

# THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY DECEMBER 3, 2008

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### DEC. 15

Bill of Rights Day

### JAN. 23, 2009

Deadline for Better Newspaper Contest entries for 2008

### JAN. 23, 2009

PhotoShop correction seminar, Wichita State University

### FEB. 20, 2009

Basics of InDesign seminar, Wichita State University

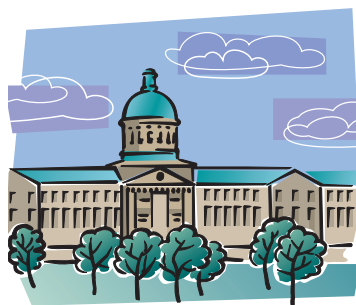
## VoteTracker designed to assist newspapers with voting records

One of the best ways to determine how your local representative or senator is doing is to follow his or her voting record.

Kansas Press Association has paid for your subscription to a service called VoteTracker, so all you have to do is sign up for the free service provided to KPA member newspapers.

How does VoteTracker work?

VoteTracker employees work diligently to keep track of activity in both houses of the



Kansas Legislature. Often, activity from one legislative day is available by the next morning.

Newspapers that take advantage of the service can track bills and voting records and download information for stories, editorials and features.

All you have to do to participate is to call Emily Bradbury at KPA and secure a

password.

A PDF detailing more of VoteTracker's features is attached.

## National Bill of Rights Day is Dec. 15

Kansas newspapers are encouraged to observe National Bill of Rights Day on or around Dec. 15.

Bill of Rights Day was established by President Franklin D. Roosevelt on Nov. 27, 1941.

The day is observed on Dec. 15 because the Bill of Rights, the first 10 amendments to the U.S. Constitution, was adopted on that day in 1791.

Here's what Roosevelt

had to say when he approved the proclamation: "Those who have long enjoyed such privileges as we enjoy forget in time that men have died to win them. We, however, who have seen these privileges lost in other continents and other countries can now appreciate their meaning to those people who enjoyed them once and now no longer can.

"We understand in some measure what their loss can

mean. And by that realization we have come to a clear conception of their worth to us, and to a strong and more unalterable determination that here in our land they shall not be lost or weakened or curtailed."

Doug Anstaett, executive director of the Kansas Press Association, will provide a guest commentary to run the week of Dec. 14 through 20.

It will be e-mailed to all newspapers by Dec. 5.

## Seminars will focus on PhotoShop, InDesign

Cort Anderson will lead technology seminars in January and February 2009.

Anderson is KPA's technology consultant and also takes questions on the technology hotline for the association.

Both seminars will be at Wichita State University from 9:30 a.m. to 3 p.m.

Cost is \$60 for KPA members and

\$75 for non-members. Lunch is on your own.

The first, on Jan. 23, will focus on PhotoShop correction methods.

The second, on Feb. 20, will cover the Basics of InDesign.

If you're interested in attending either or both of these seminars, e-mail KPA education director Rachel Willis at [rwillis@kspress.com](mailto:rwillis@kspress.com) or call 785-271-5304 to make reservations.



Cort Anderson

# Learn to create headlines that grab readers' attention

By John Foust

In the 1980s, International Paper ran an award-winning "Power of Print" ad campaign, featuring a series of educational subjects – each delivered by a well-known literary figure. Here's a sampling:

- "How to write a business letter" by Malcolm Forbes
- "How to read faster" by Bill Cosby
- "How to write with style" by Kurt Vonnegut
- "How to read an annual report" by Jane Bryant Quinn
- "How to enjoy poetry" by James Dickey
- "How to make a speech" by George Plimpton
- "How to improve your vocabulary" by Tony Randall



**John Foust**

What do these headlines have in common? By using the two simple words "how to," each ad clearly states a benefit. Readers instantly know what they will gain by reading the rest of the ads. If you want to accomplish the same thing in your ad copy, here are a few points to keep in mind:

1. Start with a relevant benefit. The vital first step in the process is to gather as much information as possible about the product or service you are advertising. Ask questions, probe for details, and look at the situation from the target audience's point of view. Although all features have at least one corresponding benefit, remember that not every benefit will be a deal-maker to your audience.

Are your typical buyers most concerned about selection? Price? Location? Find the benefit that is most important to your audience, and build the advertising around it.

2. Use the words "how to." These

two words lead directly to a benefit – by way of a verb that puts the reader in the driver's seat. You've seen this strategy in book titles, such as Dale Carnegie's "How to Win Friends and Influence People." The title (1) tells you exactly what the book is about, and (2) promises a benefit.

3. Be specific. The words "how to" will not work unless they are connected to a specific statement, as illustrated in this simple progression:

- a) "How to save money" and "How to save a lot" are vague and ineffective.
- b) "How to save money on your new car" is a little better because it at least pinpoints a product category.
- c) "How to save money on your new Widget-mobile" is another step in the right direction because it identifies a name brand.
- d) "How to save \$2,000 on your new Widget-mobile" is even better. It clearly states what the ad is about, and promises a specific benefit.

When you're talking about saving money, it's always smart to specify a percentage or a dollar amount.

