

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

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

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Doug Anstaett testified recently for a change in how government charges citizens and journalists for access to records.

## KPA CALENDAR

### MARCH 3

Deadline for judging Nebraska Press Association contest.

### MARCH 15-17

NNA's Community Newspaper Leadership Summit, Washington, D.C.

### APRIL 7-8

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

### APRIL 20-21

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



Attendees at the Kansas Press Association's Day at the Legislature on Feb. 2 get a review of the top legislative issues and instructions for the day. See another picture on Page 4 and KPA's legislative watch list on Page 9.

## KPA convention just seven weeks away

It's time to begin thinking about registering for the 2017 Kansas Press Association annual convention.

Emily Bradbury, KPA assistant director, has uploaded the registration forms and hotel information for the convention, slated for April 7 and 8 at the Capitol Plaza Hotel in Topeka. Hard copies were mailed this week, and the forms are also ap-

ended to today's Publisher.

Deadline for motel reservations at the discounted KPA rate is March 16.

The theme of this year's convention is "Real News Is Our Business." Featured speaker will be Coffeyville native Kansas Mark Hamrick, Washington Bureau Chief of Bankrate.com and past president of the National Press Club.

Other presenters will include Ed Henninger, who will have sessions on "Designing Great Ads: The Top 10 Things You Need to Know" and on how to spruce up your public notices to add value and keep them in the newspaper; and Denise Malan, training director of the Investigative Reporters and Editors,

See KPA on Page 3

## Press freedom: Is America vulnerable?

By Benjamin Mullin  
*Poynter.org*

During the campaign and since becoming president, Donald Trump has regularly undermined journalism's role in healthy democracies.

So says Joel Simon, the executive director of the Committee to Protect Journalists,

whose organization is gearing up to take on what he calls "a crisis" for press freedom in the United States.

Statements that call legitimate journalism "fake news" and attack the media for political advantage follow the playbook of authoritarian governments

See MULLIN on Page 5

**Editor's note:** This is a condensed interview with Joel Simon, executive director of the Committee to Protect Journalists. To view the entire article, [click here](#). To read the CPJ's earlier statement calling candidate Donald Trump a threat to press freedom, [click here](#).

# Publishers eager, confident; see ‘a real future’ for papers

Convention season is an interesting time in the life of a speaker. Most years, I’ll travel directly from one convention to the next between late January and June. Some years, the travel doesn’t slow until July or August.

I’ve purposely cut my travel this year, to make time for a couple of new projects I’ve begun. That’s a primary reason I’m enjoying convention appearances so much this year.

I just returned from Columbus, Ohio, where I spoke to the Ohio Newspaper Association. Actually, I believe they officially changed their name a few minutes before I came to the stage. Either way, they are still “ONA.”

After more than 20 years of speaking, you would think I would be past being surprised by audiences. It’s become the norm for groups to add seats at the last minute when I’m speaking about the state of newspapers, but it still surprises me for some reason.

A steady stream of attendees lined up to ask for a few moments to visit following my speech. With five hours to kill before I offered to find a place near the registration table to meet with folks for a few minutes each.

I attempted to spend as much time as possible answering the questions of each person, while cognizant others were waiting in line for their turns.

I can’t tell you how much it pleases me to meet with publishers and others who see a real future for their newspapers and attend conferences, classes, read journals and even stand in line to gain insight into ways to improve their operations and products.

What was on the mind of Ohio’s newspaper leaders? The discussions varied, but most centered around ways to improve their newspapers and the methods used to get them out.

“Should we outsource our ad design?”

This came up more than once. At one point, a group of us gathered around a

table and discussed options to get the best results for their small community papers. The possibility of a joint “co-op,” where small newspapers in adjoining communities might work together, giving them more control over the creative process while sharing in the expenses came up.

We discussed the best options for outsourcing, for papers who feel this is the best option for them.

Should they use designers who are part of a huge national group, a company outside the country, or a smaller group who might offer more personalized attention?

Should we keep everything “in house,” finding ways to combine different areas of pre-press production that benefit our papers?

Like most important questions in life, the quickest answer is often not the best. I reminded

publishers to consider long-term effects of their decisions. Are we risking long-term success for the sake of short-term savings?

A new publisher asked advice about several areas, including the design of the paper itself. I suggested taking advantage of as much reading, online training and local training opportunities as possible.

The publisher of a community newspaper wears many hats and it’s easy to become overwhelmed by the sheer amount of added work when the job title changes from editor, or ad manager, to publisher.

Several editors and publishers asked me to look over their papers and make suggestions. I laughed when one said, “Wow! You’re really good at this.”

