

CELEBRATING OUR 150TH YEAR!

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION APRIL 17, 2013

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KPA CALENDAR

MAY 3-4

Kansas Press Association 150th annual convention, Capitol Plaza Hotel, Topeka.

SEPT. 12-15

National Newspaper Association 127th annual convention, Phoenix.

DEC. 15

National Bill of Rights Day.

Deadline approaches for KPA convention celebrating '150th'

Join us in Topeka May 3 and 4 as we celebrate the 150th anniversary of the Kansas Press Association. Time for registering is running out.

"We have lots of exciting things happening at this year's convention, including the opportunity to win a trip to Branson, tickets to Manhattan's Country Stampede, a summer work day with the KPA staff and cold, hard cash," said Emily Bradbury, director of member services.

The deadline for reservations for this year's convention is this Friday. A registration form can be accessed at: <http://kspress.com/sites/default/files/webpackage.pdf>.

"While the deadline for room reservations has passed, rooms are still available, so please complete the reservation process soon," Bradbury said. "You can try to reserve your room online (no group code required) at https://reservations.ihotelier.com/crs/g_reservation.cfm?groupID=456937&

Lead sponsors of the convention this year are AAA, Blue Cross and Blue Shield of Kansas, e-Type Services, Kansas Electric Coopera-

See KPA on Page 3



Peter Wagner, an Iowa newspaper publisher, is ready to share great ideas for growing your print advertising dollars at this year's Kansas Press Association convention.

Newspapers score high in Nielsen study

Newspaper media — print and online — scored the highest on overall engagement of consumers in a landmark study released Tuesday.

The Newspaper Association of America released the Nielsen study that compared the ability of major media, including newspapers, television, radio and social media, to engage audiences. The study looked at consumer engagement with media content — and importantly, compared each medium's ability to engage

consumers with advertising.

This side-by-side advertisement scoring will aid marketers and agencies in assessing media by their ability to engage consumers who seek and respond to advertising, not just by audience numbers alone.

The study, underwritten by NAA and released here during NAA mediaXchange 2013, surveyed 5,000 adults on 11 different metrics for engagement, including trust and ethics, how connected media make people feel, the value or inspiration they

add to life and the effectiveness of advertising.

"In this era of media fragmentation, advertisers want an environment in which their messages are noticed, sought and responded to," said Caroline Little, NAA president and CEO. "This first-of-its-kind national study by Nielsen clearly demonstrates that newspaper print ads get noticed more than all other media and drive the highest purchase intent. And, newspaper

See NIELSEN on Page 5

Attendees prefer to chew fat on newspaper industry's future

Sometimes I'm in a quandary when it comes to deciding the topic for my column. So today, I took to Facebook — you've probably heard of it — and asked journalists to key in with their own thoughts. My post:

Should my column today focus on (choose one):

1. The state of the industry, in particular what is going on in the Syracuse N.Y. area.
2. Technology and software.
3. Reaction to my recent speeches and columns concerning the Newhouse/New Orleans situation.

I knew that options #1 and #3 were similar and could skew the results, but I threw caution to the wind and asked anyway. Within a few minutes, I had 44 responses. I discarded two from non-journalists.

The results:

- 1: 12 votes (state of industry)
- 2: 15 votes (technology)
- 3: 13 votes (New Orleans)

Is Syracuse a newspaper graveyard?

Several voters, led by editors and publishers in New York, chimed in that the situation in Syracuse, where 17 community papers, owned by Scotsman Media Group, closed in one day — more precisely, one moment — in March, should be my emphasis due to the timeliness of events.

I have a keen interest in what took place in central New York on March 11, partially because I was in Syracuse when the announcement took place. In addition to the

physical proximity of the announcement, the situation follows the dismantling of another daily owned by Advance/Newhouse in Syracuse.

The end is near. Or is it? Which leads me to option #3, the New Orleans Times-Picayune. Recent circumstances convince me that interest in the events in New Orleans continues to plague the thoughts of many journalists. During a recent convention, I stood in front of a sizable group of publishers and ad managers to speak to them, presumably about customer service.

