

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION APRIL 16, 2014

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KPA CALENDAR

JUNE 25-29

International Society of Weekly Newspaper Editors conference, Durango.

OCT. 2-5

National Newspaper Association annual convention & trade show, Phoenix.

DEC. 15

National Bill of Rights Day.



Kansas Newspaper Hall of Fame inductee John Lee (right) and wife Jane Lee at the Friday night banquet were joined by daughters Erica (left) and Meredith at the Flint Hills Discovery Center in Manhattan.

Journalists selected for Hall, other honors

MANHATTAN — Two professional journalists — a former Harris Enterprises executive and a former newspaper publisher/Wichita State University educator — were inducted into the Kansas Newspaper Hall of Fame Friday night at the annual meeting of the Kansas Press Association in Manhattan.

The meeting at the Flint Hills Discovery Center in downtown

Manhattan also included recognition for reporters and editors for community service, investigative reporting and career accomplishments.

Those named to the Hall of Fame were:

- John Lee, former chief executive officer of Harris Enterprises, a newspaper group headquartered in Hutchinson, and former editor

and later publisher of the Hays Daily News.

- The late Les Anderson, former publisher of the Ark Valley News in Valley Center and a long-time WSU professor of journalism.

Lee, a University of Kansas journalism graduate, began his professional career as a reporter

See AWARDS on Page 10



Family members of the late Les Anderson were on hand Friday night for his induction into the Kansas Newspaper Hall of Fame. Joining the celebration were: (front row from left) grandson Joey Spratt, Nancy Anderson, granddaughter Emma Anderson and son Spike Anderson; and (back row from left) sons Ben Anderson and Seth Anderson and daughter Maggie Anderson Spratt. Spike thanked the association on behalf of the family for remembering the contributions of his father.

Six small Nebraska newspapers have local staffs; all make a profit

So many topics, so little space. This morning, I created a poll on my Facebook wall, which includes thousands of newspaper friends, and asked for help in deciding among three potential topics for this column. The poll looked like this:

I need your thoughts. Help me pick a topic for my column today. Select one of the following?

A few new tools out there to help newspaper folks get their jobs done.

The fallout from my previous Digital First column and their announcement to close down their Thunderdome division.

What I learned from working with six small papers in Nebraska this month about running successful papers.

Within minutes, I received 40 or so responses. I was a little surprised at the results. Almost 60 percent selected "What I learned from working with six small papers in Nebraska."

Approximately 22 percent chose "A few new tools," while 19 percent selected a column concerning the Digital First fallout.

I wasn't surprised that the column on successful small newspapers was selected, but I didn't expect a blowout.

Making the results even more surprising, I could tell who voted for what and it was clear that people at large dailies are just as interested in what the papers in Nebraska are doing to be successful as are people in small community papers.

So let me tell you a little about Nebraska. Rob Dump and his wife, Peggy, own six small papers in rural northeast Nebraska. The largest is Cedar County News in Hartington. According to U.S. Census Bureau numbers, Hartington has dropped in population from 1,662 in 1990 to approximately 1,500 today.

The circulation of Cedar County News is 2,000. The circulation of the five smaller papers averages 900 each, with the smallest, The Coleridge Blade, report-

ing a circulation of 312. Total circulation for all six papers is 6,500.

Scenes for the movie "Nebraska" were filmed at the Osmond Republican.

Rob, along with Peggy, attended the Institute of Newspaper Technology years ago and has been contacting me ever since about my coming to work with their papers. The obvious problem was the cost associated with flying a consultant across the country to spend a few days in Hartington.

I learned years ago, when Jean Matua (another Institute alum) had both Ken Blum and me at her newspaper, a 1,300-circulation weekly in a Minnesota town of 700, in the same week to work with her and her staff of one, that such

problems are opportunities for people like Rob and Jean.

So I wasn't surprised when Rob called me a few months back to let me know he had received a government grant to bring me to Nebraska.

After arriving in Sioux Falls and making the 90-minute drive to Hartington on Wednesday, I spent Thursday training Rob's incredibly impressive staff.