I told her it was like anything else. After you’ve done it a few thousand times, you get pretty good at it.

What did I take away from my day in Columbus?

Ohio is an interesting place to be in the newspaper business. There are several big cities, meaning there are more metro papers than in most states.



Kevin Slimp

**Like most important questions in life, the quickest answer is often not the best. I reminded publishers to consider long-term effects of their decisions. Are we risking long-term success ...**

See SLIMP on Page 5

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# Rate your marketing on a scale of 1 to 10

Lawrence told me about a technique for gathering information from prospective advertisers. “I’ve been selling for a long time, so I realize the importance of information. But I like to go beyond the standard questions about their history, products, customers and goals.”

He said that sometimes it helps to switch gears.

“A lot of people ask prospects to rate their current marketing on a scale of 1 to 10, with 10 being the highest. Whatever number they choose, you simply ask why they made that choice. For example, if they say ‘seven,’ ask what would make it a 10. The answer tells you what they would like to change, so you respond by focusing your presentation on your paper’s strengths in those areas. If they say ‘10’ – which you’ll rarely hear – ask them why they feel that way. Sometimes their answer will reveal that it’s really not a 10. If they truly believe it should rate that highly, ask how they can maintain that number – then look for a role your paper can play.

“I like the car comparison that Paul Smith uses for computer systems in his book ‘Lead



**John Foust**

with a Story.”

“It’s probably related to questions that kids ask, like ‘What kind of animal would you like to be?’ or ‘If you were a tree, what kind would you be?’ In this case, ask, ‘If your current marketing were a car, what make and year would it be?’ Then ask what kind of car they would like it to be in the future.”

Lawrence was pleasantly surprised the first time he tried the idea.

“I figured it wouldn’t work with everybody. So I used it with a prospect who had shown some creativity in our conversations. She said her current marketing was like a 20-year-old Toyota – reliable and comfortable, but not running as efficiently as before. Then she said she would like her marketing to run like a Porsche – stylish and built to react quickly to market changes. Now that’s what I call good information. Those two simple questions gave me a clearer picture of what she thought of her company’s marketing. I was able to show her how to Porsche-ize her advertising and keep some of the best qualities the Toyota had when it was new.”

Lawrence explained that you don’t have

to have spec-list knowledge of every car, but it helps to have a general understanding of product categories. For example, economy cars are affordable and fuel efficient. Luxury cars are heavy on high-end features and turn heads on the highway. SUVs are spacious,

minivans are practical, pickup trucks are strong and serious. Of course, age and mechanical condition are factors. And some models are higher maintenance than others.

“And just like people,” he said, “some advertisers start with an entry-level model and

progressively move up. That creates plenty of in-between advertising options.”

Lawrence’s approach confirms that the right kind of information can give your presentation more power. Horsepower, that is.

**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](mailto:jfoust@mindspring.com).

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## KPA

### Continued from Page 1

who will present two sessions.

In addition, we’ll have a variety of Speed Topics with information on photography, editorial writing, how to utilize KanFocus, and a Q&A with Max Kautsch, KPA’s legal hotline attorney.

The Friday night banquet will include the presentation of the Clyde M. Reed Jr. Master Editor Award, the Boyd Community Service Award, the Gaston Outstanding

Mentor Award and two inductees into the Kansas Newspaper Hall of Fame.

On Saturday, Morley Piper, a veteran of the D-Day landing at Normandy in World War II, will deliver an inspiring presentation on the events in 1944. Piper spent his career in newspapers and now has the title of clerk of the Newspaper Association Managers.

The Awards of Excellence, where newspaper staff members are recognized for outstanding work in news and advertising, will be featured on Saturday.

To view the online registration form and hotel information, [go here](#).

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## THIS MONTH’S QUESTION

**Q.** Is public notice in newspapers doomed?

**A.** We encounter each year significant and growing opposition. Those who don’t like us don’t always focus just on the cost of publication. They also describe a shrinking subscriber base at the same time as use of the Internet and social media is growing. Our job is to emphasize the advantages printed newspapers will always offer (permanence, authenticity and verifiability) but at the same time to try to expand our reach through online publication of all notices on an independent website — ours!

# Media licensing is a frightening suggestion

Lately I've read some online discussion of a need to license the media. The argument is that this could somehow assure a reliable flow of information to the public.

I couldn't agree less. Licensing threatens our press freedoms, the essence of our democracy, and would likely stymie the flow of information to the public.

Talk of licensing, whether through government or a professional association, has arisen as social media has grown and given platform to citizen journalism that is extremely hit and miss in quality of reporting.

