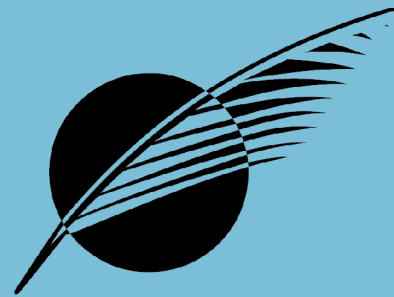


THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION JAN. 11, 2017

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Jim Pumarlo urges newspaper editors to focus more on business news.

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Newspapers are seeking creative leaders and advertising salespeople. See Marketplace.

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Doug Anstaett says newspaper staffers need to escape their cocoons, be exposed to other views.

KPA CALENDAR

THIS WEEK

Opening of the 2017 session of the Kansas Legislature, Capitol, Topeka.

JAN. 13

Deadline for entries in KPA's 2016 Awards of Excellence contest.

APRIL 7-8

Kansas Press Association annual convention, Capitol Plaza Hotel, Topeka.

APRIL 20-21

The annual meeting of the William Allen White Foundation Board, Lawrence.

AOE: upload deadline is Friday

The deadline is almost here for entries in the 2016 Awards of Excellence competition among Kansas Press Association members.

Emily Bradbury, director of member services, has been working closely with newspaper editors and advertising managers this past week to facilitate the process.

[Go here](#) to review the information and retrieve paper copies of the entry forms.

Bradbury has posted the necessary information

See AOE DEADLINE on Page 8

We need 20 more judges

Newspaper contest judging is reciprocal. In other words, we judge other states and they reciprocate by judging our contest.

We need another 20 Kansas Press Association members and friends to sign up to judge our partner this year, the Nebraska Press Association.

[Click here](#) if you can help us out.

The judging is set for February. Please help us out.



Richard Gannon, director of governmental affairs for the Kansas Press Association, begins his 14th and final year as lobbyist for KPA. He plans to retire this summer.

KU students to provide legislative news

The Kansas Press Association and officials from the William Allen White School of Journalism have agreed to once again coordinate coverage of the Kansas Legislature.

The news service, called the KU Statehouse Wire Service, has annually provided from 50 to 100 stories the past three

years. The service is underwritten through a grant from the Kansas Newspaper Foundation. The content is free to KPA members.

In the past three years, KU journalism students supplied legislative content through the service and distributed it to media outlets throughout the state.

“Most of our smaller news-

papers wouldn't have access to such content without this service,” said Doug Anstaett, KPA executive director.

KNF has again committed \$5,000 in scholarship money for students who excel in covering the Kansas Legislature.

The coverage will kick off in mid-January when the students return to class.

Don't underestimate value of your business reporting

An exchange in an editors' hotline probed a familiar topic: When is a business announcement considered news, and when is it an ad?

The item in question was a new employee at an auction and realty company.

Editors weighed in with a range of answers, all of them predictable.

"Don't do it. If you give advertising away, they won't pay for it."

"Don't mix ad and editorial. News should not be traded for money."

"We came up with a feature we will run up to twice a month called Biz Buzz. It carries short news items on local business if they have something worthy of a mention."

"I don't think it has to be either-or; reasonable compromise can become a win-win."

Count me among those in the camp of the last comment. Expanded and aggressive pursuit of business reporting delivers long-term dividends in the generation of interesting editorial content and revenue.

I bring a special perspective to this conversation – 27 years in community newspapers, 21 as the chief gatekeeper in filtering what news got published. A steady flow of business items crossed my desk.

Today I am director of communications for a major business advocacy organization. During my tenure, I also served as chair of the local Chamber of Commerce Board. That in itself would raise questions among many in the newspaper industry and is a topic for another column.

Don't misinterpret. Don't expect to read a column promoting that newspapers should bow to every request for business coverage – especially those stories with a positive spin.

But one editor's comments in the hotline exchange particularly caught my attention: "If the business info doesn't fit into the guidelines, they have to run an ad. While our paper depends on advertisers, our readers are just not that interested in

reading about business."

Whoa. In all due respect, I encourage all newspapers to broaden their perspective on what is business news – to make it a regular part of your newsroom discussions as an everyday beat.