4. Consider dropping "how to." One of the most interesting things about this "how to" copywriting technique is that it can work without the words "how to." Crazy as it may sound, you can often eliminate the opening without changing the meaning. For example, "Save \$2,000 on your new Widget-mobile" says the same thing as "How to save \$2,000 on your new Widget-mobile."

Headline-writing is an important advertising skill. You have to be willing to tweak the words until they're just right.

**John Foust** has training videos for ad departments at [jfoust@mindspring.com](mailto:jfoust@mindspring.com).

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## THIS MONTH'S QUESTION

**Q.** Have you decided where next year's Kansas Press Association annual convention will be?

**A.** Yes. It will be at the Airport Hilton Hotel in Wichita. It will be on Friday and Saturday, April 24 and 25. The hotel has been remodeled since we last met there a number of years ago.

We have begun making plans for the program and will announce the line-up soon.

# Slimp

Continued from Page 8

dozens of potential problems for InDesign to detect before a file goes to print or is converted to PDF. My favorite preflight criteria is the ability to find OPI links in images. You may not know the difference between OPI and LZW, but InDesign knows and will share its knowledge with you before you have a printing issue.

Something else that you will love about InDesign's new preflight: It provides a continuous preflight as you work. That's right. There's a little green light in the bottom corner of InDesign's desktop. If that light turns red, watch it. That means you've hit a snag. Man, I could have used that 10 years ago.

To test the new feature, I created a preflight that included the following checks, among others:

- missing links
- OPI information
- RGB images or text
- lab and spot colors
- overprinting of white text
- CID fonts
- missing fonts
- image resolution problems

Next, I created three InDesign documents that each contained some of these issues. Guess what? Yes, InDesign caught them all. Every single error. Every CID font. Every photo with RGB. PDFs with OPI information.

As we're forced to do from time to time in the South, I had to sit and have a cool drink before looking any further. Not to worry. You're going to love what I found next.

You've seen them: Those cool magazines and newspapers on Web sites that allow you to grab the corner and turn the page. That's right. You can create a Flash (swf) file that contains everything you need to convert your newspaper to a Web publication in InDesign CS4. I am not lying. I've done it myself.

Soon after discovering this incredible treasure, I received a request for advice from an advertising group in New York. The question: Should they purchase a system that would create Flash documents like this of their magazines and other periodicals? I quickly opened a 30-page outline that I give to classes and exported it as a Flash file from InDesign CS4, then uploaded the file to a Web site so they could see it. I received an e-mail a few minutes later: "We just ordered InDesign CS4." Enough said.

# Colorado man faces two counts of criminal libel for online posts

By the Associated Press

**F**ORT COLLINS, Colo. — A man accused of making unflattering online comments about his former lover and her attorney on Craigslist has been charged with two counts of criminal libel.

"It's not a charge you see a lot of," Larimer County District Attorney Larry Abrahamson said of the 1800s-era state law that can put people in jail for the content of their speech or writing.

Abrahamson charged J.P. Weichel, 40, of Loveland, in October over posts he allegedly made on Craigslist's "Rants and Rave" section.

The case began when a woman told Loveland police in December 2007 about postings made about her between November and December 2007. Court records show posts that suggested she traded sexual acts for legal services from her attorney and mentioned a visit from child services because of an injury to her child.

Police obtained search warrants for records from Web sites including Craigslist before identifying Weichel as the suspect. Weichel shares a child with the woman.

Weichel, confronted by detectives at his workplace in August, said he was "just venting," according to court records.

No phone listing could be found for Weichel, and his attorney, Michael Liggett of Fort Collins, didn't immediately return a message left Monday by The Associated Press.

Libel is commonly seen as a civil case. Denver attorney Steve Zansberg, who specializes in First Amendment law, said prosecutors

seeking criminal libel cases could have a "chilling" effect on free speech in Colorado, particularly over the Internet.

Abrahamson wasn't so sure. He said it is up to police departments to pursue cases.

Zansberg contends the law is outdated, is unclear about stating opinions and is written in such a way that dead people could be victims of criminal libel.

The statute allows prosecution for speech "tending to blacken the memory of one who is dead" or to "expose the natural defects of one who is alive, and thereby to expose him to public hatred, contempt or ridicule." Criminal libel carries a punishment of up to 18 months in prison.

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**Seventeen states, including Kansas, have criminal libel statutes on their books, although prosecution under those statutes is rare.**

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## Members can utilize MPA promotion ads

**M**issouri Press Association will share its new "Know It. All." newspaper campaign with other state, regional and national press associations and their members.

This series of ads, launched on Oct. 1 for newspapers to use without charge, promotes the value of newspapers. Missouri Press has encouraged all of its member newspapers to download the material and use as much of it as they can as often as they can.

"Read A Newspaper. Know It. All." focuses on the value that local newspapers bring to their readers.

The ads are posted on the MPA website at [mopress.com/know\\_it\\_all.php](http://mopress.com/know_it_all.php) along with an overview of the campaign.

Any newspaper that is a member of a newspaper association is invited to download and use the ads. There is no fee, but voluntary donations can be sent

to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201.