But government licensing of the media in other countries hasn't proven to be anything but a barrier in a profession that in the U.S. has been ravaged by cuts in newsroom jobs. This at the same time that a volatile administration occupies the White House, only accentuating the need for a tough, well-stocked press corps.

When I studied a semester in Costa Rica in the 1980s, I witnessed licensing in action. The law required reporters to meet certain journalism education standards to practice their profession. Correspondents from licensed news organizations, "the chosen ones," as I viewed them, would attend presidential press conferences



**Sarah Kessinger**

normally after an elaborate meal furnished free for them at the "casa presidencial," their version of the White House. Then they'd cover the president and write milquetoast stories about him. It was all so controlled and clubby and seemed to undermine a country that had otherwise made great strides toward democracy.

Today's talk of licensing tends to focus on citizen journalism through social media. But it would find a way to survive online even if a licensing system were someday enacted.

And despite President Trump knocking the mainstream media, a wealth of trusted enterprise reporting continues to be done by newspapers with high standards such as the New York Times, Washington Post, Wall Street Journal and many other smaller publications that work doggedly to bring truth to readers. They police themselves very well.

Readers who turn to unreliable websites for information often find over time they're missing the full story.

At the state level, it is reporting by newspapers such as the Topeka Capital-Journal, Hutchinson News, Lawrence Journal-World, Wichita Eagle, Kansas

City Star, Associated Press and the new Kansas News Service that help Kansans grasp what a tremendous budget hole state government is in. It's also the small weeklies and dailies that continue to

editorialize — often based on reporting from the larger dailies — that bring home an understanding of the local effects of the crises in Washington and Topeka.

All of this without licensing. There truly is no need for it. And putting a government in charge of it would be downright frightening at this point. It's wholly unnerving to think of licensing in

the hands of a president who tweets daily attacks and falsehoods regarding news outlets aggressively covering him.

The same could be said for a chief executive in Kansas who's had to be sued to release basic public information such as names of people under consideration for appointment to a county commission.

In short, licensing isn't the answer to assuring better journalism. A free press is.

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



## Day at Statehouse allows members to discuss issues

Freshman Rep. Brenda Dietrich, R-Topeka, (left) shared lunch and conversation with Editor and Vice President of Audience Tomari Quinn and Publisher Zach Ahrens of the Topeka Capital-Journal at the Kansas Press Association's Day at the Legislature on Feb. 2.

More than 50 KPA members attended the event, were introduced in both the Kansas House and Senate and took time to visit with their local representative and senators. All members were invited for lunch as well.

# Slimp

Continued from Page 2

Like most places I visit, large papers are trying to find new ways to attract advertising dollars and readers. When asked, my advice was to remember what readers want, because readers and advertisers go hand in hand.

Smaller papers have their own set of issues.

For the past century or more, newspa-

## Plan is to announce AOE results next week

Plans are to send out results from the latest Awards of Excellence contest by next week, but some of the judging is still not completed.

Newspapers will receive information on first, second and third place winners in news and advertising. Sweepstakes winners will not be revealed until convention.

Emily Bradbury, KPA assistant director, also wants to remind those who have agreed to judge Nebraska's contest that the deadline for that is March 3.

pers in smaller communities have dealt with many of the same issues as their larger counterparts. In addition, competition from nearby metros looking for new readers is increasingly creating more competition between metros and nearby community papers.

I was glad to see fire in the belly of Ohio's newspaper community.

I visited with reporters who are passionate about their calling, editors and ad managers serious about improving their products and service, and publishers who

still feel confident about the future.

Convention season always seems to come at the right time. After spending a couple of months working from my office, convention season reminds me our industry is alive and well, and will be for decades to come.

That's one reason I love my job so much.

**Kevin Slimp** is a speaker and trainer in the newspaper industry. He can be reached at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).

## 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.

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

**KCAN** — Council Grove Republican, one ad sold for a profit of \$150; The Clarion, one ad sold for a profit of \$150.

**SDAN** — Anderson County Review, two ads sold for a profit of \$250.

**DIRECT AD PLACEMENT** — Hays Daily News.



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



## MARKETPLACE

### NEWS

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

**SPORTS EDITOR** — Award-winning western Kansas daily needs someone who loves sports to cover community college and 4A high school, co-ordinate coverage of smaller 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)

**SPORTS REPORTER** — Five-day-a-week newspaper in south-central Kansas seeks a sports reporter. We recently merged two newspapers into one and cover seven high schools, a community college and

an NAAIA university. Strong writing skills are a must. Photography and design skills (InDesign) are a plus, but we will train the right candidate. Good position for recent college grad or someone breaking into the field of sports coverage. Send resume and clips to sports editor Joey Sprinkle at sportseditor@ctnewsonline.com. (11-4)

