

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

JAN. 17, 2018

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KPA CALENDAR

JAN. 29

Kansas Day festivities at the State Capitol, celebrating our state’s 157th anniversary.

FEB. 8

Kansas Press Association Day at the Capitol.

FEB. 9-10

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

Bradbury tapped to lead KPA

Emily Bradbury has been named executive director of the Kansas Press Association effective Aug. 1, 2018.

Bradbury, currently serving as assistant director, will succeed Doug Anstaett, who will continue after that date as a contract consultant and lobbyist for the association.

Olaf Frandsen, current president of the KPA Board of Directors and publisher of the Salina Journal, said: “A unanimous vote by the board of directors is clearly indicative of the trust and confidence we have put in Emily and Doug. This move positions the KPA for the future. And with this action, the future of the KPA clearly is in good hands.”

Bradbury, 40, began work at KPA in 2002 as education director and as executive director of Kids Voting Kansas.

“For the past 15 years, I have been honored to serve the newspapers of Kansas at the Kansas Press Association in various capacities — most recently as assistant director/member services director,” she said. “I am humbled by the board’s decision for me to be the next executive director to lead our 154-year-old association.

“I look forward to expanding on all of the



The Bradbury family: Emily and Ryan and children Cassie and Kyle.

See **BRADBURY** on Page 5

Convention just three weeks away

We know it’s hard to believe, but the 2018 KPA convention is just more than three weeks away.

While the deadline for reserving hotel rooms at the Capitol Plaza Hotel at the special KPA rate has passed, a few rooms remain available.

[Go here to register](#) or to review the program.

We’ll kick off the 2018 convention on Thursday, Feb. 8, with our annual Day at the Capitol.

A few rooms still available

Those interested in reserving a room for the Kansas Press Association should contact the Capitol Plaza Hotel at (785) 431-7200.



KPA members will have an opportunity to get an update on the legislative session from KPA Executive Director Doug Anstaett and Assistant Director Emily Bradbury.

Members are encouraged to invite their local legislators to lunch and then spend some time with them to discuss issues important to the newspaper industry.

Convention festivities will begin on Thursday

See **CONVENTION** on Page 8

Slimp to headline 2018 KPA meeting; here is a sample of improvement tips

Suppose any time is the right time to look over your newspaper operation and search for ways to make improvements, but the beginning of the year seems especially appropriate for such a task.

As I sat at my trusted keyboard to begin, I sent a note out to newspaper friends throughout North America to ask for their suggestions. Let me share a few of those first:

Tom in Mississippi

Tom writes, “Do what you do best the most. Fulfill your purpose to your community.”

Tom makes a great point. In study after study, we’ve learned it’s all about community. Successful community papers remain focused on local stories.

Look over your newspaper with the rest of your staff. How did you do in 2017? How can you be even more involved in your community in 2018?



Kevin Slimp

Karen from Tennessee

Karen writes, “Why not try something new this coming year or replace an outdated tradition?”

Tradition is a good thing. Sociologists tell us it’s an important factor in binding families and groups together.

Author Frank Sonnenberg wrote, “Tradition contributes a sense of comfort and belonging. It brings families together and enables people to reconnect with friends.”

When I speak on the topic of “Getting People to Pick Up Your Paper,” I remind listeners of the importance of building trust in our communities. One of the ways we build trust is by creating traditions in our newspapers.

However, Karen is right. The new year is the perfect time to look over our papers and ask ourselves which traditions build trust with our communities and which ones

would be best left behind.

My son and I have taken an annual “Walk across Knoxville” each year on Labor Day. As he has grown into a young adult, it’s become obvious the tradition doesn’t fit neatly into his schedule due to changing obligations, as well as a greater number of options available to a young adult. So this year, I let it go. He went to DragonCon, dressed as the Joker, and had the time of his life.

We’ll walk across the city again, but it doesn’t have to be on Labor Day. Much like a newspaper, we’ll adjust to better fit our current lifestyles.

Gary in Missouri

Gary added the new year is a good time to take a look at your online presence. Find ways, we wrote, “to turn your website into a revenue stream rather than a revenue drain.”

When’s the last time you took a good look at your website? Does it represent your newspaper in a positive way? I would suggest your gather a group together

once a year, and the start of the year is as good a time as any, and look over your digital presence.

Mark from South Carolina

Mark wrote the beginning of the year is a good time to go through old newspapers and find great stories to reprint. “Great stories are still great stories!” Mark added.

