

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION FEB. 11, 2015

INSIDE TODAY

PAGE 2

Jim Pumarlo discusses times when allowing subjects to review stories might be wise, and when it is out of the question.

PAGE 3

John Foust says a good listening ear is one of the most important attributes of a good salesperson.



PAGE 4, 9

Read snippets from the written testimony of almost three dozen Kansas Press Association members on HB 2237.

PAGE 8

Read Doug Anstaett's testimony to a House subcommittee in opposition to HB 2237.

KPA CALENDAR

MARCH 9-15

National Sunshine Week.

MARCH 18-19

The National Newspaper Association's "We Believe in Newspapers" Leadership Summit, Marriott Crystal City, Arlington, Va.

APRIL 17-18

Kansas Press Association annual convention, Courtyard by Marriott, Junction City.



Cliff Blackmore, publisher of the Tri-State News in Elkhart, testifies before a subcommittee on HB 2237, which as written would allow for municipalities to opt

for Internet publication rather than in newspapers. Listening in (from back left) were Reps. Larry Campbell, John Carmichael, Virgil Peck and John Whitmer.

KPA members testify on HB 2237

The Kansas Press Association showed up in force this week to oppose House Bill 2237, a bill that would allow municipalities to choose either a newspaper or a website for their official publications.

The public notice bill, submitted in the House Local Government Committee, would change laws that have stood in place for well over a century.

On Tuesday, KPA presented 31 different sets of written testimony to a subcommittee formed by committee chair Steve Huebert of Valley Center. Members of the committee are Reps. Virgil Peck,

Larry Campbell, John Whitmer and John Carmichael. Peck is the subcommittee chair.

Five KPA members spoke to the subcommittee on Tuesday, pointing out the many problems that would be caused by giving cities and counties an option on where their notices would be published.

Representing the association were Jeanny Sharp, Ottawa Herald, David Powls, Holton Recorder, Machel Smith, Sentinel-Times (Galena) and Cliff Blackmore, Tri-State News in Elkhart. Also providing oral testimony was Doug Anstaett, KPA

See HB 2237 on Page 5

Register for 2015 KPA convention

The 2015 annual convention of the Kansas Press Association is just two months away, and today's Publisher includes registration forms and the schedule of events.

It is scheduled for Friday and Saturday, April 17 and 18, at the Courtyard by Marriott in Junction City.

In addition to an action-packed program, we will be announcing inductees into the Kansas Newspaper Hall of Fame and the winners of the Clyde M. Reed Jr. Master Editor Award, the Gas-

ton Outstanding Mentor Award, Boyd Community Service Award and, of course, the results of the Awards of Excellence competition.

Registration forms are included with the Publisher.

Activities during convention week will begin with a KPA Board of Directors meeting at 6 p.m. on Thursday, April 16.

The Kansas Newspaper Foundation Board of

See CONVENTION on Page 3

Article reviews sometimes OK; just be aware of ramifications

It's probably happened to every journalist at least once. You've just completed an interview, one that took an extra coaxing to land. As you're wrapping up, the subject asks, "Could I see a copy of the story before it goes to print?"

The story touched on a sensitive subject, and the person already had asked to have his quotations read back to him over the phone. We obliged on that request, but declined on a personal preview of the entire story.

We never received additional feedback, so assumed the person was satisfied.

It's routine policy at most newspapers not to let a source read a story ahead of time. But by no means is it an absolute rule. We evaluated requests and circumstances on a case-by-case basis.

There can be some advantages to having an article reviewed, especially when it deals with complex, technical subjects in fields such as business, medicine and science. Editors and reporters would much rather correct an error in fact or clarify what otherwise might be a confusing section in advance rather than be red-faced after the fact.

It's also worthwhile to consider the source. We'd be more open to considering a prepublication review when dealing with individuals not accustomed to dealing with the press. Public officials and other individuals who were regularly in the news didn't get very far in their requests.

If you do share a story in advance, it's good practice to stipulate that the review is solely for purposes of accuracy. Sources should not expect to be making "editorial" suggestions such as reframing the focus of the story, or adding or eliminating a quote.

It's one thing if a story is written from a single source — for example, a personality profile — and that person is simply reviewing his or her exchange with the reporter. The greater hazard in allowing someone to sign off on a story is if the source takes ex-

ception to information and quotes supplied by other individuals contacted for the story. You can soon find yourself in a quagmire.

Newspapers frown on a source signing off on a story for that basic reason. The source can take control of the story if the reporter isn't careful. In some markets, there is a genuine fear of the source taking the story to the competition.

On a practical level, it can be too time-consuming, especially if it's done regularly, and it has the potential to raise havoc with publication deadlines. Do it once — and the word gets out — and it might come to be expected as routine practice. At some point that likely will lead to an argument between the writer and the source. That could undermine a relationship worse than if the reporter issued a blanket refusal to show any stories ahead of time.

Editors face the most difficult of predicaments when sources demand their "right" to review a story — after the fact — as a requisite for publication. Your initial response, justifiably so, may well be, "You agreed to the interview. We're running the story."

No doubt, you're on solid ground legally to publish the story. But community journalists should think twice about the ethical ramifications. Pay attention to balancing your right to report the news with the impact on the relationships of your sources — your everyday customers, your friends and neighbors. Finding common ground will pay long-term dividends for everyone in your community.



Jim Pumarlo

There can be some advantages to having an article reviewed, especially when it deals with complex, technical subjects ... Editors and reporters would much rather correct an error in fact or clarify what otherwise might be a confusing section in advance rather than be red-faced after the fact.

Jim Pumarlo writes, speaks and provides training on Community Newsroom Success Strategies. He is author of "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper."

He can be contacted at www.pumarlo.com.

2014-15 KPA BOARD

Dan Thalmann

President

Washington County News
editor@bluvalley.net

Susan Lynn

First Vice President

Iola Register
susanlynnks@yahoo.com

Sarah Kessinger

Second Vice President

Marysville Advocate
skessinger@marysvilleonline.net

M. Olaf Frandsen

Treasurer

Salina Journal
ofrandsen@salina.com

Dena Sattler

Past President

Garden City Telegram
denas@gctelegram.com

John Baetz

Northwest District Director
Lincoln Sentinel-Republican
johnbaetz@gmail.com

Position Open

Central District Director

Peter Cook

Daily Director

Parsons Sun
pcook@parsonssun.com

Denice Kuhns

Southwest District Director
Meade County News
mcnews@mcnewsonline.com

Travis Mounts

Non-Daily Director

Times-Sentinel Newspapers
graphicdept@tsnews.com

Scott Stanford

Legislative Director

Lawrence Journal-World
sstanford@ljworld.com

Andy Taylor

Southeast District Director
Montgomery County Chronicle
chronicle@taylornews.org

Position Open

Northeast District Director

No surprise: listening is a crucial sales skill

Lyle is an advertising manager who understands the value of listening. “One of my first bosses talked incessantly,” he told me. “She boasted about her intelligence and acted like no one else’s ideas were worth considering. Every now and then – usually in staff meetings – she’d say, ‘I’m not a good listener,’ then she’d keep on talking.”