**REPORTER/EDITOR** — The Fairbury Journal-News, one of Nebraska's largest weekly papers, is seeking a reporter/editor. Competitive pay, benefits. Contact Timothy Linscott, timothy.linscott1@gmail.com, (402) 729-6141. (12-15)

### ADVERTISING

**ADVERTISING SALES MANAGER** — Strong sales performer and manager sought to oversee advertising department at The Newton Kansan, a five-day newspaper, local news website and growing digital marketing services business in a delightful, south-central Kansas community 30 miles north of Wichita. should have at least three years of experience in local media sales, with a demonstrated track record of growth as a sales executive if not management of a sales team, and a solid command of new and traditional media channels and marketing strategy. Compensation includes base salary plus lucrative bonus program and full benefits package. Apply with cover letter, resume and at least three professional references to jmontgomery@gatehousemedia.com. (1-22)

**ADVERTISING SALES DIRECTOR** — The Ark Valley News is seeking an advertising sales director, who will help connect local businesses with its readers through the company's four newspapers, its website and mobile app. Send a resume to Chris Strunk at news@arkvalleynews.com or PO Box 120, Valley Center KS 67147. Call 755-0821. (1-20)

**CLASSIFIED ADVERTISING MANAGER** — We are seeking an innovative high-energy leader with a proven record in sales and management to assist advertisers, grow revenue in digital and print channels, build brand integrity and coach and develop sales staff. The right candidate will work with the Advertising Director to develop and execute marketing and strategic plans. The Grand Island Independent a Berkshire-Hathaway Media Group newspaper is in a rock-solid newspaper market and a growing retail trade center for Central Nebraska. Grand Island offers high quality of life and low cost of living. Lincoln and Omaha are a short drive down Interstate 80 to the east. The Rocky Mountains are accessible

to the west. Compensation commensurate with experience. To apply send resume to Molly Holcher Human Resources, molly.holcher@theindependent.com (1-18)

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

### NEWSPAPERS FOR SALE

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

### DIGITAL MEDIA

Tired of not being able to update your website? Do you hate the design, but have no one on staff who can alter it? Have your eyes widened in shock when hearing what a new website might cost? Relax ... The Hays Daily News' Pixel Power Haus is your solution. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

### PRESSROOM

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

### MISCELLANEOUS FOR SALE

**PRINT SYSTEM** — Xante Impresia Digital Multi-Media Print System for sale. The system is driven by the included iQueue Prepress Workflow. Prints on a wider variety of media and sheet sizes. Extra ink included. Call Jackie Taylor at (913) 352-6700. \$7,300 OBO.

# Mullin

## Continued from Page 1

and erode cultural norms that protect reporters everywhere, Simon said.

“What is going to be the next step? How are these statements and sentiments going to be transformed into policy?” Simon said. “There’s a lot of things that he can do. And everything he does has an impact not only on journalists in this country and their ability to perform this critical role, but it sets a global standard.”

Simon’s remarks, made during a recent question-and answer session with Poynter, come as the Committee to Protect Journalists is using a recent celebrity boost to address press freedom problems in the United States. Last month, CPJ saw a spike in donations after Academy Award-winning actress Meryl Streep gave it a shoutout while accepting a lifetime achievement award at the Golden Globes.

Since then, 4,064 donors have contributed more than \$500,000 to CPJ, money the Committee is using to expand its efforts stateside.

## Let’s start with the Meryl Streep speech. What has it meant for CPJ?

If you listen to what Meryl Streep was saying, she was really saying that we need to support accountability journalism. So we became the vehicle through which people could express that.

What was really interesting about the donations is that they were small. They were \$25, \$50, \$100. So it really was a game-changer for us. And our visibility was increased, so we’re hearing from foundations and different kinds of support.

## So, what are you going to do with all of this support?

We’re expanding our focus, because there’s a crisis in the United States. We need to respond to that. What CPJ is and has been historically is an organization that defends the most vulnerable journalists around the world. And we’ve always seen a role for ourselves in the United States.

Historically, for example, we’ve defended journalists from immigrant news outlets who’ve faced a lot of violence in this country. And we’ve also advocated in the United States when actions taken by the government have a global impact or set a poor global precedent.

## What do you mean by “crisis?”

I think there’s a lot of different ways of looking at it. During the campaign, obvi-

ously, Trump ran a campaign against the media. He made the media the primary foil, and his attacks on them rallied his base. It was a campaign strategy. And we were very concerned about that, and we were concerned that some of his supporters took this literally, for example.

