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**APA BOARD
CONVENES IN ANNUAL
SPRING RETREAT**

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**GET YOUR SCISSORS
AND TAPE READY...
BY KEVIN SLIMP**

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SERVING PRESS and STATE SINCE 1873

White elected president of APA

Barney White, publisher of the *Ashley News Observer* in Crossett, was elected Arkansas Press Association (APA) Board president for 2009-2010 at the APA Board's spring retreat held last week at the Red Apple Inn near Heber Springs. He will be installed at the SuperConvention, July 8-11, at the Embassy Suites in Rogers.

Don Bona, co-publisher of *The Daily Record* in Little Rock, was elected to the APA executive board as second vice president, putting him on track to eventually become the association's president. **Britt Talent**, publisher of the *Cleveland County Herald* in Rison was elected to move up to APA vice president after serving a year as second vice president. Current President **Roy Ockert** will remain in the executive committee as immediate past president at the conclusion of the SuperConvention.

The APA Board met Thursday and Friday at the

Red Apple Inn with President Ockert presiding and with all directors attending.

The APA executive board is comprised of the president, vice president, second vice president and immediate past president. Once elected to the executive board APA directors no longer stand for annual election. All other directors stand for re-election each year.

The new APA president will be installed at the Friday, July 10, SuperConvention luncheon where past presidents of APA will be invited to once again pass the gavel to elevate White to the job of president. As many as 17 past APA presidents have participated in the first two of these gavel passing ceremonies held at the SuperConvention.



BARNEY WHITE

InDesign/Photoshop seminar almost full

Thirty-five have registered for next week's InDesign/Photoshop Seminar being presented by newspaper technology expert **Kevin Slimp**. That translates into: "There is only room left for 'one or two' additional attendees." That is, if that one or two register today or tomorrow. The registration deadline is tomorrow, May 8, 5:00 p.m.

The full-day workshop will be divided into four sessions: 1. "The Latest in Finding & Fixing Problems in PDF Files"; 2. "The Basics of Creating Animated Ads for Newspaper Web sites in Photoshop"; 3. "Photo Editing & Color Correction Tips"; 4. "Advanced InDesign Tips & Tricks".

For more information, check out the "Upcoming Events" section on the front page of APA's Web site (www.arkansaspress.org) or contact **Terri Cobb** (501.374.1500; terri@arkansaspress.org).

APA board names special awards recipients

Arkansas Lieutenant Governor **Bill Halter** has been tapped to receive the APA's "Headliner of the Year" Award, while long-time *Log Cabin Democrat* Publisher **Frank Robins III**, APA past president (1974) will receive the APA's "Distinguished Service Award" and **David Bailey**, managing editor of the *Arkansas Democrat-Gazette* will receive the "Freedom of Information Award."

The APA Board made the decisions on this year's honorees at their retreat held Thursday and Friday at the Red Apple Inn near Heber Springs. The honorees were chosen from nominations made by APA members and associate members.

The "special awards" will be presented at the annual APA "Honors Banquet" to be held Friday evening, July 10, at the Embassy Suites in Rogers during the annual SuperConvention which runs July 8-11.

The "Headliner of the Year" honor is presented to "a person who has brought good headlines to the state of Arkansas during the previous year and/or over the years." The APA Board tapped Lt.

Gov. Halter for the honor for his efforts in promoting passage of the state's new lottery, the proceeds from which will create scholarships for Arkansas' college-bound students.

The "Distinguished Service Award" is given to "a person who has made a significant contribution to the APA and/or the newspaper industry." The APA Board was unanimous in its choice of Robins to receive the award this year for his long service to the newspaper industry in Arkansas and to APA in general during his long career as owner and publisher of the *Log Cabin Democrat* in Conway.

Robins, now retired, still lives in Conway and says he is making plans to attend the Honors Banquet to receive this award.

The "Freedom of Information Award" is presented "to the person who has defended the Arkansas FOI Act in some way, either for a single act or for ongoing efforts." Bailey was picked for the honor for his efforts on the Freedom of Information Coalition and for his efforts in testifying before the Arkansas legislature when needed to buoy efforts to preserve the state FOIA.



mark your calendars

May 14

Kevin Slimp Photoshop/InDesign Workshop
APA Headquarters, Little Rock

May 19, 10:30 a.m. CDT

Inland Press Association Webinar:
"Single-Copy Ad Success"

May 20, 1:00-2:00 p.m. CDT

SNPA Webinar: "Top Online Business
Categories: Where is the Money?"

