TEXAS PRESS
e-Newsletter

Let your newspaper's voice be heard

You know the old tagline from the state lottery: If you don't play, you can't win? It's the same for lobby. If you're not there, you have no chance. Our industry has no chance.

Governments can work for our against us. But when our voices are not heard, it can usually be predicted to go against us. That is why an industry facing the challenges we face in community newspapers cannot afford to be silent.

The National Newspaper Association needs YOU in Washington on March 12-13 for the We Believe in Newspapers Leadership Summit. You are needed to be the voice of your industry. We do not want to wake up this time next year and find advertising taxes facing us. Or even higher postal rates. Or more cuts in service. Or yet another U.S. Postal Service contract aimed exactly at taking our advertising away.

The Leadership Summit will be held at the Crystal City Marriott March 13. Registration is on the NNA website at www.nnaweb.org. Cutoff for hotel registration is Feb. 22.

Headliner's Foundation Showcase Awards

Earlier this year, the Headliner's Foundation of Texas launched the Showcase Award for innovative and enterprising journalism.

This award recognizes news stories that have made a significant impact on Texas government or public policy, or the conduct of business or non-profit organizations.

Please consider submitting an entry for this award to be eligible to win a $2,000 cash prize to the award winner; up to two runners-up will receive $1,000 each.

Entries are being accepted for display in the Showcase section of the Headliners Foundation's website by qualifying news orga-

nizations or reporters, editors and other members of the professional media community for stories whose initial publication or broadcast has been since July 1, 2013.

The contest closes March 31, 2014, and the winner and any runners-up will be announced in the spring of 2014.

For additional information, go to the Foundation's Showcase Award web page at http://headlinersfoundation.org/showcase-award-for-enterprise-innovation.

Texas Center for Community Journalism

7 Ways to Improve Your Newspaper:
a hands-on workshop for Texas Community Journalists

The Texas Center for Community Journalism will be holding a three-day workshop in the spring. The dates set for the seminar are March 12 through 14 at TCU. It is currently full, but TCCJ is still taking applications <u>here</u>. The workshop, two nights in a Fort Worth hotel, food and local transportation in Fort Worth are free to participants, thanks to a grant from the Texas Newspaper Foundation.
The workshop will cover:
1. *Covering the news readers want to read*
2. *How to make your writing more readable*
3. *How to engage readers in a variety of areas, especially social media*
4. *How to plan strategically and involve staff and readers in the process*
5. *How to grow your revenues and increase ad sales*
6. *How to design for today's readers*
7 *How to improve customer service*

Visit their website at <u>http://www.tccj.tcu.edu/</u> to learn more.

Regional Scholarship Information

In conjunction with TPA, some of the state's regional press associations will be offering scholarships to a graduating high school senior and another to a currently enrolled college student. More information to follow in future newsletters, but here are the participating associations thus far with their specifics listed below:

North and East Texas Press Association
- Amount: $1,500 to each student
- Application must be postmarked by: March 21
- Send completed application to:
Suzanne Bardwell
Gladewater Mirror, 211 North Main St., Gladewater, TX 75647

Panhandle Press Association
- Amount: $1,000 to each student
- Application must be postmarked by: March 15
- Applications will be up on their website soon, but when completed, send to: Panhandle Press Association, PO Box 1110, Clarendon, TX 79226

West Texas Press Association
- Amount: $2,000 to each student - though, if there are several strong applications WTPA board authorized a third scholarship for either highschool or college student
- Application must be postmarked by: June 19
- Send completed application to:
Bob Dillard, WTPA Scholarship Chairman
P.O. Box 1097, Fort Davis, TX 78734

Save the dates and register for Hacking News Leadership

On May 3-4 at the University of Texas at Austin's Belo Center for New Media, the American Society of News Editors will be highlighting the opportunities for newsrooms in this movement: Hacking News Leadership will bring together people who do the hiring, budgeting and strategizing for news organizations to work with skilled developers, designers and data specialists on the following questions:

- What should newsrooms do to fully tap the power of data and technology? What are some easy technology tools editors and digital gurus can share in the newsroom?
- How do editors hire and compete for a limited pool of highly skilled data journalists?
- How can news leaders and technology specialists forge a successful partnership? How can they join forces to hack the future?