Most seemed to be graduates of journalism schools in or near Nebraska. His daughter, Kalee, shared time between school at The University of Nebraska, in Lincoln, and working with the paper in Hartington. Most of the staff had worked at the papers for extensive periods and seemed to thoroughly enjoy their work.

The staffs of all six papers gathered on the town's primary street, in a former store that has since been converted to a home for the newspaper press, with a conference area in the front.

We spent most of the day improving the photo editing process for the papers and training the staff in advanced skills using Adobe InDesign. We worked on improving their method of creating ads



Kevin Slimp

All of his papers were written and designed in the communities they served.

All six papers have editors who live in, or near, the towns they serve. And get this: All are profitable.

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Tell the truth: Did the dog eat your homework?

It's no secret that the more sales people know about their prospects – before they begin a sales presentation – the better their chances for successful outcomes. In advertising, this means learning prospects' business and marketing histories, identifying major competitors and analyzing what they want to accomplish in their advertising.

Since pre-presentation homework is such a crucial step in the sales process, why don't more sales people make it a top priority? There are several possible reasons:



John Foust

1. Impatience. High-energy sales people thrive on the adrenaline of the pitch and are eager to get to the main event. After all, isn't that where their powers of persuasion come into play? And isn't that where decisions are made?

Impatience has a big downside. It sends a signal that sales people are (a) unprepared and (b) concerned only about themselves. That's a negative first impression that is difficult to overcome in a presentation.

2. Overconfidence. This is particularly common with experienced account executives; they feel like they can wing it, instead of spending time gathering information. They have dealt with so many widget dealers that

they think they can skip the discovery step.

3. Lack of knowledge and skills. Sales people may skip this step because they don't know the techniques to gather information. They may not have learned how to ask open-ended questions to encourage prospects to talk. They may be poor listeners. They may not know where to find information (online research, networking, etc.).

4. Research paralysis. Some people are more comfortable with technology than they are with people. Rather than avoid gathering information, they overdo it. You'll find them at their desks, basking in the glow of their computer monitors, poring over online and database research, surrounded by charts and graphs.

Their mantra is not "Ready, aim, fire." It's "Ready, aim, aim." This approach creates the risk of losing relevant, usable information in a mountain of details.

5. Poor time management. You may be familiar with the time management grid which illustrates four categories: (a) Urgent and Important, (b) Urgent but not Important, (c) Important but not Urgent and (d) not Urgent and not Important. It's human nature to concentrate on the tasks which are in the urgent category, regardless of their impor-

ance. Something shouts "do this now," and we do it – often without asking ourselves if it can wait.

Good time managers discipline themselves to focus on tasks which are important but not urgent. Preparation time can easily be put on the back burner, but they don't let that happen.

6. Lack of desire. Every job has its most favorite and least favorite parts. Strong sales people persevere through the parts they don't like, because they see how those duties fit into the big picture. Weak sales people simply avoid the things they don't like.

7. Lack of perspective. Too many sales people – veterans as well as rookies – simply don't realize the importance of research. The message here for them is: knowledge is power. That goes for knowledge of the sales process, as well as knowledge of their prospective advertisers.

John Foust has conducted training programs for thousands of newspaper advertising professionals. E-mail for information at jfoust@mindspring.com.

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Impatience has a big downside. It sends a signal that sales people are (a) unprepared and (b) concerned only about themselves.

Slimp

Continued from Page 2

for their websites and making the printing process go more smoothly.

On day two, I worked individually with several of the staff members. Peggy and I created a new system for streamlining her classifieds, using nested styles in InDesign. Rob and I began the work to create a photo archiving system for the papers. I worked with other staff members to solve PDF problems, get all the fonts to work together in all six papers and streamline the entire process.

At the end of day two, Rob and I sat in his office and discussed the time we'd spent together. He was amazed at how much we'd gotten done.

"I never imagined we could do so much in just two days," he told me a few times.