John Foust

“One day, she announced that the secret to being a good listener was to sit on your hands. Since most people gesture when they talk, she thought sitting on your hands would turn you into a better listener. That was ridiculous, because all it would do is remind you to stop talking so much.”

But when you’re not talking, that doesn’t necessarily mean you’re listening. The funny thing about her so-called secret was that no one in the ad department ever saw her sitting on her hands or doing anything else to become a better listener.”

Lyle said, “I’ve learned that listening is a crucial sales skill. There’s a lot of useful information out there – online, books, seminars – for ad managers to share with their sales staffs.”

One of my favorite concepts involves five levels of listening: Ignore, Pretend, Selective, Attentive and Empathic.”

Let’s take a closer look at Lyle’s listening breakdown:

1. Ignore: “Although this is not listening in a technical sense, it’s a response to a listening situation,” Lyle said. “Ignoring a person who is speaking is totally unacceptable, both in one-on-one and in group settings.”

This can be seen as a form of punishment. For example, Person A ignores Person B, because he or she is angry or hurt. Or it may be a signal of perceived superiority or dislike.

2. Pretend: “This is almost as bad,” he explained, “but it doesn’t intentionally try to damage the other person.”

Pretend-listening is often accompanied by fake smiling and excess head-nodding, none of which is likely to fool the other person. And if the speaker asks the pretender’s opinion, the phony will be exposed.

3. Selective: “We’re all guilty of this at times,” said Lyle. “It’s a little like skimming through a book until you see something that interests you. But along the way, it’s easy to miss things. And the person who is speaking can be distracted by not having the other person’s full attention.”

4. Attentive: “Now we’re getting somewhere,” he said. “This is where the listener pays close attention to the speaker. It becomes a dialogue, where the listener picks up details and asks for clarification.”

5. Empathic: “This is the highest level,” Lyle said. “Some people call it reflective listening. When you empathize with another person, you understand their situation and hear them out. You’re demonstrating that what they’re saying is important, and you’re getting in-step with them. You can ask questions, of course, but

the objective is to gain deeper understanding and not to change the subject.”

What’s Lyle’s bottom line? “Be a better listener. You’ll not only sell more, you’ll have better overall rapport with people.”

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.

(c) Copyright 2015 by John Foust. All rights reserved.

Convention

Continued from Page 1

Trustees will meet at 9 a.m. on Friday, followed by the Past President’s Luncheon.

The kick-off session on Friday is titled “What Are We Supposed to Do?” featuring Olaf Frandsen, editor and publisher of the Salina Journal. He will lead attendees through “the minefield of ethical case studies” in an attempt to allow KPA members to approach their jobs with a new set of eyes and a new way of looking at everyday situations. Previously, Frandsen was an adjunct professor and distinguished lecturer for four years at the University of Texas Pan American, where he taught Media Law & Ethics.

Breakout sessions at 3:15 p.m. and 4:15 p.m. on Friday will give attendees a choice of the following three programs:

- John Baetz will discuss revenue generating ideas for your newspaper.
- The 21st Century Media Group will lead a discussion on how to grow your print

business.

- Steve Haynes will lead a session on storytelling.

Between 3:30 p.m. and 4:30 p.m., Helen Sosniecki of Interlink will meet by appointment one-on-one to discuss postal issues. Bring copies of recent 3541 forms for those sessions.

The annual President’s VIP Reception will begin at 6 p.m., followed by the President’s Banquet.

The President’s Hospitality Reception is planned from 9 to 11 p.m. It is sponsored this year by the Anderson County Review.

Saturday’s program kicks off at 7:30 a.m. with breakfast and the KPA Annual Meeting, where we will elect representatives to the KPA Board of Directors for the coming year.

The general sessions on Saturday will include another program from the 21st Century Media Group on “How Do You Make Local News/Content Work” beginning at 8 a.m., followed by “A License to Print Money,” with newspaper designer Ed

Henninger at 9:30 a.m.

After a short break, we’ll join together for lunch and the annual AOE Awards Luncheon. The session begins at 11 a.m. and will finish at 12:45 p.m.

The Saturday afternoon breakouts will start at 1 p.m. and repeat at 2:15 p.m.:

- Henninger will lead a session, “When Write Is Wrong,” on how to create more compelling packages for your readers.
- Fred Solis will present “Basic Photography and Technology: The Great Equalizer.” Solis will explain basic camera setting and how to get good results.
- Sosniecki will present “Postal Issues Update” and how you can save on your postal costs.

- 21st Century Media Co. will present “Structuring Your Media Company — Independent vs. Consolidated Efforts.”

The annual daily and non-daily roundtables will begin at 3:15 p.m., and Sosniecki will again have one-on-one sessions on postal issues beginning at 3:30 p.m. Call the KPA office to sign up.

Here's what KPA members wrote about HB 2237

Editor's note: *Here are some snippets from the written testimony submitted to the subcommittee on HB 2237, which would allow municipalities the option of placing their public notices on a website or in a legal newspaper.*

"Linn County is 25 - 27 percent elderly. They get out and vote, but many do not physically have access to the internet. This inability to get on the net means that public notices that are published on the internet are not seen by the majority of residents of the county. This leads to an uninformed electorate and lack of transparency in government leadership, whether intentional or not."

Jackie Taylor
Linn County News

"The intent of the current law is transparency, based on a belief that citizens have the right to be informed about the decisions made by the men and women they elect to represent them. Newspapers play an important role in that effort by providing an independent, permanent record that cannot be altered. Newspapers also act as a clearinghouse, a central location that provides a single home for publication. The alternative is forcing voters to scan multiple government websites for public notices."

Linda Mowery-Denning
Ellsworth County Independent-Reporter

"... The communities in this area of Kansas are small, rural communities, many of which have an unusually large percentage of older people.

"Many of them do not have access to computers, even at the public library, for they have no transportation to get there. Those people would be denied public information that currently is carried to them in their newspapers."

Mina S. DeBerry
Wilson County Citizen

"The permanency of newspapers is something not offered by a website; any article on the website can be deleted in a millisecond and 'hacking' is a problem to be recognized."

Lloyd Craig
Winfield Daily Courier

"Recently ... a public notice was published in the Sentinel-Times on July 9, 2014, of two ordinances, one allowing for the annexation of a piece of property four miles



from the city limits, and the second allowing for an exclusive contract with a private company from Missouri to operate a landfill on the said property. However, with the notice published by an outside entity such as a newspaper, attention was drawn to this; otherwise it might have gone unnoticed."