Christina from Missouri

“Delete files. I do that at the beginning of every year. I often go back and find files five or more years old I don’t need anymore.”

That’s a great idea, Christina. Bulky hard drives really slowly down a computer’s performance. Let’s take it a step further, though. In addition to outdated files, go through your computer and uninstall applications you no longer use. I did this on my desktop last week and found more than 20 applications to throw away. They add up quickly.

Amanda from Tennessee

“My dad always suggested we go through papers from the previous year and pick out certain events that are reoccurring and mark them on calendar. We tend to get so busy sometimes that we miss things.”

2017-18 KPA BOARD

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Editor’s note: Kevin Slimp has been lined up for a number of presentations at the February Kansas Press Association annual convention in Topeka. His sessions will include what’s going on at newspapers, PhotoShop color correction and photo editing tips, using InDesign styles, how to get people to pick up your newspaper and a special session on customer service.

Here are the skills that define ad professionals

What sets advertising amateurs apart from professionals? Let's examine some key skill areas.

1. Amateurs do most of the talking in sales appointments. Professionals do most of the listening. When they meet with prospective advertisers, they work to learn marketing goals. They concentrate on discovering "pain points." And they learn about the results of previous campaigns. That's accomplished with questions – along with attentive listening.

2. Amateurs use puffery in ad copy. Professionals use relevant information. They stay away from empty claims and exaggerations like "unbelievable," "fantastic" and "incredible." Instead, they focus on specific features and benefits that mean something to readers.

3. Amateurs sell one ad at a time. Professionals sell campaigns. The best ads are not stand-alone sales, they are elements of bigger marketing campaigns. By taking the time to develop an overall strategy, professionals have a guideline to follow. There's no mystery about what to do next. They simply follow the plan.

4. Amateurs create spec ads before

learning the prospect's needs and developing a marketing strategy. Professionals believe it's important to diagnose the patient before writing a prescription. I cringe when I hear stories of ad ideas that have been created without doing any homework first. Most of those ads are laughably off target.

5. Amateurs don't know the difference between image ads and response ads. Professionals know that distinction can make or break advertisers' expectations. Image ads are designed to create and strengthen brand identities, while response ads are designed to motivate consumers to "buy now."

6. Amateurs see print and digital as separate entities. Professionals know that print and digital work together to project a cohesive brand image for their clients. In today's multi-media environment, the companies with strong marketplace identities understand that everything must work together. Logos, type fonts, benefit statements, theme colors – they all play important roles.

7. Amateurs run anything their advertisers request, because they don't want to risk offending paying customers. Professionals know they're obligated to stand up for solid advertising principles (with diplomacy, of course). I've never seen a sales person's business card that listed "Order Taker" as a job title.

8. Amateurs wing their way through appointments. Professionals provide prospects with a printed agenda and follow it carefully. They know how to keep things on track. They stay away from running down rabbit trails that can derail a presentation. It's a matter of respecting the other person's time and making a professional impression.

9. Amateurs don't care about typography. Professionals understand that type has been called "the voice of print" for a good reason. They know that all upper-case type should be used sparingly in headlines – and almost never in body copy. They understand the nuances of serif and sans serif fonts. And they know how to use line-breaks to create readable headlines.

10. Amateurs think they know everything. Professionals are not complacent. They strive to learn more about their prospects, their market, their competitors, and advertising in general. There's truth in the old saying, "The biggest room in the house is room for improvement."



John Foust

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 john@johnfoust.com.

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Slimp

Continued from Page 2

That's a great checklist item, Amanda. Go through your pages from 2017. What are some events you want to be sure and cover in 2018? Put those down on a calendar.

Did you cover any stories that would make good follow-up stories in 2018? Put those on the calendar. Who are advertisers that were running in early 2017 that aren't in your most recent issues? Make a point to give them a call. We can garner a wealth of information by looking through pages from the past year.



OK, now for my list.

My friends made my job easy, leaving just a little space for my checklist of to-do items as we kick off 2018 at our newspapers:

Create focus groups by inviting readers and non-readers to look over your newspaper as a group and make suggestions.

Strategize staff training. Everyone

needs training from time to time to improve skills and provide motivation. The first of the year is a good time to look through your newspaper staff and see what types of training would be most beneficial.

Go through your list of advertisers.

Who hasn't run an ad in six months? Studies indicate it's 20 times as easy to bring back an old customer than to recruit a new one.