May 21, 2:00 p.m. CDT

Inland Press Association Webinar: "How to
Really Start Making Money on the Web"

July 8-11

APA SuperConvention, Rogers



Tom Larimer's Potpourri

We're just a week away from the annual visit of **Kevin Slimp**, technology guru and all around good guy who will bring the latest on a variety of technology topics important to publication to a seminar here at the APA building all day next Thursday, May 14.

It appears the seminar will fill up, as only a few seats remain and considering we always have a few last-minute registrations, I think it's safe to say this seminar will max out.

That's good because it indicates that no matter the times, training is still important. Training can also save us valuable time and capital investment. And this will be training that you can't get at your corner vo-tech school.

If you couldn't make this seminar, take heart. **Russell Viers**, a fellow technology guru and sometimes partner of Slimp's, will make an appearance at the SuperConvention in July in Rogers. It has been three years since Viers has presented at our convention, but he'll be back with the latest and as usual will present it in his own very entertaining style.

The APA Board of Directors, meeting in their annual spring retreat last week at the Red Apple Inn, selected the honorees for the annual APA "special awards". Details of this are in the story in this *Arkansas Publisher Weekly*, so I won't repeat them here. Suffice it to say that congratulations are in order for Lt. Gov. **Bill Halter**, retired *Log Cabin Democrat* Publisher and past APA president **Frank Robins III**, and **David Bailey**, managing editor of the *Arkansas Democrat-Gazette*.

These special awards and others will be presented at the annual "honors banquet" at the SuperConvention Friday, July 10, in Rogers.

If your local post office hasn't informed you, and chances are good they haven't, the new USPS Form 3541 goes into effect May 11, as do the new rates for Periodicals Class mail. The "new rates" are an increase, of course, over what newspapers have been paying. New rates are seldom decreases, are they?

The price of a first class postage stamp goes to 44 cents on May 11 as well. The price to mail a post card is going up to 28 cents. I won't bore anyone with the fact that the first post card I recall mailing cost me 2 cents because when I say things like that someone always lets me know they remember when it was a penny. Suffice it to say, it used to be cheaper to mail stuff.

Anyway, you can get more information on the changes at the USPS Web site, www.usps.com.

Among a long agenda of items discussed at the APA Board retreat was whether or not to affiliate with a new health insurance buying group created by the Arkansas Society of Association Executives (ASAE) that goes by the name of BRAVO.

The ASAE Board recognized some time ago that a lot of members of the various trade associations in Arkansas were having difficulty finding affordable health insurance coverage for their employees if they

could find it at all. Good managers of associations are always looking for ways to make life easier for their members, and BRAVO was born.

If you've had to drop your group health coverage because you can no longer afford it, or if you've been dropped by your group insurance carrier, BRAVO might be a solution for you. APA members will now have that as an option.

Like a lot of other member benefits, it may not benefit every member of the association, but chances are good it will benefit some. Potentially it could benefit a lot of members as the price of health insurance, like the price of postage, just keeps going up.

We'll have more information on this later, but if you have questions in the meantime don't hesitate to give me a call for more details.

Terri Glaze, a legislative aide of Sen. **Mark Pryor**, called Tuesday with a question: "Who sets the standards for online journalism?"

Good question. The answer is pretty much "nobody". It wasn't just a matter of curiosity. Sen. Pryor was participating on a Commerce subcommittee questioning a panel of print and online representatives. The session was Wednesday afternoon.

There's a lot of discussion these days about where our communications is going. More specifically the question regards where is journalism going.

The newspaper industry has pretty much been self-policing regarding the creation of its standards of excellence and ethics. There's no ethics police. There never has been.

Newspapers who choose to take a different approach, disregarding ethical treatment of news subjects, usually don't last very long. Credibility, that most precious of commodities for any newspaper looking to endure, is lost quickly if there's the perception that ethics is a term foreign to those controlling the content of the newspaper.

But what of these online "journalists"? What are we to make of them? How many times have you heard from someone a most outlandish rumor that they read on the Internet and now repeat as if it's fact? Often this misinformation goes "viral", meaning it meanders through cyberspace world wide in a matter of minutes or seconds.

Often we know some of this stuff isn't real or even accurate. But who is to say so and who is to police those who would use the Internet for their own nefarious purposes? It is, after all, the "world wide web", not just the U.S. Web. Who is in control of it? The short answer is the people who use it, and not all of them are on the same page ethically.