Machelle Smith
Times-Sentinel, Galena

"Public notices are a bargain and their costs reflect a microscopic portion of local government budgets. The City of Garnett, for example, spent \$2,344 on public notices in 2014 out of a budget of over \$11.2 million – or .0002092 percent. ... How much cost will be incurred for staff, software, equipment, web hosting, security measures, etc., if local governments become self-publishers?"

Dane Hicks
Anderson County Review

"In a newspaper, public notices are easy to find, and even if people aren't specifically looking for them, they often accidentally come across them as they flip through pages, thereby securing more knowledge of government activity as a result of the newspaper format. Don't we want our citizens to be aware of our government activity?"

Dan Thalmann
*Washington County News,
Linn-Palmer Record*

"Because of the depth and reach of community newspapers, existing public notice law has worked effectively for decades to keep citizens well informed of local government activity. Community newspapers are overwhelmingly the most trusted source for coverage of local government."

Scott Stanford
Lawrence Journal-World

The newspaper is "a permanent record of birth announcements, an obituary, a report

on legislative activities, or a public notice. Someone can look at that item, whatever it is, the day it is published and someone can look at that same item 20, 40, 60, 150 years later and nothing will have changed content-wise in the meantime. The same cannot be said of something that has been placed on the Internet."

Rich Nichols
Oskaloosa Independent

"Newspapers also provide any number of proof-of-publication affidavits to all required entities on a timely basis. This is important to court proceedings and date-of-effectiveness for certain laws and ordinances. Nothing like that could happen when posting to a faceless internet site. And by the way, there are hundreds of millions of internet sites, but only one local newspaper in a community."

Rudy Taylor
*Montgomery County Chronicle,
The Prairie Star and Labette Avenue*

"This proposed legislation, while intended to save some expenses for local government, would not accomplish that at all. And, it simultaneously would damage the standard of governmental transparency that most of us Kansans believe in — and rely upon."

Paul Rhodes
Times-Sentinel Newspapers

Here's my concern with House Bill 2237: should local governments be relied upon to post those legal notices on their official websites, I fear that the people at city hall or the local school board office will not carry that same passion for informing the public as a community newspaper instinctively does."

Andy Taylor
Montgomery County Chronicle

"I do not believe that people would check the internet every day to see these items. There are elderly people who do not use the internet. The internet does not have a method for certifying that the notices occur."

Norma Immroth
Edwards County Sentinel

"The proposed legislation does not designate a single website — or any website in particular, for that matter — that a government entity could use. They could use their own, they could use a third party, they could

See TESTIMONY on Page 9

HB 2237

Continued from Page 1

executive director. The conferees (that's the legislative term for those providing testimony in person) stressed the newspaper industry's usual arguments against placing public notices on the Internet:

(1) Public notices must be published by a neutral and independent party. Most citizens would agree that government officials can never be allowed to be in control of their own information.

(2) Newspapers are a permanent record that cannot be altered, hidden, manipulated, hacked or changed after the fact.

(3) Newspaper publication provides a verifiable public record through sworn affidavits of publication that have been accepted for decades as adequate notice in a court of law.

(4) Newspapers ensure that readers will "happen upon" public notices and share that information with each other.

(5) Study after study over the past 20 years has concluded that readers want their public notices in newspapers because that's where they are most likely to see them.

(6) The Internet has proven itself time and



Representing the Kansas Press Association at the hearing Tuesday were (from left) Cliff Blackmore, Tri-State News, Elkhart; Mabelle Smith, Sentinel-Times, Galena;

Jeanny Sharp, Ottawa Herald; and David Powls, Holton Recorder. They provided oral testimony along with Doug Anstaett, KPA executive director.

again to be an unreliable source of information. In fact, studies indicate the Internet does not engender trust from citizens looking for information, while newspapers rate high in believability.

(7) The costs of maintaining a website, updating each posting, and maintaining a

secure website that cannot be hacked into and changed would be prohibitive.

(8) If the Internet were the chosen method of publication, it would disenfranchise newspaper readers who aren't online.

Another subcommittee meeting is scheduled for 10 a.m. Thursday.

CREATING JOBS AND PROSPERITY

How KU benefits the economy

University of Kansas researchers don't just make discoveries that change the world. They make discoveries that create jobs for Kansans and prosperity for our state.

24 active startup companies

159 active license agreements for **commercial use** of KU inventions

\$12 million in licensing revenue

\$275.2 million in externally sponsored research expenditures, including **\$250 million** from sources outside Kansas

\$9 million in corporate-sponsored research funding

29 corporate tenants in the Bioscience & Technology Business Center at KU, including **Garmin** and **ADM**

KU
THE UNIVERSITY OF
KANSAS



MARKETPLACE

NEWS

REPORTER — The Hutchinson News seeks a versatile general assignment reporter with experience in reporting on education, public safety and city government. The right candidate also should have a good working knowledge of various multimedia platforms, including Twitter, Facebook, mobile and video. The Hutchinson News is the flagship paper of the Harris Group, which owns four other dailies in Kansas and one in Iowa. The News offers a competitive salary, an ESOP, 401(k) and other benefits. Please submit a letter of application, a resume (with references), three story clips and any relevant multimedia examples that complemented your work as a journalist. Materials should be mailed or e-mailed by noon Feb. 10 to: Jason Probst, news editor, The Hutchinson News, PO Box 190, Hutchinson, KS 67504-0190. E-mail: jprobst@hutchnews.com. (1-21)

JOURNALIST — The Fort Scott Tribune, in historic Fort Scott, is seeking a talented and motivated journalist who can produce well-crafted stories and accompanying photos and who likes variety. You'll cover meetings, sports, and write and photograph interesting people and places. Knowledge of photography a must, with Photoshop and InDesign experience a plus. Previous reporting experience preferred. Apply to Publisher Floyd Jernigan at fjernigan@fstribune.com (1-13)

FREELANCE WRITERS - Freelance writers for a variety of publications in Kansas. Sixteen 60 Publishing Co., publishers of the Lincoln Sentinel and Chapman News-Times weekly newspapers, and the Kansas Pre-game, Hardwood, and Mat Preview sports preview magazines is seeking professional freelance writers with experience writing news and feature stories of all types for projects in 2015. Please e-mail resumé and samples of work to johnbaetz@gmail.com. (1-6)

MANAGING EDITOR — The Beloit Call, a three day a week publication, is seeking an energetic person to fill the managing editor position. Applicants should have a bachelor's degree in journalism or at least three years of experience in the field. A background in reporting, ad sales, photography and team management is preferable. This is an excellent opportunity for someone eager to make a name for themselves in the industry. Compensation will depend on experience and will include the possibility for performance based bonuses. Benefits include six paid holidays, paid vacations, Simple IRA and health care insurance. Send resume to Brad Lowell, jbrad@nckn.com, or mail to Box 309, Concordia, KS, 66901. Phone number

785-243-2424. (1-5)

SPORTS WRITER - The twice-weekly Coffeyville Journal seeks a sports writer. Must be able cover all Coffeyville sports along with a local college. Must be able to take own photos. InDesign and PhotoShop helpful. Please send resume to scottwesner@hotmail.com (12-30)

SEEKING EXPERIENCED EDITORS — GateHouse Media, a pre-eminent multimedia company in small and midsize markets across the country, is seeking experienced editors. As GateHouse Media grows, opportunities are expected across the company's footprint. For a full list of GateHouse owned or managed media organizations, visit <http://www.gatehousemedia.com/section/publications>. Applicants should have at least seven years of newsroom management experience and be well versed in digital media strategies..