Go through your list of subscribers.

Your efforts may be more fruitful if you focus on getting former readers to return before gaining new subscribers.

Do an equipment inventory. Do you have computers, software or other equipment that is slowing down your production process? Now is a good time to begin planning to replace outdated equipment.

It's a short list, but if you accomplish just one or two of these checklist items you'll be well on your way to improving your newspaper's outlook for 2018 and beyond.

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

Introducing

LSA Creative...
a harmony like no other.

LSA Creative is the premiere "movement" combining the best advertising-specific content with the experts who help businesses market to local consumers.

Access the content you've come to rely on with Creative Outlet and now as LSA, we can help you create customer pitches, circulars/fliers, social media imagery and many other print and digital graphics. LSA Creative is here to assist you when you need to keep your advertising & production in harmony.

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Let's close ranks in honor of quality journalism

Not surprisingly, the mantra of “fake news” from political circles has come to Kansas.

While those in our world can define fake news as that which is, well, fake — made up either for humor, or more recently as a means of subterfuge against political and social rivals — the political world has taken a cue from 1600 Pennsylvania Avenue to skew undesirable news as “fake.”

If you don't like the facts, call it fake news and it goes away. At least that is the theory.

Recently, I read a Tweet from a Kansas legislator who was making an argument on school funding just days before the opening of the 2018 legislative session, to wit:

Over \$800m is the extra piece of pie missing from KASB #fakenews study. Let's pause now for Kansas media to mansplain away \$200m in bond and interest from your wallets. #ksleg



Olaf Frandsen

In other words, the legislator didn't like facts and figures provided by the Kansas Association of School Boards regarding funding levels.

The legislator took it another step, and declared, with no validation, evidence or, frankly, common sense that Kansas media, as an industry apparently, was going to “fake news” our way into an explanation of why school funding falls short of where it should be.

That argument comes notwithstanding a Kansas Supreme Court ruling that school funding still doesn't meet constitutional requirements.

Doesn't matter.

Let's just call it fake news and win the argument that way.

Not so fast.

And so I implore my newspaper colleagues: Don't let them get away with

whitewashing whatever they want by branding an opposing viewpoint as fake news.

What follows was my Twitter response to said legislator:

My Twitter response to said legislator:
‘Fake news? Stop imitating White House-branded childish, inane insults. Your arguments can be respected enough when fact-based, rather than debased with banal banter.’

Fake news? Stop imitating White House-branded childish, inane insults. Your arguments can be respected enough when fact-based, rather than debased with banal banter.

If we close ranks in honor of quality journalism and informed opinion, our readers will continue to trust

that fake news doesn't come from our brotherhood. Truth and accuracy, however, are hallmarks that are legend in our history, and in our future.

Olaf Frandsen is president of the Kansas Press Association for 2017-18 and editor and publisher of the Salina Journal.

KU

Apply for the Burton W. Marvin News Enterprise Award

The William Allen White School of Journalism and Mass Communications is now accepting entries for the Burton W. Marvin News Enterprise Award. Newspapers distributed in Kansas are encouraged to submit up to two entries demonstrating enterprise in reporting. Deadline is March 27, 2018.

Details and how to apply can be found at bit.ly/marvinaward

WILLIAM ALLEN WHITE SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS

Bradbury

Continued from Page 1

hard work of the directors before me while continuing our mission to support journalists across the state. Their job has never been more important.”

Bradbury earned a B.A. degree in history from Washburn University in 2000.

In 2005, she was named one of Topeka’s 30 under 30, and in 2008, she was promoted to director of member services.

In 2016, she added the title of assistant director of KPA.

She and her husband, Ryan Bradbury, who is superintendent of schools and high school principal at Madison USD 386, have two children: Kyle, 12, and Cassie, 7.

She currently serves on the Madison Library Board, the Greenwood County 4-H Foundation Community Development Team, is a member of PEO International and a member of the William Allen White Community Partnership Board in Emporia.

Bradbury was recently named to the Kansas Historical Society Foundation’s Board of Directors.



Emily Bradbury

Following his retirement, Anstaett will continue as a contract consultant with KPA, leading the association’s legislative lobbying efforts and producing KPA’s monthly publication, The Kansas Publisher.

Anstaett is a 1973 graduate of Kansas State University with

a degree in journalism and mass communications.

In his daily newspaper career prior to joining KPA in 2004, he served as a

reporter, managing editor, editorial page editor and publisher at newspapers in Pittsburg, Topeka, Nevada, Mo., Grand Island, Neb., Brookings, S.D. and Newton.

