

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

NOV. 9, 2011

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KPA CALENDAR

NOV. 11

Montgomery Family Symposium, University of Kansas.

DEC. 15

Bill of Rights Day.

JAN. 20, 2012

KPA Awards of Excellence entry deadline.

APRIL 20-21, 2012

KPA annual convention, Overland Park.

BetterBNC from SmallTownPapers™



The Standard in Today's Online Journalism Contests

Kansas Press Association has contracted with SmallTownPapers for its 2012 AOE contest judging.

Awards of Excellence switching to online PDF entries this year

The Kansas Press Association has converted to a new format for the Awards of Excellence Contest this year so that entries for writing, design, photography and advertising can be judged electronically.

The electronic format will allow for more efficiency in the judging process.

"In the past, we've always had to ship all entries to another state and send two staff members there to oversee the judging process," said Doug Anstaett, KPA executive director. "Those trips won't be necessary with the new format.

"In addition, we believe this system will save newspapers money as well. They won't have to pay shipping costs or the cost of driving the entries to Topeka if they're pushing the deadline."

Because this is a change from past practices, Emily Bradbury, director of member services at KPA, has produced two videos to explain the process to members. They only take a few minutes to watch and really describe the program well.

Those videos can be watched by pasting the following URL into your browser: <http://www.kspress.com/70/contests>

"The decision to switch to electronic judging coincided with the KPA board's decision at last April's convention to ask members to upload PDFs of their pages to an FTP site controlled by the association," said Doug Anstaett, executive director. "That site, or a newspaper's own PDF

See AOE CONTEST on Page 9

Montgomery seminar this Friday at KU

The annual Montgomery Family Symposium appears to be a sell-out for Friday.

If you've not registered yet, e-mail Emily Bradbury at ebradbury@kspress.com to

check on availability.

This year's symposium will focus on how to use public records to find great stories for your readers.

The annual symposium is underwritten by a \$50,000

endowed gift to the Kansas Newspaper Foundation from the Montgomery newspaper family in Kansas.

This year's session

See SEMINAR on Page 6

Two newspapers are worlds apart, but they share the same problems

Talk about different situations. Recently, I spent two days in the city that never sleeps, visiting with a staff that produces large weeklies, shoppers and more. Soon after that, I was in a southern town, working with the staff of a small daily paper for two days.

You'd think the situations couldn't be more different. In New York, the pace was incredibly hectic. Staff moved at a frantic pace, working to get the next assignment done. No time to visit. No time to waste. People yelled. Supervisors barked orders. It was the classic big city situation.

My first task upon arriving here was to sit around a conference table with an editor, ad director and two other managers and discuss what was happening at their paper and what we hoped to accomplish while I'm here. No hurry. No fuss.

Just a relaxing conversation, with my Diet Mountain Dew in hand, that provided most of the information I needed to understand my assignment.

You would think the situations couldn't be more different. In fact, these two newspapers hold much in common.

While a little more than half of my time at both offices was spent training staff in software applications, the other half was spent analyzing the work flows and making recommendations concerning things that could be improved.

The paper in New York was moving to the InCopy/InDesign workflow system. That required training in both applications. We also dealt with problem PDF files (yes, they were all created the wrong way) and held a session on creating animated Flash files for the paper's website.

Here at the daily paper, we've focused our training on advanced InDesign, photo editing and correcting problem PDF files. It's almost funny that so many of the

PDF files we create and receive from others still cause so many printing problems.

What I learned, however, was that these two papers hold more than PDF issues in common. Both papers have something in the workflow that is slowing their production efforts to a snail's pace at times.

In New York, it was the Internet. Outfitted with new computers and software, the staff worked diligently to get out their products. The building had even been equipped with new network wiring recently. The problem wasn't in the equipment or the wires. It was with the Internet speed itself.

I visited with key managers and explained that the workflow was being hampered significantly by the slow Internet. While I was there, phone calls were already being made to find a new provider who could provide faster service.

I'm amazed at the number of newspapers I visit who are still working with DSL. Sure, it's still the only thing available in some places, but in most areas much faster options are available. In Knoxville, where

I live, cable Internet can be over 100 times as fast as DSL. That's a difference that makes an impact on the bottom line.

Cable Internet, when available, can also be more than 50 times as fast as a T1 line. If you've noticed that you have to wait on the Internet, it might be a good time to see if you have a faster option available. And, fortunately, cable Internet is usually less expensive than T1.

The group in New York was also looking into a vendor who could provide quality newspaper management software at an affordable price. I find it interesting that most papers I've visited in the past two years have been in search of new management software. There are many



Kevin Slimp

While a little more than half of my time at both offices was spent training staff in software applications, the other half was spent analyzing the work flows and making recommendations concerning things that could be improved.

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See SLIMP on Page 3

Try this: Ask yourself the tough questions first

Remember chatting with a chemist who works for a large international research company. He mentioned that he and his coworkers make numerous presentations at conferences.

"It's always a pressure-packed situation," he said, "because our reputation is riding on the outcome, and a lot of research money is at stake."

He explained that a lot of audiences try to punch holes in their research. "Preparation is everything," he said. "If we're not ready with the right answers, a project can die right there on the spot."

Sounds like a sales presentation, doesn't it? Fumble a question, and lose a sale.

I asked how they get ready for big presentations. "It's like that old joke," he explained. "A teenager asked a New York City cop how to get to Carnegie Hall, and the cop said, 'Practice, practice, practice.' It's standard procedure for us – and for every presenter – to polish examples, fine tune the PowerPoints, proofread the handouts, and rehearse in realistic settings.