We're looking for strong leaders who are innovative in their approach to storytelling and who find change motivating. GateHouse Media newsrooms focus on local journalism with an emphasis on enterprise reporting. From investigative pieces that challenge what we know about our communities to daily enterprising features covering local government and social issues, our goal is to engage discussion and prompt change in the areas we cover. Our newsrooms balance that hard, enterprising reporting with entertaining community coverage that helps readers plan their lives. Our approach is proactive, and our newsrooms often utilize alternative story formats. GateHouse's digital strategy involves aggressive online posting on both traditional news websites and multiple social media platforms. Our websites are constantly updated throughout every day of the week, regardless of our publication cycles. High-quality video done in various forms will be at the heart of our digital storytelling. Our newsroom leaders are adept at forging relationships with community partners who can supply quality local content to supplement original reporting. Our leaders are also involved in local social organizations such as Rotary and youth sports. We're looking for leaders who value creativity, are adept at managing expectations, and have proven experience coaching reporters and other editors.

Email your resume to ejespersen@gatehousemedia.com for consideration, indicating your preferred location and your ability to relocate, if necessary. To receive more information about current openings, visit Gatehouse's career website at <http://www.gatehousemedia.com/section/careers>. (12-1)

NEWSROOM LEADERS — We're looking for strong leaders who are innovative in their approach to storytelling and who find change motivating. GateHouse Media newsrooms focus on local journalism with an emphasis on enterprise reporting. From investigative pieces that challenge what we know about our communities to daily enterprising features covering local government and social issues, our goal is to engage discussion and prompt change in the areas we cover. Our newsrooms balance that hard, enterprising reporting with entertaining community coverage that helps readers plan their lives. Our approach is proactive, and our newsrooms often utilize alternative story formats. GateHouse's digital strategy involves aggressive online posting on both traditional news websites and multiple social media platforms. Our websites are constantly updated throughout every day of the week, regardless of our publication cycles. High-quality video done in various forms will be at the heart of our digital storytelling. Our newsroom leaders are adept at forging relationships with community partners who can supply quality local content to supplement original reporting. Our leaders are also involved in local social organizations such as Rotary and youth sports. We're looking for leaders who value creativity, are adept at managing expectations, and have proven experience coaching reporters and other editors. Email your resume to ejespersen@gatehousemedia.com for consideration, indicating your preferred location and your ability to relocate, if necessary. To receive more information about current openings, visit Gatehouse's career website at <http://www.gatehousemedia.com/section/careers>. (12-1)

SPORTS EDITOR — The Pratt Tribune has an opening for a sports journalist who can cover the gamut of high school and college athletics with words and photos in print and online. The position requires an individual who truly loves sports, works well with coaches and wants to serve a demanding audience. Experience with social media and Quark XPress a plus. Competitive salary and excellent benefits. Send clips, resume and cover letter to Publisher Conrad Easterday at ceasterday@dodgeglobe.com, P.O. Box 909, Pratt, KS 67124. (12-1)

REPORTER — The Pittsburg (Kan.) Morning Sun, a 6-day daily, is seeking a community news reporter with digital savvy. The reporter must be comfortable with features and hard news. The reporter must think digital and have social media, video and photography experience. Evening and weekend hours

MARKETPLACE

required. To apply, submit a cover letter, resumé and three writing samples — as well as any photo samples — to Andrew Nash, anash@morningsun.net. (11-25)

REPORTER - Full-time city/county beat reporter to cover several smaller communities and the spaces in between. Must be self starter, energetic, hardworking and able to establish good working relationships with a wide variety of sources. Excellent writing skills a must and photography skills a plus. Some evening and weekend work will be required. This is a great opportunity for a reporter to cover a wide range stories and meet a wide range of interesting people. If this fits you, please send letter, clips, resume and references to Dale Hogg, managing editor, Great Bend Tribune, PO Box 228, Great Bend, Kan., 67530, or to dhogg@gbtribune.com. (10-2)

SPORTS EDITOR — We're looking for a sports editor passionate about local sports to energetically lead a two-person department in covering high school and college programs that are perennial state and national contenders. This full-time position is responsible for coordinating daily multimedia sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation, and most importantly, a desire for excellence. Weekend and evening hours required. If this is you, please send letter, clips, resume and references to Managing Editor Dale Hogg, 2012 Forest Ave., Great Bend, KS 67530, or dhogg@gbtribune.com. (10-14)

COPS AND COURTS REPORTER — We're looking for a smart, hard-working journalist to track crimes and follow court cases for the Manhattan Mercury. We want a reporter who can keep the facts straight while documenting arrests in a daily report — but also someone who can be creative and resourceful while pursuing more complex pieces. If the thought of being on the scene of a murder or in the courtroom during a trial sounds exciting, we want to hear from you. The Mercury offers a fair salary with a benefits package that includes medical, vision, dental, vacation and profit-sharing plan. Bachelor's degree and reporting experience a plus, but above all, we want someone who is intelligent, hungry and willing to work as part of a team. To apply, please send a cover letter, resume and three to five writing clips to Megan Moser at mmoser@themercury.com. (10-20)

SPORTS WRITER — We're looking for a journalist passionate about local sports to energetically be a part of a two-person de-

partment in covering high school and college programs that are perennial state and national contenders. This full-time position is responsible for daily multimedia sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation, and most importantly, a desire for excellence. Weekend and evening hours required. If this is you, please send letter, clips, resume and references to Managing Editor Dale Hogg, 2012 Forest Ave., Great Bend, KS 67530 or email to dhogg@GBTribune.com (10-1)

GENERAL ASSIGNMENT REPORTER — If you're looking to put yourself in a position to advance your career, come join our family newspaper team. We have a proven reputation of award-winning journalism and placing our reporters at larger operations. We're seeking a talented and motivated journalist who can produce well-crafted, clean copy and lots of it. Fast-paced daily newspaper environment for a general assignment reporter who likes variety. Photo skills, knowledge of Internet reporting, and page layout useful. We're located in southwest Missouri within easy driving distance of Kansas City, Joplin and Springfield. Apply to Publisher Floyd Jernigan at fjernigan@nevadadailymail.com (9-8)

