

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION APRIL 22, 2015

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Doug Anstaett talks turkey on the need to reinstitute a "Day at the Legislature" to bring our message directly to Topeka.

KPA CALENDAR

JULY 16-17

Adobe Creative Suite training, with Russell Viers, KPA office in Topeka.

OCT. 1-3

National Newspaper Association Convention, Saint Charles (Mo.) Convention Center.

DEC. 15

National Bill of Rights Day.

APRIL 22-23, 2016

Kansas Press Association annual convention, Overland Park DoubleTree Hotel.



Design consultant Ed Henninger was a popular presenter at the Kansas Press Association convention in Junction City on April 18. He encouraged attendees

to be bold with advertising, sell front page ads at a premium and do whatever is necessary, within reason of course, to meet the needs of advertisers.

Clasen, Zerbe enter Hall of Fame

Taylor is 2015 Master Editor

JUNCTION CITY — Two professional journalists — both long-time Kansas newspaper publishers — were inducted posthumously into the Kansas Newspaper Hall of Fame Friday night at the annual meeting of the Kansas Press Association in Junction City.

Richard "Dick" Clasen, the late publisher of the Eureka Herald, and Carter Zerbe, the late publisher of the Augusta Gazette, were honored by their colleagues for a lifetime of service to the newspaper industry in Kansas.

Both grew up as sons of newspaper publishers. The meeting at the Courtyard by Marriott in Junction City also included recognition for journalists for community service, investigative reporting and career accomplishments.

Clasen was born in Norborne, Mo. in 1942. He began his career as editor of the Florence Bulletin in 1964. He later was co-publisher and editor of the Yates Center News before purchasing the Eureka Herald in 1976.

He was a former president of the KPA and

See AWARDS on Page 5



Susan Lynn

Lynn elected KPA president

Susan Lynn, editor and publisher of the Iola Register, was selected president of the Kansas Press Association Board of Directors Saturday at the association's annual convention.

Lynn succeeds Dan Thalmann, owner-publisher of the Washington County News and the Linn-Palmer Record, who will serve another year on the board as past president.

The slate elected for the coming year includes:

- Sarah Kessinger, editor and publisher of the Marysville Advocate, first vice president;
- Olaf Frandsen, editor and publisher of the Salina Journal, second vice president;
- Andy Taylor, editor of the Mont-

See LYNN on Page 3

Police logs basic ingredient for monitoring public safety

Is it necessary that the traffic ticket was reported in the newspaper again, a reader asks. The original citation was published two months ago.

Publication of traffic citations probably generated the most calls during my tenure as editor. No. 1, nobody likes being linked with a police report – whether it’s something as common as speeding or something that carries greater notoriety, such as a DWI. No. 2, the offenders get confused – and often angered – between the report of the actual ticket and then the report of the court disposition.

We collected traffic reports regularly from the police and sheriff departments. The reports were part of the menu of public records that readers expected to see in our newspaper.

We also believed the information was valuable to readers in terms of public safety. Is a neighborhood experiencing a rash of vandalism? Are DWIs on the rise? Should residents be on the lookout for another scam artist?

Of all public records, traffic citations are among the most worrisome and embarrassing to violators. A youth is afraid that he’ll lose his job. A teacher is concerned how she can explain a speeding ticket to students. An elderly woman is flustered that this is her first-ever ticket. A coach dreads facing his players after getting ticketed for a DWI.

Adding to the frustration of the accused is the lag time between when a ticket is issued and when the court disposes of the case. It can be weeks, or even months, depending on circumstances.

We believed both parts of the reports were newsworthy. For example, police might break up a beer party and issue several tickets. The community should be apprised immediately. It’s equally important to follow a case to see what penalties are assessed.

The accused are not the only ones to raise concerns over detailed police blotters. Editors are not of a similar mind-set either.

Consider this sampling from one newspaper’s police log: June 3 – theft, U.S. 160; May 28 – Found property, Country Center Drive. June 3 – Disturbing the peace, Hermosa Street. June 9 – Violation of custody, San Juan Street. No offense intended, but one must ask: What value is this report?

Editors should recognize the role of police blotters. For example, there’s value to knowing that police conducted a Safe and Sober

campaign and issued nine tickets for drunken driving in an evening. It’s noteworthy that a dozen underage youths were cited for illegal drinking at a graduation party.

A great deal of the value of police logs is in the immediacy of the reports, especially if the incident prompts a community response. That would not be accomplished if newspapers reported only the adjudication of cases, which can take weeks or months.

