

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

DEC. 12, 2011

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KPA CALENDAR

DEC. 15

Annual Bill of Rights Day.

JAN. 20, 2012

KPA Awards of Excellence entry deadline.

FEB. 16, 2012

KPA Board of Directors meeting, Topeka.

APRIL 20-21, 2012

KPA annual convention, Overland Park.

Awards of Excellence procedure goes digital to improve efficiency

The new Awards of Excellence entry process this year may require some additional time, so Kansas Press Association members should give some thought to beginning to electronically uploading entries

now. To encourage early entries, KPA will cut the flat \$25 entry fee for the first 25 newspapers that begin the process, if they do so before Dec. 15.

The new format allows for writing, design, photography and advertising to be judged electronically, allowing for more efficiency in the judging process.

Mary Karst, advertising director for the Hays Daily News, has used the new system, and she is impressed.

'Wow! How easy! No more searching for a paper copy that has the perfect color reproduction. Just simply fill in the blanks and upload the page ...'

Mary Karst, Hays Daily News

She said it's ease of use eliminates some of the problems her newspaper has experienced in the past.

"Wow! How easy! I really like the new electronic submission format for the contest," she said.

"No more searching for a paper copy that has the perfect color reproduction, no more paper ballots to fill in.

"Just simply fill in the blanks and upload the page with the ad on it and you are good to go. I am looking forward to being able to upload pages throughout the year and then choosing the best to enter when the contest comes around."

Emily Bradbury, KPA's member services director, has produced two videos to explain the

See AOE CONTEST on Page 6



Mining the Internet —

(From left) Amy Jensen and Shanna Guiot of the Chanute Tribune were among more than three dozen Kansas Press Association members attending the annual Montgomery Family Symposium

at the University of Kansas on Nov. 12. Mark Horvit of the Investigative Reporters and Editors was the featured speaker on how to use the Internet to mine for public records and news sources.

Slimp's mailbox is full again ... below are a few of his answers

The mailbox has been full the past few weeks with questions from readers. Must be something in the air. Perhaps it's the smell of eggnog.

Q. I'm contacting you regarding a problem we are having when we print a PDF file.

On certain issues, we put a huge magenta "SAMPLE" across our flag. I've been working here four years and have never had a problem or a second thought about this.

We recently changed printers, and now they're telling us that on our PDF, "SAMPLE" is a knockout and that we should print it as an overprint. No problem, except that no one can tell us how to do this.

No one except you! Any help that you can give regarding this situation would be greatly appreciated.

Liz in Louisiana

A. You might be surprised at how often I'm asked a variation of this question, Liz.

Just today, I received a call from Karen, from Paris, Tenn., with a similar problem. The red "X" she had created to put over sold cars in an auto ad printed as black when the page went to press.

This issue can arise from any application, but both you and Karen were using InDesign. While I had Karen on the phone, I asked her to highlight a problematic X and look at the Attributes panel. This is found under Window>Output>Attributes.

My educated guess was that the X was overprinting instead of knocking out. Since the X was placed over another black X to create a drop shadow effect, overprinting red over black resulted in a black X.

I don't have your file in front of me, Liz, but I'll bet the characters in "SAMPLE" did

not have outlines around them. In InDesign, when text has an outline, it sometimes changes the setting in the Attributes panel to "overprint." This is what caused Karen's text to overprint the red on top of the black.

You have the same issue, only reversed. You need to set the word, "SAMPLE," to overprint to give your printer the desired results.

By looking at the Separations Preview panel in InDesign (Window>Output>Separations Preview), you should see what your page will look like when printed and see if the setting worked.

On a side note, I'm assuming your flag contains black ink. If this is the case, I'm not sure how

your printer is planning to handle the black that will come through, unless his RIP has a setting to automatically create the knockout.



Kevin Slimp

Q. I know there has to be a way to do this. I don't know how. We have gotten into selling banners, but the prepress work has hit a snag.

At our office, we are using Quark 7. The largest width Quark allows is 4 feet, but we need to go up to 20 feet. We have run into a similar problem at our office with InDesign.