But we go one step beyond that by asking ourselves the tough questions ahead of time. Those are the questions that could be asked by the orneriest person in the audience, maybe someone who wants to see us fall flat on our faces. Then we rehearse the



John Foust

answers until we know them well enough to respond under pressure."

Ask yourself the tough questions. That's a great strategy for sales presentation prep.

The most difficult questions deal with ad costs and ad results. Let's take a look at two representative examples. Sure, they're uncomfortable to discuss. But with practice, you – and your entire ad department – can prepare acceptable answers.

1. What is your lowest price? This is a reasonable question – one which you've probably asked as a consumer. If the lowest rate appears on the rate card, the answer is easy, because you can simply explain the published discounts. However, if your paper sells off the rate card, this question is a trap that can kill the sale. When you say your lowest price is \$200, and your prospect says she knows someone who got the same size ad for \$100, you'd better be ready with an answer.

Your response should be a diplomatic – and honest – expression of your paper's policy.

2. Why isn't my ad working? The problem with this question is that it is asked

I balk at the idea of staff sitting around, through new fault of their own, waiting for the spinner to stop spinning in InDesign or for a file to open in PhotoShop.

The truth is that many newspapers could almost double their efficiency with new equipment. That's hard to disregard.

I love newspapers like these. Both are working hard to create quality publications for their communities. And both are reaching out for help in understanding what they can do to increase both quality and efficiency.

The newspapers in New York and the newspaper here in the South have bright futures. Ad revenue is coming in at a healthy pace. Great staffs are in place and efficiency is improving. Those are winning combinations.

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

after you've made a sale. You're dealing with an unhappy advertiser whose expenditure is not meeting expectations.

The cause can usually be narrowed to: (1) wrong offer, (2) wrong target audience, (3) poor execution, (4) not enough frequency, or (5) all of the above. In your answer, you should shift the focus from

the last ad to the next ad. And you should be ready to re-sell him or her on the benefits of advertising in your paper.

The more you know about advertising principles, the better equipped you will be to answer this question. It's not just the words you say, it's the knowledge behind those words.

When it comes to questions and answers, you want good chemistry.

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

options at various price points. This is another area that can increase efficiency greatly.

This week, at the small daily paper, I'm noticing a common thread. Speed is also hindering production efforts.

It's not slow Internet that's causing delays and disruptions. It's old computers and software.

Nothing pains me more than to see a staff working to produce quality publications, on strict deadlines, with slow equipment. As I go from workstation to workstation and watch the staff, I can't help but think that efficiency could easily increase by a third or more with new hardware and software.

Publishers sometimes balk at the idea of having to spend tens of thousands of dollars on new computers and software.

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Winds of change evident at Inland meeting

Since the Inland Press Association has had 126 annual meetings, it would be a slight stretch for me to offer a historical perspective of the gatherings. But I have become a regular attendee of the convention since my arrival in Hays, and it is obvious to me the winds of change are stirring the industry once again.

The wind reference is offered not because the most recent meeting was in Chicago, which is the norm. Instead, what seems to have been blown out of the meeting rooms inside the Renaissance Hotel is the doom and gloom of years past.

It's not as if the industry has suddenly solved all the pressing issues of the day, whether it be advertising revenue, circulation shifts or precisely what to do with the behemoth known as the internet. But for three days and two nights, the spotlight was shining not on the problems but the innovative answers various newspapers were rolling out to combat them. I have to hand it to the Inland staff for arranging such a refreshingly optimistic agenda.

Not all of the strategies presented are applicable or even practical for member papers of the Kansas Press Association, but the concepts are at least worthy of discussion. I'll attempt to highlight some of the more notable presentations.

Monday's session kicked off with a bang by the president and publisher of the Birmingham (Ala.) News, Pam Siddall. Convinced that paper wasn't telling its own story, Siddall decided to go on the offensive. The paper put together a strategic and cohesive marketing plan that identified and promoted the paper's value to the community. It emphasized the News' multi-media approach and the fact its editorial department was the largest concentration of news-

gatherers in the market. Telling customers what the paper stands for is something most of us don't do enough — if at all.

Representatives of the Chicago Tribune touted why investing in print still makes sense. After extensive market research helped shape the newsroom's focus, the Trib boosted page counts in either new or revamped sections. Editor Gerould Kern detailed how the paper uses its website for breaking news; reserving the traditional product for insight and analysis. He also recommended companies establish a brand strategy, rather than developing strategies for each platform.

The founder of Mel Taylor Media suggested online sales need to emulate the print side. One person needs to be responsible in order for accountability to take place, and the appropriate focus needs to place profits first, operations second, and content third. If you're not making money, why would you dedicate precious resources to creating anything? Not a bad question.

The digital discussions were in abundance. They just weren't scary like previous conventions, probably because of the actual experimentation taking place in newsrooms around the country. No longer is the message: Your paper better do this or that or be left in the dust. This meeting had plentiful examples of real-life scenarios.

From a circulation perspective, my take-away message was to have customers subscribe to the product and not the platform. Have a single authentication across all platforms and treat your full-time subscribers the best when it comes to price.

When it comes to apps for phones and tablets, shy away from mere replicas of your print product. There are differences of opinion as to whether native apps are better for mobile devices than the emerging HTML5,

which allows one code to feed all gadgets. Apps can maximize the user experience for each device, while HTML5 still requires interfaces to be written for each device. Heading down the road, that experience might need to be individualized as well.

Regardless which path your paper takes, know that others have gone there already. You will not need to invent anything new. Enough examples exist that you have choices to suit reader preference, your staff's technological capabilities and your budget. Just make it yours, own it, and promote the heck out of it.