The ads are in template form so newspapers can customize the content to localize the messages. The first flight of this campaign consists of eight ads, each designed with a different target, season or approach. Some of the ads focus on the news and information aspects of newspapers, while others focus more on the advertising and value aspects. All of the ads are presented in two sizes in color and black and white.

Plans for "Know It. All." include the creation of radio ads that newspapers can use on local stations.

The series was produced by the Missouri Press Association in conjunction with Strategists, LLC, a communications firm based in Columbia. For more information contact MPA at (573) 449-4167 or [dcrews@socket.net](mailto:dcrews@socket.net).



# Don't think you have competition? Don't blink!

By Gary Sosniecki

I hear it time and time again when I talk to small newspapers that still don't have Web sites: "I'm afraid a Web site will hurt my print product."

These publishers tell me they're afraid their newspaper will lose circulation if they start giving away content on the Internet. They also say they're afraid any online advertising they sell will cost them print ads.

What these publishers should be afraid

of is what could happen to their newspapers if they don't have a Web site.

Remember the shopper invasion of the 1960s, '70s and '80s? Small newspapers that didn't take competing TMC's seriously often saw their ad bases erode. Smart publishers who recognized the threat



Gary Sosniecki

started their own shoppers to keep advertisers from jumping ship to a competing shopper. Maybe their newspapers lost a little advertising, maybe they lost a few readers who were more interested in ads than news, but they lost them to their own shoppers instead of a competitor's.

The same is true with the Internet.

Today, a newspaper -- even the smallest newspaper -- needs its own Web site to prevent readers and advertisers from jumping ship to a competing Web site.

Don't think you have online competition? Guess again. Go to your favorite search engine and type in the name of your town and state.

Scroll down the list of results and pick out the competitors. See the stories about your town on the local Topix site? See the community-calendar items from your town on the local American Towns site? See the ads local businesses are running with Merchant Circle? Craigslist may not be in your town yet, but Topix and American Towns are, and a few of your advertisers might be trying out MerchantCircle or something similar.

Even scarier are those towns where news-and-information Web sites have



sprung up in competition with the local newspaper. I learn of another one almost every week.

So, yes, you need your own Web site. The key is to minimize its impact on your newspaper. The best weekly-newspaper Web sites complement their newspapers rather than compete with them.

If you update your Web site only once a week, you're competing with your newspaper. If you post too many of the same stories on your Web site, you're competing with your newspaper.

But if you're selective about what you post, if you don't duplicate too much of your print product online, if some of your online news is unique to your Web site, you will complement your newspaper and minimize any loss of readership.

Some suggestions for your main weekly update:

--Post major front-page news, two or three stories. Don't post routine crime news.

--Post your main editorial or personal column. Don't post letters to the editor

or your "yesteryear" column.

--Post varsity sports from the local high school, but not junior varsity or lower.

--Post full obits. Don't post births, weddings and engagements.

Complement your newspaper by posting content you might not have room to run in print. Some examples:

--Post photos of your high-school sports teams and schedules at the start of

each season. Leave them up all season. If you're really ambitious, update the schedules with the final scores as the season progresses.

--As candidates file for local elections -- city councils, school boards, county commissions -- update a master list online and keep it posted until the election.

--Post a transcript of local candidate forums. Even better, post a video clip of each candidate answering a key question.

Of course, nothing distinguishes your Web site from your newspaper more than the breaking news you can post online: Fires, floods, major storms, death notices, sports scores, boil orders, weather-related school closings, election results on election night. With each online update, remind readers that they'll get a full report in the next edition of your newspaper.

In 2001, I coordinated the launch of a redesigned Web site for a small daily in Missouri. Three years later, I launched the first Web site of a small weekly my wife and I owned.

Neither time did our newspaper lose any readers -- or advertisers -- because of our Web site.

I can't guarantee that your newspaper won't lose some readers or advertisers if you launch a Web site.

But if you do, you're better off losing them to your own Web site than to someone else's.

**Gary Sosniecki** is a regional sales manager for Townnews.com specializing in weekly newspapers. He has owned weekly newspapers and published a small daily in Missouri during a 34-year newspaper career. He may be reached at [gsosniecki@townnews.com](mailto:gsosniecki@townnews.com).

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**I can't guarantee that your newspaper won't lose some readers ... But if you do, you're better off losing them to your own Web site than to someone else's.**

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# Now I know why some owners sold their presses

It's days and weeks like these that I understand why so many community newspaper owners choose to have their papers printed off site — by somebody else.

Printing your own paper, and the papers of others, can be stressful when things go wrong and equipment fails, not to mention expensive.

Our imagesetter went two days this week without accepting images, so we were in trouble. Our front and back newspaper pages went back to black and white from four

colors, after we pasted up the newspaper on layout sheets (the way we used to).

Luckily, we still had enough layout sheets, wax and the wax heating machine still worked.

Here at the semi-weekly Holton Recorder, we believe we are one of the few papers our size in the state that still prints its own newspaper. That's not to say that if we figured all of the printing expenses we could justify keeping the print shop doors open.



**David Powls**

We're just a little stubborn about continuing The Recorder's longstanding web press printing tradition. Plus, we just like printing at home, in our own building.