Can you give any advice on how to up those sizes? When we try to input a larger size, it gives a message that a larger size is not allowed.

Chip in Kentucky

A. I love math questions, Chip. They always were my favorites.

I checked and you are correct. You can't create a document 20 feet wide in Quark or InDesign. InDesign lets you come close, but stops you a few inches short.

See SLIMP on Page 3

2011-12 KPA BOARD

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Doug Anstaett

Executive Director, KPA

danstaeatt@kspress.com



THIS MONTH'S QUESTION

Q. What is the breakdown in membership of KPA? In other words, how many active, associate and other members do we have today? Also, how much money is raised through our dues payments?

A. As of today, we had 206 active members, 18 associate members, 61 friends and 27 student newspaper members. There are a handful of newspapers that are not members. Dues from members raise approximately \$90,000 a year. Over the past seven years, dues have averaged 12.5 percent of total net revenue.

Give advertisers ‘a compelling reason to buy’

Ed Mayer was a giant in the direct mail and direct marketing world. Throughout his career, he worked tirelessly to promote the industry and educate others. Perhaps his most famous concept is the 40-40-20 rule, which states that an effective marketing campaign is 40 percent list, 40 percent offer and 20 percent creative.

In other words, 40 percent of success depends on targeting the right audience (mailing list), 40 percent depends on the offer you make to that audience (incentive to buy), and 20 percent depends on the creative execution (copy, design, color, paper stock, format, etc.).

The direct marketing industry was built on research and number crunching. When someone of Mayer’s stature has a marketing formula, we would be smart to pay attention. His concept can be easily applied to newspaper advertising:

Audience, 40 percent: The best ad in the world won’t work if it doesn’t reach the right audience. Direct mailers figured this out a long time ago, and they applied sophisticated demographic targeting techniques. Online and social media marketers have taken the process several steps further. No doubt, you’ve noticed companies that track your interest in certain products, then send related pop-up ads and messages to



John Foust

you.

Today’s print sales people should demonstrate that they can reach relevant numbers of an advertiser’s potential customers. Making blanket statements about having 50,000 or 20,000 or 5,000 total readers is not enough. Provide plenty of details on demographics, zoned coverage, and numbers of readers within specific mile ranges of prospective advertisers.

Offer, 40 percent: Ralph Emerson wrote, “Build a better mousetrap and the world will beat a path to your door.” That advice worked in the 19th Century, but it doesn’t work today, because the marketplace is crowded with all kinds of mousetraps, and consumers are bombarded with information about those mousetraps.

In order to motivate consumers to choose your advertiser’s brand of mousetrap over all the others, you have to give them what I call an RTB – a compelling Reason-To-Buy. That’s why the right offer is crucial.

Image ads can help an advertiser build brand identity over an extended period of time. But if you – like direct marketers - are looking for immediate response, provide

readers with incentive to act now. Not next month or next year. Now.

Consider discount tactics. Or rebates. Or free delivery. Or open house specials.

Creative, 20 percent: After you’ve targeted the right audience and developed the right offer, the next step is to package the message so it will be noticed, read, and acted upon.

Many campaigns die because of inadequate efforts on this 20 percent. The audiences and the offers are on target, but the messages are clouded with puffed up claims of “best deal ever” and “fantastic service.” Or the layouts lack white space and have typography that is hard to read.

As long as the advertiser’s offer is a strong one, simply tell the truth in a simple, uncluttered way. That will put the percentages in your favor.

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

Here’s my solution. Create the document 10 feet wide in InDesign and print the file out at 200 percent when creating the Postscript file which you convert to PDF. Unless math has changed again, that will give you a 240 inch banner, which is just what you need.

Q. I’m thinking of upgrading from InCopy 4 but have a question for you. If I upgrade my InCopy do I need to upgrade my InDesign at the same time?

Randy in New York

A. That’s a tricky question, Randy. Theoretically, no, you don’t have to upgrade both. But if it were me, I would.

Too much can go wrong when your InCopy version doesn’t match your InDesign

version. And let’s face it. In our business, who has time for surprises at the last minute?