The last scheduled speaker was Forkfly CEO Paul Wagner. After explaining the latest social media best practices, embedded watermarks that threaten to make QR codes obsolete, and how far proximity-based socialization has come, he then whipped out his new iPhone to demonstrate the newest

game-changer. "Siri" is Apple's voice recognition system you've probably seen advertisements for. Wagner asked his phone if there were any good Italian restaurants nearby. Close to 10 options appeared on his screen, with maps, reviews and access to

menus. I'm not about to guess how this disruptor will affect our industry, but in some way I'm sure it will.

Overall, though, the convention gave affirmation and optimism to those of us in the trenches. As players, not only have the rules changed, but the game has as well. But as a team, the collective industry is finding effective ways to adapt. And win.

Here's to a prosperous and interactive future.

Patrick Lowry is president of the Kansas Press Association for 2011-12 and is editor and publisher of *The Hays Daily News*.



Patrick Lowry

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Seminar

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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 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 luncheon speaker is Evan Smith of the Texas Tribune.

The event is from 9 a.m. to 4 p.m. at KU's Adams Alumni Center. Those coming to the event can try to parking at the alumni center or across the street in the Union parking garage.

Participants are asked to bring along a laptop computer if they have one.



Mark Horvit



Evan Smith

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Kari Malone and Teresa Young modeling the Review “Phone Forum” t-shirts available at the Anderson County Review.

Controversial call-in column leads to new marketing effort

GARNETT – A controversial newspaper column in The Anderson County Review at Garnett has turned into more than a pointy must-read for subscribers — it’s become a T-shirt merchandising feature as well.

The Review’s “Phone Forum” column is a call-in editorial page feature that allows readers to phone in their comments anonymously on local issues or topics that interest them. The column is only lightly edited, said publisher Dane Hicks, withholding only the names of private individuals and businesses and editing for profanity. Calls can range from pranksters demanding all-out Jaws-style assault against the gigantic “Killer Catfish” in Lake Garnett to pointed complaints about the city’s sidewalk program or spending habits to driver behavior around the local elementary school. The gist of the column is that callers have the opportunity to complain or compliment without giving their names. Usually, complaints outweigh the positives, Hicks said.

“Outside of naming private entities or individuals, it’s pretty much open season,” Hicks said.

Started three years ago, the column quickly grew into the Review’s most popular feature. Hicks said the constant public chatter about the column prompted the paper to look for ways to leverage it.

“I always tell people that I’ve been writing editorials here for 25 years and nobody’s ever mentioned any of them,” Hicks said, “but rarely does a week go by that someone doesn’t mention the Phone Forum to me. It was pretty obvious we ought to be marketing ourselves with it.”

The Review has used the column in some of its self-promotional house ads and introduced a Phone Forum T-shirt line two weeks ago. The all-black shirt sports the verbiage “At least I’m not in the Phone Forum” on the front and on the back says “...yet.” The shirts cost \$8.50 apiece to print at a local sporting goods shop, and the Review priced them at \$24.95. Hicks said he doesn’t expect to sell a lot of the shirts, but having them is one more way to fuel the column, and in turn, the paper.

“We’ve talked about having a series of shirts, all with different sayings on them, maybe quoting some of the more outlandish callers,” Hicks said. “It’s just been a fun way to be unique and promote the paper.”

Editor’s note: Does your newspaper have a story to share of a news, advertising or marketing effort that has worked? Send it to Doug Anstaett at danstaett@kspress.com.

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JOB OPENINGS/FOR SALE

NEWS-EDITORIAL

The Pratt Tribune is looking for a sports reporter who's ready to become a hometown hero to a local legion of fans. Pratt is a sports-minded town with two high schools and a community college. The successful applicant will be able to design and fill pages with exciting copy and appealing photos for both our print and online editions. Send a cover letter, resume and work samples to editor@pratttribune.com or The Pratt Tribune, P.O. Box 909, Pratt, KS 67124.

□

Reporter/Copy Editor — Award-winning daily community newspaper seeks versatile, energetic and motivated reporter for covering hard news and some feature writing. The ideal candidate not only should demonstrate skills needed for well-rounded reporting — mining sources, breaking news for print and online, and routinely producing enterprise stories — but also be well-suited for copy editing, content posting on the web and some page design. A solid grasp of AP Style, as well as an ability to effectively communicate and handle multiple projects, are a must. A full-time job for a talented team player who understands the importance of community journalism. Minimum requirements: bachelor's degree in journalism or related field, or professionally equivalent experience. Relocation to Franklin County, Kan., preferred. Benefits include paid holidays, vacation days after six months, medical and dental plans, among others. The Ottawa Herald is a 4,500-circulation Tuesday through Saturday daily morning newspaper in growing northeastern Kansas. Interested candidates should send a resume and work samples to: Tommy Felts, managing editor, The Ottawa Herald, 104 S. Cedar St., Ottawa, KS 66067 or tfelts@ottawaherald.com.

□

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.

ADVERTISING

Manager, Inside Sales/Customer Service — The Hutchinson News is looking for a professional individual with proven sales training experience, communication and customer service skills to manage our inside sales/customer service team. Responsibilities include training and motivating their team on prospecting and selling private party and commercial business advertising into our daily classified product as well as phones sales for ads in special sections and other products. This person should have a desire to meet revenue goals as laid out by the Sales Director, meet daily deadlines, be able to multi-task, and work in a professional selling environment. Prior classified sales experience would be helpful.

Preferred Qualifications: • Experience in managing and training a sales team • Understanding of digital and social media • Have an acumen for learning the classified selling software system • Retail/Telemarketing Sales experience • Strong Time management skills.

