

# The Review



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## BILL KURTIS *to lecture Sept. 26*

**BY LORI WILSON**

There's no place like Kansas for Bill Kurtis. The anchor of three A&E Network series, including the Emmy Award-winning "Investigative Reports," will visit K-State to deliver the third annual Huck Boyd Lecture in Community Media Sept. 26.

The lecture, which is sponsored by the Huck Boyd National Center for Community Media, will be at 1:30 p.m. at Forum Hall in the K-State Student Union.

Gloria Freeland, assistant professor of journalism and mass communications and director of the Huck Boyd Center, said she is excited about Kurtis' lecture because of his successful career in journalism combined with his Kansas background.

"Kurtis will bring to K-State his perspective of many years of international media experience as well as his deep appreciation for small town and rural life," Freeland said.

Although Kurtis, an Independence, Kan., native, left Kansas more than 30 years ago, the state is still an important part of his life.

One of Kurtis' current projects is perhaps his most challenging: the revitalization of Sedan, Kan.

Kurtis' restoration doesn't stop at rebuilding downtown Sedan. He wants to create a tourism hub, including visits to his 8,000-acre buffalo ranch and a replica of Laura Ingalls Wilder's cabin. The area, which Kurtis' family owns, was once home to the author of "Little House on the Prairie." Kurtis also owns part of the largest tall-grass prairie left on the globe, which he plans to protect.

Kurtis began his broadcast career at WIBW-TV in Topeka as a news reporter after graduating from the University of Kansas.

In 1966, Kurtis earned his break covering a 12-minute tornado that ripped through Topeka, leaving 16 dead and hundreds injured.

After garnering national attention for his lengthy coverage, Kurtis decided to pursue broadcast journalism, even though he had recently graduated from Washburn University's School of Law

and passed the bar exam. He began reporting for Chicago's WBBM-TV, then went on to work for CBS' Los Angeles bureau. He also anchored "CBS Morning News" in New York and eventually returned to WBBM as an anchor.



Bill Kurtis

He founded Kurtis Productions in 1990, to produce longer, more in-depth journalism pieces.

Freeland said Kurtis is an ideal Huck Boyd Center speaker because of his dedication to communities and their media, specifically Sedan. In addition to his restored property, Kurtis bought Sedan's KIND-AM, where he worked as a teenager. He expanded KIND to include a new FM station.

The Huck Boyd Center, in the A.Q. Miller School of Journalism and Mass Communications, works to strengthen community media through education and research. It was created in honor of McDill "Huck" Boyd, a newspaperman and politician who believed in community service and journalism. Boyd was the editor of *The Phillips County Review* and was a Kansas gubernatorial candidate twice. He also represented Kansas on the Republican National Committee until his death in 1987.

The center has sponsored two previous lectures. In 1999, Bob Dole, former U.S. senator from Kansas and Republican presidential candidate, delivered the inaugural speech. In 2001, former U.S. Sen. Paul Simon from Illinois, spoke about the importance of international news coverage.

*(Lori Wilson is a summer 2002 public relations intern for the A.Q. Miller School of Journalism and Mass Communications.)*

## NNA makes move

The National Newspaper Association, the Huck Boyd Center's partner in the Newspapers & Community-Building Symposium, has moved to the Midwest.

The University of Missouri School of Journalism is providing interim management services for NNA, after which NNA will retain a new, permanent executive director and staff and acquire new office space in Columbia, Mo. It will continue to work with the Missouri School of Journalism to provide services for community newspapers.

Brian Steffens, a longtime editor and media manager, has been hired as the interim executive director.

American PressWorks, Inc. in Arlington, Va., will manage NNA's Washington office.

The new staff has been working on the NNA convention for Portland, Ore., Sept. 11-14, and a convention schedule is posted on the NNA's Web site <http://www.nna.org/>

## Consortium to meet

The first meeting of the National Consortium on Community Journalism will convene Saturday, Sept. 21, at Columbia University in New York City.

Representatives from the Center for Community Journalism in Oswego, N.Y., the Huck Boyd National Center for Community Media, at Kansas State University, and the Carolina Community Media Project, at UNC-Chapel Hill, have been invited to attend. The hope is to foster stronger connections between those working in community media.

The Review is the semi-annual newsletter of the Huck Boyd National Center for Community Media, Kansas State University. Our mission is to strengthen local media in order to help create better, stronger communities in America.

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# SYMPOSIUM VIII *revisited*

The eighth Newspapers and Community-Building Symposium, to be in Portland, Ore., Sept. 12-13, is proceeding as scheduled, with a few changes.

Most of the presenters who had been scheduled for last year's canceled symposium agreed to return this year to make their presentations. A few had to decline because of scheduling conflicts but other presenters were available to replace them.

The convention and symposium sessions have been scheduled to coincide with the Oregon Newspaper Publishers Association convention. The result is that ad managers and sales reps will find the symposium sessions on Thursday to be of particular interest to them and editors and other news staff will be especially interested in Thursday and Friday's symposium sessions.