If you feel like it’s time for an upgrade, go ahead and upgrade your InDesign and InCopy machines at the same time.

A word from Kevin . . . I received an email from a

representative of a company who wanted to send me a gift for recommending an expensive software system to a client. The representative wasn’t doing anything evil. It was a nice gesture.

I gave him the same answer I’ve given dozens of other groups in the past:

When I write about an application, or piece of hardware or workflow system, you can trust that I think it’s worthy of consideration. The only vested interest I have is in the newspapers that depend on my recommendations. I never accept any payment or gift from a vendor.

I’m happy to recommend a product, if I believe it will benefit my client. Gifts aren’t necessary or accepted.

When I write about an application, or piece of hardware or workflow system, you can trust that I think it’s worthy of consideration. The only vested interest I have is in

the newspapers that depend on my recommendations. I never accept any payment or gift from a vendor.

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



Merry Christmas from the KPA staff!

(From left) KPA staff members Rachel Willis, Emily Bradbury, Dan Rukes, Rich Gannon, Doug Anstaett, Lori Jackson and Amy Blaufelder pose after their summer retreat at Red Rocks, the historic home of William Allen White in Emporia.

Bill of Rights

Continued from Page 8

shall enjoy the right to a speedy and public trial, by an impartial jury of the State and district wherein the crime shall have been committed, which district shall have been previously ascertained by law, and to be informed of the nature and cause of the accusation; to be confronted with the witnesses against him; to have compulsory process for obtaining witnesses in his favor, and to have the Assistance of Counsel

for his defence.

Amendment VII

In Suits at common law, where the value in controversy shall exceed twenty dollars, the right of trial by jury shall be preserved, and no fact tried by a jury, shall be otherwise re-examined in any Court of the United States, than according to the rules of the common law.

Amendment VIII

Excessive bail shall not be required, nor excessive fines imposed, nor cruel and

unusual punishments inflicted.

Amendment IX

The enumeration in the Constitution, of certain rights, shall not be construed to deny or disparage others retained by the people.

Amendment X

The powers not delegated to the United States by the Constitution, nor prohibited by it to the States, are reserved to the States respectively, or to the people.

DEATHS

Leslie 'Les' Anderson

Les Anderson, founder and former owner of the Ark Valley News in Valley Center and a professor of communication in the Elliott School of Communication at Wichita State University, died Nov. 12, 2011 of a heart attack. He was 62.

Anderson was a past president of the Kansas Press Association and the Kansas Newspaper Foundation.

Funeral services were Nov. 19 in Wichita, with interment in Valley Center.

For stories and other links, go here: <http://www.kspress.com/414/les-anderson-newspaperman-and-educator-dead-62>.

William 'Bill' Krause

PEABODY — Longtime former Peabody Gazette publisher William V. (Bill) Krause died on Dec. 6, 2011 in Peabody. He was 88 and had been ill for some time.

Memorials may be designated to the Peabody Historical Society and the Peabody Senior Center. Krause worked hard to help establish a newspaper museum in Peabody.

Krause served as president of the Kansas Press Association in 1974. Funeral services were Dec. 10, 2011 at Peabody United Methodist Church.

A full obituary can be found at www.kspress.com.

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The Standard in Today's Online Journalism Contests



Contest

Continued from Page 1

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>

"Because the new process requires changes in the way newspaper staff members process their entries in the contest, we really encourage members to begin this process as soon as possible," said Doug Anstaett, executive director.

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, 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 in the November Kansas Publisher at <http://www.kspress.com/node/198>.

"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."

The entry form and information is attached to today's Kansas Press This Week.



Mary Karst

"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.

Karst said she's looking forward to improvements in the new system as members all get a chance to use it.

"The only improvement I think I would make is to have the software show thumbnails of the pages so at a glance you could choose the ads without needing to open each one to take a look at it," she said. "Maybe that will come, until then this is a really great way to enter the contest."

Job Opening?

Items for Sale?

Send your want ads to
KPA for quick results!