## You guys took the unprecedented step of releasing a statement about his candidacy.

He did things that suggested if he became president, he would not promote First Amendment values on a global basis. And this is critical to the safety of journalists around the world, which is central to our mandate.

## What are you going to do about it?

The first thing we need to do — and CPJ is very much a part of this — is we need to build a press freedom coalition in the United States.

We need to bring together legally focused groups like Reporters Committee for the Freedom of the Press, the international groups like Reporters Without Borders, for example. All of the different groups that have part of their work involved with press freedom.

One of the ways we’re doing that is we’re developing a shared documentation project. All of these organizations that document incidents as part of their work — we’re going to share all of that information and collate it in a public-facing way on some sort of website.

This will accomplish two things. One, it will ensure that throughout this administration that the most important press freedom incidents are documented and available and sortable.

It’s also going to help all the organizations that are participating carry out their advocacy. So when you go into a meeting with a Justice Department official or an official from the Department of Homeland Security, you have examples.

There are definitely echoes of authoritarian regimes in Trump’s statements about the press.

I don’t want to go too far down the road of that analogy because the situation in Europe is very different. We have strong institutions, we have a strong media and financial resources.

But absolutely. I call these leaders “democratators.” These are leaders who are elected democratically and use the legitimacy they’ve gained through democratic elec-

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courtroom and the court system)

# It's time to limit cost of retrieving public records

**Editor's note:** *This is a condensed version of testimony I presented in support of Senate Bill 86, a bill to put some prudent cost controls on public records requests.*

My association's members wholeheartedly support the language in Senate Bill 86 because it will finally place statutory limits on what can be charged for access by the public and press to the records of what government is doing.

That this has become necessary is unfortunate. For too long, those of us who rely on access to public records to exercise our rights have been at the mercy of public bodies that charge rates that are sometimes so outrageous that public records are closed by default because no one — including many of the newspapers in Kansas — can afford to pay the bill.

While we have relied for years on an attorney general's opinion about what is a reasonable copy charge, nothing else is there to guide public officials. Furthermore, the charges aren't consistent from jurisdiction to jurisdiction, with many agencies never charging a dime for record requests — not even when multiple copies are involved — while some others gouge the public with high per-hour charges for reviews that are often unnecessary.

A public record is, by state law, the property of the citizens of Kansas. How-

ever, in hearing the horror stories from my members, you would conclude these records are the personal property of the employees of public agencies, available only after reporters and ordinary citizens jump through hoop after hoop to try to get what is usually rightfully theirs.

Public records provide the written record of what government has done and plans to do. Citizens of the state of Kansas have a right to review those records

without being charged through the nose for it.

Senate Bill 86 tries to bring some sanity to this often frustrating situation. Placing a limit on what can be charged and whose salaries can be included in the costs is sorely needed if for no other reason than consistency.

Our nation's Constitution and its first 10 amendments, the U.S. Bill of Rights, provided considerable protections for citizens to ensure they would be free to be active participants in our democracy. The five freedoms in the First Amendment, in fact, are clarion calls to citizens to not be intimidated by an overzealous government but to instead exercise the rights to freedom of speech, freedom of the press, freedom of religion, freedom of assembly and the freedom to petition government for a redress of grievances.

Those rights encourage citizens and the press to ask questions, to seek answers and to hold the feet of government officials to

the fire so that the government's business is done in public and that the recorded information needed to judge the performance of those same officials is accessible.

Citizens and members of the press cannot access information when the cost of doing so becomes prohibitive. And we in the press cannot serve the vital role of "watchdog" of government when access to records is made so difficult that you simply throw up your hands out of frustration.

The Kansas Open Records Act was written with the admonition that it to be construed liberally. That meant when a question arose about whether a record should be released, government should err on the side of disclosure.

But when government can choose to

thumb its nose at the public and make it difficult to learn about what that government is doing, it has become too large. So maybe it's time to clip the wings of government and once again remind public officials they work for the rest of us.

One other thing: the Kansas Open Records Act was never designed to create a revenue stream for governmental agencies. No, it was placed in law to provide public access to the public's business. The language in SB 86 will help accomplish the statute's original intent.

**Doug Anstaett** is executive director of the Kansas Press Association.



**Doug Anstaett**

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## Mullin

**Continued from Page 7**

tions to actually dismantle the institutions that limit their power, including the media. So Putin is very much in this category. Erdogan. Hugo Chavez in Venezuela. And we see that process starts with systematic efforts to delegitimize the press.