This two-day workshop will be designed to deliver both insights and practical guidance even as it forges new bonds among people who will influence journalism's future.

ASNE members receive a discounted registration rate of $150 for the first member of an organization and $100 for each additional staff member. And, yes, this conference will be richer if an editor attends along with a digital specialist. Nonmembers can attend for $250. The conference will be limited to 80 attendees. The conference will begin at 10 a.m. Saturday, May 3, and conclude at noon Sunday, May 4. We've reserved a block of rooms at the Hampton Inn & Suites at The University of Texas/Capitol Hotel, a 20-minute walk from campus at 1701 Lavaca St., Austin, TX 78701. Make a reservation online or call the hotel directly at 512-499-8881 and mention the block of rooms reserved for the American Society of News Editors to receive the discounted rate of $179 per night. Book by April 11 to reserve your room!

ASNE's technology committee co-chairs, Emily Ramshaw of The Texas Tribune, Jim Brady of Digital First Media and Melanie Sill of Southern California Public Radio, are spearheading the conference. Key sponsors include the University of Texas at Austin, The Texas Tribune, the Austin American-Statesman, Digital First Media and Google.

A draft of the conference agenda will be available soon at asne.org. If interested in being a sponsor of Hacking News Leadership or learning more about the conference, contact ASNE Communications Coordinator Jiyoung Won at jwon@asne.org or at 573-882-2430.

Nominations for the 2014 Shadid Award for Journalism Ethics now open

Center for Journalism Ethics
UNIVERSITY OF WISCONSIN–MADISON

The University of Wisconsin-Madison Center for Journalism Ethics seeks applications for the first national Anthony Shadid Award for Journalism Ethics.

A graduate of the University of Wisconsin, Shadid died in 2012 while crossing the Syrian border on a reporting assignment for the New York Times. He won two Pulitzer Prices for his courageous and insightful foreign correspondence. Shadid sat on the ethics center's advisory board and strongly supported its efforts to promote public interest journalism and to stimulate discussion about journalism ethics. The center will award $1,000 to the journalist (or team) whose reporting on a specific story or series best exemplifies four key criteria: accountability, independence, reporting in search of truth and minimization of harm to subjects, sources and the public at large. Nominations are due March 3, 2014, and self-nominations are welcomed. More information is available at ethics.journalism.wisc.edu. For additional information, contact Judy Frankel at qcfrankel@charter.net.

Nomination Guidelines
Deadline for submissions is midnight Monday, March 3, 2014
Nomination Letters should be saved in PDF format and attached to an e-mail to
ethicsaward@journalism.wisc.edu

Letters of Nomination for a particular story or series should contain the following information:
1. **Identify the nominator** and their relationship to the story or series
2. **Description of story** and inclusive dates of publication, the journalists who were responsible and their specific roles. Describe what the story was about, why it was done and how it was done. If nominating a team or a newsroom, please indicate those journalists who played the most important part in producing the story.
3. **Ethical features of the story** - make clear what ethical values and issues played a role in the story.
4. **Links** to digital versions of the story/series or PDF files of print versions including publication information

TEXAS BETTER NEWSPAPER CONTEST

DEADLINE: MARCH 21, 2014

START UPLOADING YOUR BEST
WORK AT WWW.BETTERBNC.COM

GETTING COLOR RIGHT

It may be easier than you think

Kevin Slimp

Color.

It seems to be on the minds of newspaper publishers and production managers everywhere.

Without a doubt, the second most requested task I've been given by newspapers in recent months is to improve the quality of the color in their print products.

As I jump on a plane this week to head to Minnesota, I realize that a good number of folks at the event, sponsored by a major newspaper printer in that part of the country, are hoping to improve the way photos print in their publications. That was also the case in Tennessee, where I visited with the staff of the Shelbyville Times-Gazette last week. There, Hugh Jones, publisher, and Sadie Fowler, editor, tasked me with improving the quality of photos in their daily newspaper.

I sometimes feel ill equipped for the job. I mean, I don't show up with measuring devices, densitometers or other tools. Heck, I don't even bring a computer for the assignment.

As we were looking over the final print tests in Shelbyville, Hugh Jones said something quite memorable to me, "We've had technical support specialists from several press, paper and ink companies over the years. They come in with all kinds of measuring devices and tools, but when they leave, we rarely see any real improvement in our photos. You came in for one day and taught us that all that really matters is what we see on the page and the improvement in our photos is pretty remarkable."