Then it was my turn to ask questions. In our conversation I learned that all of his papers were written and designed in

the communities they served.

All six papers have editors who live in, or near, the towns they serve. And get this: All are profitable.

I asked Rob how he could afford to have a paper with a circulation of 312.

"Well, people ask me that question a lot," he said, "and I look at it this way. We're able to pay for our staff and to make a little profit."

He continued, "And it's good for the community to have its own newspaper."

Rob pretty much summed up what I say are the three qualities that exist in most successful newspapers:

- Focus on local content, produced locally.
- Support and training for staff.
- A quality sales staff that understands the role and benefits of newspaper advertising.

Maybe next month, we can discuss those new tools.

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

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KPA convention: networking, education, ideas

The Kansas Press Association's annual convention is probably one of my favorite weekends of the year — and this year was no different.

When I was fresh into this business and generally unknown to everyone present, the convention was the place where I started to get to know people in the industry — people I often now look to for advice and consultation for almost any issue I might face. While it was socially awkward for me attending my first couple conventions, the annual event is now as much a reunion as a conference. I genuinely enjoy seeing you all there. From the conversations I see and hear among other attendees, I can tell this is true for many others as well.



Dan Thalmann

Not only does the conference provide a networking opportunity, the education and ideas shared during the event are also invaluable.

I predict the \$600 or so that I spent on staff registrations and a night in the hotel this year will be made up in the next six weeks through new ideas, projects and

strategies for revenue generation that I heard in breakout sessions, roundtable discussions and via break-time chats with other newspaper people. I usually receive more ideas than I could realistically put into place, but I'm confident my business ends up profiting as a result of my attendance at the annual conference.

Friends and profits are only so appealing when working a late night to get the next edition done or those times I hear yet another talking head proclaim print is dead.

Just as valuable as the networking and ideas are the new energy and fresh enthusiasm I receive from these conferences. There were a couple disheartening conferences a few years back when our industry was almost exclusively doom and gloom, but over the last couple years I've noticed a pronounced sense of optimism that there is still opportunity to be had in our business, even as it evolves into new forms. I am convinced our product is still as important

and relevant to society as ever.

When I return home from the annual convention, my resolve is strengthened, my fuel tank is full, my ambition is amplified and I have notebooks full of new ideas.

Here's to a great next year and I hope to see you at next year's annual convention.

Over the last couple years I've noticed a pronounced sense of optimism that there is still opportunity to be had in our business, even as it evolves into new forms. I am convinced our product is still as important and relevant to society as ever.

□
I'm so proud of our KPA staff. They do a great job planning the annual convention and I have the utmost confidence in their commitment to putting together the best convention possible, year after year.

If you enjoyed the conference this year, please join me in dropping them a note and letting them know how much you appreciate it.

Dan Thalmann is owner and publisher of the Washington County News and the Linn-Palmer Record and 2014-15 president of the Kansas Press Association.

Hutchinson, Atchison capture double sweepstakes awards

The Hutchinson News and Atchison Globe captured sweepstakes awards in both the news and advertising categories at the Awards of Excellence competition for 2013.

Several newspapers enjoyed repeat performances as sweepstakes winners, which are awarded to the newspaper in each circulation category with the highest total points in the overall competition in news or in advertising.

"We do excellent work in Kansas, and it's evident in the feedback we got from the New Jersey judges who reviewed the entries," said Emily Bradbury, director of member services for the Kansas Press Association. "They were quite impressed."

"Congratulations to the winners. The feedback we get from staff members whose work is recognized at AOE is they really appreciate their editors, publishers and advertising directors allowing them to participate."

The Daily Division II and III advertising entries were combined into one category in this year's contest.