**Why do authoritarian regimes always start with the press?**

There's a number of reasons. One is the press is an institution that operates outside of government control. And if you look at all autocratic systems, they're about control of information.

At its core, in order to successfully man-

age a society and put an autocratic framework in place, you need to manage control of information. And it's very difficult to do when you have an independent and critical media.

The media's usually vulnerable, too. Often it's compromised politically because it's not perceived as a neutral arbiter. There's not a huge amount of public support. And so you can attack it, and you can erode what public support there is.

**Are we beginning to see that here?**

We definitely need to be concerned, because the initial strategies are precisely the same. Where I'm not prepared to go is, I don't think the outcome will be the same, by any stretch of the imagination.

Because the difference is, we have strong,

financially stable media. Not without its issues, but no comparison to some of these other countries I'm talking about. We have a First Amendment. We have an independent judiciary. We have a politically engaged citizenry. So there's huge differences.

**Benjamin Mullin** is the managing editor of Poynter.org. He previously reported for Poynter as a staff writer, Google Journalism Fellow and Naughton Fellow, covering journalism innovation, business practices and ethics. He's also reported for USA TODAY College and The Sacramento Bee, and he was editor in chief of The Orion, Chico State's student-run newspaper. An Air Force brat who grew up around Northern California, he's still adjusting to the Florida sunshine.



# Here is a capsule look at KPA's legislative watch list

## 1. SENATE BILL 70

This bill was originally brought to Sen. Marci Francisco by a resident of Lawrence concerned with the lack of specificity in most motions to conduct executive or closed sessions

It died last year but has been revived with bipartisan sponsorship of Francisco and Sen. Molly Baumgardner.

We support the bill because it seeks more detailed information in a motion to go into executive session. Last year's bill has been cleaned up to remove objections we previously had and revised even further to become more clear.

### KPA supports SB 70

## 2. SENATE BILL 86

This is the KORA cost containment bill we have been working on for four years. Previously, it passed the Senate but didn't receive a hearing in the House. We believe we have the right language this year.

The bill has been revised to tighten it up, but even so associations representing public agencies still object because of its restrictions on what can be charged for copies and for staff research.

Even so, it's time for this to be approved.

### KPA supports SB 86

## 3. HOUSE BILL 2070

This bill that died last year has been reintroduced. It is designed to close the central registry of all Kansas police and law enforcement officers and block all registry content from disclosure.

The registry is a resource for agencies when reviewing employment applications of peace officers and contains information on appointments and terminations.

Recent incidents involving law enforcement officer controversies in Enterprise and Lawrence show this information must be available to the public to help weed out bad actors. Law enforcement wants this bill; we already have testified against it.

The bill has been revised twice and is awaiting action. While we oppose closing these records, the latest version of the bill is more to our liking.

### KPA opposes HB 2070, but will live with revisions

## 4. HOUSE BILL 2006

This bill has had a hearing in the Committee on Elections. It is designed to address the board of county commissioners issue that led to a lawsuit by the Salina Journal and the Associated Press.

When Gov. Sam Brownback wouldn't release the names of the applicants he considered to fill the two new positions created when Saline County increased the county commission from three to five members, he was sued. The legislation provides for a special election when a

situation similar to the one in Saline County occurs. The election would be held between 75 and 90 days of the resolution to increase the size of the commission.

It has since been amended to be more in line with how other vacancies are filled, with each political party nominating a candidate for each position.

The lawsuit won by the Salina Journal and AP ruled the governor should divulge the names. He appealed, and a year later, it still isn't resolved. We don't believe this new language will absolve the governor from being forced to release the names he considered in the ongoing Saline County case.

### KPA supports HB 2006

## 5. HOUSE BILL 2128

This is a new bill this year and is designed to allow "case reviews" of the Governor's Domestic Violence Fatality Review Board to be another KOMA exception. You might recall the controversies that have developed over how the state treats foster children and how children have died allegedly because of neglect by the state to intervene, so we think this is another blatant attempt by the Brownback Administration to clamp down on information related to domestic violence deaths in the state.

At a hearing, the proponents tried to make their case for closing the reviews because they are quite graphic.

### KPA opposes HB 2128

## 6. HOUSE BILL 2247

The bill that just won't die was introduced while KPA members were in Topeka for Day at the Legislature.

It would, as past bill have, allow cities, counties, school boards and other public agencies to have the "option" to use an Internet website as their official publication rather than a legal newspaper.

The hearing was on Tuesday and we made our case why this is bad legislation and should be opposed. We've been promised this bill won't be worked this session, but its language is still out there. Having had a hearing, it is still alive, so we mustn't let our guard down.