Before I began to speak, a hand went up from the audience. That doesn't normally happen as I begin to speak.

A question was posed to me concerning the future of newspapers and the relationship between the demise of print journalism and events in New Orleans.

Another hand — and another question — followed. This was followed by another. Finally I said, "I'm really supposed to be speaking to you about customer service. Would you rather spend time talking about this instead?"

"Yes," was the resounding, verbal response. It looked like a southern church service as I saw people saying "yes" and shaking their heads in affirmation.

"OK," I said, "let's talk about it." And talk about it we did. Almost every



Kevin Slimp

So what is the question I'm asked more than any other related to publishing technology? 'How can I get my photos to look better in print?'

See SLIMP on Page 4

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MARCH KDAN, KCAN WINNERS

The following newspapers sold either KDAN or KCAN ads in March, 2013. Remember, if you sell one of these ads, which run in almost 150 Kansas newspapers, you keep half the money. On out-of-state ads, you get half the commission.

- Anderson County Review — five statewide KDAN ads for \$4,125 in revenue earned; also four out-of-state DAN ads for \$720.
- Hays Daily News — three regional KDAN ads with \$630 earned.
- GateHouse Media — 18 KCAN ads with \$2,700 revenue earned.
- Council Grove Republican — one KCAN ad with \$150 earned.

Remember, you also now can sell into the online network and the Quarter-Page Network.

Call Sara Marstall at (855) 572-1863 or email at smartall@kspress.com.

Selling ads in a world of bright, shiny objects

Meet Erica, a veteran of many years of sales presentations. “There’s a lot of talk these days about people who are drawn to Bright Shiny Objects,” she told me. “In most cases, that’s a reference to consumers rushing to purchase the newest technical gadget, even if their older version works just fine. But in reality, Bright Shiny Objects can refer to anything new and different.

“One of the lessons I’ve learned over the years,” she said, “is that some people are restless. For whatever reason — desire for novelty, competition with peer groups, or plain old boredom — they are always on the lookout for new things. In the business world, they are constantly trying new procedures, new initiatives, new vendors — even new employees. If the new thing works, fine. If not, there’s always another new thing around the corner.”

Erica explained that she looks for evidence of the Bright Shiny Object syndrome. For example, is an advertiser always considering new themes or media plans? Are marketing proposals requested frequently? Has he or she ever tried to shorten a long-term ad contract? Does the account seem to



John Foust

have a new ad agency — and a tweaked brand identity — every year?

“These are signs of someone who likes Bright Shiny Objects,” she said. “So I build my presentations around newness. Of course, I mention my paper’s stability in being around for a long time, but I put a lot of emphasis on the new things we have to offer.”

That’s a solid sales strategy. Let’s take a closer look:

1. New information. “Like any good sales person, I ask a lot of questions, Erica said. “There’s a lot of truth in the old saying, ‘knowledge is power.’ The only thing I can learn by talking is that I might be talking too much.”

She is consistently looking for new information about her advertisers. What are their thoughts on their current marketing? What are they considering for the future? What information can she provide that might be of help?

2. New audience. “Our number one product is readership,” Erica said. “When we expand our coverage, that’s big news. I’ve found it helpful to use a map to show the growth areas. A picture is worth a thousand words, and geographic changes are easy to illustrate.”

3. New products. According to Erica, this is where you can score big points. A new product — whether it’s a special section, a snazzy addition to your web site, or a social media feature — is an authentic Bright Shiny Object.

4. Improvements in existing products. Does your paper have a new printing process? (That can mean better color and faster turnaround.) Do you have access to new market research? (Better targeting.) Have creative capabilities been improved? (Additional design staff, recent creative awards, etc.) Has your paper opened a new office or revamped the old office? Are there new

ad discounts? (Save money, get more bang for the buck.)

“It’s all about getting in step with advertisers,” Erica said. “I believe my paper can be just as bright and shiny as any other media vehicle.”

John Foust has conducted training programs for thousands of newspaper advertising professionals. E-mail for information at jfoust@mindspring.com. (c) Copyright 2013 by John Foust. All rights reserved.