He and his wife, Lucinda, have two daughters, Beth Anstaett Iversen and Ashley Anstaett All, and seven grandchildren.

“This is a change of pace Lucinda and I are ready for,” Anstaett said. “Our farm 35 miles south of Topeka gives us purpose and serves as a fun getaway from the hubbub of everyday life in the capital city.

“I’ve worked with Emily Bradbury since Day 1 at KPA. She is extremely capable, energetic and committed to what we do every day in the newspaper business. I applaud the board for its wise choice.”



THIS MONTH’S QUESTION

Q. A number of our larger newspapers have moved out of their buildings and downsized. Since the Kansas Press Association’s staff size is following the trend in our industry, are there plans to sell the building?

A. Not yet. We’ve discussed this as a staff and the board has at times broached the subject. While nothing is in the works, there is much unused space in the building, so a discussion of the pros and cons of moving is likely to be on the board’s agenda in the near future. Your comments are welcome.

Get the message

At AT&T, we believe there’s only one thing to know about texting and driving – just don’t do it. Not ever. The AT&T “It Can Wait” program is dedicated to sending only one message: No text is more important than your life.

AT&T is a proud supporter of organizations like the Kansas Press Association.



MARKETPLACE

MANAGEMENT

GENERAL MANAGER — The Hays Daily News is looking for a general manager to lead a professional team of sales, circulation and news executives. The 6,000-circulation, 5-day daily in central Kansas outsources production and printing in nearby Salina. The qualified candidate will have experience in the newspaper sales arena, a strong managerial background, be knowledgeable in all aspects of digital sales and content presentation and possess an innovative approach to newspaper advertising sales. Competitive salary with benefits associated with GateHouse Media LLC. Resumes may be sent to Regional Vice President Grady Singletary atgsingletary@gatehousemedia.com. An Equal Opportunity Employer. (11-17)

ADVERTISING

MARKETING SALES CONSULTANT — High Plains Journal is looking for a Marketing Sales Consultant, responsible for developing and executing a business plan to achieve sales goals within an assigned territory including print, digital and custom content solutions. www.hpj.com/jobs/ (1/3)

WANTED — Advertising salesperson to sell advertising from home. Strong niche publication with loyal advertiser following. Please call 620-966-7557.

AD SALES: 133-year old newspaper in northwest Kansas needs ad salesperson. Commission or salary plus commission. For more information, email sentinel@ruraltel.net or call 785-675-3321. (9-29)

NEWS

REPORTER — The Salina Journal is looking for a talented reporter with a knack for finding and writing great stories. In our newsroom, storytelling involves more than putting words on paper. Our reporters use video, timelines, graphics and other tools to complement their storytelling, and they employ alternative story formats when warranted. The ideal candidate for this position will be a resourceful and energetic self-starter who can manage multiple assignments and write in a style that will bring stories to life for readers. In addition, the candidate will be savvy with social media and be willing to work as part of our team to present information in the most effective way. The Journal offers competitive wages, 401K and health, dental and vision insurance. Pre-employment drug screening required. Send resume and three samples of work to Executive Editor Sharon Montague, Box 740, Salina, KS 67402-0740, or by email to

smontague@salina.com. (1-3)

NEWS EDITOR — The Osage County Herald-Chronicle has an opening for a full-time news editor with management experience. Knowledge and proficiency of AP style is preferred. Excellent opportunity to work with award-winning staff at 3,500 circulation weekly in Osage City. Position includes covering governmental and school board meetings, writing features, editorials, editing and proofreading copy, taking photos and managing the day-to-day influx of emails. Experience with page layout on Mac-based Adobe InDesign is a plus. Some evening and weekend hours. Send resume with cover letter to Chris or Catherine Faimon, faimonc@gmail.com, or P.O. Box A Burlington, KS 66839. All inquiries kept confidential. (12-28)

EDITOR — Award winning weekly newspaper in Nebraska seeks an editor to deliver top-notch local coverage and manage staff. Candidates must have a thorough knowledge of news writing and editing for print. Candidates must have excellent leadership skills and the willingness to become part of an active community. A community newspaper background is essential. Interested candidates should send a resume and work samples to toscottwesner@hotmail.com (12-21)