MANAGING EDITOR for small daily on High Plains, on I-70. Are you ready to step up? This person will lead a full-time staff of three, plus part-timers, plan and track news coverage, coordinate photo and stories, design and lay out pages, cover some meetings and write some stories, deal with public and online/Facebook pages, generally run the newsroom. Journalism degree preferred, at least two years' newspaper experience. This is a good paper, hoping to get better. Apply to Sharon Friedlander, publisher, sfriedlander@nwkansas.com, and Steve Haynes steve.haynes@nwkansas.com. Colby Free Press/Nor'West Newspapers, Colby, Kan. (785) 462-3963. EOE m/f/h/v (7-30)

REPORTER/NEWS EDITOR for award-winning weekly on High Plains. Are you up to the challenge of continuing a strong tradition? Can you do it all? Do you want to learn the news business? This person will plan news coverage, coordinate the work of part-time staff, cover stories and features, take photos, design and lay out pages, post to web pages and Facebook. Journalism degree or some newspaper experience preferred. Competitive pay, location in Northwest Kansas. Apply to steve.haynes@nwkansas.com and kl.davis@nwkansas.com. The Oberlin Herald/Nor'West Newspapers, Oberlin, Kan. (785) 475-2206. EOE m/f/h/v (7-30)

EDITOR - Kansas Electric Cooperatives, Inc., is currently seeking an Editor for the monthly magazine, Kansas Country Living. This position is responsible for providing editorial, design and photography services. The Editor seeks to educate members, employees, and the general public on the objectives of the rural electrification program at the state and national levels through use of all communications media. Required qualifications include a college degree in communications, journalism, or advertising, (experience in a related field may be substituted), at least five (5) years experience in written and oral communications, experience with electronic and print media; developing and implementing public relations and advertising; photography, and preparing materials for presentations. For a full job description, please visit www.kec.org and click on "Careers" under the "About KEC" section. To apply, please send a letter of interest, resume, and three (3) references to Shana Read at careers@kec.org, or mail to Kansas Electric Cooperatives, Inc., PO Box 4267, Topeka, KS 66604. (12-15)

STAFF WRITER — The award-winning Enid (Okla.) News & Eagle is hiring for a staff writer position covering education, health and nonprofits, with an emphasis on features. Please email a cover letter, resume, published clips and three journalism references to Executive Editor Rob Collins at rcollins@enidnews.com. (MORE INFO: <http://tinyurl.com/ENEListing>). (12-2)

ADVERTISING

MULTIMEDIA SALES MANAGER — The Lawrence Journal-World is seeking an experienced Multimedia Sales Manager to lead its team of 10 multimedia-advertising consultants. Details and apply online at jobs.the-worldco.com. (12-29)

ADVERTISING SALES — The Pratt Tribune is seeking a goal-driven individual to join our sales team. The successful candidate will be able to discover which of our company's print and digital products our advertisers need to grow their businesses with the goal of selling long-term contracts. We offer a competitive base salary plus commission and an excellent package of benefits. Contact Publisher Conrad Easterday at ceasterday@dodgeglobe.com or call (620) 388-4257. (12-1)

NEWSPAPERS FOR SALE

Respected 128-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady

MARKETPLACE

subscription, advertising, annual sales approximately \$140,000. Will include building and property in sale. (785) 341-7573 after 5 p.m. MST.

PRESSROOM

ASSISTANT PRESS OPERATOR — The Shawnee (Okla.) News-Star is looking for an assistant press operator with a solid understanding of printing operations, with at least 2 years of experience. Hourly pay plus full benefits and 401K. Pay based on experience. Email resumes to kent.bush@news-star.com or call 405-214-3921 for more information. (2-4)

PRODUCTION MANAGER — The Examiner, based in Independence, MO (Kansas City area), has an exciting career opportunity for a Production Manager with a proven track record and excellent leadership skills. The Production Manager is responsible for the planning, execution and project management of the company's entire process of print production including offset printing, inserting, distribution and pre-press. This includes the supply chain process for all print production requirements from planning, RFQ, through delivery to customers. In addition, the Manager will liaise internally and externally with vendors, while managing the flow of information to ensure timely and efficient delivery to customers. The full job description can be found here. Please send resume and salary requirements to jobs@examiner.net. (10-7)

DIGITAL MEDIA

For much less than you think, you can take charge of your online future. Let The Hays Daily News' Pixel Power Haus take your newspaper to the next level, whether you are considering your first website or looking to retool your existing one. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

MISCELLANEOUS

WANTED — Muller Martini 227 inserter

hoppers, turning station, 310/20 stacker parts/equipment, or compatibles from inserting equipment or mailing machine. Call James at (620) 792-1211.

FOR SALE — Hewlett Packard Design Jet 750C Plus Plotter in excellent condition. Extra cartridges included. For more information call 785-628-1081 and ask for Jan or Mary.

FOR SALE — Hamada 800 DX w/spray unit, electrostatic unit, 3M dampening sleeves; LOG Etronics Film Processor Model #LL2218, 196-264 volts, single phase, 15 amps; Brown Ultra-lite 1500 plate burner; 2 Nu-Arc light tables; 1950 Anniversary Edition Heidelberg Windmill press, very good condition. Nor'west Press, Goodland, Kansas. Call 785-899-2338.

Wake up & smell the coffee!

Let MultiAd[®] be *your* solution to help *your* customers stand out & ultimately *sell more!*

Grab your coffee & call us!
800.245.9278 | info@multiad.com
creativeoutlet.com | recas.com

The advertisement shows a white coffee cup with the MultiAd logo on it, sitting on a bed of coffee beans. The background is a dark blue banner with white text.

KPA OFFICE STAFF

Doug Anstaett

Executive Director
danstaett@kspress.com
(785) 249-1108

Amy Blaufelder

Accountant
ablaufelder@kspress.com

Emily Bradbury

Member Services Director, KPA
Executive Director,
Kids Voting Kansas
ebradbury@kspress.com

Richard Gannon

Governmental Affairs Director
rgannon@kspress.com

Amber Jackson

Advertising Director
ajackson@kspress.com

Lori Jackson

Administrative Assistant/Advertising
ljackson@kspress.com

KPA CONSULTANTS

Tom Eblen

Community Newspaper Tune-ups
teblen@sunflower.com

Nick Schwien

Technology Hotline
(785) 650-8372
nschwien@dailynews.net

Mike Kautsch

Media Law, KU School of Law
mkautsch@ku.edu

Mike Merriam

Media Law, Legal Hotline
(785) 640-5485
merriam@merriamlaw.net

FRIENDS OF KPA

Ron Keefover

Retired, Kansas Court System
President, Kansas Sunshine Coalition
for Open Government
ronkeefover@gmail.com
(for questions on cameras in the courtroom and other issues involving the court system in Kansas)



THIS MONTH'S QUESTION

Q. Is there another bill this year to contain costs for Kansas Open Records Act records requests?

A. Yes. Sen. Jacob LaTurner of Pittsburg has resubmitted his bill zx Senate Bill 98 this year. Last year, SB 10 passed the Senate, stalled in the House and was allowed to die. While KPA supports the bill, we're concerned that it's headed for the same fate this year. Municipalities are being squeezed financially and the likelihood is the Legislature won't dump another costly bill in their laps until the financial situation straightens out. We'll keep pushing for it, though, and maybe we'll be surprised by its passage in some form this year.