A couple of years ago, we upgraded printing presses so we could produce four-color photos and advertisements. Before that time, The Recorder had been married to a four-unit Thatcher web press since John F. Kennedy was elected president.

Of course, with newer printing press technology comes more reliance on computers and the contraptions we call imagesetters. Today (Wednesday, Dec. 3), our imagesetter is back on line after our pressman discovered the problem by literally crawling into the belly of the machine.

Our imagesetter problem — the blasted thing would not accept incoming film — was caused by a suction cup inside the machine that had become loose and was blocking the path of the incoming film. Another so-called "door interlock" problem also was fixed and we're back to running four colors.

... But not before we had to send one of our printing customers to another print shop, in order to provide them with the four-color photos and ads they needed — and keep them pretty much on their schedule.

We have a good working relationship

with another print shop. We worked on our imagesetter as long as we could (good computer tech expert assistance for our imagesetter is difficult to find these days) and then made the emergency S.O.S. call to our back-up print ship.

While we're nearly back to a normal routine here, the imagesetter problem has been consuming. We're told we could purchase another "good" imagesetter for a certain price or we could bypass the need for an imagesetter completely by going "computer to plate" for about 12 times the other price.

... Or we could shut down the print shop and have the paper printed off site.

Good newspaper editors and publishers must have good back-up plans for the unique problems and issues that confront us.

For legal advice, I call Mike Merriam on the KPA legal hotline. For most everything else newspaper-related, if I have questions I talk to my wife Connie or call Emerson Lynn or Bob Johnson at The Iola Register.

What are your back-up plans?

**David Powls** is 2008-09 president of the Kansas Press Association Board of Directors. He and his wife, Connie, are co-owners of the Holton Recorder.

## House ads available for use

A series of five promotional ads designed to let you toot your own horn about your newspaper — including the ad at the right — are available online at [kspress.com](http://kspress.com) for your use.

The theme of the campaign is "Your community. Your newspaper."

Go to Advertising Retrieval and click on Download House Ads to utilize them. Be sure to add your own newspaper name or logo in the ads.

The ads' themes include: (1) County fair (seen at right); (2) Farm; (3) Football game; (4) Student; (5) Wedding

The basic theme of the ads: "No one covers the news that matters to you like your community newspaper."

Download the ads in color or black and white at: [www.kspress.com](http://www.kspress.com).



The county fair.  
Our local government.  
Community events.

No one covers the news that matters to you like your community newspaper.

**your community. your newspaper.**

[INSERT YOUR NEWSPAPER NAME OR LOGO]

We're your newspaper.





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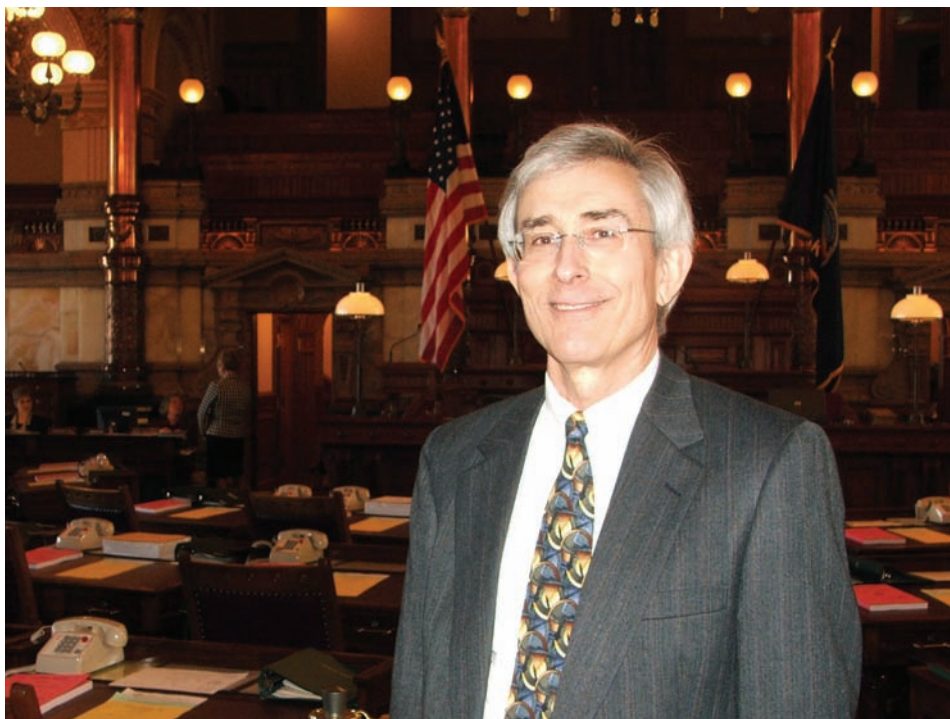
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## KPA's legislative rep

*Richard Gannon, KPA's director of governmental affairs, has begun his sixth year as the chief lobbyist for the Kansas Press Association. Gannon, a former state senator from Goodland, will be keeping an eye on bills that relate to public notice, open government and governmental ethics as well as leading the charge on issues important to the Kansas newspaper industry.*

## IN THE NEWS

**K**en Knepper, editor and publisher of the Newton Kansan, has been appointed to fill the unexpired term of Dan Simon on the Kansas Press Association Board of Directors.