Compensation package is salary/commission based. We offer a comprehensive benefits package which includes: 401(k), ESOP, FSA, HSA, health, dental, life, LTD insurance, vacation and sick leave. Attn: Sales and Marketing Director, The Hutchinson News, P.O. Box 190, Hutchinson, KS 67504 or email to lshea@hutchnews.com

□

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@gbtribune.com.

UNIVERSITY

Kansas State University Communications and Marketing seeks a full time writer/editor. Bachelor's in journalism or related field required. Screening begins Nov. 28. Visit www.k-state.edu/vpcm/jobs for job description and to apply. Kansas State University is an equal opportunity employer. Background check required.

ONLINE

The Hays Daily News' Pixel Power Haus wants to give you control over the directory residents use to find information about the businesses that make up your coverage area. BizLink is a searchable database of businesses and organizations that provides considerable upsell opportunity for newspaper seeking new revenue streams. You've seen expensive "subscription-based" models ... try one that works with your budget. Call Patrick Lowry at (785) 628-1081 to hear how we can help.

FOR SALE

CTP Unit for Sale — Have 2 and only need 1: ECRM Computer to Plate unit with plate processor, computer and all software. Everything you need to replace your entire camera room and eliminate the need for film. Call 620-626-0840.

□

Extra press: Web Leader Press with two quad units for full color. Operating right now in Liberal, but we have a second press. Award-winning color printing. Call 620-626-0840.

□

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.

Here's a big salute to our national associations

If you're concerned about the future of the U.S. Postal Service, you might want to send a word of thanks to Tonda Rush and Max Heath and the rest of the staff at the National Newspaper Association.

One thing is for sure: without the hard work of NNA and its members through the past several years, you would be paying more to mail your newspapers and you would be fighting even more service-related issues than you are today.

The newspapers of Kansas aren't big NNA boosters. Even though we've had four presidents of NNA from Kansas through the years (the latest two being Web Hawkins and Steve Haynes), we haven't in recent years been able to muster more than a dozen to 20 newspapers or so as members of NNA.

Now, it's not on my job description to tout NNA, so I'm not going to read you a list of reasons why you should consider being a supporting member of that association. That's your decision.

But I am going to throw a few compliments their way.

Tonda Rush, who now runs NNA but has been involved in the organization in Washington, D.C. for several years, provides great leadership as an advocate for our industry.

Tonda is articulate, smart, aggressive and absolutely dedicated to a free press in America. She is well-respected on Capitol Hill, and it shows.

And even though only a few Kansas newspapers are members, Max Heath — the nation's foremost expert on everything postal — has gone to bat for me or a KPA non-member newspaper every time he has been asked. He never says, "Sorry, can't help you. You're not a member."

Whether it's a problem with delivery, a

rule that's not being enforced, or a rule that doesn't exist that's being enforced, Max is a bulldog in his pursuit of answers for anyone that asks him for assistance.

What other organization do you NOT belong to that helps you out in a crunch?

Not many, I would argue.

You can see Max talking about all things postal on a YouTube video that is uploaded to the KPA website. Go

here to view it: <http://www.kspress.com/410/max-heath-shares-thoughts-future-usps>

NNA concentrates its expertise on two issues very important to most of you — the postal service and public notice. Its sister organization, the Newspaper Association of America, generally represents larger newspapers and concentrates on other issues such as the First Amendment, Federal Shield Law, advertising taxes and online issues.

They complement each other.

Times are tough, but please consider supporting one of these two organizations. They've been playing great defense for years for our industry.

KPA fights the battles that erupt in Kansas, but NNA and NAA fight the larger wars in our nation's capital.

We thank both groups for their efforts.



Please take advantage of the NAA's offer of free "Smart is the new sexy" ads for your publication.

If enough newspapers tie in to this promotion over the next few weeks, millions of Americans will be exposed to this branding opportunity that shows that newspapers help keep you informed, which makes you smart, which makes you sexy.

Who can beat that message?



Better yet, why don't you also take advantage of the "Keep Reading" house ads that are available from the Kansas Press Association.

The "Keep Reading" campaign was designed for us by New Boston Creative of Manhattan.

The ads essentially tout the importance of local newspapers to a community's strength and character.

The campaign's theme is: "Communities with a local newspaper are smarter, stronger and closer. Their citizens are connected to one another, and invested in what happens around them."

Go here to download those ads, which are available in a broad range of sizes and web widths: [http://www.](http://www.kspress.com/267/keep-reading-campaign)

[kspress.com/267/keep-reading-campaign](http://www.kspress.com/267/keep-reading-campaign)



While I'm touting the KPA web site, I've got an assignment for you. You won't get a prize for coming up with the answer, but you might have some fun trying.

On the web site, we have pictures rotating of various Kansas newspaper editors and publishers and a few others.

Two of the pictures contain ghost images of a KPA staff member. The question is: Which staff member is it and which newspaper picture contains the image?

E-mail me at danstaett@kspress.com with the answers and I'll announce the winners in next week's Kansas Press This Week. Have fun!

And, as I say in this month's question on this page, you can send me a picture to run in that rotation. Just follow the instructions in the answer below.

Doug Anstaett is executive director of the Kansas Press Association.



Doug Anstaett

I'm not going to read you a list of reasons why you should consider being a supporting member of that association. That's your decision. But I am going to throw a few compliments their way.



THIS MONTH'S QUESTION

Q. May I send in a photo to include in the rotating pictures on Page 1 of the KPA web site?

A. Certainly. Try to follow a similar format to the pictures we are running. To make sure your photo looks good and fits properly, make sure the height and width correspond to a 2.42 to 1 ratio. In other words, the photos are quite wide but not very deep. We prefer pictures of the owner (s) or publisher (s) but will run pictures of the editor, ad director or other leader if that is the preference. Send the pictures as a high-quality JPG to danstaett@kspress.com.