MANAGING EDITOR — The Atchison (Kansas) Globe seeks a well-rounded journalist with multimedia skills to lead print and digital efforts for the 2,300-circulation twice-weekly and atchisonglobenow.com. We prefer a college degree with a concentration in journalism or communications and three to five years of practical experience. To apply, send a letter of introduction, resume, references and examples of your best work. Please mention you are applying for POSITION 1102 ME. Apply to careers@npgco.com or send your materials to Human Resources, News-Press & Gazette Co., 825 Edmond, St. Joseph, MO 64501. (11-8)

WRITER/DESIGNER — Immediate opening for enterprising feature writer/page designer at award-winning Flint Hills weeklies. Salary to \$27,500 includes health insurance and potential student loan forgiveness. Details at <http://mnks.us/job> (11-7)

REPORTER WANTED - Dodge City Daily Globe has an opening for a news reporter in its four-person newsroom. Contact publisher Conrad Easterday (ceasterday@dodgeglobe.com)

and/or editor Roger Bluhm (rbluhm@dodgeglobe.com) with resume and clips. We hope to move quickly to fill this opening. (8-2)

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 schools, 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 sfriedlander@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 sfriedlander@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)

NEWSPAPERS FOR SALE

Rawlins County Square Deal weekly newspaper in northwest Kansas. Official city, county and school publication. Only newspaper in county. Strong subscription and advertising base and supportive community. Sale includes building, up-to-date equipment and software, archives and active e-paper. Call 817-805-3600 or emailitor@squaredealnews.com for more information. (7-5)

136 year old weekly newspaper in southeast Kansas. Owner wishing to sell publication, which he has owned for 39 years. Steady

KU students offer free legislative coverage

LAWRENCE — Journalism students at the University of Kansas again will write stories during the Kansas legislative session.

The KU Statehouse Wire Service, is made possible through a grant from the Kansas Newspaper Foundation. Access to the content is free to KPA members.

Last year, KU journalism students supplied more than 100 stories through the service and distributed them to about 20 media outlets throughout the state.

Scott Reinardy, KU associate professor in the William Allen White School of Journalism and Mass Communications, is the Statehouse Reporting class instructor.

To access the content, go here: <https://wire.journalism.ku.edu/login.php?url=%2F&nocookies=true>

KPA members can use this sign-in: Username: kuwire Password: kuwire

MARKETPLACE/CONT. FROM PAGE 6

subscription base, located in historic Kansas town. Inquire through KPA by emailing danstaett@kspress.com. (6-14)

The Elkhart Tri-State News in southwest Kansas has been published since 1892 and is the official publication of two cities, two school districts and Morton County, Kan. Owner is moving out of the area. Can sell with or without real estate. Please call (620) 309-1148 for more information. (4-17)

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. (6-1)

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.

MISCELLANEOUS FOR SALE

FOR SALE — Atlas offset press. 2 quad units and four mono units with folder, roll stands and all electrical equipment needed for operation. Also includes bay window to print full color on both sides of one web, plate bender and punch. Comes with conveyor belt and count-o-veyor. \$45,000. Call 620-626-0840 or email earl@hpleader.com

FOR SALE - ECRM Newsmatic CTP. 2008 model. Very well kept and lightly used (about 12 plates per day, six days per week for two years). CTP fully functional with all software and RIP. Bought a second newspaper and used the one that came with it. Comes with Kodak plate processor, but it needs a couple pumps we used on other machine. Paid \$140,000. Will take \$32,000. Call 620-626-0840 or email earl@hpleader.com

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(for questions on cameras in the courtroom and the court system)

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.

KDAN — Rawlins County Square Deal, one ad for a profit of \$450; Anderson County Review, three ads for a profit of \$2,475.

KCAN — GateHouse Media, one ad for \$150 profit.

SDAN — Anderson County Review, one ad for a profit of \$112.50.

‘The Post’ affirms press’s watchdog role

“The Post,” Steven Spielberg’s blockbuster movie about the publication of the Pentagon Papers in the 1970s, is an object lesson to our citizens about the adversarial role the press plays in our system of government.

For those of us who have spent our entire careers in the newspaper business — or representing newspapers — it is an affirmation of the importance of our single greatest role, as a watchdog on government.



Doug Anstaett

And, frankly, it couldn’t have come at a more opportune time.

Today, the Mainstream Media is under attack like never before, with our current president calling us “the enemy of the people.”

If that’s not bad enough, we have large

chunks of the American public chiming in with inflammatory rhetoric about what they perceive as the publication of “fake news.”