I also advise you to go slowly on developing business coverage, especially if your newspaper doesn't do much business reporting now. It can be challenging, especially with the barrage of demands on limited resources. You cannot simply turn on the spigot.

A discussion of business news inevitably prompts many editors to focus on routine Main Street occurrences. A clothing store celebrates its grand opening. A restaurant opens, offering a distinctive cuisine. A flower shop celebrates its 25th anniversary.

A new plant manager comes on board at a local manufacturer.

It's best to have policies for these and other everyday business news. But these stories should be just a starting point when it comes to brainstorming coverage about employers and employees. Business news is much broader than those items which typically qualify for chamber of commerce newsletters. Coverage should be incorporated in the everyday menu of news.

Think for a moment the number of hours that individuals spend "on the job" – not only the hours

behind the desk but the extended hours on the job. Think also about the role of businesses – large and small – in the everyday fabric of your communities.

Does your coverage reflect the broad impact of businesses – the people and their jobs - in your communities? Here are a few story ideas.

When is the last time you compared and contrasted local employment with statewide statistics – and then looked for a feature story representing specific trends?

The federal Affordable Care Act is



Jim Pumarlo

I advise you to go slowly on developing business coverage, especially if your newspaper doesn't do much now. It can be challenging, especially with the barrage of demands on limited resources ...

See PUMARLO on Page 5

2016-17 KPA BOARD

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denas@gctelegram.com

Joey Young

Central District Director

The Clarion (Andale)

joey@kspublishingventures.com

How to handle those unspoken objections

Brandon is an advertising manager who wants his team to be prepared for all sales situations. “We spend a lot of time on sales strategy,” he said, “because that helps us cut down on unexpected surprises. To use a baseball comparison, we want to be able to hit the curveball.”

“As any sales person will tell you, the most common curveball is an objection,” Brandon explained. “Most prospects have some kind of objection, even if they don’t say it out loud. Unspoken objections can be real sales killers. You’re sailing along thinking everything is going fine, then at the end of the conversation the prospect says, ‘I’ll think about it and let you know.’ That creates a real predicament for a sales person.”

“There’s an old saying that silence is golden, but that’s not true in selling,” Brandon said. “Sometimes it’s your job to verbalize what the prospect is thinking. If you don’t, the objection that is lurking below the surface may never come to light. I disagree with the idea that you can’t answer an objection you don’t hear. An unspoken objection can sink your presentation just as fast as one that is shouted.”



John Foust

Brandon explained that the key is to be prepared to weave answers to objections into the presentation. The good news is that most objections are predictable. If a sales person has done his or her homework, there’s no reason to be surprised to hear a question about price, readership statistics, ad position or production.

“Take price, for example,” he said. “A prospect may be embarrassed to say, ‘I don’t think I can afford to advertise in your paper.’ You can address that by bringing up the objection yourself, then reassuring them that it’s natural to be concerned about price. I encourage our team to say something like, ‘Some advertisers wonder about the affordability of advertising in our paper.’ Or ‘People often ask how our rates compare to other media outlets.’ Or ‘You may be wondering how this could fit your ad budget.’ Then they answer the objection just like they would if the prospect brought it up.”

This is a variation of the old Feel-Felt-Found formula, which says, “I understand how you feel about price. Other advertisers have felt the same way. And they found ben-

efits such as...” The difference here is that the sales person brings up the topic. But as Brandon cautions, don’t use the words “feel,” “felt” or “found.” That formula has been around so long – and those words have been misused by so many sales people – that they

can make prospects think they are being manipulated.

“Some prospects actually seem relieved when a difficult objection is mentioned by the sales person,” he said. “I’ve seen them nod their heads and say, ‘Yeah, I was thinking about that.’ In a sense, it clears the air and makes them more

receptive in the rest of the conversation.”

In other words, your prospects probably won’t object when you mention their unspoken objections.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many are using his training videos to save time and get quick results from in-house training. E-mail for information at jfoust@mindspring.com.

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Bradbury named KPA assistant director

The long-time director of member services at the Kansas Press Association has a new title: KPA assistant director.

Emily Bradbury joined the KPA staff in June of 2002 as education director and executive director of Kids Voting Kansas, an association KPA manages. She was named director of member services in 2008.