Sweepstakes Award winners

Daily Division I
Editorial — **Ottawa Herald**
Advertising — **Leader & Times**

Daily Division II
Editorial — **Lawrence Journal-World**

Daily Division III
Editorial — **Hutchinson News**
Advertising — **Hutchinson News**

Non-daily Division I
Editorial — **Clarion**
Advertising — **Hugoton Hermes**

Non-daily Division II
Editorial — **Atchison Globe**
Advertising — **Atchison Globe**

Non-daily Division III
Editorial — **Kansas City Business Journal**
Advertising — **Wamego Smoke Signal**



THIS MONTH'S QUESTION

Q. I heard about a free archive for my newspaper at the convention. Could you repeat how to get this?

A. By uploading entire issue of your newspaper to the NewzGroup website (originally created as a way to protect public notices in print), you are creating a FREE archive backup of your newspaper. In the past year, two member newspapers had a server/backup crash. This free service was invaluable as it served as an archive and they were able to download the issues they lost. Start uploading today! To join the long list of Kansas newspapers that upload, contact Emily Bradbury at ebradbury@kspress.com or Richard Gannon at rgannon@kspress.com for more information.



*Scenes from the Little Apple:
KPA's 122th annual convention*



At the President's Banquet on Friday night, Dena Sattler, editor and publisher of the Garden City Telegram (top left), said her farewells after leading the Kansas Press Association this past year. Also honored (clockwise from upper right) were: Tim Carpenter and Celia Llopis-Jepsen, Topeka Capital-Journal, winners of the Victor Murdock Award; Ron Keefover, (second from left) recipient of the Gaston Outstanding Mentor Award, shown with wife Karen and their son Todd and his wife, India; Miriam Pepper, vice president/editorial page of the Kansas City Star; winner of the Clyde M. Reed Jr. Master Editor Award; and Joanna Chadwick, Wichita Eagle, winner of the Boyd Community Service Award.



MARKETPLACE

NEWS

SPORTS REPORTER/EDITOR — Full-time sports reporter/editor for small-town five days a week daily paper. Must love local sports. Coverage focuses on small towns, one college. Weekends and evenings required. Expected to be a good writer, take own pictures, lay out pages using InDesign, have Internet competence. Team player, courteous, cooperative, reliable professional for five-person office. Send letter, clips, resume, references to zaccaria@winfieldcourier.com.

SPORTS REPORTER — The Butler County Times-Gazette is searching for a sports reporter for our El Dorado office. Send a cover letter, résumé and three writing samples to Kent Bush at kbush@butlercountytimesgazette.com. (4-14)

REPORTER — The Wichita Business Journal is looking for a savvy, multi-platform journalist who can cultivate sources, break news and produce impactful centerpiece stories that create and further business community discussion. More at <http://acbj.com/careers/> (3-25)

JOURNALIST — The Topeka Capital-Journal is looking for a journalist with strong editing and design skills for its news and sports desks. The job will involve copy editing, headline writing, design and posting to Web. Applicants should have solid news judgment, accuracy under deadline pressure and be able to work nights and weekends. Knowledge of AP style and InDesign are necessary. Sports or news desk experience is preferred. Send resume, clips and references to tomari.quinn@cjonline.com. (3-21)

COPY EDITOR — Do your friends consider you a word nerd or a language maven? Are you a stickler for correct grammar, punctuation and usage? Do you like to organize and categorize? Do you hate it when you see a misspelled word, a misused semicolon or a stray apostrophe? Are you passionate about clarity, consistency and accuracy in reporting? Do you have the ability to juggle multiple tasks and with a smile on your face? High Plains Journal, a nationally recognized weekly farm and ranch magazine, is seeking a production/copy editor. This person will help manage the flow of copy through the editorial department, including editing copy, writing headlines and cutlines, and tracking deadlines, photos and stories. In addition, the production/copy editor will proofread and approve pages before print. The desired candidate will be organized and deadline-oriented, as well

as possess an exceptional attention to detail — without being a curmudgeon. Experience in workplace organization is required. Ideally, the successful candidate will have experience in the production of a newspaper or magazine and be well versed in agriculture. This is a full-time position located in Dodge City, Kan. Benefits include paid vacation, health insurance and 401k and working with some cool people. Does this sound like your kind of job? Submit a letter of application and resume by April 10, 2014 to: Holly Martin, editor, High Plains Journal, PO Box 760, Dodge City, KS 67801 or send email to: hmartin@hpj.com