People anywhere can post anything to the Internet, without regard to accuracy or validity.

While it has been clear for a long time that the Internet is a powerful means of communication, there remain a lot of questions about its future use and content. It's a topic we'll be thinking about, discussing, and yes, writing about in our newspapers for a long time to come.

Have a great week!

ANF receives grant for mansion tour

The Arkansas Newspaper Foundation (ANF) has received a grant from the Arkansas Humanities Council to create a virtual field trip Web site of the Arkansas Governor's Mansion. The project includes a partnership with the Old Statehouse Museum, the Governor's Mansion, teachers across the state, and the developers of the official Web site of the State of Arkansas.

The virtual field trip concept is valuable because it allows for the expansion of knowledge through history, art, literacy, writing, technology, journalism, culture and social studies and by the creation of an avenue for budget stressed schools to provide opportunities for new discovery within the classroom walls to explore Arkansas' past and present.

Virtual Field Trip (VFT) participants will have the opportunity to learn about artwork, artifacts, historical furnishings, architecture, history of former governor's gifts they received, cultural activities, etiquette of the mansion, family life at the mansion and southern traditions.

VFTs can encourage many types of learning activities like writing a descriptive or persuasive paragraph, writing headlines and summaries, creating a travel brochure, keeping a travel diary, exploring photography, publishing an advertisement for the place visited, making a PowerPoint "commercial" for the location, and much more.

Key grant personnel on this project were **Georganne Sisco**, Old Statehouse Museum; **Tiffany Dabbs**, administrative assistant, Governor's Mansion; **Wendy McCullar**, official State of Arkansas Web site Developer; **Jane Christenson**, State Police Commissioner and newspaper publisher; **Phyllis Abraham**, 4th Grade teacher, Bentonville; **Mary Meacham**, Brinkley Public Schools; **Karen Lafferty**, Concord Public Schools; **Larry Lindly**, Mena Public Schools; and, representing the ANF are **Karen Brown**, **Betty Chatham**, **Byron Tate**, **Vicki Wiggins**, **Van Tyson**, and **Mary Fisher**.



2009 SPRING BOARD RETREAT – The full board of the Arkansas Press Association attended the annual Spring Board Retreat at The Red Apple Inn on Greer's Ferry Lake. They are (left to right), *front row*: **Mary Fisher**, Fisher Publishing, Danville; Immediate Past President **Buddy King**, *Texarkana Gazette*; President **Roy Ockert Jr.**, *The Sun*, Jonesboro; **Don Bona**, *The Daily Record*, Little Rock; **Melody Moorehouse**, *The Sheridan Headlight*; *back row*: **Frank Fellone**, *Arkansas Democrat-Gazette*, Little Rock; Second Vice President **Britt Talent**, *Cleveland County Herald*, Rison; **Bob Moore**, *Carroll County News*, Berryville; Vice President **Barney White**, *Ashley News Observer*, Crossett; and **Rusty Fraser**, *Stone County Leader*, Mountain View.



LONG SERVICE REWARDED – **Buddy King** (left), a past president of APA, stepped in to fill a vacancy in the executive committee, thereby becoming (by all accounts) the longest-serving member of the board. To thank him for his service and years of service to the Association, current President **Roy Ockert Jr.**, presented him with a needlepoint representation of the former Arkansas State University mascot created by **Pat Ockert**.

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Newspapers name 2009 ANF interns

Four APA member newspapers have partnered with the Arkansas Newspaper Foundation (ANF) to host summer interns for 2009.

Jeff Christenson announced that **Hannah Jeppsen**, a journalism student at John Brown University in Siloam Springs and a Eureka Springs native, will be interning at the *Harrison Daily Times*.

Nancy "Liz" Sendejo, who is a journalism student at the University of Arkansas at Little Rock (UALR), will be interning for **Jay Edwards** at *The Daily Record* in Little Rock.

The Cleveland County Herald and **Britt Talent** will host University of Arkansas at Monticello journalism major, **Douglas Boultinghouse**.

Roy Ockert Jr. of *The Sun in Jonesboro*, released a statement naming Little Rock native **Cecily Long**, a student at Arkansas State University in Jonesboro, as his newspaper's selection for the 2009 intern position.

ANF is looking forward to the fourth year of the program and is excited to be working with these newspapers in supporting future journalists. If you or your newspaper would like more information about participating in this program, check the Arkansas Press Association website and ANF link in the Spring of 2010.