“Emily is such a joy to work with and her superior meeting planning skills have been instrumental in the success of our annual convention and other meetings every year,” said Doug Anstaett, KPA executive director. “This is recognition for her outstanding leadership at KPA.”

Bradbury, a native of Haysville, and her husband, Ryan, superintendent of schools in Madison, have two children: Kyle, 11, and Cassie, 6. She is a 2000 graduate of Washburn University with a bachelor of arts degree in history.



Emily Bradbury

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THIS MONTH’S QUESTION

Q. Will there be any training at the KPA convention this year on advertising design? My staff needs some ideas.

A. You’re in luck. Ed Henninger will be returning to the convention and will lead a session called “Designing Great Ads: The Top 10 Things You Need to Know.” Ed is well-known for his sessions on newspaper design. He’ll bring new ideas, new thinking and excitement to your print ads. His presentation is tentatively set for 1 p.m. Saturday, April 8, following the awards luncheon.

Contest judging a cheap way to get great ideas

KPA's assistant director and member services director Emily Bradbury has put out the call for judges for the Nebraska Press Association's newspaper contest. As of early Wednesday, she still needed 20 judges.

I know it's time to upload those KPA contest entries, but that deadline is this Friday and time remains to volunteer to help with Nebraska's contest in the days following our own KPA deadline.

Emily hopes to have enough judges signed up by Monday.

I'll throw in my two cents on why all of us should take part in judging other state contests.

We do it because other state press associations do it for us. Their newspapers volunteer the time and energy needed to review our contest submissions. We do likewise for them.

Those who sign up agree to take whatever number of entries must be judged. So

if few member papers sign up, then those judges get a really big load of stories to read, pages to review, photos to critique, ads to evaluate and so on.

That's a burden and a small group

can't do all of it well. Judging can be really enjoyable, however, when it takes just a few hours. That's possible if we spread the job among all of us.

Some of our staff at the Marysville Advocate offered these reasons why they've volunteered to judge this round or in the past:

— "I figured it was a way to give back to our professional association."

— "I felt that I might be able to get ideas for our paper."

— "It sounds fun!"

— "It's a good way to learn about other places, and perhaps find a nice vacation spot." (OK, that may be stretching it.)

— It's continuing education. If your

paper can't afford to attend workshops or webinars that charge a fee, contest judging is a great and free way to learn. Again, they offer ideas for stories, for a series, for ad campaigns and community activities

that a newspaper might like to sponsor or organize as a money maker. The addition of web editions and special web pages to the contest has broadened the learning possibilities for those who judge them.

So think what a great contribution you can make to KPA and get on the phone to Emily today: 785-271-

5304 or email her at ebradbury@kspress.com.

You'll make her and the rest of us volunteer judges happy campers.

Sarah Kessinger is editor and publisher of the Marysville Advocate and president of the Kansas Press Association for 2016-17.

We do it because other state press associations do it for us. Their newspapers volunteer the time and energy needed to review our contest submissions. We do likewise for them.



Sarah Kessinger

KPA 'Day at the Statehouse' set for Feb. 2

We have reserved Thursday, Feb. 2 as the day for Kansas newspaper editors and publishers to come to Topeka, discuss legislation and have lunch with legislators at the Kansas Press Association's "Day at the Statehouse."

"Last year we had a decent turnout, but with all the new faces in Topeka this session, it's imperative that we come out in force and make sure transparency in government is at the top of mind for those who represent us," said Rich Gannon, director of governmental affairs. "These one-on-one meetings are one key to our continued success at the Statehouse.

"We're asking each member to contact his or her legislator, invite them to the lunch and then join them for some face time here in Topeka."

Lunch will be provided free for all legislators, constitutional officers and KPA members.

To sign up for KPA Day, [go here.](#)

Plans are still being finalized, but we'll likely meet at a conference room in the State Capitol and try to line up presentations from the new and continuing leaders of the House and Senate.

"It's our first chance to make a lasting impression on the new House and Senate members, and to remind those who are returning that we're still working every day to improve the state's open government laws," said Doug Anstaett, KPA executive director. "We know everyone is strapped for time, but this special day is critical because we get to see our legislators and leaders face-to-face, tell them our story and ask for their support."