KPA Convention

Continued from Page 1

tives and Kansas State University.

New this year is a KPA convention schedule website and mobile app, where you can keep up on schedule changes, speakers and attendees by downloading the free app.

The schedule and mobile app can be found at: <http://kpaconvention2013.sched.org/>

Headliners this year include Russell Viers, who trains all over the world on Adobe PhotoShop, Illustrator and InDesign, and Peter Wagner, an Iowa publisher best known for his fast-paced presentation of easy-to-do promotions for both advertising and circulation growth and his straight-to-the-point training seminars. His weekly newspaper, the N^W West Iowa Review in Sheldon, has been called the best weekly newspaper in America by “American Journalism Review.”

The Friday night banquet, always

popular with attendees, will once again include the induction of three new members in the Kansas Hall of Fame and presentation of the Clyde M. Reed Jr. Master Editor Award, Gaston Outstanding Mentor Award, the Boyd Community Service Award and the Victor Murdock Award.

The annual Awards of Excellence presentation will take place as usual on Saturday afternoon.

Other events will include breakout sessions and speed topics on sales, news writing, digital media, circulation and newspaper research/

And if you like games, a ‘Who Am I’ contest involving our own Richard Gannon dressing up as a famous Kansas Newspaper Hall of Fame member from the past will test your historical knowledge of KPA.

Guess who he is and you’ll be in a drawing for \$25 in cash.

If you think you’re an accomplished designer, participate in the “Ad Designer’s Challenge” and show off your graphic design skills.

What are their thoughts on their current marketing? What are they considering for the future? What information can she provide?

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He came late to the newspaper trade, but he's loved it!

My term as president of the association ends in a couple of weeks, and I want you to know how much I have appreciated the opportunity to serve in that capacity, as well as on the board of directors, over the past eight years.

I am a relative newcomer to the newspaper trade, having taken over stewardship of the Sterling Bulletin a mere 16 years ago. Up to that point, I had spent a 30-year career in communications and marketing management, followed by three years as public relations director at Washburn University.

Dave Furnas, executive director of the Kansas Press Association at the time, directed me to the opportunity in Sterling, taught me how to examine newspaper financials and determine whether buying the Bulletin made good business sense.

At the time I set out on this new career, I had no idea how fulfilling and rewarding community journalism could be. Nor did I understand, early on, that the weekly newspaper is the linchpin of every small town fortunate enough to have one; philosophy takes a back seat to deadlines and creditors in the early years of ownership.

We worked very hard to build news value with stories of city commission and school board meetings, stories of our high school and college students and the occasional meth lab bust. So it came as a great surprise to learn early from our readers that they turned to our editorial page first, before reading the week's news on Page 1. They were looking to our newspaper for leadership on issues of importance to the community.

Early on, we made mistakes. The most egregious was the endorsement of a city commission candidate. We haven't done that again.

We also had some "wins," including a campaign to bring reliable cell phone coverage to Sterling back in the days of the "bag phone."

Technology changed us, too, from waxing machines and paste-

up pages to the transmission of electronic images to our printer's FTP site.

The Bulletin burned to the ground in 2002, just as we were turning the corner. Phone calls and emails from many member publishers, whom I had met at the conventions, came pouring in with offers to help. Their graciousness and generosity, along with the tutelage I had received from Dave Furnas, led me to say "yes" when I was asked to take a district director's position on the KPA board.

In the years that followed, I have seen first-hand how effective Executive Director Doug Anstaett and Rich Gannon, director of governmental affairs, have been in our dealings with the legislature. Doug is also an excellent facilitator in meetings at which numerous alternatives affecting our membership are decided by the KPA board.

Some of you have been blessed, like me, with similar experiences in your dealings with the association.

You've reaped the benefits of membership and developed close personal contacts with peers over the years, but the "full-court press" of daily or weekly operations has kept you chained to the office.

I would encourage you to look outside the reach of your circulation, the subject of your next editorial or the ad lineage of your next issue to consider what you could bring to our association. Find your district representative or a board member (they're the ones with blue ribbons on their name tags) at the convention and ask them about serving on the board. I'm sure they, too, will tell you it's their way of saying "thanks."