While what we do is not a perfect science by any means, the reporting of the news depends on sources, and sources cannot always be trusted to provide us with a neutral, pristine version of the facts of a story.

That’s why we seek verification from others by checking multiple sources.

The lead actors, Tom Hanks as Ben Bradlee and Meryl Streep as Katharine Graham, also illustrate the conflicts that arise between those who pay the bills and those who gather the news.

There was a day in our industry where we could say “damn the torpedoes, full speed ahead.” That day is almost gone.

In “The Post,” the bean counters, as we used to call the accountants and the lawyers, almost signed a death warrant for the press during this era.

Had they gotten their way — which was to take the easy way out and await the government’s “blessing” — we might not have ever known the full story about how the administrations of presidents from Truman to Eisenhower to Kennedy, Johnson and Nixon had all shaded the truth about our involvement in Vietnam and, ultimately, the chances for victory.

Thousands more Americans and

Vietnamese died because of this deception.

While publication of the papers helped accelerate opposition to America’s involvement in Vietnam, it also seemingly fired up — and freed up — the press as it the next year began aggressively covering the break-in at Democratic National Committee headquarters in the Watergate

Hotel and the resulting coverup by the Nixon administration.

I was struck by one theme of the movie — that of the socialite nature of Washington, D.C. in those days.

Hobnobbing with political figures was apparently an acceptable pastime for the owner of the Post and even the

managing editor, Ben Bradlee.

When the decision on whether to go to press with the Pentagon Papers came to a head, these relationships, or I might say entanglements, became troublesome.

We all want to be liked in our communities, but we’ve got to resist the temptation to let these relationships skew our thinking when it comes to what news we will print, and when.

Katharine Graham, if the movie is accurate, made the courageous choice to go to press when push came to shove, and the rest is history.

Doug Anstaett is executive director of the Kansas Press Association.

We all want to be liked in our communities, but we’ve got to resist the temptation to let these relationships skew our thinking when it comes to what news we will print, and when.

Legislature off to slow start

We’re more than a week into the 2018 legislative session, but bills affecting Kansas newspapers are scarce, at least so far.

Your press association is working with legislators on language to require the release of body cam videos in certain cases, and a number of legislators are working on bills to bring more transparency to the legislative process. We’ll report more soon.

Convention

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night with a new event — “Cold Brews and Hot Issues.” This will be a free-for-all discussion of the hot issues facing our industry and how editors and advertising directors are meeting those challenges.

Friday, Feb. 9, is packed with educational opportunities for everyone on your staff.

On Friday night, we will be inducting three new members to the Kansas Newspaper Hall of Fame and presenting other special awards including the Clyde M. Reed Jr. Master Editor Award, the Boyd Community Service Award, the Gaston Outstanding Mentor Award and the Murdock Award.

On Saturday, we’ll go just over half a day, concluding the 2018 convention with two popular general sessions and the AOE

Awards Banquet on Saturday.

The ever-popular Kevin Slimp will be headlining this year’s convention.

Thursday, Feb. 8

11 a.m. to 2 p.m. — Day at the Capitol
 3 p.m. — KPA board meeting
 6:30 p.m. — Cold Brews and Hot Issues

Friday, Feb. 9

8 a.m. — Kansas Newspaper Foundation trustees meeting
 8:30 a.m. — Breakout sessions on investigative reporting, USPS ideas, fraud prevention, selling against social media
 11 a.m. — Agriculture panel by Kansas Farm Bureau
 11:40 a.m. — Past Presidents Luncheon
 11:45 a.m. — Lunch and keynote by Kevin Slimp
 1:45 p.m. to 2:45 p.m. and 2:50 p.m. to 3:50

p.m. — Breakouts on covering breaking news, making money with your website, media law hot topics, PhotoShop correction (first sessions) and editing and keeping up with styles (second session)
 4 p.m. — Daily and Nondaily roundtables
 6 p.m. — President’s Reception
 7 p.m. — Dinner and special awards presentations

Saturday, Feb. 10

8 a.m. — Annual business meeting
 8:30 a.m. — The story of Rev. Charles Sheldon’s Christian newspaper
 9 a.m. to 10 a.m. — “Getting People to Pick Up Your Newspaper,” with Kevin Slimp
 10 a.m. to 11 a.m. — “Customer Service,” with Kevin Slimp
 11 a.m. to 12:45 p.m. — AOE Awards Luncheon
 1 p.m. — Adjourn.