Facebook, journalists discuss news collaboration

Facebook has announced a new project that will focus on the collaborative development of news products along with training and tools for journalists and the public.

Local news in particular will be a major focus of the Facebook Journalism Project.

"Local news is the starting place for great journalism — it brings communities together around issues that are closest to home," said Director of Product Fidji Simo,

in a news release. "We're interested in exploring what we can build together with our partners to support local news and promote independent media. This initiative is in its earliest stages; we want to talk about it now so that we can get as much input from newsrooms and journalists as possible, working together to shape what local news on Facebook could look like."

The Local Media Association (formerly Suburban Newspapers of America) has

been working with the Facebook news partnership team for six months now to share industry concerns and work on mutually beneficial partnership terms.

The LMA board of directors had a private meeting with Jason White, head of news partnerships in the U.S., in September that resulted in the creation of an industry committee.

To read the full announcement from Facebook, [go here.](#)

Pumarlo

Continued from Page 2

coming under increasing scrutiny. How are local businesses grappling with federal and state health care reform, and what is the impact on employees?

Are companies having trouble finding qualified workers, and what steps are they taking? Many communities are exploring a variety of public-private partnerships to address the shortage.

It's becoming commonplace for companies to expand into international markets to strengthen their bottom lines. What is happening in your back yard?

There's no time like the present to brainstorm ideas, and broaden the discussion beyond your newsroom. Invite representatives from the advertising staff and other departments; your newspaper family is typically representative of the community. Select a cross-section of community individuals for a brown-bag lunch.

Expand your business coverage, and the business community will take notice. Merchants will see your newspaper as a vehicle to spread their word about products

and services in news and advertising.

News and advertising staffs should have regular conversations on business coverage so everyone is in sync on the definition of news and advertising. There also must be a common understanding that substantive reporting of business includes writing about the good as well as the bad.

Editors and publishers will win highest marks from readers and advertisers alike if reporting is fair and consistent. In the end, credible business coverage is a win-win situation. The stories provide solid news

content while being a springboard for increasing advertising revenue.

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of "Journalism Primer: A Guide to Community News Coverage," "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers." He can be reached at jim@pumarlo.com.

DECEMBER KDAN, KCAN WINNERS

The following newspapers sold either direct placement, Kansas Display Ad Network, Kansas Classified Ad Network or out-of-state network ads in December.

Remember, if you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money.

Sell one outside of Kansas (SDAN or SCAN) or do direct placement in other papers and keep half the commission allowed to KPA.

December's are:

KDAN — Anderson County Review, two ads sold for a profit of \$1,650.

KCAN — GateHouse Media, five ads sold for a profit of \$750.

SDAN — Anderson County Review, two ads sold for a profit of \$225.

DIRECT AD PLACEMENT — Hays Daily News.



When a community works together, nothing is impossible. That's why we strive to connect people with good jobs, create opportunities for all, advance education and promote the responsible use of our technology.

That's why we proudly support the Kansas Press Association.



MARKETPLACE

NEWS

MANAGING EDITOR — Do you want to join a dynamic daily news team? Do you want to be a part of community journalism at its best? Are you a creative leader? Then you need to send your resume to: The Neosho Daily News c/o Managing Editor Search, 1006 W. Harmony, Neosho, MO 64850. This position offers flexibility in managing a staff of three staff writers in the beautiful SW Missouri town of Neosho, home of Crowder College. The Daily News publishes Tuesday through Sunday. The Daily News is a Gatehouse Media publication and offers full benefits and a competitive salary. We are an equal opportunity employer. (1-5)

SPORTS EDITOR — Award-winning western Kansas daily needs someone who loves sports to cover community college and 4A high school, co-ordinate coverage of smaller school, create dynamic, interesting sports pages and engage the community. College town on I-70, close to Denver, great hunting, biking, trails, great sports. This might be the one for you. Benefits. Contact Sharon Friedlander, publisher, at sfreidlander@nwkansas.com, and Steve Haynes at steve.haynes@nwkansas.com EOE/M/F/D/V (1-4)