He has been at Newton for about two years. He and his wife, Lori, have three children.

He began his career as a reporter and photographer for the Abilene Reflector-Chronicle. He also worked at the Clay Center Dispatch and for Midland Newspapers Inc. in Shenandoah, Iowa.

He will serve as chairman of the KPA Legislative Committee.

**A**n Alexandria, Va. City Council member is pushing to establish a local "Do Not Deliver" registry, barring publishers from delivering newspapers to residents who ask to be on the list, WJLA/NewsChannel 8 reported.

One city resident told the news station she's particularly irked by unrelenting delivery of the free Examiner, which she says she has tried repeatedly to have stopped.

Under City Councilman Justin Wilson's plan, set to be considered in January,

Alexandria residents would have to sign up for the Do Not Deliver list. Publishers would then face escalating fines for sending papers to their addresses.

**E**ditors from about 30 papers are attending this week's "CNN Newspaper Summit" to hear about the news org's plans to provide coverage of big events on a smaller scale and at a lower cost than the Associated Press.

AP CEO Tom Curley says: "Breaking news is very, very expensive and if they have the resources to spend on it, we welcome them to the game."

**S**teve Gray, the American Press Insitute's head cheerleader for the future of newspapers, presented his Newspaper Next 2.0 seminar at the 2008 Montgomery Family Symposium Nov. 7 in Topeka.

Gray said newspapers must adapt to the new social and cultural environment in order to survive.

The annual seminar is underwritten by a \$50,000 pledge to the Kansas Newspaper Association by the John G. Montgomery family.

# THE KPA MARKETPLACE

## NEWS

The El Dorado Times, a Monday through Friday paper, has an opening for a full-time reporter. Duties would include covering the Butler County Commission meetings and state news from our representative, as well as putting together a weekly Faith Page, Memories (weddings, births, etc.) Page and Active Age Page. This would include writing stories, taking pictures and laying out the page. You also would put together our Page two, which includes police reports, calendar of events, etc. There also would be some general reporting assignments for the paper as they arose. Quark and Photoshop experience a plus. Pay is negotiable depending on experience. Contact Julie Clements at 316-321-1120 or editor@eldoradotimes.com.

The Coffeyville Journal, a five day A.M. in southeast Kansas, has an immediate opening for a Lifestyle Editor who is also willing to cover news stories as needed. Prior experience helpful, but recent grads welcome to apply. Quark XPress and Photoshop experience helpful, but not required. Send resumes, writing samples and references to: Doug Armbruster, Managing Editor, Coffeyville Journal, 302 W. Eighth, Coffeyville, KS 67337 or via e-mail to editor@cj.kscoxmail.com.

The Parsons Sun needs a sports editor to cover area high schools and a community college. Send resumes, clips to Ray Noltling, P.O. Box 836, Parsons, 67357, or e-mail to rnoltling@parsonssun.com.

NEWS REPORTER — The Kansas City Kansan is looking for a hard-working,

dedicated reporter to cover numerous beats in Wyandotte County. The right person must have news and feature writing experience as well as photography experience and knowledge of QuarkXpress, Photoshop and other Mac-based computer programs. Competitive pay and benefits package. Send resume, writing samples and references to Matt Kelsey, managing editor, at matt@kansascitykansan.com.

Writer, research news and features. Kansas State University seeks a talented self-starter with professional news writing experience. Send copies of three published articles, letter of application, resume, names and contact information for three references to: Search committee, K-State Media Relations, 9 Anderson Hall, Manhattan, KS 66506-0117. Job description online: Job description online at <http://www.k-state.edu/media>. Kansas State University is an equal opportunity employer. Background check required.

## OTHER

The Playa Lakes Joint Venture (PLJV) is seeking qualified candidates for the position of Communications Director. The position provides communications and outreach leadership to the PLJV and is instrumental in promoting activities of the PLJV and increasing public and partner awareness of and participation in bird habitat conservation through development, execution and evaluation of an effective communications strategy. Position requires substantial coordination among private, state and federal conservation organizations involved in bird conservation, and as such, the incumbent needs to be a proven

team leader as well as a team participant. Applicants should be experienced in external and internal communications and media relations, marketing and strategic communications, website management, team leadership and coordination and have excellent writing, editing and organizational skills; and should possess the work ethic indicative of an effective communicator and be responsive, organized, a clear thinker, quick learner and able to meet deadlines. Successful candidates should also be able to translate complex biological information to audiences inside and out of the scientific community, including policy makers, rural farmers and ranchers and conservation professionals. Knowledge of the PLJV region and related wildlife conservation, socio-economic and Farm Bill policy issues is a plus. Interested applicants should e-mail a resume and cover letter to Michael Carter, PLJV Coordinator: [mike.carter@pljv.org](mailto:mike.carter@pljv.org) by close of business Nov. 15, 2008. All applications will be acknowledged. Download complete position description. The PLJV is a regional partnership of federal and state wildlife agencies, conservation groups, private industry and landowners dedicated to conserving bird habitats in the Southern High Plains. For more information: [www.pljv.org](http://www.pljv.org)

