to do great things.

We can still do great things. Yes, we're going to have to do what we love with fewer people and fewer resources.

But if we're smart, we'll take advantage of the new technology where it makes the most sense and we'll beat our competitors because local news is where we are still king.

If we do our jobs right, no one can even come close to producing the volume of names,

events, crime and court news, school accomplishments, sports news, obituaries, births, engagements, weddings and other news that is too time-consuming for those competitors to compile.

When someone walks into your office with a news item, do everything you can to get it in your next newspaper. He or she brought that news item to you because they know their neighbors read your product.

When you can, use the pictures that your readers provide. They can become like another reporter and photographer if you utilize them in the right way.

We have to pay attention to what is important to people. To do that, we have to listen. When we hear what those needs are, then we need to do whatever it takes to meet those needs through our newspapers.

Doug Anstaett is executive director of the Kansas Press Association.



Doug Anstaett

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THIS MONTH'S QUESTION

Q. I noticed my grandfather's story on the Hall of Fame web site is somewhat abbreviated. Can families update those stories?

A. Absolutely. If you have an updated story and even pictures you'd like us to include on the page, just e-mail them to Doug Anstaett at danstaett@kspress.com. We've updated a number of pages in the past few years. Since the Hall of Fame is online, we don't have to worry about the length of stories or the number of pictures. We'll be glad to update them.



Job Opening?

Items for Sale?

Send your want ads to KPA for quick results!

Call 785-271-5304 or

E-mail to danstaett@kspress.com