MANAGING EDITOR — needed for award-winning daily on I-70 in western Kansas. The Colby Free Press needs a leader to take its news department to the next level. Are you ready to step up, face new challenges? Supervise news staff, page design and community coverage. Close to Denver, great outdoors, biking, trails and hunting. Benefits. Contact Sharon Friedlander, publisher, at sfreidlander@nwkansas.com, and Steve Haynes at steve.haynes@nwkansas.com EOE/M/F/D/V (1-4)

REPORTER NEEDED now for western Kansas twice-weekly, near lake with state park and federal reservoir, great hunting, fishing hiking, biking. Cover city and county, schools and more, features and creative coverage. Help with page design, learn the craft of newspapering. Pay competitive, based on experience, plus benefits. Contact Dana Paxton, general manager, at dpaxton@nwkansas.com, and Steve Haynes at steve.haynes@nwkansas.com EOE/M/F/D/V (1-4)

REPORTER/ADVERTISING SALES PERSON — The Beloit Call is seeking

someone who can write and sell advertising. This is an excellent career development opportunity for learning the newspaper business from the ground up. We offer a competitive salary plus commissions. Other benefits include health care insurance and Simple IRA. Send resumes and writing samples to Brad Lowell at P.O. Box 309, Concordia, KS 66901 or email jbrad@nckcn.com or telephone at (785) 243-2424. (10-24)

SPORTS REPORTER — Five-day-a-week newspaper in south-central Kansas seeks a sports reporter. We recently merged two newspapers into one and cover seven high schools, a community college and an NAIA university. Strong writing skills are a must. Photography and design skills (InDesign) are a plus, but we will train the right candidate. Good position for recent college grad or someone breaking into the field of sports coverage. Send resume and clips to sports editor Joey Sprinkle at sportseditor@ctnewsline.com. (11-4)

COMMUNITY NEWS EDITOR — The St. John News needs an editor who is community-minded, independent and devoted to news gathering and reporting for a demanding audience both in print and online. It's the perfect job for someone who likes to do it all — from photography to writing to page design and social media — with the support of a larger organization. The salary is competitive. The benefits are excellent and include BCBS, prescription card, 401(k), flex benefits and more. To apply, contact Conrad Easterday, publisher, The Pratt Tribune, 320 S. Main, Pratt, KS 67124 or e-mail ceasterday@dodgeglobe.com. (8-8)

REPORTER/EDITOR — The Fairbury Journal-News, one of Nebraska's largest weekly papers, is seeking a reporter/editor. Competitive pay, benefits. Contact Timothy Linscott, timothylinscott1@gmail.com, (402) 729-6141. (12-15)

ADVERTISING

ADVERTISING AND MARKETING DIRECTOR — Great opportunity in Northwest Arkansas. You will be responsible for all advertising for our award-winning newspapers and websites. Implementing high-performance plans to maximize the results of the retail, national, classifieds, legal and digital sales staff in the areas of advertising sales, revenue growth, creative services, production and cost control. This

position prepares budgets for advertising operation; oversees training and development of department managers and staff; works effectively with the President and management team to develop and implement new or expanded products. Send resume with cover letter to jobs@nwadg.com (put Advertising & Marketing Director in the Subject Line). EOE – Drug Free Workplace (12-19)

SALESPERSON — Niche newspaper seeking motivated salesperson to service existing accounts and generate new clients. This is a remote work opportunity. Please apply via email at ksblindbox13@gmail.com (12-15)

ADVERTISING DIRECTOR — The Garden City Telegram, an award-winning, seven-day-a-week morning newspaper serving a dynamic, diverse community in southwest Kansas, is seeking applications for an advertising director. The ideal candidate will be an innovative thinker experienced in creating new revenue streams and implementing successful strategies, with the ability to motivate and empower a sales team in display, classified and digital sales. The advertising director also manages the Print Plus division, which produces brochures, banners and other marketing materials for clients. Candidates should be goal-driven, organized and detail-minded. The exceptional candidate will have experience in newspaper and digital media sales — including management experience — and success in growing revenue across multiple platforms. Competitive pay based on sales performance. Full benefits package. Please submit a letter of application and resume to: Dena Sattler, Editor-publisher, The Garden City Telegram, P.O. Box 958, Garden City, KS 67846, or e-mail denas@gctelegram.com. (1-1)