See you in Topeka!

Ben Marshall is editor and publisher of the Sterling Bulletin and 2012-13 president of the Kansas Press Association Board of Directors.



Ben Marshall

Slimp

Continued from Page 2

person in the audience held a hand in the air to ask a question or make a comment. I used language I don't normally use when asked about "experts" who say print is dead. Verbal cheers arose from the audience as I gave my honest opinions about various concerns.

Finally, after half an hour, I announced that I was going to talk about customer service. The crowd laughed and wrote frantically as I discussed customer service snafus I'd dealt with and, afterwards, a line formed. Everyone, it seemed, loved my stories about customer service. But it was the other topic — the future — they wanted to discuss.

One publisher asked if I could address all the publishers of his group during a summer meeting. A university professor asked if I could speak at a national academic conference related to journalism. A lot

of folks, it seems, are tired of hearing that print journalism is dead, when their own circumstances elucidate a different reality.

Now let's make those photos look better!

As you might have guessed, with a vote so close, I decided to fit a little of all three topics into this month's column.

So what is the question I'm asked more than any other related to publishing technology? It's not about new features in Adobe CS6 applications or the latest plate-setter. It's not even about PDF files.

The question I'm asked most often is, "How can I get my photos to look better in print?"

So let's talk about a feature in Photoshop that's been around since our grandparents' days: Hue/Saturation. It might not be as exciting as some of the newer tools in Photoshop, but it's rare that I edit a photo without it.

Here's the premise behind my love of the Hue/Saturation tool. The most common irritation most newspapers have with photos is the contrast and clarity of skin

tones when printed. A big reason for this is that skin, when printed, is primarily created with red ink. Red tends to look much darker when printed on newsprint. The Hue/Saturation tool is a big help with this peccadillo.

Try this on a photo and see how it works:

1. After adjusting the levels or curves, click on Image>Adjustments>Hue/Saturation
2. Select any color from the "Master" color list
3. With your mouse, click on an area that contains skin in the photo
4. Adjust the "Lightness" to the right, just a tad, to lighten the skin
5. Click "OK" and celebrate with doughnuts for everyone!

There you have it. It seems we've fixed, or at least discussed, a little of something for everyone.

No need to thank me. It's what I do.

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

Nielsen

Continued from Page 1

media also demonstrated the highest level of engagement.”

Key findings from the study include that newspaper media – print and online – scored the highest of all media on overall engagement. Where newspapers and their websites stood out most was in the efficacy of advertising. On a scale of different metrics of advertising effectiveness – including “usually notice ads,” “likely to purchase” and “best place for Black Friday shopping” — the average score among U.S. adult consumers for newspaper media consistently exceeded those of all other media. When looking, for example, at the aggregate advertising scores, newspapers and newspaper websites together delivered a 12 percent larger advertising-engaged audience than the overall average for all media, and 16 percent larger than that of social media.

This study also looked at consumers’

engagement with content produced by these various media channels. The study found that Americans consume a wide range of media, but their feelings about the trustworthiness of what they consume, the extent to which it adds value to their life and whether they respond to advertising varies substantially by source. Newspaper media, while not accessed as often, scored higher on most of the metrics for engagement, including trust, public service and all four measures of advertising efficacy.

NAA is a nonprofit organization representing nearly 2,000 newspapers and their multiplatform businesses in the United States and Canada. Members include daily newspapers as well as nondailies, other print publications and online products. Headquartered in Arlington, Va., the association focuses on the major issues that affect today’s newspaper industry, such as public policy/legal matters, advertising revenue growth and audience engagement across the medium’s broad portfolio of products and digital platforms. More information about NAA and the industry is available at www.naa.org.

DEATH

Tom Mall

Tom Mall, former Linn-Palmer Record owner and editor, died March 26, 2013 at the Washington County Hospital. He was 85.

He was born April 4, 1927 at Broughton to Roy H. and Beulah Brouillette Mall. He graduated from Clay Center High School in 1944.