**Have a job opening  
or an item for sale?**  
Contact Nicole Schings at KPA at:  
(785) 271-5304  
or  
[nschings@kspress.com](mailto:nschings@kspress.com)

**"81% of newspaper  
Web site users  
also read their  
printed paper."**

—Newspaper National Network



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800.245.9278, ext. 5324  
[sales\\_builder@multiad.com](mailto:sales_builder@multiad.com)

**MultiAd**

# Remember when a byte was something to eat?

**W**hen I was named publisher of The Newton Kansan 21 years ago, the “computer” era had just begun.

Back then, we used Compugraphic machines in our composing rooms. I know, many of you have never heard of a composing room — let alone a company named Compugraphic.

Anyway, at the time we used a couple of Compugraphic 9000s to set advertising and a 7200 to type out our headlines on a long narrow strip of photo-sensitive paper that we would then put through the waxing machine and paste up on the appropriate page.

In the newsroom, we used Mycrotek computers. As I recall, the entire storage capacity of our little floppy disk system was just two megabytes.

You read that right ... two megabytes!

Today, that wouldn't even be enough capacity for the simplest software, let alone allow for storage of pictures and graphics.

Now, we speak not in terms of megabytes or even gigabytes when we discuss memory. Terabyte is the new term.

A terabyte, according to Wikipedia, is equal to one trillion bytes, or 1,000 gigabytes.

A gigabyte, of course is 1 billion bytes, or 1,000 megabytes.

A quick online search today indicates they've already got the names picked out for the next four generations after terabyte: petabyte, exabyte, zettabyte and yottabyte.

Why not honkinbyte? Or gazillionbyte?

When I got to Newton in 1987, there were three printers who were nearing retirement. They had between them a combined work history of more than 80 years.

We were contemplating switching to a new computer system, but Ron, Frank and Adolph preferred to do it the “old-fashioned way.” We allowed them to retire without ever having to deal with a computer crash.

I'd be surprised if any of the three ever bought a computer. My mom is 79 and doesn't think she's missed out on a thing by not having one.

Now, those in my generation are the ones contemplating retirement. Change is occurring every day, and sometimes it seems overwhelming. How do you keep up? Is technology going to pass us by?

I hope not.

As about 30 of us learned at last month's Montgomery Family Symposium, the internet is here to stay. It could be the savior of the newspaper business, or it's downfall.

We can either embrace it and find ways to use it to our advantage as we cover our communities, or someone else will.

You see, we human beings are ingenious sorts. We're never satisfied with the

way things are done, so we tinker around with new ideas to make something easier, less expensive, better or more reliable.

I still run into lots of folks who can't imagine the day when they won't have a fresh, crisp, inky newspaper in their hands every day. I feel the same way.

But we are a dying breed.

Young people don't get their information that way, and the odds are they won't “grow up” and join our subscription lists like their parents and grandparents.

We've got to learn the new lingo, master as best we can the new technology, listen to our community's members and give them the information they want in the form they want it delivered.

That will require changes — lots of them.

I heard a noted cattle rancher from Kansas being interviewed the other day about consumers and the beef industry. He said despite the fact his colleagues didn't like what they were hearing, “the consumer is always right” and so “we must give them what they want.”

The newspaper industry is really no different. Gone are the days when we could arbitrarily make the decisions about what our readers want.

We need to listen to them.

To paraphrase my rancher friend: “The reader is always right. We must give them what they want.”

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



**Doug Anstaett**

## Creative Suite's choice of applications ‘mind-boggling’

**E**xcuse me, but I have to sit down. It's time to let you know about a few of the new features in Adobe Creative Suite 4. And after taking a fresh look at these applications, I need to catch my breath because some of the features are incredible. No, make that unimaginable. No, let's stick with incredible. Wow.



**Kevin Slimp**

There's so much to cover when pondering a review of CS4. The number of applications alone is mind boggling. My copy of the CS4 Master Collection includes InDesign, Photoshop, Illustrator, Acrobat, Flash, Dreamweaver, Fireworks, Contribute, After Effects, Premiere Pro, Soundbooth, OnLocation, Encore, Bridge, Version Cue, Device Central and more.

**The feature that most impresses me in the latest rendition of InDesign is the Preflight. InDesign has always had a great preflight function; however ... Adobe has taken it up a notch or two or three thousand.**

things stand out about CS4 preflighting. The first is the ability to create your own preflights that look for just about any potential printing problem.

Like previous versions of InDesign, users can search out RGB in images, missing links and more. Now users can select from

Think you'll never use Soundbooth?

Think again. I can't believe how much better the audio sounds on my recordings. No idea what Fireworks and Flash do? It's time to learn, my friend.

For today, however, I'm going to discuss two features of an application you're probably already using: InDesign.