Job Opening?

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Send your want ads to KPA for quick results!

Call 785-271-5304 or

E-mail to danstaett@kspress.com

If you'd rather do it yourself, have at it!

Editor's note: *We were so impressed with this columnist's take on what newspapers and what editors sometimes put up with that we had to reprint it for Kansas Publisher readers. It is reprinted with permission of the author.*

By Bob Dyer

Akron Beacon Journal columnist

Several folks have complained about how difficult it would be to actually read through the huge advertising supplement that lays out every word of the three state issues on Tuesday's ballot.

Well, well, well.

This one goes out to all the people who keep accusing the "mainstream media" of distorting the truth because we "filter" the news.

You want your news unfiltered? Fine. We'll get out of your way and let you read all 58 newspaper pages of state Issue 2.

You can read them, absorb them and synthesize them into a few key points so you can explain them to your family and friends.

That's what journalists do. But if you'd rather do it yourself, have at it.

You also could head down to the courthouse every day and look at every lawsuit that's filed to find a few that seem impor-

tant or interesting.

And you could comb through the police reports every day to see whether something serious has happened in your community, or whether there's a bad trend in your neighborhood that you ought to be aware of.

And you could attend your city's council meetings and see what your elected officials are up to.

Heck, maybe, instead of writing game stories for the sports section, we should just print the complete play-by-play so we don't emphasize the wrong things or appear to be favoring one school over the other.

If I'm sounding a bit cranky, it's because people who would never take the time to read all 58 pages of state Issue 2 are among the first to accuse "The Media" — that gigantic monolith — of being uniformly biased and "filtering" the news. Do we get everything right? Nope. Do

we sometimes misinterpret things? Yep. Do we sometimes make bad judgments about what are the most important aspects of a situation? Sure do.

But most of the time we get it right. And we do it 365 days a year. When we don't get it right, we run corrections, which you will find in the same place every day: Page A2.

Even though your daily newspaper is significantly smaller than it was seven years ago, the 75 cents you're paying still buys you an awful lot of legwork, number-crunching, interviewing and fact-checking.

Heck, we in the newspaper biz are

so nice that we'll even give you the same stuff over the Internet — absolutely free!

No, wait a minute. That will never work. ...

Bob Dyer is a columnist for the *Akron Beacon Journal*. He can be reached at bdyer@thebeaconjournal.com.

Heck, maybe, instead of writing game stories for the sports section, we should just print the complete play-by-play so we don't emphasize the wrong things or appear to be favoring one school over the other.

AOE contest

Continued from Page 1

archives, will provide the source for entries for the contest."

Bradbury said the move by KPA follows the lead of more than 20 other state press associations to this format. Other states using the SmallTownPapers online contest format include Arizona, California, Colorado, Florida, Indiana, Iowa, Maryland/Delaware/D.C., Michigan, Minnesota, Missouri, Nevada, New Jersey, New Mexico, New

York, North Carolina, Oregon, Pennsylvania, Utah, Washington, West Virginia and Wisconsin.

KPA also will award separate news and advertising sweepstakes awards this year in each circulation category.

Bradbury also has prepared answers to some Frequently Asked Questions about the online contest. They can be found below this article.

"Change is not always popular, but the feedback we've received from other states indicates the process is quite efficient, and newspaper staff members really like it," Bradbury said. "We will work with any

newspaper that needs assistance because we want this new system to encourage more entries in our contest. That's been the experience for many other states."

Bradbury said KPA is now open for entries for the 2012 contest.

The entry form and information is attached to today's Kansas Publisher.

"This program allows the newspaper to upload numerous potential entries and then decide later which to actually enter in the contest. The publisher can decide which entries to 'enable' or 'disable' closer to the deadline. No more last-minute searches for tearsheets," she said.

FAQs about new online judging system for KPA contests

Q. What if I have a black and white paper but the PDF that I send my printer is in color?

A. All PDFs submitted should be the PDFs that are submitted to your printer.

Q. My story jumps from page 2 to page 6. Do I need to submit the entire section of the newspaper?

A. No, only submit pages 2 and 6. We don't need the other pages.

Q. What if I don't PDF the pages in my paper?

A. We also can accept TXT, DOC, JPG, PNG, and GIF. Or, if you still want to submit tearsheets, please contact Emily Bradbury to make arrangements.

Q. I am concerned about the uploading process. I have read the directions but I am still unsure of how to upload my entries. What do I do?

A. Call or email Emily Bradbury at ebadbury@kspress.com. She would be happy to walk you through the process. It really is easy!

Q. The circulation division for my newspaper is wrong. What do I do?

A. Email Emily Bradbury at ebadbury@kspress.com. She will make the change.

See FAQs on Page 10



NAA ad campaign available free to KPA members

The Newspaper Association of America is making its “Smart is the new sexy” advertising campaign available to all Kansas Press Association members whether they are members of NAA or not.

The campaign to promote the value of newspaper media, launched Oct. 24, has received prominent coverage in The New York Times and on CNN.com, NPR and Twitter. It was developed by The Martin Agency in Richmond, Va. to celebrate the distinctive editorial, advertising and community attributes delivered by newspapers.

Donna Barrett, CEO of Community Newspaper Holdings Inc. and an NAA board member, co-chaired the NAA committee that developed the campaign.

“With their new digital formats and high pass-along readership, newspapers deliver tremendous reach,” said Barrett.

Print and digital versions of the ads can be downloaded here. Please take special note about the schedule for running the ads.