Don't get me wrong. There is nothing wrong with measuring devices. Standards are important. But when it comes to photos, the proof is in the pudding. What our readers see on the page is what matters. Most of them don't know the difference between a dot gain and Rogaine.

So what do all these prepress and printing terms really mean? Here's a primer for my friends who want to know more about color:

Color Settings: Since the early days of Photoshop, there have been ways to build color settings into photos. This is true of other photo editing applications, as well. Color settings, when used correctly, are built into each photo. They include information like the dot gain, the black ink level, the color ink level and more. If you want to see how your color settings are set, go to Edit>Color Settings in Photoshop.

When you first open the Color Settings window, you'll see options for RGB, CMYK, Gray and more. Even though we don't print in RGB, getting this setting right makes a big difference when converting your colors from RGB to CMYK, so don't take it lightly.

CMYK Settings: The most important color setting is the CMYK setting. Here, you let the application know what dot gain, separation type and ink limits should be built into each photo.

Remember looking at pictures in books and magazines when you were a kid? Remember those white dots that you would see in the photos? That's your dot gain. They are there for a reason. These dots give your ink someplace to go when it lands on the page. Setting dot gains for newsprint used to be easier. Most web presses tended to be about the same. Not any more. I've seen dot gains from 20 to 40 percent on presses the past six months. And the only way to know for sure what the perfect dot gain is on a press is to run test after test. That's what we were doing in Shelbyville last week.

There are two separation types in CMYK printing: Grey Component Replacement (GCR) and Undercolor Removal (UCR). I used to find that UCR, which primarily mixes Cyan, Magenta, Yellow and light amounts of black to create gray areas of a photo, worked best on newspaper presses.

That's not always the case anymore. It seems like about a third of the presses I test print better on newsprint using GCR, which uses less Cyan, Magenta and Yellow and more black ink when printing gray areas.

Black Ink Limit refers to the amount of black used to print something solid black in a photo. Because newsprint is thin, this number is generally less than 100 percent, because grays usually print darker than they appear on the screen. Total Ink Limit refers to the total ink used on the Cyan, Magenta and Yellow plates. Quite often, someone will tell me that their printer told them to keep their total ink limit under a particular number. This is what they are referring to.

I could go on for hours, and I have, explaining the concept of color in photos. However, it seems I've reached my 800 word limit for this column.

Let me suggest that, if you haven't already, you talk to whoever runs your press, whether you print in-house or send PDF files off-site, to figure out what the best color settings are for your pages. It can be the difference between dull, lifeless, pictures and photos that make your readers say, "Wow!"
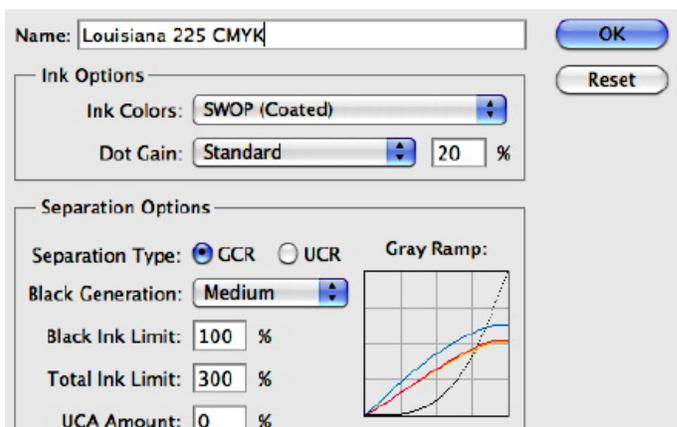
One of the keys to getting good results from Photos on newsprint is to find the perfect color settings for your press.

USPS tells its post offices:
Hold local newspaper mail at post offices or send to hubs!

USPS tells its post offices: Hold local newspaper mail at post offices or send to hubs!

A new directive from the U.S. Postal Service headquarters to mail processing plants and local post offices is expected to improve newspaper delivery, the National Newspaper Association said today.