Mall attended Kansas State College before serving in the U.S. Army for two years.

He married Joan Dankenbring in Palmer on Jan. 11, 1953. She died in 1998. He married Norma Behrens Flear in 1999.

He began his newspaper career in 1955, working for Albert and Florence Higgins at the Linn-Palmer Record. He purchased the company in 1962. Later, he took over publication of the Barnes Chief and Greenleaf Sentinel.

He retired in 2012 and the Record was acquired by Dan Thalmann, Washington County News owner.

Survivors include his wife, Norma; five sons, a daughter, two step-daughters, eight grandchildren, four great-grandchildren; three step-grandchildren and four step-great-grandchildren. The funeral service was March 30.

STAFF CHANGES

Donna Celaya has joined the Montgomery County Chronicle staff as a reporter in the Cherryvale office. She has

28 years’ experience with newspapers and radio. Her husband, Louie, is pastor at the New Hope Christian Church.



THIS MONTH’S QUESTION

Q. I want to nominate a former colleague for the Kansas Newspaper Hall of Fame and the Clyde M. Reed Jr. Master Editor Award. Is there a form? When should I do it?

A. No form is necessary. Just send us a nomination letter at any time during the year detailing why you believe a long-time Kansas newspaperman or newspaperwoman should be in the Hall of Fame or receive the Master Editor award. We’ll take it from there. The choices have been made for 2013, but next year’s nominations are open now.

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JOB OPENINGS/FOR SALE

NEWSPAPERS FOR SALE

114-year-old county seat weekly newspaper in SE Kansas for sale. The newspaper is qualified to publish legal advertising and has a strong display advertising base with unlimited potential. Paper has grossed around \$70,000 to \$80,000 over the past three years with an absentee owner. No real estate involved, but building currently housing newspaper can be rented. Small house (needs some TLC) is also included in sale. Great for add-on for a chain or a young couple. Asking price is \$30,000. Serious inquiries only. Contact newzboy3@yahoo.com.

Respected 128-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. (4-2)

CIRCULATION/DISTRIBUTION

CIRCULATION MANAGER — The Daily Union in Junction City (KS) has a full-time position for a self-motivated professional to lead our distribution and sales teams. We have multiple newspapers that provide great opportunities to analyze current practices and implement creative approaches as we increase our subscriber base. The leader we seek would have experience in these areas and be team and customer oriented with a hands-on leadership style. We offer an excellent health, dental, 401k, vacation and holiday benefits package. Please send resume to: Tim Hobbs@thedailyunion.net. (4-17)

NEWS

REPORTER/GRAPHIC DESIGNER — Russell County News seeking reporter with graphic design skills. Could lead to management position. Send resume to P.O. Box 513, Russell, KS 67665 or jack@mainstreetmedia.us. (3-28)

HELP WANTED — GateHouse Media seeks editors and reporters who love local news, and who think small and mid-sized towns are great places to call home. With 494 community publications and more than 250 related websites from New York to California, GateHouse-owned media reach 10 million people each week. We are looking for innovative, digitally savvy journalists who believe in great storytelling, know how to run and execute projects, and who will delight and inform readers.

Work samples and resume to Dale Brendel at dale.brendel@leavenworthtimes.com or Kent Bush at publisher@augustagazette.com. (3-5)

WANTED: SPORTS EDITOR passionate about local sports to energetically lead a two-person department in covering high school and college programs that are perennial state and national contenders. This full-time position at a Kansas five-day daily is responsible for coordinating daily multimedia sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation and, most importantly, a desire for excellence. Weekend and evening hours required. If this is you, please send letter, clips, resume and references to danstaett@kspress.com. (2-27)

MANAGEMENT

EDITOR/GENERAL MANAGER — The Beloit Call is seeking an energetic, creative person to edit and manage the three-days-a-week publication. This is an excellent opportunity for someone dedicated to community journalism and who is willing to write, take pictures, sell ads, lay out pages, work in circulation as well as lead a four person staff. We can promise never a dull moment in this thriving, industrious community. Benefits include health care insurance. Contact Brad Lowell at 785-243-2424 or jbrad@nckcn.com. (3-26)