“When you visit the campaign website – www.naa.org/smart-

sexyads – you will see a suggested schedule,” said Cheryl Sadowski, NAA vice president/communications. “But this is a pro-bono effort and newspapers can run any of the ads as their interest and space allow.”

The three ads (shown above) use a blend of illustrations and anecdotes to reinforce the value of newspaper media among existing and prospective consumers.

The ads also contain QR codes and digital prompts that link audiences to the campaign web page where they are encouraged to share their own connection with newspapers through social networking tools like Twitter and Facebook.

Members who run the ads will contribute to a positive dialogue about newspapers that influences both public perception and advertiser awareness of our medium.

Questions regarding the campaign may be directed to Cheryl Sadowski, NAA Vice President of Communications, at cheryl.sadowski@naa.org or (571) 366-1135.

FAQs

Continued from Page 9

Q. My website is password protected but I want to submit my website for Best Newspaper Website. What do I do?

A. Submit your website URL in the space provided and enter password information in the “Comments” section of the entry.

Q. On my entry fee calculation page it does not include the \$25 base entry fee. What do I do?

A. Please add \$25 to the amount the program calculates for you. Due to programming issues, we were unable to program the system to automatically add in the \$25.

Q. Do I have to pay via PayPal?

A. No, you can print off your Entry Fee Calculation page and send in your payment

to the KPA. Don’t forget to add the \$25 base entry fee!

Q. Why do News and Writing Excellence and Design and Layout Excellence categories have to be submitted via snail mail?

A. Each of these categories requires three entire issues to be submitted. It was determined that the judging of the categories (as well as the uploading) would be easier in hard copy form.



KANSAS PRESS ASSOCIATION Awards of Excellence

Online Uploading for 2012

All entries (excluding News and Writing Excellence and Layout and Design Excellence) will be uploaded electronically (detailed instructions are attached). Helpful videos can be found on our website at www.kspress.com. If you cannot upload PDFs, please contact Emily Bradbury at ebradbury@kspress.com

Eligibility

Active and associate members of Kansas Press Association may enter the Awards of Excellence contest. Entries must be submitted by the newspaper.

Contest Period

Publication of all entries must have occurred between Jan. 1, 2011, and Dec. 31, 2011. Publication is defined by the issue date printed in the newspaper.

Deadline for Entries

Entries must be postmarked/uploaded by **Friday, Jan. 20, 2012**. Entries postmarked after the deadline will be disqualified.

Divisions

Divisions are based upon each newspaper's circulation figures as reported for the 2012 Kansas Newspaper Directory. In those cases where a newspaper's circulation is both paid and free, the total distribution determines the division. A newspaper may elect to compete in a higher circulation class, but may not choose to compete in a lower division. If an entry was published in more than one newspaper, the entry may only be submitted in the circulation division of the highest circulation newspaper.

Daily Newspapers

Division I – Circulation 5,000 or less
Division II – Circulation 5,001 to 15,000
Division III – Circulation more than 15,001

Nondaily Newspapers

Division I – Circulation 1,750 or less
Division II – Circulation 1,751 to 4,000
Division III – Circulation more than 4,001

Preparation of Entries

• All entries must be uploaded/submitted as full-page

e-tearsheets that show the date of publication.

- All entries (excluding News and Writing Excellence and Design and Layout Excellence) will be submitted electronically via www.betterbnc.com.
- Some categories limit the number of entries allowed per newspaper or per person. These restrictions are indicated in each individual category description.
- Each mailed entry must have a completed entry label stapled to the front, left-hand corner of the tearsheet.
- If you do not choose to pay via PayPal, please mail payments to: KPA, 5423 SW 7th, Topeka, KS 66606, Attn: AOE.

Entry Fees

Entry fees are \$25 per newspaper plus \$5 per entry. Payment must accompany your entries.

Determination of Winners

The entries will be judged by members of another state press association. Judges will select a first, second and third place winner for each category. Plaques will be awarded to the first place and Sweepstakes winners. Other winners will receive certificates. The judges will be asked to comment on each of the winning entries. The judges' decisions are final.

Sweepstakes Awards

Points will be given to a newspaper for each first, second and third place award received. The newspapers with the highest cumulative points in their division will be awarded the Sweepstakes plaque. NEW FOR 2012 - There will be a separate Sweepstakes winner in each division. One for News and Writing AND one for Advertising. More ways to win!

Points awarded in each category

First Place – 100 points
Second Place – 70 points
Third Place – 60 points

Recognition of Winners

Winners will be recognized during the KPA convention on April 21, 2012, at the DoubleTree in Overland Park, KS.

Contest Categories

DEADLINE: FRIDAY, JAN. 20

NEWS & WRITING CATEGORIES

- 1. Feature Story** - Judging based on writing style, originality and interest. Limit two entries per person. One story constitutes an entry.
- 2. News Story** - Judging based on community importance of event, timeliness, thoroughness of reporting and writing style. Limit two entries per person. One story constitutes an entry.
- 3. Investigative Story** - Judging based on writing style, community importance of event, enterprise and thoroughness of reporting. May include a single story or series of stories. A series constitutes one entry. Limit two entries per person. All first place entries will be considered for the Murdock Award which includes an award statuette and a \$1000 cash prize.
- 4. Series** - Judging based on writing style, reader interest, enterprise and thoroughness of reporting. A series constitutes one entry. Limit two entries per person. All first place entries will be considered for the Murdock Award which includes an award statuette and a \$1000 cash prize.
- 5. Editorial Writing** - Judging based on local impact, reasoning, writing excellence and leadership shown through the editorial. Submit three different samples of editorials by the same writer. The three samples constitute one entry. Limit one entry per person.
- 6. Local Business Story** - Judging based on writing style, community importance, originality and enterprise. Limit two entries per person. One story constitutes an entry.
- 7. Government/Political Story** - Judging based on local impact, writing style, originality and enterprise. Limit two entries per person. One story constitutes an entry.
- 8. Religion Story** - Judging based on writing style, community importance, originality and enterprise. Limit three entries per person. One story constitutes an entry.
- 9. Agricultural Story** - Judging based on writing style, community importance, originality and enterprise. One story constitutes an entry. Limit two entries per person.
- 10. Youth Story** - Judging based on writing style, interest to community youth, originality and enterprise. One story constitutes an entry. Limit two entries per person.
- 11. Education Story** - Judging based on writing style, community importance, originality and enterprise. One

story constitutes an entry. Limit two entries per person.