Full-time general NEWS REPORTER (focus on crime and county) sought for small-town, five-days-a-week newspaper. Expected to be a good writer, take own pictures, use InDesign for layout, have Internet competence. Web design, content management systems added benefit. Evenings and weekends required. Team player, courteous, cooperative, reliable, professional for five-person office. Send letter, clips, resume, references to zaccaria@winfieldcourier.com. (3-6)

FULL TIME WEBMASTER & PHOTO PROCESSOR — Responsible for uploading news content, photos and advertising to website on a daily basis. System utilizes Blox CMS format through townnews.com. Experience with this process very beneficial along with knowledge of Mac hardware and software, including Photoshop. Work Monday through Friday late afternoons and evenings. Benefits include paid vacation, profit sharing, some health insurance paid. Mail your resume to Winfield Daily Courier, PO Box 543, Winfield, KS 67156 or email your resume to Publisher Lloyd Craig at lloyd@winfieldcourier.com (3-5)

DESIGN AND DIGITAL EDITOR — Do you have a flair for creative page design, as well as the digital savviness and skill to manage web and social media content? If so, The Garden City Telegram is looking for a design and digital editor who has the ability to handle both for our daily newspaper in southwest Kansas. Previous experience as a copy editor and page designer at a daily newspaper, preferably with InDesign, desirable, but will consider recent graduates. Knowledge of AP Style required. Experience with and working knowledge of digital content management systems and social media also preferred. Writing and reporting skills preferable as this position could include some writing. Experience with video production and editing also preferable, or at least the willingness to

learn. Spanish speaking skills a plus, but not required. The Telegram, a daily newspaper in southwest Kansas and part of the Harris Group, offers a generous salary and benefits package and a chance to work with an outstanding staff of reporters and editors. The Telegram is an Equal Opportunity Employer. To apply, send resume and cover letter to: Brett Riggs, managing editor, The Garden City Telegram, 310 N. Seventh St., Garden City, KS 67846. For more information or to express interest in the position, send e-mail to: riggs@gctelegram.com (2-12)

WANTED: SPORTS WRITER passionate about local sports to energetically be a part of 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 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. (1-29)

CHIEF COPY EDITOR — The Hays Daily News, located in Hays, Kan., is seeking to fill the position of chief copy editor. The applicant must show a knowledge of InDesign, PhotoShop, Illustrator and social media. The position will require a tight schedule of paginating numerous pages for the daily paper, as well as some special sections. Must be willing to work on tight deadlines daily while juggling many other aspects of the job. Copy editing expertise and the willingness to help develop story ideas for reporters is a must. Seeking someone who can create attractive, effective front-page layouts, and carry that same design throughout the rest of the print edition. This candidate also will help move the HDN into a new age of social media and delivering the product through many different avenues — not just the print edition. Must be willing to work as part of a strong team and add to the growing resume of products the HDN offers. Job is demanding, but rewarding. The Hays Daily News has been named the Kansas Press Association Sweepstakes Award winner three of the last four years in its division. Salary is based on experience, and position is open until filled. Send cover letter and resume to: The Hays Daily News, % Nick Schwien, managing editor, P.O. Box

MARKETPLACE

857, Hays, KS 67601 or email cover letter and resume to: nschwien@dailynews.net (1-8)

ADVERTISING

ADVERTISING DIRECTOR — The Kansas Press Association is accepting applications for Advertising Director. This position is the senior sales executive for the association and works directly with an administrative assistant to sell and place advertising in Kansas newspapers through direct placements and network sales. The position also solicits advertisers and sponsors for KPA conventions, programs and publications. Base salary plus commission. We have an excellent benefits program including health insurance, 401(k) and life insurance and would like to talk to you about your next career opportunity. Send a letter of introduction and a resume to Doug Anstaett at danstaett@kspress.com. (4-15)