Testimony

Continued from Page 4

use anything they want to. And they would not be required to tell you where they posted their legal information.”

Olaf Frandsen
Salina Journal

“If it’s the intent of legislators to get this news to the broadest audience possible, relegating it to the Internet-only would neglect a substantial portion of the public. The very nature of reading a newspaper as opposed to going to a website differs as well. When leafing through a newspaper, readers often “stumble” upon news. If public notices are relegated to a city or county website, they would be discovered only through a specific search..”

Susan Lynn
Iola Register

“Out of the blue, the Ashland Hospital Board published a resolution, which would sail through and commit the citizens to the \$14,600,000 debt (for a new hospital) without a vote. Luckily, the resolution was published and we were able to notify the citizens of the district what their options were to force it to go to a vote.”

Denice Kuhns
Meade County News
Clark County Gazette

“Removing public notice from a verifiable independent source will not only erode the public’s trust in government, but it will also be a temptation to those government agencies to consider expenditures and policies that might not have passed if the public had proper notification and an opportunity to respond.”

Earl Watt
Leader & Times, Liberal

“The overreaching purpose of Kansas’ publication notice statutes is to insure that our citizens have a reasonable opportunity to be informed concerning the actions of their local and state government leaders. The Internet and its many various websites cannot provide that nor can it provide the independence and permanent record required of such notices, despite the claims of the proponents of the bill.”

John Settle
Larned Tiller & Toiler

“A school board or city council could use the option to switch from posting in the

paper to posting online as leverage against the newspaper. Suppose that a bond issue is not going to be popular with the voters in a district. Or perhaps there is a scandal that the local paper becomes aware of. The option to do one or the other would be powerful leverage to force the local paper to keep quiet about matters that it may not be comfortable dealing with in public view.”

Cliff Blackmore
Tri-State News, Elkhart

“As county commissioner during the last 12 years, I have looked closely at budgets for the departments within our county. Our elected officials and department heads do a great job managing their department. ... While there are many issues that cause strain upon those department head budgets, being transparent and sharing important information with the taxpayers is not one of them.”

Ervan Stuewe
Wabaunsee County Signal-Enterprise

“In 2005, we saved taxpayers an estimated \$2 million acting on a public notice that the City of Wichita had signed a letter of intent to issue Industrial Revenue Bonds to a health club owner. ... Through our reporting, the city learned that it could not lawfully issue IRBs to that business and withdrew the letter of intent.”

Kim Nussbaum
Wichita Eagle

The bill “seems to let governments off the hook by allowing them to passively post information to a relatively obscure government website, instead of proactively publishing them in a newspaper of general circulation that would bring more attention to the general public.

David A. Seaton
Arkansas City Traveler

“I don’t know what the future holds for the Internet but I do know at this stage most small towns and most other taxing districts are ill equipped to use it to any great advantage. I can’t imagine a taxpayer going to a computer to check into every tax district they live in to see what might be before the governing bodies.”

Clarke Davis
Valley Falls Vindicator

“The affidavit of publication is undisputable, unchallenged proof accepted by our society in our court system that the school board, city council or county commission have provided the public — the constituents,

the taxpayers — with sufficient public notice. Because of the affidavit of publication that only newspapers can provide, no constituent or taxpayer can challenge ... the fact that they were given proper public notice.”

David Powls
Holton Recorder

“Under the current proposed changes, if a newspaper is selected, that publication must continue to meet fairly stringent guidelines. However, if a website is selected, it only needs to not be password protected, be accessible to the general public and not charge an access fee.”

Mary Hoisington
Great Bend Tribune

“HB 2237 calls to create a centralized website that would contain massive amounts of data and have thousands of workers inputting more data daily. A website of that magnitude requires some brilliant designers and programmers in order for it not to fail. Let’s just say it could be another Affordable Care Act debacle.”

Jeanny Sharp
Ottawa Herald

I realize that there is some industry concern over media reporting and inflating the news to benefit the publication. You may feel that a slap on the wrist of the newspaper industry might curb some of that. This proposed legislation will not accomplish that purpose. It will only serve to punish the small weekly papers that are the backbone of most of the areas you, as legislators, represent.

Tammy Seimears
Madison News

“In my seven months of operating this publication I have had countless discussions with citizens on how they appreciate the paper being able to continue publication so that they can have access to local news. That includes public notices. These public notices are placed directly in citizens’ hands for them to read and digest.”

Matthew Jorgenson
Clyde Republican

“It’s not in citizens’ best interest to allow governments to be in control of that information. Newspapers provide independence from government, which makes them a reliable source of information.”

Dena Sattler
Garden City Telegraph

HB 2237 is a road map to closed government

Editor's note: *This is the testimony submitted for the subcommittee hearing this week on House Bill 2237.*

I am Doug Anstaett, executive director of the Kansas Press Association. Thank you for the opportunity to discuss our association's opposition to HB 2237.

Public notice has been one of the bedrocks of our nation's commitment to open government for more than two centuries. The theory is that government should not be able to dive into major new projects, new ordinances, special elections, annual budgets and the like without oversight from the citizenry.



Doug Anstaett

Why has public notice always appeared in newspapers? It's simple: public notices are meant to be "noticed." If you want them to be noticed, you put them where that is the most likely to occur.

Sure, you could put a piece of paper on the bulletin board at the local laundromat, the local grocery store and outside city hall, but the likelihood of it being seen by a large number of people would be impossible to judge.

Notices appear in newspapers for a number of reasons:

(1) Most citizens would agree that government can never be allowed to be in control of its own information. Newspapers provide independence from government and, therefore, are reliable as a source of information;

(2) Newspapers are a permanent record that cannot be altered, hidden, manipulated, hacked or changed after the fact. When notice is published in a newspaper, it is guaranteed

by the publisher as fact;

(3) Newspaper publication provides a verifiable public record through sworn affidavits of publication that have been accepted for decades as adequate notice in a court of law. If you give notice that a subdivision is going to encroach on neighbors, you certainly don't want to have to revisit this decision at some future date because those affected weren't properly notified;

(4) Newspapers ensure that readers will "happen upon" public notices and share that information with each other;

(5) Study after study over the past 20 years has concluded that readers want their public notices in newspapers because that's where they are most likely to see them.

(6) As we've seen even as recently as this week, the Internet is unreliable. Information can be altered without anyone knowing.

(7) Giving governmental agencies the "option" to print in a newspaper or on the Internet would cause chaos, and there would be no consistent way for residents to know where to look from community to community.