The feature that most impresses me in the latest rendition of InDesign is the Preflight. I know, I know: InDesign has always had a great preflight function; however, the gang at Adobe has taken it up a notch or two or three thousand. Two



## It's Time to Think Outside the Box

Check out the following side-by-side comparison of selected features included in VoteTracker and Lobbyist-in-a-Box:

	VoteTracker	Lobbyist-in-a-Box
Track action on bills you're interested in	✓	✓
See every vote on every bill in your list	✓	no
See every bill text version	✓	no
See the complete text of amendments	✓	no
See every bill brief on every bill introduced	✓	no
Keep multiple notes in bill list	✓	no
Search for bills by many criteria	✓	no
Search for votes by many criteria	✓	no
Search for legislators by many criteria	✓	no
Quickly see a summary of any day's action	✓	no
Show explanations of votes	✓	no
Display and print entire voting records	✓	no
Compare voting records	✓	no
Rank by voting patterns	✓	no
See complete election data for every district	✓	no
See extensive census data for every district	✓	no
Generate legislative grade cards	✓	no
Easy one-click navigation	✓	no

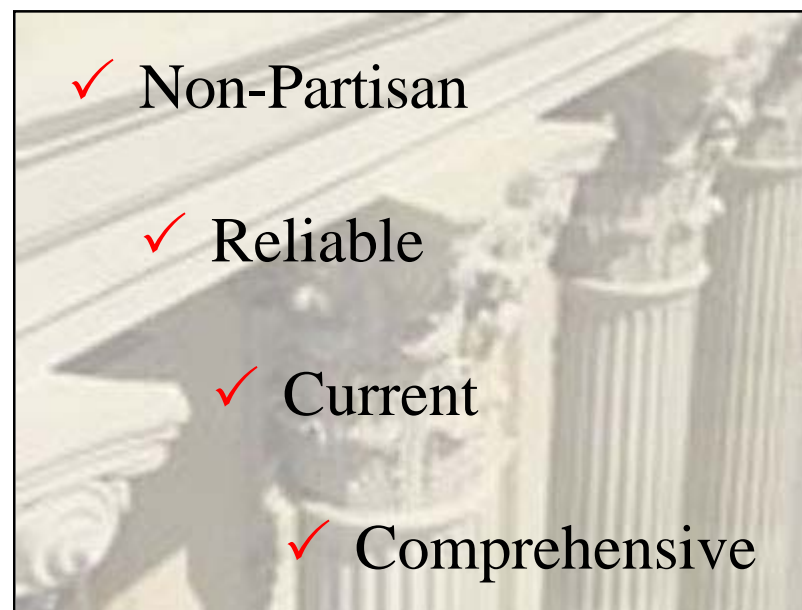


Visit us today at  
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1-866-348-8683 • [info@votetracker.com](mailto:info@votetracker.com)



Are you ready to see how  
VoteTracker can help you?



Watch for information about our  
Orientation Sessions in January 2009

Free of charge ♦ Open to anyone

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

# What can VoteTracker do for you?

Developed by former congressional and Kansas government staffers, VoteTracker is the best and most affordable source for every action in the Kansas Legislature, as well as an enormous amount of data about Legislators themselves, some of which you can't find any place else on the Web. VoteTracker is updated every day, so you are always assured of timely and accurate information. Here is just some of what our subscribers can do with the VoteTracker Kansas Edition:

## Stay on top of every bill introduced with BillTracker

- ✓ Track an unlimited number of bills and assign them to an unlimited number of groups that you designate
- ✓ At a glance, see the current status of your bills
- ✓ Sort your bills by bill number or date of last action
- ✓ Keep private notes and notes for reports on your bills
- ✓ Print reports of all your bills or just those in a certain group
- ✓ With a click, see the complete bill history, bill text and bill briefs on any of your bills

## Find and display information on all votes since 1999

- ✓ Find and sort votes using multiple criteria, such as bill number, sponsor, subject, date, result, or margin
- ✓ See complete vote tallies, with the vote of each Senator or Representative
- ✓ Arrange vote tallies by name, party or gender
- ✓ See every explanation of vote
- ✓ View complete bill texts and bill histories
- ✓ See every bill brief and summary of legislation on every bill

## Easily obtain and compare voting records

- ✓ See the complete voting record of any Legislator
- ✓ Compare voting records of any two Legislators

## Quickly find information on Legislators and districts

- ✓ See detailed profiles of every Legislator
- ✓ See election data for every district
- ✓ Find and sort Legislators using dozens of criteria, including election data

## Complete set of Kansas Statutes

- ✓ Statutes are integrated into VoteTracker so you can link directly to them from bill summaries
- ✓ Unlike statutes on INK, our statutes include helpful navigation tools, such as links to related statutes
- ✓ Statutes are completely searchable in ways not available on any other site

## Community Profiles

- ✓ View profiles of every county, city and school district
- ✓ Profiles are integrated into VoteTracker to allow easy navigation between Legislator profiles and community profiles
- ✓ Profiles are searchable by multiple criteria

## Correspondence Management (Legislators only)

- ✓ Track, sort and report on all types of correspondence
- ✓ Be alerted about correspondence that has not been answered



# KANSAS PRESS ASSOCIATION Awards of Excellence

## 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 entries must have occurred between Jan. 1, 2008, and Dec. 31, 2008. Publication is defined by the issue date printed in the newspaper.