- 12. Column Writing** - Judging based on writing style, originality and reader interest. Submit three different columns from the same writer. The three samples constitute one entry. Limit one entry per person.
 - 13. Sports Story** - Judging based on deadline writing style, reader interest and originality. One story constitutes an entry. Limit two entries per person.
 - 14. Sports Feature Story** - Judging based on general interest, writing style and originality. One story constitutes an entry. Limit two entries per person.
 - 15. Sports Column Writing** - Judging based on writing style, originality and reader interest. Submit three different columns from the same writer. The three samples constitute one entry. Limit one entry per writer.
 - 16. Headline Writing** - Judging based on originality and effectiveness of headlines, appropriateness for story subject and layout of headlines. Submit tearsheets identifying three headlines with stories to be judged. Limit one entry per person.
 - 17. News & Writing Excellence** (mailed category)- This is an overall evaluation of the newspaper's news and writing ability. Judging based on writing styles, originality, headlines and general interest. Submit three complete issues of the newspaper, one from each of the following months: February, June and October. Awards are presented to the newspaper. Limit one entry per newspaper.
- ## PHOTOGRAPHY CATEGORIES
- 18. News Photo** - Judging based on timeliness, impact and technical quality. Category includes black and white or color photos. One photo constitutes an entry. Limit four entries per person.
 - 19. Feature Photo** - Judging based on reader appeal, quality and photographic excellence. Category includes black and white or color photos. One photo constitutes an entry. Limit four entries per person.
 - 20. Sports Photo** - Judging based on action, newsworthiness and quality. Category includes black and white or color photos. One photo constitutes an entry. Limit four entries per person.
-

21. Photo Package - Judging based on overall theme, design and photo quality. A photo package is defined as three or more photos packaged together in a layout. Category includes black and white or color photo spreads. Limit five entries per newspaper.

22. Photo Illustration - Judging based on originality, creativity, artistic quality and subject matter. A photo illustration is defined as a manipulated or preconceived photograph used as a graphic to accompany a story. Entries will be judged in one daily and one nondaily category with no circulation divisions. Limit two entries per person.

23. Best Use of Photos - Judging based on overall use of photos throughout the newspaper, photo layout, photo quality, general interest and impact. Submit three complete issues of the newspaper, one from each of the following months: January, May and September. Awards are presented to the newspaper. Limit one entry per newspaper.

NEW FOR 2012:

All winners in the photography categories will be eligible for the new Photo of the Year Contest! The top 12 photos will be featured in the 2012 KPA Calendar.

DESIGN & LAYOUT CATEGORIES

24. Editorial Pages - Judging based on editorial content, leadership, community interest, impact, and layout and design. Submit three editorial pages, one from each of the following months: February, June and October. Awards are presented to the newspaper. Limit one entry per newspaper.

25. Sports Pages - Judging based on layout, use of photos and graphics, and variety of articles. Submit three sports pages/sections, one from each of the following months: January, May and September. Awards are presented to the newspaper. Limit one entry per newspaper.

26. Special Section - Judging based on news, layout, advertising, editorial content and local coverage. Submit entire special section. Awards are presented to the newspaper. Limit three entries per newspaper.

27. Feature Package - Judging based on quality of writing and photos, use of photos and layout of package. Limit five entries per newspaper.

28. Infographic - Judging based on originality, creativity, artistic quality and relation to subject matter. This category is for any graphic that explains information used for the story (i.e. map, chart, etc.) Entries will be judged in one daily and one weekly category with no circulation division. Limit two entries per person.

29. Design and Layout Excellence (mailed category)- This is an overall evaluation of the newspaper's design and layout. Judging based on layout and design of each page, use of white space, font selections and use of photos and graphics. Submit three complete issues of the newspaper, one from each of the following months: March, July and November. Awards are presented to the newspaper. Limit one entry per newspaper.

30. Best Front Page - Judging based on layout and design, use of photos and graphics, headlines, local coverage and reader appeal. Submit three front pages, one from each of the following months: April, August and December. Awards are presented to the newspaper. Limit one entry per newspaper.

MISC. CATEGORIES

31. Community Service Project - Judging based on originality of idea, effectiveness of project, newspaper leadership and community participation. Submit a one-page summary of the project along with samples of materials used in the project. Community service projects may include NIE programs, Kids Voting Kansas sponsorships or any other project aimed at serving the newspaper's community. Entries will be judged in one daily and one weekly category with no circulation division. Awards are presented to the newspaper. Limit one entry per newspaper.

32. Best Newspaper Web Site - Judging based on layout and design, graphics, user-friendliness, timeliness and local appeal. Include a temporary user name and password for the judges if your site is password-protected. Awards are presented to the newspaper. Limit one entry per newspaper.