USPS released to NNA today an internal operating policy intended to stop local post offices from unnecessarily sending 5-digit containers of newspaper mail to mail processing plants. The directive tells local postmasters that newspapers already prepared for local delivery should be held at the local post offices or sent to other area post offices through operating "hubs," many of them former SCFs, rather than slowing delivery by sending them along for processing at distant, merged plants.

"Transporting these containers of direct 5-digit local newspapers to upstream processing center(s) only to have the processing center dispatch them back to the AOs (associate offices) results in unnecessary transportation and handling costs and can lead to service delays," the directive stated.

The new statement resulted from requests by NNA to USPS in July 2013, as NNA leadership began a series of meetings with the postmaster general and his senior staff to address chronic and serious newspaper delivery problems.

"We are heartened that the Postal Service has explicitly stated this policy so we can avoid confusion in local post offices," NNA President Robert M. Williams Jr. said. "When we met with Postmaster General Patrick Donahoe and his management team, fixing the delivery delays coming from unnecessary transportation of our mail was our top priority. We are pleased that the Postal Service addressed the problem. We hope now to get the word out so that our members can tackle some of our most vexing problems and we look forward to working with Donahoe on other service concerns."

Max Heath, NNA Postal Committee chairman, said an outbreak of delivery delays from unnecessarily transported newspaper containers stemmed from a combination of sources.

"First, a lot of processing plants that used to handle our mail closed down, resulting in new directives for transportation in the field. That confused a lot of postmasters about where mail should go. Second, retirements of seasoned postmasters brought in a lot of new people who were not familiar with our mail and the new recruits felt they needed to adhere to USPS policy to direct more mail to plants—even when that is superfluous for our local mail. Finally, the ogre of Sarbanes-Oxley compliance that fell upon USPS thanks to the 2006 Congress has made a lot of otherwise very sensible postal officials fear they will be sanctioned unless they do everything exactly by the book. So we decided what we needed to do was make sure 'the book' was written correctly," Heath said.

"Direct" containers include 5-digit, carrier-route, or M5D (merged 5-digit and carrier-route), the policy explains.

The directive has been distributed to all USPS area vice presidents, over the signature of USPS Vice President of Operations David E. Williams and Delivery and Post Office Operations Vice President Edward E. Phelan, Jr. It defines the containers covered for the local holdout as 5-digit, carrier route or Merged 5D-Carrier Route containers.

A copy of the policy directive is available to NNA members at www.nnaweb.org.

Newspapers In Education: Black History Month

February is Black History Month. In observance, the Missouri Press association, in partnership with The Missouri Bar, has released two new features commemorating Dr. Martin Luther King, Jr.'s, "I Have a Dream" speech. Dr. King delivered that famous speech in August 1963 during the "March on Washington for Freedom and Jobs."
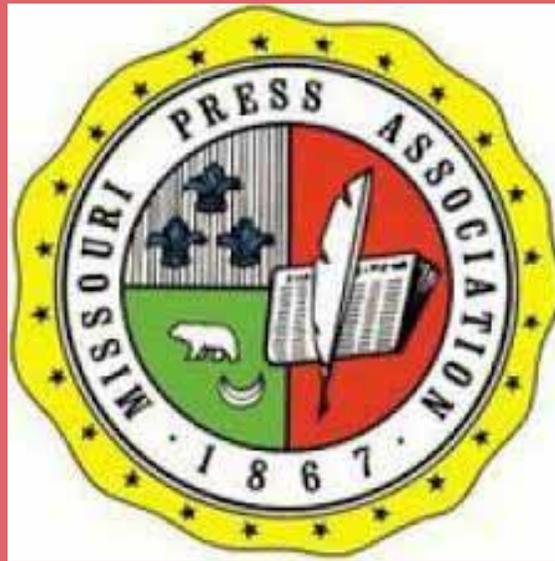
Black History Month began in 1926 as Negro History Week. The commemoration is held in February to honor the birthdays of Frederick Douglas, former slave, abolitionist and orator, and President Abraham Lincoln.

The first of the two features, which are free for you to use, offers background on King's speech. The second feature focuses on King's contribution to the Civil Rights Movement. Both features offer activities to encourage young newspaper readers to learn more about the topics, and correlations to Missouri's Learning Standards.

To download the features, visit mo-nie.com and use download code: mlkdream.

Also available to celebrate Black History Month is a feature on the Emancipation Proclamation. To access that feature, use download code: ep150.