GENERAL MANAGER/ADVERTISING — The Parsons Sun is seeking a dynamic, multimedia advertising General Manager. This is an ideal position for someone who wants to be outside working with sales reps to help their customers develop effective advertising campaigns. We are seeking a general manager with an expertise at new revenue generation utilizing new media as well as managing the two daily newspaper sales staffs, classifieds and a strong commercial printing business. Strategic planning and creative thoughts

Folkerts named interim director at A.Q. Miller School at K-State

Jean Folkerts has been appointed interim director of the A.Q. Miller School of Journalism and Mass Communications, where she has been visiting professor and scholar since January 2014.

Folkerts is an alumni distinguished professor emeritus of the School of Media and



Jean Folkerts

Journalism, University of North Carolina at Chapel Hill, where she served as dean of the school for five years. She is a K-State alumna with bachelor's and master's degrees in journalism. She received her doctorate in American studies from the University of Kansas.

She succeeds Dr. Birgit Wassmuth, who stepped down at the end of 2016 but continues as a full professor in the advertising sequence at the Miller school.

Folkerts said her goals for the school in her interim role would be to foster a positive atmosphere for all who work within the school — faculty and staff — and to establish a positive approach to recruiting new

faculty and a new permanent director. “I also plan to work with the advisory board, the dean and his development staff to lay the groundwork for successful fundraising for the school, and to meet with others across campus who might collaborate with us on future research, teaching and service responsibilities.”

Folkerts has extensive administrative experience. Before going to UNC-Chapel Hill, she was director of the School of Media and Public Affairs at George Washington University, where she also served as acting dean of Columbian College and as associate vice president for special academic initiatives.

Interim dean of the College of Arts and Sciences Amit Chakrabarti noted this experience and said Folkerts will also help hire the next permanent director, who will be in place by July 2018.

Folkerts is a leading media history scholar and received the 2016 Sidney Kobre Award for Lifetime Achievement in Journalism History from the American Journalism Historians Association at its annual conference in October 2016.

In 2002 the Topeka Capital Journal designated her as a Kansan of Distinction.

MARKETPLACE/CONT. FROM PAGE 6

will be critical for the right candidate. The Parsons Sun and its sister paper, The Chanute Tribune, are five-day daily papers in SE Kansas. We offer a competitive salary with a performance bonus plan as well as health care benefits. Interested candidates should send resume to: brucewallace03@gmail.com.

NEWSPAPERS FOR SALE

Respected 131-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady subscription, advertising, annual sales approximately \$140,000. Will include building and property in sale. (785) 341-7573 after 5 p.m. MST. (9-14)

DIGITAL MEDIA

Tired of not being able to update your website? Do you hate the design, but have no one on staff who can alter it? Have your eyes widened in shock when hearing what a new website might cost? Relax ... The Hays Daily News' Pixel Power Haus is your solution. Call Patrick Lowry at

(785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

PRESSROOM

PART-TIME PRESS OPERATOR — The Great Bend Tribune is seeking a part-time press operator to join our printing team. The ideal candidate will have previous web press experience, including print of process color and press make-ready. Good work ethics along with mechanical skills and ability to react quickly to print related problems. We are willing to train the right person. Job requirements include: • Current valid driver's license with clean driving record, ability to pass a written fork lift test and train on lift; • Color vision and depth perception; • Ability to lift a minimum of 75 pounds; • Ability to read and comprehend written and/or oral English instruction along with ability to communicate effectively with team members. To submit a resume with references or request an application contact jaudus@gbtribune.com.

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Newspapers are still best hope for telling the story

Those of us who have spent our careers in the newspaper profession have a fairly good idea of what journalism is.

We know it's objectively pursuing the truth, checking and double-checking sources, digging deeper into subjects to bring the public a better understanding of what is happening in their world and never being satisfied to accept at face value everything we learn in the process of gathering the news.

Yet, if you ask the average citizen to define a journalist, especially in today's world, you'll get a hundred different answers that span the spectrum from "hardly ever trust" to "mostly trust."