ADVERTISING/MARKETING

MARKETING SOLUTIONS MANAGER — The Hutchinson News, the leading producer of print, digital, and niche publications in South Central/Western Kansas is looking for a Marketing Solutions Manager. We are searching for a sales and marketing leader who can help our top-notch sales staff work with our valued customers solve their advertising and marketing needs by developing strategies and promotions that take advantage of our wide range of print and digital products and services. We need a manager who enjoys spending time in the field coaching a team of nine highly trained sellers. This position reports to the regional advertising director. The Hutchinson News is part of Harris Enterprises, a multi-media company serving Kansas and Iowa. Harris Enterprises is committed to providing its audiences with the best products and most relevant content available. The company is also committed to providing its sales consultants with the tools needed to accomplish its goals. If you are ready to take on the op-

portunities and challenges of this position, please submit a resume and cover letter by April 8, 2013 to: Dave Gilchrist, Advertising Director, The Hutchinson News, P.O. Box 190, Hutchinson, KS 67504-0910, Email: dgilchrist@hutchnews.com (3-14)

The Garden City Telegram is seeking a **GRAPHIC ARTIST MANAGER** who will oversee the graphic department and staff, manage workflow and meet deadlines and coordinate special projects, ad design and other marketing design work. Successful candidate will have experience in graphics programs including Adobe Creative Suite, especially Photoshop and InDesign. Knowledge of Illustrator and Flash helpful but not required. The Telegram, a daily newspaper in southwest Kansas and part of the Harris Group, offers a generous salary and benefits package. The Telegram is an Equal Opportunity Employer. To apply (email only), send resume and cover letter to: Robin Phelan, Advertising Director, at rphelan@gcteagram.com. (1-23)

ADVERTISING DIRECTOR — The Salina Journal, a central Kansas 28,000 circulation daily newspaper, is looking for an energetic, innovative and well-versed advertising professional to lead a sales team to the next level. With a robust retail environment, opportunities abound for sales in print and digital products (website, mobile and tablet). Experience a must. Email applications only please. Send resume to Editor and Publisher M. Olaf Frandsen at ofrandsen@salina.com. The Journal is a division of Harris Enterprises Inc., and is an equal opportunity employer. (1-22)

Independently owned newspaper located in Southeast Kansas has openings in **ADVERTISING SALES** in our Chanute, KS office. The job requires making daily sales calls to established accounts, building an account list, achieving monthly sales goals for multiple products, including the newspaper, website, niche products and a community magazine. This is a small retail sales market with the closest city about half an hour away. If you like people, have an outgoing personality and a positive attitude, this could be a great opportunity. Compensation includes salary, monthly commissions and a competitive benefit package. Apply in writing to Peter Cook, The Chanute Tribune, PO Box 559, Chanute, KS 66720. No phone calls please.

JOB OPENINGS/FOR SALE

Continued from Page 6

Award-winning media company seeks passionate customer-focused problem solvers who have the ability to cultivate client relationships. The ideal candidate not only should demonstrate skills needed for well-rounded print and multimedia ADVERTISING SALES but also be well-suited for a team environment. Please email cover letter, resume and salary requirements or for more information, contact Laurie Blanco at lblanco@ottawaherald.com by April 30.

Independently owned newspaper located in Southeast Kansas has openings in ADVERTISING SALES in our Fort Scott, KS office. The job requires making daily sales calls to established accounts, building an account list, achieving monthly sales goals for multiple products, including the newspaper, website, niche products and a monthly shopper. If you like people, have an outgoing personality and a positive attitude, this could be a great opportunity. Compensation includes an aggressive commission. Apply in writing to JD Handy, The Bourbon County Review, 14 S Main, Fort Scott, KS 66701.

Independently owned newspaper located in North Central Kansas has openings in ADVERTISING SALES in our Westmoreland, KS office. The job requires making daily sales calls to established accounts, building an account list, achieving monthly sales goals for multiple products, including the newspaper, website, niche products and a monthly shopper. If you like people, have an outgoing personality and a positive

attitude, this could be a great opportunity. Compensation includes an aggressive commission. Apply in writing to Randall Handy, The Westmoreland Recorder, 317 Main, Westmoreland, KS 66549.