Now accepting applications for **DIGITAL ADVERTISING SALES** in Southeast Kansas. Ideal candidates will be self-starters with outgoing, positive personality. We seek people who are hard-working, dependable and creative. Sales experience helps, but not required. Preference given to candidates with sales experience in competitive environment. Full-time positions have great earning potential (salary+commission). paid mileage and health insurance benefits. Part-time, commission-only opportunities could be available. Send letter of interest and resume to pcook@parsonssun.com (1-20)

Now accepting applications for **DISPLAY ADVERTISING SALES** in Chanute, Kansas. Ideal candidates will be self-starters with outgoing, positive personality. We seek people who are hard-working, dependable and creative. Sales experience helps, but not required. Preference given to candidates with sales experience in competitive environment. Full-time positions have great earning potential (salary+commission). paid mileage and health insurance benefits. Part-time, commission-only opportunities could be available. Send letter of interest and resume to shanna@chanute.com (1-20)

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

HOW TO SELL STUFF — Target content to the readers you love most – your local merchants and advertisers! Get 8 free weeks of “How To Sell Stuff,” written by The Anderson County (Ks) Review’s King of Chasing – Dane Hicks. Local business owners/managers will race for a copy of your paper each week to read the next amazing sales idea written just for them. “How To Sell Stuff”’s weekly message of top-notch, “ah-hah” style sales tips is designed for modern main street businesses (think of it as Bill Murray meets Guerilla Marketing), and directs all followups to YOUR newspaper’s sales department. What better way to start a sales dialogue with your clients? First 8 weeks columns up front and free, stay on for \$10/month, pay as you go, cancel any time. Email Dane at dhicks@garnett-ks.com.

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.

KANSA 480 INSERTER — Reduce labor costs with an efficient machine for handling preprinted inserts. The Garden City Telegram is selling its Kansa 480, 5:1 inserter, in good condition. This unit performs with a high degree of reliability and consistency over a wide range of operating conditions. Works with broadsheets for everything from single sheet fliers to multi-page editions and has been well maintained. Length 23’10”, width 6’4” to 8’10” for creeper conveyor. We used an inline labeler and typically operated the unit at 6,000 to 6,500 pieces per hour though it is rated to do more than double that amount. Model #4601; Serial #480-036. Asking \$10,000, however no reasonable offer refused. For more information email Dena Sattler, denas@gctelegram.com, or call (620) 275-8500, extension 201.

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the court system in Kansas)

Do we still hold public officials' feet to the fire?

Back when I was an editorial writer — just after the last Ice Age — we judged our leaders on how well they listened to the folks back home.

If they weren't responsive to their constituents, we lowered the boom on our elected officials.

Then, if they continued to ignore the will of the people who elected them, we used our editorial might to help throw them out on their ear.

Do we still do that?

Granted, some things have changed since new special interest groups on both sides of the political spectrum — and their deep pockets — came onto the scene.

Money talks, and sometimes the “ka-ching!” of the campaign coffers can drown out what John and Jane Q. Public have to say.

Case in point: Kansas legislators will often say we should cut taxes because Kansans know much better than their government how to spend money wisely.

OK, then why do so many of them trot off to meetings in faraway places to come up with great ideas about how to improve government?

Why don't they go home, sit down with their constituents, and see what they think?



Doug Anstaett

For if Kansans can spend their money more wisely than government, can't they also come up with great ideas for streamlining government and making it more responsive?

The American Legislative Exchange Council knows what's best for our country, so they not only lobby our legislators, they write the legislation “they” want passed.

Have you noticed how many legislators cannot even explain the bills they sponsor because someone else wrote them?

It's no different when school board members, city council members and county commissioners go on retreats beyond the borders of their districts and counties to brainstorm the future of their communities. Again, is there something wrong with meeting nearer to home so the public can participate?

Does your legislator listen to your point of view? Or are you happy to maintain an “arms-length” relationship with those who represent your community in Topeka?