Doug Anstaett

You'll often hear responses like these:

"Of course I don't like everything they write, but how else am I going to get the news of the day but from my local newspaper?"

Or, "Their editorials are too (liberal, conservative)."

Or, "Why don't they just cover the news and quit telling us how to think?"

The definition will frequently depend on the person's point of view, which is not surprising.

If they support journalism and know how important it is to the healthy functioning of our democratic republic, then you'll often hear support for what we do.

Certainly, these supporters will have high expectations for us, but generally they will believe the newspaper and journalists

serve a vital role in today's society.

The problem is that we have become a society that chooses up sides on just about every issue. We throw around labels to denigrate those who think differently, and we often don't even want to be around or certainly discuss issues with those with diametrical ideas to our own.

When President Obama gave his farewell speech Tuesday night, he touched on this issue:

"For too many of us, it's become safer to retreat into our own bubbles, whether in our neighborhoods or on college campuses, or places of worship, or especially our social media feeds, surrounded by people who look like us and share the same political outlook and never challenge our assumptions. ... And increasingly, we become so secure in our bubbles that we start accepting only information, whether it's true or not, that fits our opinions, instead of basing our opinions on the evidence that is out there."

We journalists, despite our commitment to our ideals, are not immune from retiring to a safe cocoon where we often only hear what we want to hear.

When I was a publisher, I used to have to beg my reporters to get out of the office, go to the coffee shops, see what their neighbors were saying.

"You have to get out of your comfort zone," I would occasionally harp at them, often unsuccessfully.

That's even more important today. We journalists have to be willing to admit we missed the boat in this last election because we didn't do a good enough job of listening to the myriad voices in our communities.

The pollsters asked the wrong questions as well.

With the incoming administration, we're headed for a new era and we've got to be prepared to do our jobs better, more thoroughly and with open minds.

This isn't a blanket indictment of the newspaper industry. In fact, I think we did a far better job than our broadcast counterparts, but we are not without sin.

So, let's get out of the office more. Let's escape the safety of our cocoons, our mobile devices and all the other distractions that

seem to eat up so much of our time.

Newspapers are still the best hope for telling the story of Kansas and America.

And you know what? People are still hungry for what we do best.

So, then, let's do it!

Doug Anstaett is executive director of the Kansas Press Association and a 43-year veteran journalist.

The problem is that we have become a society that chooses up sides on just about every issue. We throw around labels to denigrate those who think differently, and we often don't even want to be around or certainly discuss issues with those with diametrical ideas to our own.

AOE deadline

Continued from Page 1

on the KPA website and the 2016 Call for Entries.

Deadline for entries is Friday, Jan. 13, 2017. We have added two new entry categories — Best Health Story and Best Seniors Story — to the competition and have raised entry limits for some categories.

The Nebraska Press Association will provide the judges for this year's contest. Conversely, KPA members will be judging the NPA contest entries in February. The circulation categories, three for dailies and three for non dailies, again break down like this:

- Daily Division I, 3,800 and under.
- Daily Division II, 3,801 to 9,400.

- Daily Division III, more than 9,401.
- Nondaily Division I, 1,500 and under.
- Nondaily Division II, 1,501 to 2,800.
- Nondaily Division III, more than 2,801.

A newspaper may choose to compete in a higher circulation class, but not in a lower one.

Bradbury also has produced new "how to" videos to guide you through the process of uploading to the website. They are at the same link as above.

The contest will once again be done electronically through the same company as in the past, Better BNC.

Log-in and uploading instructions are available on the KPA website.

Two of the categories, Best Magazine and Best Newspaper Redesign, require hard copies to be mailed to the KPA office.

Entry fees are \$25 per newspaper plus \$5 per entry and must accompany your entries.

Judges will be asked to select first, second and third place winners in each category.

Plaques will be awarded to all first place winners and to the winners of the sweepstakes awards, which are given to the newspapers in each circulation division with the highest cumulative points. Certificates will be provided to second and third place winners.