ADVERTISING SALES DIRECTOR — Missouri Press Service seeks Advertising Sales Director in its Columbia, Mo. office. Sell and place newspaper ads (print and online) for a variety of clients. Service existing accounts, prospect and sell new accounts, provide customer service. If you can sell, are energetic, a team player, communicate well, are self-motivated, accurate, detail-oriented then let's talk. Sales experience, newspaper ad background, computer, Internet advertising, social media skills, some newspaper ad design are essential. Some travel required. Retirement plan, benefits. Send resume including salary expectations to dcrews@socket.net.

PRODUCTION

Experienced PRESS OPERATOR needed: The Junction City Daily Union is seeking a dependable, mature individual to join our operation. The right candidate will serve as team leader and help oversee press and mailroom staff for either our day or night shifts. We publish two daily newspapers, two weekly newspapers and multiple commercial print publications each week. Experience should include working on a Goss Community, 6 unit press and insert equipment. Must be mechanically inclined, detail oriented and able to assist in performing regular maintenance on equipment. If interested, please email G.Malsbury@thedailyunion.net. EOE

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 FOR SALE

SUPPLIES FOR SALE — We have recently switch to CtP and still have a little inventory we would like to sell at a discounted rate, including Southern Litho film and plates as well as fixer, activator and finisher. Contact Mary Hoisington at the Great Bend Tribune for more information. 620-792-1211 or mhoisington@gbtribune.com.

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.

Here's a real news flash: Newspapers aren't dead!

By Rem Reider

USA Today columnist

Painfully slowly, not all that surely, a new business model for newspapers is taking shape.

It's hardly time to uncork the champagne. The challenges remain formidable. But after years of steady, ominous decline in the face of digital disruption, the long-derided dinosaurs are showing signs that they may not be leaving the building anytime soon.

The business will be smaller. The sky-high profits of years past are as over as the Spice Girls. But oblivion is not necessarily part of the equation.

The core question for newspapers in recent years has been, where is the money

going to come from? The Internet blew up their lucrative advertising monopolies. Craigslist took their classifieds. And while newspaper websites significantly increased the size of their audiences, digital advertising, once seen as the holy grail, has been profoundly disappointing.

There are two major elements in the emerging survival strategy:

- Circulation revenue is increasing. The key: Charging for digital content. Newspapers are now making money from digital-only subscriptions and, more important, bundled subscriptions that give readers access to information in a multitude of ways.
- Newspapers are leveraging their skills to bring in revenue from activities other than

journalism. Most significant is providing marketing services to local businesses trying to figure out how to flourish in a transforming environment. But newspapers are also earning money through e-commerce and hosting events.

"We are beginning to see a glimmer of a 2018 business model, one that is at least stable and at best shows some growth," says *news industry analyst Ken Doctor*, author of "Newsonomics: Twelve New Trends That Will Shape the News You Get." He adds, "We have pieces of the puzzle."

To read more, go to <http://www.usatoday.com/story/money/columnist/rieder/2013/04/10/rem-rieder-column/2068299/>.

CIA agents' case cries out for open probable cause affidavits

Several times during the past decade, the Kansas Press Association has tried without success to overturn a law that closes the probable cause affidavits police use to secure warrants to arrest suspects and to execute searches.

We've had anecdotal information to support our belief that — just like about everyone else in government — police should be subject to some checks and balances in their powers.

Kansas, by the way, is the only state in the nation that still presumes these records closed.

Well, a few weeks ago, we received some more ammunition to use in the next legislative session.

Two former members of the Central Intelligence Agency, Adlynn and Robert Harte, came under suspicion for drug possession and subsequently had their home raided by police in Johnson County.

Why? Apparently because they had purchased indoor growing supplies, which are often used by marijuana growers to conceal their nefarious activities.



Doug Anstaett

No evidence was discovered of any illegal activity during the raid.