## Deadline for Entries

Entries must be postmarked by **Friday, Jan. 23, 2009.** Entries postmarked after the deadline will be disqualified.

## Divisions

Divisions are based upon each newspaper's circulation figures as reported for the 2009 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. Indicate the division you wish to compete in on both the official entry form and on each entry label.

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 4,700 or less
- Division II – Circulation 4,701 to 10,000
- Division III – Circulation 10,001 to 50,000
- Division IV – Circulation more than 50,000

### *Nondaily Newspapers*

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

## Preparation of Entries

- All entries must be submitted as full-page tearsheets that show the date of publication.
- Some categories limit the number of entries allowed per newspaper or per person. These restrictions are indicated in each individual category description.

- Each entry must have a completed entry label taped to the front, left-hand corner of the tearsheet. Only the upper edge should be taped.

- Draw an arrow that points to the entry on the tearsheet.

- Tearsheets may be quarter-folded.

- Arrange entries in order by category number.

- Enclose payment, a completed copy of the entry form, payment and all entries with labels. Mail to: KPA, 5423 SW 7th, Topeka, KS 66606, Attn: AOE.

## Entry Fees

Entry fees are \$25 per newspaper plus \$5 per entry.

## 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.

### *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 25, 2009, at the Wichita Airport Hilton. Your contest contact person will be notified of winning entries in advance. Publishers will receive the convention registration information.



# Contest Categories

DEADLINE: FRIDAY, JAN. 23

## 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.
- 4. Series** - Judging based on writing style, reader interest, enterprise and thoroughness of reporting. A series constitutes one entry. Limit two entries per person.
- 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. First-place entries will automatically be considered for the Kansas Farm Bureau Golden Wheat Award, which recognizes one daily and one nondaily agricultural writer with a commemorative plaque and \$1,000 award.
- 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** - 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 two 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 two 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 two 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.

## 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 two 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. Editorial Cartoon** - Judging based on originality, creativity, artistic quality and subject matter. Entries will be judged in one daily and one weekly category with no circulation divisions. Limit two entries per person.

**29. Infographic** - Judging based on originality, creativity, artistic quality and relation to subject matter. Entries will be judged in one daily and one weekly category with no circulation division. Limit two entries per person.

**30. Design and Layout Excellence** - 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.

**31. 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

**32. Huck Boyd Community Service Award** - 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. One award will be given. Awards are presented to the newspaper. Limit one entry per newspaper.

**33. Best Newspaper Web Site** - Judging based on layout and design, graphics, user-friendliness, timeliness and local appeal. Submit the Web site address on a sheet of paper. 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.

**34. Public notices** - Entries will be judged on the newspaper's overall treatment of public notices, including placement, font selection and promotion of public notice readership. Submit tearsheets of public notices from three different issues as well as stories, house ads and other materials used to promote the publication and readership of public notices. Limit one entry per newspaper.

# AWARDS OF EXCELLENCE 2009

# Official Entry Form

Each newspaper entering the KPA Awards of Excellence contest must submit a completed copy of this form. After completing, please make a copy for your records before mailing.

## Basic Information

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

Mailing Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Area Code/Phone Number \_\_\_\_\_ Area Code/Fax Number \_\_\_\_\_

E-mail Address of Contact Person Listed Above \_\_\_\_\_

Circle Division:    Division I            Division II            Division III            Division IV            (see Entry Guidelines for details)

Circle Frequency:    Daily (published four or more times per week)            Nondaily (published fewer than four times per week)

## Payment Calculation

_____ Number of entries x \$5	\$ _____	
_____ + Number of Additional Comment CDs x \$5	\$ _____	Each newspaper will receive one free comment CD
_____ + Entry Fee	+ \$25.00	
_____ = Total Amount Due	\$ _____	

## Method of Payment

\_\_\_\_\_ Check enclosed made payable to Kansas Press Association

\_\_\_\_\_ Charge to Visa, MasterCard or American Express:  
Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

## Entries At-a-Glance

Indicate below how many entries your newspaper is submitting in each category:

_____ Feature Story	_____ Sports Feature Story	_____ Special Section
_____ News Story	_____ Sports Column Writing	_____ Feature Package
_____ Investigative Story	_____ Headline Writing	_____ Editorial Cartoon
_____ Series	_____ News & Writing Excellence	_____ Infographic
_____ Editorial Writing	_____ News Photo	_____ Design and Layout Excellence
_____ Local Business Story	_____ Feature Photo	_____ Front Page
_____ Government/Political Story	_____ Sports Photo	_____ Huck Boyd Community Service
_____ Religion Story	_____ Photo Package	Award
_____ Agricultural Story	_____ Photo Illustration	_____ Newspaper Web Site
_____ Youth Story	_____ Use of Photos	_____ Public Notices
_____ Education Story	_____ Editorial Page	
_____ Column Writing	_____ Sports Page	
_____ Sports Story		

Mail completed entry form with payment and all entries to:  
Kansas Press Association, 5423 SW 7th Street, Topeka, KS 66606

**ALL MATERIALS MUST BE POSTMARKED BY JAN. 23, 2009**