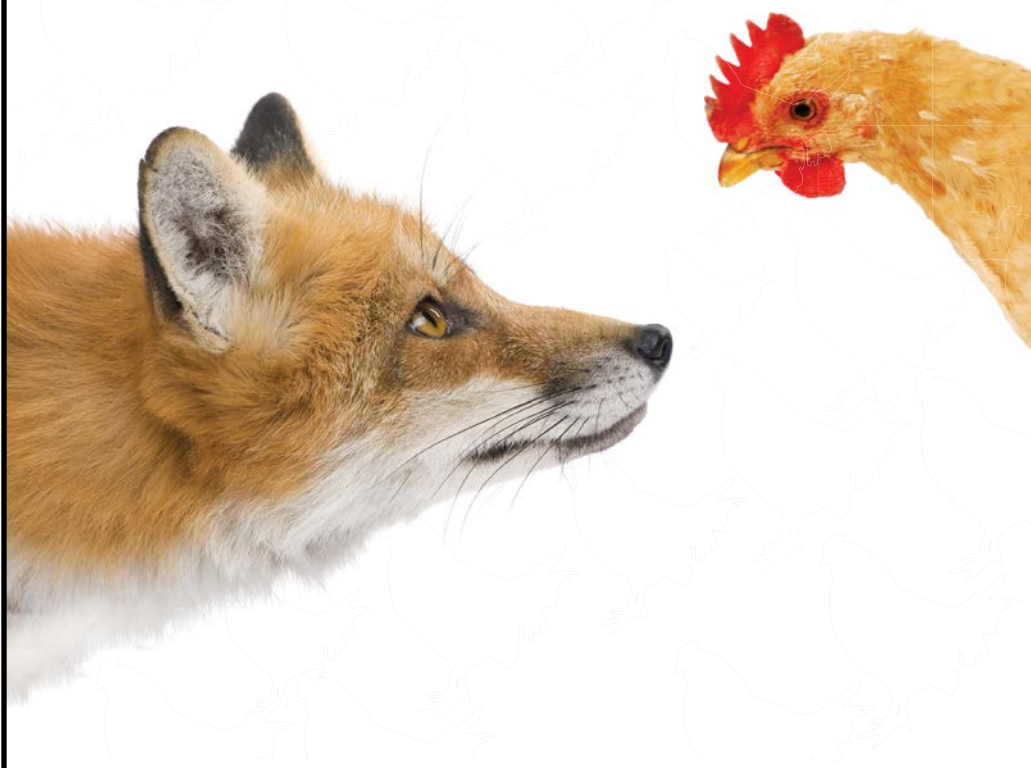
Sweepstakes awards will be given in all six divisions and separately for news and advertising.

KPA reserves the right to consolidate categories among different circulation groups if there is a shortage of entries. Winners will be recognized at the annual convention April 8 at the Capital Plaza Hotel in Topeka.

WHEN PUBLIC NOTICES REACH THE PUBLIC, EVERYONE BENEFITS.

Some officials want to move notices from newspapers to government-run websites where they may not be easily found.

This is like putting the fox in charge of the hen house.



Keep Public Notices in Newspapers



www.newsmediaalliance.org

KPA has house ads you can use any time

Want to use this ad? It's being provided for your use by the News Media Alliance (formerly the Newspaper Association of America). You can find it here, along with other free house ads to promote your newspaper and what you do for your community.

Below is a list of ads available on the Kansas Press Association website. They're free. They're professionally designed.

[Go here to get the following ads:](#)

Myth Busters:

- #1 No one reads newspapers any more.
- #2 Young people no longer read newspapers.
- #3 Newspaper readership is tanking.
- #4 Many newspapers are going out of business.
- #5 Newspaper advertising doesn't work.
- #6 If newspapers close, you will still be able to get news from other sources.

Public Notice House Ads

- #1 If it's not in the newspaper, how will you know.
- #2 Without public notices in newspapers, this may be all the information you get (rest of page is blank).
- #3 Without public notices in the newspaper, you're left guessing.
- #4 This is like putting the fox in charge of the hen house. (Ad is shown at left).

[Go here to access the "Keep Reading!" campaign.](#)

Keep Reading Campaign

Included are small to medium to large ads touting the values of newspaper reading. Included are ads about babies, careers, shopping, voting and sports. You can use the KPA logo or you can insert your own. It also includes a PDF you could use to print your own rack cards.

[Go here to access millennial and digital content readership ads.](#)