### KPA opposes HB 2247

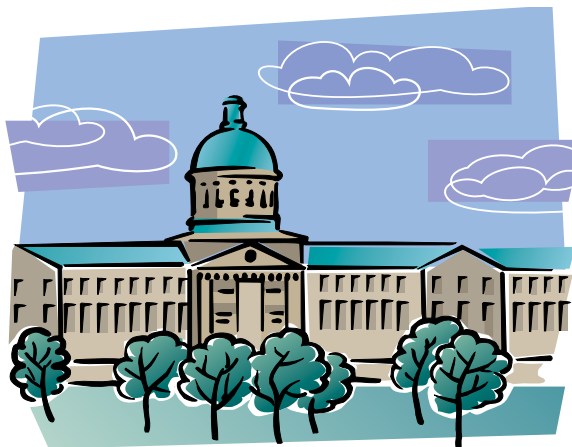
## 7. HOUSE BILL 2338

This bill concerns the prisoner review board. It would close certain parole hearings that have traditionally been open to the press.

Supports argue that victims' families should be afforded some privacy when testifying about the impact of crime.

However, we believe the public has a paramount right to view these proceedings in full, because the crime was against society as well.

### KPA opposes HB 2338





**Kansas Press  
Association**

*Real* NEWS IS OUR  
**BUSINESS**

**KPA Annual Convention  
April 7-8, 2017  
Capitol Plaza Hotel, Topeka**

featured speaker:  
**Mark Hamrick**



Washington Bureau Chief of Bankrate.com  
Past President of the National Press Club

**sponsored in part by the following:**



## **Friday, April 7**

**9 a.m. - 9 p.m.**

**Registration and Contest Display**

**9 - 11 a.m.**

**KNF Trustee Meeting**

**11:30 a.m.**

**Past Presidents Luncheon (invitation only)**

**Noon**

**Lunch and Learn**

Join your newspaper colleagues for this lunch that will encourage open discussion of topics that matter to you. Bring your appetite and your questions. Pre-registration is required.

**2017 Convention Sponsorship Luncheon (invitation only)**

### **GENERAL SESSIONS**

**1-2:15 p.m.**

**Designing Great Ads: The Top 10 Things You Need to Know with Ed Henninger**

This is a presentation in high demand. For years, publishers, ad directors and designers have been asking Ed Henninger to create an advertising design presentation. He's finally done it...and it's a session that will bring new ideas, new thinking and new excitement to the newspapers in your group.

**2:15 - 4 p.m.**

**Speed Topics**

**You never knew you could learn so much in 20 minutes! Pick your top three.**

1. KPA and Event Planning: How we can help you plan your event!
2. How to Use KanFocus to Cover Your Local Legislators Without Leaving Town!
3. Importance of Small Town Editorial Writing with Rod Haxton, Scott County Record
4. Q&A with KPA Hotline Attorney Max Kautsch
5. Cameras, Cameras Everywhere!

**4-5 p.m.**

**Daily and Non-Daily Roundtables**

Join your fellow publishers for a roundtable session on issues important to you.

**6 - 7 p.m.**

**President's VIP Reception**

Join us for drinks and networking before the annual President's Banquet.

**7 p.m.**

**President's Banquet (reservations required - \$55/per person)**

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 Holton Recorder**

Join Sarah Kessinger for a reception celebrating her year as KPA president and the 150th Anniversary of the Holton Recorder.

## **Saturday, April 8**

**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 new officers and members to the KPA Board of Directors.

**GENERAL SESSIONS**

**8 - 9:30 a.m.**

**“Investigative Reporting on a Shoe String” with Denise Malan, Training Director, Investigative Reporters and Editors**

Every newsroom is learning how to “do more with less.” That doesn’t mean that meaty enterprise stories are out of reach. In this session, we’ll discuss how to build watchdog work into your daily routine and produce meatier stories, even in breaking news situations. You’ll come away with specific story ideas across a variety of beats, as well as a list of free tools any newsroom can use right away. We’ll also give some real-world tips on time management, organization and focusing on enterprise.

**9:45 - 10:30 a.m.**

**“The Changing Landscape of Agriculture”**

Join us as we examine the issues affecting Kansas agriculture. Expert panelists will provide insight on farm and commodity prices, today’s challenging regulatory environment and how they affect our communities. Sponsored by Kansas Farm Bureau.

**10:30 - 11:30 a.m.**

**“Morley Piper, a Hero in Our Midst”**

Join us as Piper, a New England newspaperman, will tell his experiences about landing on D-Day, 72 years ago

**AOE AWARDS LUNCHEON**

**11:45 a.m. - 1 p.m.**

Join us for a celebratory luncheon that honors individuals and newspapers on their accomplishments in 2016.