Call 785-271-5304 or
E-mail to danstaett@kspress.com

Call KPA when you change your ad rates; it helps both of us

When we prepare bids for advertising in Kansas newspapers, we want to make sure we have accurate rates from each newspaper.

When you receive a request from our office to fill out a form that tells us at what rate we can sell advertising into your publication, please fill it out and FAX or e-mail it back to our office.

If we don't have accurate rates, it hurts our credibility, and yours.

Lori Jackson has sent a form to the advertising contact at each KPA member newspaper.

Please fill it out and return it promptly when you receive it.

Be sure to utilize toll-free number

Kansas Press Association members are reminded that the office has a toll-free number for you to use when you need to contact us.

When you need to contact KPA for advertising information, membership qualifications, management advice or other topics, you can call 855-572-1863. The "572" stands for KPA and 1863 is the year of our first meeting.

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JOB OPENINGS/FOR SALE

NEWS

Reporter — Award-winning daily community newspaper seeks versatile, energetic and motivated reporter for covering hard news, feature writing and community storytelling. The ideal candidate should demonstrate skills needed for well-rounded reporting — mining sources, breaking news for print and online, and routinely producing enterprise stories. A solid grasp of AP Style, as well as an ability to effectively communicate and handle multiple projects, are a must. Skills with photography, multi-media and page design are a plus. 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 — named one of the Kansas Press Association's top newspapers in 2011 and winner of the University of Kansas' prestigious enterprise reporting award in 2009, 2010 and 2011 — is a 4,500-circulation Tuesday-through-Saturday daily morning newspaper in growing northeastern Kansas. Deadline to apply: Dec. 9. 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.

ADVERTISING

Graphic designer for ad design at the Washington County News. Part-time — Mondays, Tuesdays and occasional Wednesdays. Experience in Adobe products preferred, especially InDesign and Photoshop. Send resume with cover letter to Washington County News, 303 C St., Washington, KS 66968 or editor@bluevalley.net.



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 phone 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 lsh@hutchnews.com

DIGITAL MEDIA

Product Development Director — Harris Business Services seeks a talented, new media-savvy person to fill the newly-created position of Product Development Director. This position will focus on evaluating and improving current products and generating ideas for new products across all Harris Enterprises, Inc. companies. Position Responsibilities: • Work with the digital teams at the group's newspaper and marketing companies as they innovate and grow revenue streams from digital products and services • Present product ideas to senior management and assist digital teams in product execution and launch • Evaluate whether new product solutions can be accomplished with in-house resources or an outside vendor, researching and presenting options for implementation. Requirements include college degree or equivalent experience; minimum 3 years digital media and/or product development experience; knowledge of digital media and web-based products; excellent project management skills, with a track record of successful delivery of projects; superior interpersonal communication and presentation skills. Harris Business Services is a centralized shared services company that provides business and IT services and support to all Harris Enterprises, Inc. companies. This is a full-time position offering a salary commensurate with experience and we offer an excellent benefits package. Application deadline is Dec. 9, 2011. Send cover letter and resume to Human Resources: HR@harrisbusiness.com.



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.

MANAGEMENT

Business Manager/Human Resources Director — The Garden City Telegram is accepting applications for a Business Manager/Human Resources Director. The qualified candidate would have experience in accounts receivable and payable; general ledger; payroll; employee benefits; and human resources. Must have working knowledge of Excel and other computer skills. Outstanding employee relations and customer service skills are essential. The full-time position includes a excellent, comprehensive benefits package of 401(k), ESOP, FSA, HSA, health, dental, life, LTD insurance, vacation and sick leave. The Telegram is an Equal Opportunity Employer. Forward resume and salary requirements to: Dena Sattler, Editor-Publisher, The Garden City Telegram, denas@gctelegram.com, PO Box 958, Garden City, KS 67846

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.



Kansa 480 Inserter — 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.

George Mason insisted on a Bill of Rights

Last week, our nation marked the 70th anniversary of the attack on Pearl Harbor and our nation's entry into the Second World War.