The Kansas Press Association is one of the few organizations in Topeka that doesn't make political contributions. I don't know how far back that policy goes, but I'm in total

agreement with it. We've always believed our “bully pulpit” trumped the need for campaign contributions.

Running their column in your newspaper isn't good enough. It is often only nominally newsworthy, but it is chock full of party line propaganda. Call them on it occasionally.

How many public officials have you heard repeat the mantra: “I don't argue with people who buy ink by the barrel and paper by the ton”? Do they really believe that, or is it just “good politics” to express “respect” for the local newspaper owner?

You must pay close enough attention to what is going on at City Hall, the county courthouse or the Kansas Statehouse so you can keep your elected officials accountable.

Running their column in your newspaper isn't good enough. It is often only nominally newsworthy, but it is chock full of party line propaganda. Call them on it occasionally.

All of this is meant to encourage you to ask tough questions and pin your elected officials down on the issues important to our industry.

One thing we've learned in Topeka: legislators won't listen to anyone who doesn't make their wishes known, so don't remain on the sidelines. Speak up!

Doug Anstaett is executive director of the Kansas Press Association.

New board members, officers take positions

Dan Thalmann, editor and publisher of the Washington County News and Linn-Palmer Record, was elected president of the Kansas Press Association Saturday morning at the association's annual business meeting.

Other officers elected included:

- **Susan Lynn**, editor and publisher of the Iola Register, first vice president.
- **Sarah Kessinger**, editor and publisher of the Marysville Advocate, second vice president.
- **Olaf Frandsen**, editor and publisher of the Salina Journal, treasurer.

Dena Sattler, editor and publisher of the Garden City Telegram and 2013-14 KPA president, will serve the next year as past president.

Board members for 2014-15 include:

- **John Baetz**, editor and publisher of the Lincoln Sentinel-Republican and Chapman & Enterprise News-Times, Northwest District director.
- **Kent Bush**, editor and publisher of

the Butler County Times-Gazette, Central District director.

- **Peter Cook**, publisher of the Parsons Sun, daily director.
- **Denice Kuhns**, co-publisher of the Meade County News and Clark County Gazette, Southwest District director.
- **Travis Mounts** was reappointed to a second term as non-daily director.

- **Scott Stanford**, general manager, Media Division, The World Company, Lawrence, legislative director.

- **Andy Taylor**, editor of the Montgomery County Chronicle, remains as Southeast District director.

- **Joe Warren**, publisher of the Atchison Globe and Hiawatha World, Northeast District director.

MARCH 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 March 2014. 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.

Make an ad placement into another newspaper in Kansas or elsewhere and share the KPA commission.

- KDAN — Anderson County Review placed four ads and retained half the money for a profit of \$3,330.
- KCAN — GateHouse Media placed 17 classified ads and retained \$2,550 in profits; Council Grove Republican placed one ad and retained \$150 profit; Anthony Republican placed one ad and retained \$150 profit.
- Direct Placement — Hays Daily News placed one ad and retained \$29.29, half the KPA commission.

Probable cause affidavits bill remains alive

Sometimes, bills that appear dead can rise from the ashes with new life. That's what has happened to House Bill 2555, a bill to open probable cause affidavits.

Just when it appeared there was no chance to revive the bill, after the Kansas House of Representatives had rejected a conference committee bill containing the legislation, HB 2555 returned from the dead.

"We have reached agreement on language with the Kansas County and District Attorneys Association, a major accomplishment for both associations," said Doug Anstaett, executive director of the Kansas Press Association. "While it has been a roller coaster ride for weeks, we

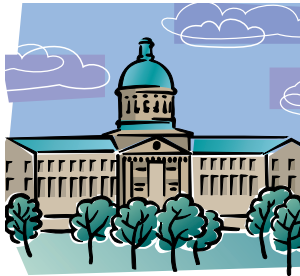
think the stage is set to finally bring more common sense to Kansas law on this issue."

After the Senate failed to advance

House Bill 2555, Rep. John Rubin, R-Shawnee, who helped write the bill and has championed it during the 2014 legislative session, invoked a parliamentary procedure that is often used to retrieve bills from the bone pile.