Online Video Categories

33. Best Online Video (News)- Single online video depicting a breaking news story.

34. Best Online Video (Feature) - Single online video or series of videos featuring a specific topic.

Contest Categories

DEADLINE: FRIDAY, JAN. 20

ADVERTISING CATEGORIES

35 • Best Grocery Ad

Single ad for supermarket, grocery store, convenience store, specific food/beverage brands or other grocery advertiser

36 • Best Professional Service Ad

Single ad for bank, accountant, attorney, travel agent, college, funeral director or other professional service advertiser

37 • Best Furniture Ad

Single ad for furniture store, appliance sale, upholstery store or other furniture industry advertiser

38 • Best Hardware Ad

Single ad for lumberyard, hardware store, home center and other hardware-related advertiser

39 • Best Fashion Ad

Single ad for clothing store, seamstress, fabric store, shoe store or other fashion-related advertiser

40 • Best Automotive Ad

Single ad for car/truck dealer, automotive repair shop or other automotive industry advertiser

41 • Best Classified Display Ad

Single ad that was in the classified section of your newspaper.

42 • Best Specialty Ad

Single ad for any specialty item. Examples: jewelry stores, craft stores, Pampered Chef.

43 • Best Healthcare Ad

Single ad for hospital, pharmacy, doctor, dentist or other healthcare industry advertiser

44 • Best Political Ad

Single ad or series of ads for a candidate, ballot issue, political party or other political advertiser

45 • Best Entertainment Ad

Single ad for restaurant, theater production, bowling alley, golf course, movie theater or other entertainment industry advertiser

46 • Best Agricultural Ad

Single ad for farm implement company, co-op, seed and fertilizer dealer, livestock auction or other ag industry advertiser

47 • Best Ad Series or Campaign

A series of three or more ads with a common theme designed for the same advertiser

48 • Best Community Event Ad

Single ad for sidewalk sale, rodeo, festival, fair or other community event

49 • Best House Ad

Single ad or series of ads promoting subscriptions, advertising or a specific aspect/department of the newspaper

50 • Most Adaptable Promotion

Single overall idea for an ad or series of ads that could be adapted for advertisers in other markets

51 • Best Online Ad (Static)

Single static ad designed for the newspaper's Web site. Submit the complete URL and headline of ad, or submit a color copy of the ad if no longer online

52 • Best Online Ad (Motion)

Single Motion ad designed for the newspaper's Web site. Submit the complete URL and headline of ad, or submit a color copy of the ad if no longer online or submit a cd with ad on it

53 • Best Online Promotion

Single newspaper online promotion ad submitted on CD

The contest is open to all active and associate members of Kansas Press Association.

All entries must have been conceived, written, designed and sold by full-time or part-time employees of the newspaper.

How to Upload

This year, entries to the KPA Awards of Excellence will be submitted using a web-based program at www.betterbnc.com. Below are directions for preparing and submitting entries. If you have questions, please contact Emily Bradbury at (785) 213-8524, or ebradbury@kspress.com. Videos detailing the directions below can be found under the "Contests" tab on our website at www.kspress.com.

IMPORTANT: Please make sure to use a recent version of Mozilla Firefox (3.0 or higher) or Internet Explorer, and that you have an updated Adobe Flash Player for the browser you will use to make entries.

The deadline for all entries is Friday, Jan. 20, 2012.

1. Login:
 - a. Go to www.betterbnc.com.
 - b. Under "Are you a contestant?", click Login Here.
 - c. Select the "2011 KPA Awards of Excellence" contest.
 - d. Select the appropriate newspaper name.
 - e. Enter your temporary password: bnc (lower case), and click Login. When you first login, the system will prompt you to create a secure password (one per news organization). If you set the new password for your organization, please make sure to share it with others who may be making entries.
 - f. Contest information is listed below the "Contest Info" tab.

2. Submit Entries:
 - a. On the Manage Entries page, click Submit Entry (left side).
 - b. Select the appropriate circulation division (see "2012 Call for Entries" for breakdown of circulation divisions).
 - c. Select the appropriate contest category.
 - d. Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category's entry content.
 - e. Complete the Headline/Title field. This is VERY important as the judges need to know which story to read if a full page PDF is provided.
 - f. Based on the type of entry, add content:
 - i. To upload digital file attachments (other than audio/video), click Browse, navigate to the desired file, select Open, and click Upload. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit. Please try to keep file sizes to 5mb or less, to aid judges in accessing entry content.
 - ii. To add web/audio/video content, copy and paste the content's web address into the provided Web URL field. To host your content online, either upload it to a free streaming content website (e.g. YouTube) or talk to your IT person about adding it to your newspaper's website. Make sure the content will be accessible online throughout the contest and awards process. Here are some examples of free streaming content websites where you can upload audio and video content:
Audio: www.kiwi6.com, www.tindeck.com
Video: www.youtube.com, www.vimeo.com
IMPORTANT: Please ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. Judges may disqualify your entry if work samples are inaccessible.
 - iii. To create an entry for a mail-in, hardcopy-only category (e.g. tearsheets), **DO NOT UPLOAD A FILE OR ADD WEBSITE URL CONTENT.** Simply complete all other content fields. The News and Writing Excellence and Layout and Design Excellence categories will be submitted via mail using traditional tear sheets.
 - g. Click Next.
 - h. Add Credits for those responsible for the entry content.
 - i. Add Comments (if available), but keep them brief (e.g. 100 words)
 - j. Click Submit.
 - k. For hardcopy/mail-in entry categories, print and attach the entry label (which automatically appears after each entry is submitted) to each hardcopy item and ship to AOE Contest, c/o Kansas Press Association, 5423 SW 7th St, Topeka, KS 66606.

3. Payment for Entries

You may pay with a credit card via PayPal (no account needed) or you may mail a check to the KPA office. Please submit your online invoice with your payment if you pay by mail. Be sure to add your \$25 base entry fee to the payment!