That was a truly significant date, of course. The next day, President Franklin D. Roosevelt addressed a joint session of Congress, calling Dec. 7, 1941 a "date which will live in infamy." It certainly has.

But there's another significant date in December that is even more important in the history of our nation, yet it often receives little fanfare. In fact, it has become such an accepted part of the nation's cultural fabric that we often take it for granted.



Doug Anstaett

Thursday marks the 220th anniversary of the ratification of the U.S. Bill of Rights.

Eleven score ago, on Dec. 15, 1791, our fledgling nation added the first 10 amendments to the U.S. Constitution. As a nation, we stated emphatically that the individual rights of Americans had to be spelled out in our most important document.

So, who led the charge and to whom do we owe a debt of gratitude?

It's not necessarily who you might think, although many of our Founding Fathers from George Washington, Benjamin Franklin and Thomas Jefferson to John Adams and James Madison helped make

it happen.

So, who was that masked man? Who do we credit with making it happen?

It was Virginia's George Mason.

Who?

Mason was a Virginia delegate to the Constitutional Convention who had decided not to support the new document because it didn't include a list of the individual rights of citizens.

Today, we exercise our freedom of speech, freedom of religion and right to assemble with gusto. Whether it's the Tea Party, the Occupy Wall Street protestors, a Shawnee Mission student tweeter or, yes, even the Westboro Baptist Church placard carriers, we know our rights — and we exercise them.

Those rights, along with many others, shout to the world that we Americans aren't afraid of freedom. We believe in it so much that we're willing to tolerate just about any message short of shouting fire in a crowded theater.

So, what inspired George Mason? At the time of the signing of the Declaration of Independence in 1776, Mason helped draft a "Declaration of Rights" for his home state of Virginia. Mason wanted the same for the new republic, charging it would be illegitimate unless it listed those

inalienable rights.

He played a critical role in the 1787 Constitutional Convention in Philadelphia, but his proposal for a bill of rights fashioned after Virginia's was defeated. At the first session of the first Congress, future president James Madison, an elected representative from Virginia, introduced a Bill of Rights that reflected Mason's ideas.

Besides the rights already mentioned above, the document also guaranteed a right to a trial by jury and the right to bear arms, outlawed excessive bail, fines and cruel and unusual punishment and protected citizens against unreasonable search and seizure, among others.

If you "Google" the term Founding

Fathers, Mason's name likely won't be listed in the top 10 or 20. But when you hear his story, you come to realize his dogged determination had as much to do with our freedoms today as the individual accomplishments of any other.

Two hundred twenty years later, those freedoms still ring.

So, say a word of thanks today to the Father of the Bill of Rights, George Mason.

Doug Anstaett is executive director of the Kansas Press Association in Topeka.

The Bill of Rights, the first 10 amendments to the U.S. Constitution

Editor's note: On the 220th anniversary of the ratification of the U.S. Bill of Rights, we might reflect on those first 10 amendments to the U.S. Constitution.

Amendment I

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

Amendment II

A well regulated Militia, being necessary to the security of a free State, the right of the people to keep and bear Arms, shall not be infringed.

Amendment III

No Soldier shall, in time of peace be quartered in any house, without the consent of the Owner, nor in time of war, but in a manner to be prescribed by law.

Amendment IV

The right of the people to be secure in their persons, houses, papers, and effects, against unreasonable searches and seizures, shall not be violated, and no Warrants shall issue, but upon probable cause, supported by Oath or affirmation, and particularly describing the place to be searched, and the persons or things to be seized.

Amendment V

No person shall be held to answer for

a capital, or otherwise infamous crime, unless on a presentment or indictment of a Grand Jury, except in cases arising in the land or naval forces, or in the Militia, when in actual service in time of War or public danger; nor shall any person be subject for the same offence to be twice put in jeopardy of life or limb; nor shall be compelled in any criminal case to be a witness against himself, nor be deprived of life, liberty, or property, without due process of law; nor shall private property be taken for public use, without just compensation.

Amendment VI

In all criminal prosecutions, the accused