Because HB 2555 had passed the House, he attached it to a capital punishment bill in conference committee.

The Senate approved the conference com-



Rep. John Rubin

mittee report, but the House rejected it, with members saying they supported the probable cause affidavits part of the bill but not the part that adjusted the time for appeals in capital murder cases.

Probable cause affidavits have been closed in Kansas for more than three decades, even though they are open court records in most states and at the federal level.

"While we're confident we're going to get one more chance during the upcoming veto session, Yogi Berra's famous quote comes to mind: 'It's not over till it's over.' We'll continue to push hard for passage."

The House and Senate return for the veto session on April 30.



CATCH THE BIG GAME

Communities with a local newspaper are smarter, stronger and closer. Their citizens are connected to one another, and invested in what happens around them.

The local paper is also one of the only places you can find timely news on what's happening right where you live. That's why 86 million Americans read local newspapers each week.

**Keep reading your local newspaper...
and keep your community going strong.**



**Kansas Press
Association**

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Awards

Continued from Page 1

for the Hutchinson News in 1972 and two years later became an executive intern for Harris Enterprises, Inc., training in various departments at the News and at other Harris properties in Salina and Hays.

He was named editor of the Hays Daily News in 1976 and became publisher six months later. In 1984, he was named to the executive staff for Harris and became CEO in 1997.

His and his wife, Jane, have two daughters. They now live in Kansas City, Mo.

Anderson, graduated from Fort Hays State University and received his master's degree from the University of Missouri in Columbia. He worked at the Wichita Eagle from 1971 to 1974, then helped found the weekly Wichita Sun.

In 1975, he and his wife, Nancy, founded the Ark Valley News, a weekly he published until 2007.

He began teaching writing, editing and community journalism classes at WSU in 1977 and was a professor in the Elliott School of Communication at the time of his death in

November 2011.

He was a past president of KPA and the Kansas Newspaper Foundation and former president of the Kansas Sunshine Coalition for Open Government. He was a previous recipient of the Clyde M. Reed Jr. Master Editor Award, the Boyd Community Service Award, the Gaston Outstanding Mentor Award and was honored by Fort Hays State with an Alumni Achievement Award.

He and Nancy had five children and 11 grandchildren.

Other awards presented included:

- **Miriam Pepper**, recipient of the Clyde M. Reed Jr. Master Editor Award. Pepper is a vice president and editorial page editor of the Kansas City Star. She was part of the Star's team coverage of the collapse of the Hyatt Hotel skywalks that led to a Pulitzer Prize in 1982.

- **Ron Keefover**, former public information officer for the Kansas Court System and current president of the Sunshine Coalition, who received the Gaston Outstanding Mentor Award for outstanding service to the Kansas newspaper industry as an advocate for open courts and open government.

- **Tim Carpenter** and **Celia Llopis-Jepsen**, reporters for the Topeka Capital-Journal, received the Victor Murdock Award for

reporting excellence. Their series of articles focused on Gov. Sam Brownback's first three years in office and detailed the effect of his policies on poverty, education, healthcare, the economy and other issues.

- **Joanna Chadwick** and the staff of the Wichita Eagle was recipient of the Boyd Community Service Award for its program to help organize free attendance for approximately 250 children at sports camps they would not have been able to afford. The event featured instruction and drills from more than 50 local college and high school athletes and coaches. The participants learned fundamentals in football, volleyball, basketball, soccer and track and field.

Board members finishing terms included:

- **Brad Lowell**, Northwest District director, Concordia Blade-Empire and Beloit Call.

- **A.J. Bozarth**, Central District director, Norwich News and South Haven New Era.

- **Ben Marshall**, Past President, Sterling Bulletin.

- **Gregg Ireland**, Daily Director, Topeka Capital-Journal.

Richard Gannon, KPA director of governmental affairs, and **Doug Anstaett**, KPA executive director, were recognized after reaching their 10th anniversaries with the association.

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**

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