## SYMPOSIUM VIII – Revisited (Portland, 2002)

### THURSDAY:

#### Meeting Internal and External Challenges in Your Community:

- “Surviving changes in ownership: How one community newspaper coped with three new owners in two years,” Mike Cowling, associate professor of journalism, University of Wisconsin-Oshkosh.
- “Beyond the stylebook: Creating a style and community reference handbook,” Barbara Burgess, Ph.D., assistant professor of Mass Media, Washburn University, and Cindy Horchem, Ph.D., Community Outreach Coordinator, Stormont-Vail Health Care, Topeka, Kan.
- “You be the editor: A six-year study of student-journalists, community journalists and the rape victim identification debate,” Kim E. Karloff, assistant professor of journalism, California State University at Northridge.

#### Innovative Ways to Generate Revenue:

- “Establishing a community history beat,” Don H. Corrigan, Webster University, School of Communications, St. Louis, Mo.
- “Small dailies’ plan for their Web sites in an economic slowdown,” Byung Lee, Ph.D., assistant professor, The School of Communications, Elon College, Elon, N.C.
- “Newspaper front-page ads — the good, the bad and the ugly,” John R. Irby, assistant professor; Washington State University, Edward R. Murrow School of Communication, Pullman, Wash.

### FRIDAY:

#### Renewing The Public Trust:

- “Covering a community in crisis: Hard news and compassion in balance,” Kathleen L. Mason, assistant professor in the Russell J. Jandoli School of Journalism & Mass Communication, St. Bonaventure University, N.Y.
- “One toke over the line? When the watchdog becomes the guard dog,” Jock Lauterer, director, The Carolina Community Media Project, University of North Carolina-Chapel Hill.
- “Looking for love in all the wrong places. In their search for online Nirvana, newspapers may be overlooking the obvious,” Clyde Bentley, Ph.D., associate professor and associate of the Center for the Digital Globe, School of Journalism, University of Missouri, Columbia, Mo.

#### Connecting the Community with Your Newspaper:

- “Young journalists’ attitudes toward their communities,” Kim Landon, associate professor of journalism, Utica College of Syracuse University, Utica, N.Y.
- “Building community by building a high school newspaper: A case study of one daily's cooperative project,” James E. Mueller, Ph.D., assistant professor, University of North Texas, Denton, Texas.

# REACHING *African and Latino audiences*

BY DANEDRI THOMPSON

Rhonda Humble, publisher of Tri-County News, kicked around the idea of a Spanish paper when she started noticing more and more Spanish speakers in her hometown of Gardner, but it took a special request from a Spanish-speaking man to prompt her to start *La Presencia Latina*.

It helped that Humble already had a Spanish speaker on her staff. Spanish is the second language of Nita Whittington, former managing news editor of *La Presencia Latina*. Whittington and Zoila Gonzales translated stories written in English to Spanish for the paper. Although Whittington left the paper after maternity leave, her brother Bobby recently took her place translating.

Tri-County News, Inc. publishes two niche publications — *The African Voice* and *La Presencia Latina* — along with four other community newspapers including the *Gardner (Kan.) News*, *The Spring Hill (Kan.) New Era*, *The Wellsville (Kan.) Globe* and *The Southwest Journal*.

The focus of the Spanish paper and the other targeted to African immigrants is to help immigrants and Spanish speakers connect with their southern Kansas City, Kan., community and to assist them with U.S. bureaucracy.

The news staff meets the challenges of producing such diverse papers by writing stories that can be used in both *The African Voice* and *La Presencia Latina*.

“Albert (Rukwaro, managing editor of *The African Voice*.) writes a lot about immigrant issues,” Humble said. “He wrote about immigrants driving illegally. They can’t get Social Security numbers so they can’t get driver’s licenses.”

The story ran in both papers.

“Sometimes we can use one story in all of our papers,” Humble said.

Mark Kimaru, layout/design editor of *The African Voice* and reporter for the other Tri-County newspapers, said he can think of at least one story that fit perfectly into every paper.

“We did a story on a local company, Gonzales Communications, providing phone service in Gambia,” Kimaru said. “It’s an international story with a local

twist that crosses over to all our newspapers.”

Considering the size of the staff and the vastness of their task, meeting deadline is a major concern.

*La Presencia Latina* and *The African Voice* are each published once a month, while the other papers in the Tri-County family are published once a week. That’s about 18 papers a month produced by seven full-time staff members and six part-timers. That includes one paper published in a language which only one staffer speaks.

However, the small staff survives by performing multiple tasks. Reporters on Humble’s staff also do page design, and designers might be asked to sell ads.

About 5,000 copies of both *La Presencia Latina* and *The African Voice* are printed. Staff members deliver them to newstands in the Kansas City area and even as far as Wichita, Kan., about three hours away. Rukwaro and Kimaru even took the first issue of *The African Voice* to Oklahoma and Houston, Texas.