(8) Not everyone has access to a computer, and those in rural areas depend on their local newspapers for this information.

Any attempt to reduce the frequency of public notice, to require a trip to City Hall to view them, to require citizens to search for them on the internet or to look for them in a "new" place rather than their local newspaper is simply a road map to more closed government, more secrecy, more shenanigans and less public awareness of what is going on in our communities.

Well, our adversaries say, this is really just about money. We're not going to apologize for providing a valued service to our government. Everyone else who provides a service gets paid. The cost of public notice in most cases is such a drop in the bucket as to be

laughable that it is even an issue.

Is public notice revenue important to the newspapers of Kansas? Yes it is. And local newspapers also are very important to their communities. We have calculated after discussing this issue with our association members that we would — conservatively — stand to lose from 25 to 40 newspapers in Kansas if public notice income went away.

But that's not the half of it. If public notice went away, and with it many newspapers in Kansas, it would rob the people of Kansas of the information they need to keep an eye on their cities, counties, school districts and other governmental entities.

These kinds of checks and balances keep government on its toes.

We acknowledge the Internet has become a way for a number of people to get their information. That's why we have a website called kansaspublishing.com that aggregates the notices printed in our newspapers at a central location that is free to the public and provided at no extra cost to cities, counties, schools and others. So far, it has been a voluntary program, but we would certainly be willing to discuss making this mandatory in state law.

However, we believe the printed notice should always be the "official" one and that the Internet notice should be supplemental in nature.

The Kansas Press Association opposes HB 2237 as written and asks that the committee reject it if it comes to a vote in anything resembling its current format.

It doesn't guarantee an informed citizenry; in fact, it has the potential to close down the communication between communities and those who ultimately pay the bills.

Doug Anstaett is executive director of the Kansas Press Association.

Silent Auction to raise money for Foundation

A silent auction is planned at the 2015 Kansas Press Association annual meeting to raise funds for the Kansas Newspaper Foundation.

KPA member newspapers are encouraged to donate items to the auction for sale on Saturday afternoon. One idea is to choose a distinct item from your locale that you or a local business would be willing to donate.

All proceeds will benefit KNF.

Contact Amber Jackson at KPA at ajackson@kspress.com or call (785) 271-5304 if you have an item or items to donate or are looking for ideas.

JANUARY 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 January 2015.

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) and you get to keep half the commission allowed to KPA.

Do you have a local advertiser who wants to reach out to a wider area? These ads are inexpensive and effective and you keep half the cost of the placement.

- KDAN — Anderson County Review sold two ads for a profit of \$1,650; Larned Tiller & Toiler sold one ad for a profit of \$400; GateHouse Media sold one ad for a profit of \$400.
- KCAN — GateHouse Media sold seven ads for a profit of \$1,146.
- Out-of-state DAN — Anderson County Review sold two ads for a profit of \$360.
- Hays Daily News sold four display ads through KPA for a profit of \$899.

KPA ANNUAL CONVENTION, APRIL 17 - 18, 2015
 COURTYARD BY MARRIOTT, JUNCTION CITY

YOUR COMMUNITY: NO ONE COVERS IT BETTER THAN YOU



SPONSORED IN PART BY THE FOLLOWING:



REGISTRATION FORM

CONTACT INFORMATION

Newspaper/Company _____ Contact Person _____
 Address _____ City _____ State _____ ZIP Code _____
 Area Code/Phone _____ Fax _____ E-mail _____

Name of Attendee <small>Print clearly for name badges and check box if first time attendee.</small>	Registration Fees <small>please check one</small>	President's Banquet <small>\$50 per person</small>	Sat. Breakfast <small>free w/ registration</small>	AOE Awards <small>Luncheon free w/ registration</small>	Total Fees
<input type="checkbox"/>	<input type="checkbox"/> full registration - \$130 <input type="checkbox"/> Friday only - \$70 <input type="checkbox"/> Saturday only - \$100	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending
<input type="checkbox"/>	<input type="checkbox"/> full registration - \$115 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$90	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending
<input type="checkbox"/>	<input type="checkbox"/> full registration - \$115 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$90	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending
<input type="checkbox"/>	<input type="checkbox"/> full registration - \$115 <input type="checkbox"/> Friday only - \$65 <input type="checkbox"/> Saturday only - \$90	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending
PAYMENT INFORMATION					TOTAL AMOUNT
<input type="checkbox"/> Check enclosed (made payable to KPA)					
<input type="checkbox"/> Please invoice me at the address above or send e-invoice to the following email: _____					
<input type="checkbox"/> Charge to Visa, MasterCard or American Express Credit Card # _____ Expiration Date _____ V-Code (three-digit code on back of card) _____ Cardholder's Name _____					
<input type="checkbox"/> Corporate Card (billing address as listed above) <input type="checkbox"/> Personal Card (please provide billing address below) Street Address _____ City, State _____ Zip _____					

President's Banquet Menu

Filet Madagascar
 6 oz. of Tender USDA Choice Beef Tenderloin
 Medallions sauced with Brandy & Green Peppercorn Demi Glacé
 served with garden salad and dessert.
 Check here for vegetarian option
 Number of vegetarian meals needed _____

Awards of Excellence Luncheon Menu

Traditional Lasagna
 Lasagna served with basil marinara, caesar salad and dessert.
 Check here for vegetarian option
 Number of vegetarian meals needed _____

Registration Fees

Convention registration fees include admittance to all sessions on the day(s) for which you have paid a registration fee. Additional fees, indicated on the registration grid at left, may apply for some special activities and meals. Discounts for multiple registrations from the same newspaper apply, and are listed on the grid at left.

Late Registrations

Registrations received after Monday, April 6 will be accepted as space permits. Late and on-site registrations will be assessed a \$20 late fee.

Nonmembers

Rates listed are for KPA members. For nonmember rates, please call the KPA office at (785) 271-5304.

Refunds and Substitutions

Refunds will be issued on changes and cancellations received by 5 p.m. Wednesday, April 8. Substitutions will not be allowed on registrations.

How to Register

Mail: 5423 SW 7th, Topeka, KS 66606
 Fax: (785) 271-7341
 E-mail: ebradbury@kspress.com

Overnight Accommodations

Sleeping rooms are being held until March 16 for KPA convention attendees at the Courtyard by Marriott in Junction City. For reservations, call (785) 210-1500 and mention the Kansas Press Association Room Block. The room rate is \$87/ plus tax per night.

Registrations are requested no later than Monday, April 6.