WeeklyWORD

upbraid

[uhp-BREYD]

—verb (used with object)

1. to find fault with or reproach severely; censure: The military tribunal upbraided the soldier for his cowardice.
2. (of things) to bring reproach on; serve as a reproach to.

—verb (used without object)

3. Archaic. to utter reproaches.

Source: www.dictionary.com

"The value of old age depends upon the person who reaches it. To some men of early performance it is useless. To others, who are late to develop, it just enables them to finish the job"

— Thomas Hardy



Get your scissors and tape ready. Kevin is making a list!

BY KEVIN SLIMP

Each year, I release a list of hardware and software recommendations for newspapers. With newspapers spending less this year, I've trimmed this list to items which tend to be of most interest. So get your scissors and tape ready. Here's my 2009 list of recommended hardware and software for newspapers:

Mid-Priced Cameras

It's a great time to purchase a new camera. The mix of quality and prices has never been better. Here are a couple of my favorites:

Canon 450D (Rebel XSi)

Even though it's been on the market for over a year, the 450D still packs a lot of punch for the money. With a resolution of over 12 Mb, the Rebel XSi boasts LiveView, which allows you to see the image you're shooting through the screen on the back of the camera, as well as the ability to shoot up to 53 continuous pictures at 3.5 frames per second. And it's hard to beat the ever-decreasing price, which is getting closer to \$500 with each passing day.

Nikon D5000

Just released in April, The D5000 is built upon the small chassis of the D60 but adds many attributes of the D90. A notable feature borrowed from the D90 is high-definition video capability. The D5000 can record video at 720p (1280x720 pixels at 24 frames per second), and video can be captured using a Nikkor lens. With a resolution of 12.3 Mb and a speed of 4 frames per second, the \$729 price tag seems almost too good to be true.

Scanner

Epson 4490

Epson continues to offer the best scanners for the money. The 4490 has been around for over a year, but it still offers the most bang for the buck. At a minimum, scanners should be replaced every two years. The quality of the scans depreciates significantly after about 18 months. If it's price that's holding you back, Epson has models starting at \$49 and, if you want to spend a little more, the Epson V500 offers twice the resolution for \$199. For value and quality, it's hard to beat the 4490.

Desktop Computer

iMac

For page layout and design, you can't beat the iMac. Well, you can beat it (Mac Pro), but you'd spend about \$1,500 more (with the monitor) and rarely notice the difference in speed. For \$1,499, you get 4 Gb ram and a built-in 24 inch monitor.

Software

Adobe Acrobat Pro 9.0

The latest rendition of Acrobat includes two fea-

tures that make it well worth the \$150 upgrade price. The first is Acrobat's ability to convert fonts to curves, relieving users of all the printing errors that can occur when CID fonts make their way into PDF files. The second is the Color Conversion tool that actually works the way you hoped it would. With a couple of clicks of your mouse, all colors are converted to grayscale, cmyk or whatever.

GIMP

A free application offering many of Photoshop's features. Available on both Mac and PC platforms, GIMP lacks the ability to work with RAW format images, but includes most other features used by newspapers when editing photos. It's very handy for folks who normally wouldn't have Photoshop available, yet need an option for quickly changing the wrong color format or resolution. Free downloads are available at gimp.org.

Backup Drive

LaCie Big Disk Quadra

LaCie has built my favorite backup disks for a long time and they continue to bring home the awards to prove their merit. The Big Disk Quadra offers four interfaces

- eSATA
- USB
- FireWire 400
- FireWire 800

to satisfy just about any computer specifications. Available in several sizes, the 2 Tb version lists for \$399.

Online Tools

Publish2.com

Create your own Web page - increasing traffic to your site - using links to content that's already been created on other sites. It couldn't be easier. Plus it's free.

Ning.com

Don't go to the trouble of programming your own social networking site when Ning does it for you for free. In just a few minutes, you'll have a site up and running. To see an example of a site created by a newspaper, visit gosmokies.ning.com.

Video Cameras

Sony Webbie

There are two versions of this handy camcorder. Both offer high definition video and 5 MP still photos. The audio is excellent for the price and the camcorders are small enough to fit in your jacket pocket. Choose from two styles and several colors. \$169-\$189.

OK. Go ahead and tape this to your wall or - better yet - your boss's wall. There's a good chance it will still be there in 20 years.