The agents are suing to see the probable cause affidavits, which would reveal what the police had claimed to secure a search warrant from a judge.

They are suing because they were “illegally targeted.” The raid obviously brought them great embarrassment.

Their lawsuit says: “With little or no evidence of any illegal activity, law enforcement officers make the assumption that shoppers at the (hydroponic equipment) store are potential marijuana growers, even though the stores are most commonly frequented by backyard gardeners who grow organically or start seedlings indoors.”

The closure of PCA's has been particularly galling to reporters in the Kansas City area.

If a crime occurs on the Missouri side of the border, the probable cause affidavits are routinely shared with reporters.

On the Kansas side, the PCA's are always closed before a trial and almost never opened, even when an obvious mistake has been made.

The couple's problem reminds me of the fuss over a search of the home of Roger Valadez of Wichita during the infamous BTK investigation several years ago.

Police in early 2007 apparently believed Valadez to be a person of interest in the case, if not the killer himself. They obtained a search warrant and rushed into Valadez' home. While the law requires a copy of the search warrant to be shared, it doesn't require the probable cause affidavit, the evidence showing why the search will likely turn up credible evidence, to be a public record.

Valadez had to sue the city to get it, and even then, the city only allowed his attorney to view the PCA.

Public scrutiny of such affidavits would provide a check against police abuse of power. If such affidavits were public records after an arrest is made or a search conducted, officers would think twice about falsifying them, especially when they swear to a judge that to the best of their knowledge the information in the PCA's is truthful.

The CIA employees' lawsuit just may reveal how idiotic the Kansas ban on disclosure is.

We'll be watching it very closely.

The bill KPA has supported in the past has plenty of safeguards for the police and the courts. It's about time we reversed this long-standing travesty.

Doug Anstaett is executive director of the Kansas Press Association.

NEWS BRIEFS

Wassmuth to lead KSU's A.Q. Miller School

MANHATTAN -- Birgit Wassmuth will be the next director of the A.Q. Miller School of Journalism and Mass Communications at Kansas State University. She will start her new job in June.

“We are delighted Dr. Wassmuth will be joining us as the next director of the school,” said Louise Benjamin, interim director of the Miller School. “She brings a myriad of professional, academic and administrative experiences with her to K-State, and we look forward to her leadership in the coming years.”

Wassmuth comes to Kansas State University from Kennesaw State University, near Atlanta, Ga., where she served as chair of the department of communication for more than seven years,

Staff changes, awards announced

Jennie Loucks has joined the Chase County Leader News as a reporter. She is a Washburn University graduate and a native of Emporia. She previously worked at the Emporia Gazette, which owns the Leader News.

Adam Holt is the new editor of the Bourbon County Review. He began with the Review as sports editor in April 2012 and will continue in that role as well. Holt also holds a Master of Divinity degree and serves as pastor at the Wall Street Christian Church in Mound City.

Amy Bickel, agricultural writer at the Hutchinson News, received

the top national news award in the North American Agricultural Journalists 2013 writing contest. Bickel won first place for “A Hard Day's Work,” a package on immigrant and seasonal workers and the role they play in the region's economy.

Steve Sell, former sports editor of the McPherson Sentinel, was honored recently with the Oscar Stauffer Award, given annually to the top high school sports writer in Kansas. He is only the second sports writer in Kansas history to receive the award twice.

Bob Campbell is a new staff writer with the Scott County Record. A Texas native, he has more than 43 years of experience in the newspaper industry. Campbell's wife, Ruth, was recently named news editor for the Garden City Telegram.

Judy Price, long-time reporter for the Emporia Gazette, has retired after 33 years at the newspaper. She will continue to be “on call” at the Gazette and Red Rocks, the home of William Allen White that is now a Kansas historical site.

Abby Crosthwait has joined the Ottawa Herald as a multimedia reporter. She is a 2011 Park University graduate from Kansas City.

Freddie Arnold is the new sports editor of the Belleville Telescope. He will assist with photography and other coverage as well. He studied journalism and mass communications at the University of Nebraska at Kearney and got his degree in physical education.