Questions? Contact the KPA office at 785-271-5304 or ebradbury@kspress.com

THURSDAY, APRIL 16

6 P.M. KPA BOARD OF DIRECTORS MEETING

FRIDAY, APRIL 17

9 A.M. - 9 P.M.
REGISTRATION AND CONTEST DISPLAY

9 A.M.
KNF TRUSTEE MEETING

11:30 A.M.
PAST PRESIDENT'S LUNCHEON

GENERAL SESSION

1 - 3 P.M.
"WHAT ARE WE SUPPOSED TO DO?" WITH OLAF FRANDBSEN

Much has changed in the newspaper industry in the last 10 years, not the least of which are ethical considerations as we have adapted to the new reality of reporting the news in differing formats. Nevertheless, the foundations of fairness and truth-telling remain the bedrock of essential journalistic standards. Now that the Society of Professional Journalists has updated its Code of Ethics, and newspapers across Kansas keep facing new and challenging situations, what are we supposed to do?

Salina Journal editor & publisher M. Olaf Frandsen will take that journey through the minefield of ethical case studies in the hope that attendees will have a new set of eyes, and new way of looking at everyday situations, as they juggle responsibilities vs. reporting realities. Frandsen, before moving to Salina three years ago, was a full time newspaper publisher and regional vice president for Freedom Communications in Texas, and at the same time was an adjunct professor and distinguished lecturer for four years at the University of Texas Pan American, where he taught Media Law & Ethics at the university's School of Communications.

BREAKOUTS

3:15 - 4:10 P.M. AND 4:15 - 5:15 P.M.
"BRET MICHAELS: FROM POISON, TO ROCK OF LOVE, AND BEYOND! A CASE STUDY IN CHANGE" WITH JOHN BAETZ
What do Bret Michaels, the lead singer of the iconic 80s hairband Poison, and the newspaper industry have in common? Let newspaper and magazine publisher John Baetz tell you, in this in fun presentation that will examine the newspaper industry, how it has changed and ideas on where we go from here. This interactive presentation will brainstorm revenue generating ideas that will help your newspaper navigate the changing landscape. Please note - this breakout has two parts.

"HOW TO TELL THE STORY USING THE FUN VERBS" WITH STEVE HAYNES
So, you know you need to attract and hold readers. What can you do to hook them and keep them reading beyond the lead? Sharpen your storytelling skills and learn how to make better verb choices with this interactive session that will leave you asking for more!

"TAKING RISKS- HOW TO GROW YOUR PRINT BUSINESS" WITH 21ST CENTURY MEDIA GROUP
How do you make money digitally? Should your paper be doing events and expos? Should you add a new product? Find out the answers to these questions and take home some new ideas on ways to grow your revenue dollars through this session.

3:30 - 4:30 P.M.
ONE-ON-ONE POSTAL SESSIONS WITH HELEN SOSNIECKI (CALL KPA OFFICE TO SIGNUP)
Helen will be available for 15-minute one-on-one meetings to discuss specific postal issues. Bring copies of recent 3541s to the one-on-one sessions.

6 - 7 P.M.
PRESIDENT'S VIP RECEPTION (additional fee)
Join us for drinks and networking before the annual President's Banquet.

7 P.M.
PRESIDENT'S BANQUET (additional fee)
Enjoy a sit-down dinner as we recognize this year's recipients of the KPA special awards. We'll also induct new members into the Kansas Newspaper Hall of Fame.

9 - 11 P.M.
PRESIDENT'S HOSPITALITY RECEPTION - SPONSORED BY THE ANDERSON COUNTY REVIEW
Join KPA President Dan Thalmann for a reception celebrating his year as KPA president.

SATURDAY, APRIL 18

7 A.M. - 4 P.M.
REGISTRATION AND CONTEST DISPLAY
SILENT AUCTION BENEFITTING THE KANSAS NEWSPAPER FOUNDATION
Bid on fun items donated by sponsors and Kansas newspapers. All proceeds will benefit KNF and part of your donation may be tax deductible.

7:30 - 8 A.M.
BREAKFAST AND ANNUAL MEETING
Join us as we address KPA business and elect representatives to the KPA Board of Directors.

GENERAL SESSIONS

8 - 9:15 A.M.
HOW DO YOU MAKE LOCAL NEWS/CONTENT WORK - WHAT IS THE BEST WAY TO GATHER AND DELIVER COMMUNITY NEWS WITH THE 21ST CENTURY MEDIA TEAM

Local news is a phrase tossed around by nearly every publication in the industry, but what does it mean? It's obvious readers want and advertisers respect local content, but just using the phrase doesn't get the job done. Chat about the right way to develop and write local news with the management team of 22nd Century Media, which has grown from one to 15 community newspapers in websites in 10 years.

9:15 - 9:30 A.M. BREAK

9:30 - 10:45 A.M.
"A LICENSE TO PRINT MONEY" WITH ED HENNINGER
Join Ed as he shows you how to use breakthrough content and design concepts to generate increased revenue at even the smallest newspapers. He can help you add \$5,000 to \$10,000 minimum to your bottom line...every year!

10:45 - 11 A.M. BREAK

AOE AWARDS LUNCHEON

11 A.M. - 12:45 P.M.
Join us for a celebratory luncheon that honors you and your newspaper's accomplishments in 2014.

BREAKOUTS

1 - 2 P.M. AND 2:15 - 3:15 P.M.
"WHEN WRITE IS WRONG" WITH ED HENNINGER
Join Ed as he shows how to apply sound writing, planning and editing techniques to create more compelling packages for your readers. Learn that writing is just a part of the process. An important part...but a part nonetheless. Come away with a renewed sense of direction and purpose.

"BASIC PHOTOGRAPHY AND TECHNOLOGY: THE GREAT EQUALIZER" WITH FRED SOLIS
Join Fred as he examines the basic features of most cameras and explains how technology can be the great equalizer. Fred will explain basic camera settings and the work that goes into getting good results.

"POSTAL ISSUES UPDATE" WITH HELEN SOSNIECKI
Helen Sosniecki, newspaper publisher and postal expert with Interlink, knows the issues and will help you find ways to save money on your postal costs. She understands all sides of the issue and has been on the front lines of the postal "war" for years. In addition to her Saturday session, Helen will be available for 15-minute one-on-one meetings to discuss specific postal issues on Friday, April 17, from 3:30 - 4:30 p.m. and Saturday, April 18, from 3:30 - 4:30 p.m. (Bring copies of recent 3541s to the one-on-one sessions.) Please call the KPA office to sign up.

"STRUCTURING YOUR MEDIA COMPANY - INDEPENDENT VS. CONSOLIDATED EFFORTS" WITH 21ST CENTURY MEDIA GROUP
There are many products a media company can offer to readers and advertisers. Between newspaper, magazine, digital marketing, events and more, multiple departments are needed. During this session we will discuss the advantages and disadvantages of having departments that serve a single product, such as an individual newspaper, versus those that will serve the overall organization.

3:15 - 4:15 P.M. DAILY AND NONDAILY ROUNDTABLES
Take a few minutes to network with your fellow newspaper people at this annual favorite.

3:30 - 4:30 P.M. ONE-ON-ONE SESSIONS WITH HELEN SOSNIECKI (CALL KPA OFFICE TO SIGNUP)