**BREAKOUTS**

**1:15 - 2:15 p.m.**

**“Data and Documents You Cannot Live Without” with Denise Malan, IRE**

Join us as we move beyond anecdotes and he-said, she-said journalism with data and documents. Advice on developing a documents state of mind, navigating public records, understanding records retention schedules, exploring key records on a variety of beats and becoming familiar with key national data sets to produce high-impact local stories.

**“Kansans Can, the Brain Drain and School Funding” with Dr. Randy Watson, Kansas Commissioner of Education**

Join Dr. Watson as he explains the new education initiative, Kansans Can, and how local newspapers can help with the project designed to increase opportunities for Kansas students. Dr. Watson will also share any updates on the creation of a new school funding formula (pending legislative action).

**“Saving Public Notices: Giving Them Their Due” with Ed Henninger**

In this presentation, Ed offers ideas and approaches designed to give publishers the tools they need to bring added reader attention to public notices--in every issue. Ed recently received accolades from the Public Notices Resource Center for placing these ideas before publishers throughout the nation. These ideas are a breakthrough in our battle to retain public notices in newspapers. Your publishers will thank you for bringing this to them.

**“Let’s Talk Revenue” with Carol Grubbe, TownNews.com**

In this presentation, Carol will discuss revenue generating ideas using your digital platform. How can you monetize your website? How do you price digital ads? Carol can help. Or, if you do not have a website and you want to explore your options, she can help you as well.

**2:30 p.m. “The Roads from Coffeyville, Kansas to Washington, from radio and The AP to new media” with Mark Hamrick, Bankrate.com**

Mark joined the personal finance site Bankrate.com in January 2013 after leading business news for the Associated Press radio and television/online video operation in Washington for 2 decades. A native of Coffeyville, he began working as a teenager at radio station KGGF. A second-generation journalist, he attended the William Allen White School of Journalism at the University of Kansas. As senior economic analyst and Washington Bureau Chief for Bankrate.com, Mark translates developments in the economy, financial markets, politics and business. As part of that work, he provides comment and analysis hundreds of times a year for radio, television, print and online publications. He hosts regular 60 second personal finance features for CBS Radio and has been a contributing columnist for The New York Daily News. Mark served as president of the National Press Club in 2011 and as a member of the Board of Governors for a decade. As president, he hosted World Press Freedom Day, organized by the U.S. State Department and the United Nations Foundation, held that year for the first time in the U.S.

# REGISTRATION FORM

## CONTACT INFORMATION

Newspaper/Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Area Code/Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Name of Attendee Print clearly for name badges and check box if first time	Registration Fees	Friday's Lunch and Learn	President's Banquet \$55 per person	Sat. Breakfast free w/registration <small>\$25 if not registered for full or Sat.</small>	AOE Awards Luncheon free w/registration <small>\$25 if not registered for full or Sat.</small>	Total Fees
<input type="checkbox"/>	<input type="checkbox"/> Full registration - \$135* <input type="checkbox"/> Friday only - \$75* <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 - \$120* <input type="checkbox"/> Friday only - \$70* <input type="checkbox"/> Saturday only - \$95	<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	
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\* - Please note prices do not include the Friday night President's Banquet.

## TOTAL AMOUNT

### Lunch and Learn Menu

Smoked turkey sandwich, potato chips, pasta salad and dessert.

Check here for veggie wrap option

Number of vegetarian wraps needed \_\_\_\_\_

### President's Banquet Menu

#### Filet of Sirloin

Tender 8 oz. filet of sirloin topped with mushroom demi-glace with salad, seasonal vegetables with dessert

Check here for vegetarian option

Number of vegetarian meals needed \_\_\_\_\_

### Awards of Excellence Luncheon Menu

#### Chicken Angeline

Served with seasonal vegetables and dessert.

Check here for vegetarian option

Number of vegetarian meals needed \_\_\_\_\_

## PAYMENT INFORMATION

Check enclosed (made payable to KPA)

Please invoice me at the address above or send e-invoice to the following email:  
\_\_\_\_\_

Please charge to Visa, MasterCard or American Express. To protect the security of your identity and card number, please call the office with your credit card information.

## 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 Friday, March 17 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. Monday, March 27. 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 Capitol Plaza Hotel. For reservations, call 785-431-7200 and mention the Kansas Press Association Room Block. The room rate is \$99/ plus tax per night.

**Registrations are requested no later than Friday, March 24.**

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