Currently, *The African Voice* covers stories of interest to black, Sub-Saharan Africans, but Humble said black Americans are taking an interest in the paper as well. So, now the news staff adds a few stories specifically for black Americans in *The African Voice* each month.

Humble said she eventually expects to expand *The African Voice*’s target audience to include northern, Arabic African immi-



Mark Kimaru, design/layout editor of *The African Voice*, writes a reminder note while finishing a story about high school graduation for *The Spring Hill (Kan.) New Era*.

grants in the future.

Although *The African Voice* is just breaking even and *La Presencia Latina* is making only a small profit, both papers are finding loyal readers and advertisers.

“People are responding to us from as far away as Britain,” Kimaru said. “I don’t know how they’ve gotten ahold of it. But we’re getting e-mails from around the world.”

*(Danedri Thompson is a K-State graduate, travels professionally for America West Airlines, and is a freelance writer. She wrote this article as part of her requirements for Gloria Freeland’s Newspaper Management class.)*

## ISWNE conference in June draws editors from several countries

More than 80 editors and their families from the United States, Canada, Ireland and Bolivia attended the International Society of Weekly Newspaper Editors (ISWNE) annual conference June 26-30 at Missouri Southern State College in Joplin.

Among program sessions were “Romancing the Mother Road” by Michael Wallis, author of *Route 66: The Mother Road*; a panel discussion, “When the Big One Lands on your Doorstep”; a presentation by Eddie Coffey of *The Nationalist* in Carlow, Ireland; and a panel discussion, “Trends in Community Journalism.”

Other highlights included a critique of editorial pages, sharing of editorial ideas, and a banquet where the Golden Quill Awards and the Eugene Cervi Award were presented. This year’s Golden Quill Award went to Paul MacNeill, the publisher of the *Eastern Graphic* in Montague, Canada. The Golden Quill competition recognizes 12 award-winning editorials.

The Cervi Award is presented to a newspaper editor for a career of outstanding public service through community journalism. This year’s Eugene Cervi winner is Bill Meyer, president of Hoch Publishing Co., Inc. and publisher of *The Marion County (Kan.) Record*, *The Hillsboro (Kan.) Star-Journal* and the *Peabody (Kan.) Gazette-Bulletin*.

# Making *the deadline* for a weekly newspaper

BY LINDA GILMORE

For a newspaper publisher, there are three certainties. Besides the two all humans face, there is another one — regular deadlines. Anything that interferes with that just can't happen. But Jerry Schwilling, publisher of the *Chase County (Kan.) Leader-News*, found out that sometimes life does interfere with the completion of that task. Fortunately, his paper did get done.

Recently, Jerry had a heart attack. On a Monday. As he wrote in the next issue of the paper, the doctors told him his "choices did not include completing last week's paper and reporting back for their treatment." He asked his business manager, Marion Weaver, to call the Kansas Press

Association and see if they could help.

Jeff Burkhead, executive director of the KPA, responded quickly. By the end of the day Tuesday, he'd recruited Tom Eblen, a consultant for the KPA and recently retired as general manager of the *University Daily Kansan*, and myself.

Wednesday morning the team arrived in Cottonwood Falls and set to work. Burkhead and Eblen concentrated on the writing and editing and Gilmore worked on page layout.

There were a few differences in that week's paper (the April 11 issue): a guest editorial from Bill Meyer, publisher of the *Marion County (Kan.) Record*, a horoscope written by sage astrologer Tom Eblen, and only eight pages, instead of the usual 10. And it is impossible for a temporary newspaper publishing team to really cover a community the way it should be, and would be, by its usual publisher.

In an editorial that was inadvertently left out of the April 11 issue, the KPA team wrote, "...there is no way newcomers to this community would have the wealth of knowledge about the community that your working editor has."

Amen.

The KPA team enjoyed the challenge of putting out a newspaper again and also two wonderful meals at the Grand Hotel in Cottonwood Falls. It was humbling to be reminded of the important job that weekly editors do all over Kansas, and this country, with little backup help and almost no recognition.

Schwilling was back on the job again the next week, after a successful angioplasty procedure in Topeka.

## Gilmore says goodbye

I've never been one who enjoys saying goodbye. But here it is. This is my last issue of *The Review*. Starting Aug. 5, I'll be working as a copy editor, page designer and reporter at the *Junction City Daily Union*. I've loved my work with the Huck Boyd Center, especially getting to know so many community journalists around the country. But it's time for me to move on to something new. Since Junction City is nearby, I hope to continue a relationship with the Huck Boyd Center and I'll continue to promote community journalism in my work. I'm looking forward to the new challenges and to applying some of what I've learned from many of you over the last six years. I can't begin to name all the people I want to thank, so I'll just thank Gloria Freeland for her encouragement and wish her the best as she carries on the work of the Center.

-Linda Gilmore



Tom Eblen proofreads a finished page of the *Chase County Leader-News*.

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