Newspapers certainly have a right to report public records. They also have an accompanying responsibility. Editors should be just as diligent to report charges that are dropped or changed through plea bargaining.

Readers frequently asked that a public record be withheld. It might be a marriage license, divorce

proceeding or ambulance run, but tickets were most commonly requested.

The reasons were varied, and some had more merit than others. Callers may be screaming or crying, loud or barely audible, embarrassed or obstinate. They might be calling for themselves or for a friend or family member.

Reduce all these requests to the most basic term, and each person was seeking special treatment. Each was asking the impossible because our policy was that we could not pick and choose. If we printed one, we must print them all. To do otherwise would place us in the position of being judge and jury – to determine that one person’s plea was more worthy than another’s. And we’d never know all the facts.

The simplest and fairest policy is to treat all public records as just that – public – in the belief that openness serves the greater number of people over the greatest period of time.

Many individuals will disagree with such a policy, especially if their own names appear in a police log. But it’s a good bet they would be even more upset if newspapers selectively published names on the basis of who made the most convincing argument to an editor.

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

He can be contacted at www.pumarlo.com.



Jim Pumarlo

2015-16 KPA BOARD

Susan Lynn

President

Iola Register

susanlynnks@yahoo.com

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Marysville Advocate

skessinger@marysvilleonline.net

M. Olaf Frandsen

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Salina Journal

ofrandsen@salina.com

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Montgomery County Chronicle

chronicle@taylornews.org

Dan Thalmann

Past President

Washington County News

editor@bluevalley.net

John Baetz

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Lincoln Sentinel-Republican

johnbaetz@gmail.com

Peter Cook

Southeast District Director

Parsons Sun

pcook@parsonssun.com

Mary Hoisington

Daily Membership Director

Great Bend Tribune

mhoisington@gbtribune.com

Tim Kellenberger

Northeast District Director

Sabetha Herald

timmy@sabethaherald.com

Denice Kuhns

Southwest District Director

Meade County News

mcnews@mcnewsonline.com

Travis Mounts

Nondaily Membership Director

Times-Sentinel Newspapers

graphicdept@tsnews.com

Scott Stanford

Legislative Director

Lawrence Journal-World

ssanford@ljworld.com

Joey Young

Central District Director

The Clarion (Andale)

clarionpublisher@gmail.com

After some ads run, focus on results, future

Not long ago, I was in the audience for a consultant's presentation on today's business climate. The thing I most remember was listed in the bullet points on one of her PowerPoint slides – the words “What's now? What's next?” She spent all of 30 seconds discussing them.



John Foust

Although these four words were not the main emphasis of her speech – and although they were not used in a sales context – they provide a solution to a problem faced by many sales people.

Let's say you've worked with a new advertiser to set long-term goals and plan a campaign, and now the ads have started running.

Your strategy is to meet with your client on a regular basis to discuss the state of the campaign and see if any tweaks are needed.

What do you say in those meetings? It's vague and repetitive to ask, “So how's your campaign going?” in every conversation. That's where these two questions can be a good alternative.

Simply establish the format in the first follow-up meeting by saying, “We both want you to get the best possible results from your advertising. So in order to focus

our attention, let's concentrate on two things: What's happening now and what's the next step to reach your overall objectives?”

Let's take a closer look:

1. What's now? The beauty of this question is that it takes today as the starting point. It doesn't rehash previous meetings

you've had or open the door to the history of past campaigns. Certainly, you can discuss relevant points from past conversations. But this question is all about the present.

What's happening with their sales? What about inquiries from potential customers?

Is the budget under control? Have other media outlets made sales pitches since the campaign began? If so, how were those presentations received? Are staff members excited about the new campaign?

2. What's next? After the current situation is thoroughly covered, it's time to talk about the next steps. Has anything changed since the original goals were set? Has one marketing tactic outperformed the others? How can we take advantage of that?

Nothing is carved in stone. Tweaks should be part of the conversation, because little adjustments can make a big differ-

ence. When a rocket is launched to the moon, constant adjustments have to be made. I remember hearing that a trajectory which is off by one degree will miss the destination by one mile for every 60 miles traveled. Since the moon is an average of 238,857 miles from Earth (allowing for the elliptical orbit), a rocket which is off by one

degree would miss the moon by 3,980 miles.

This 1-in-60 rule can easily apply to a marketing campaign. Things don't always stay the same. And marketing is not as precise as a program-mable moon launch.

In addition to keeping your advertisers on

course, asking “What's now?” and “What's next?” can help you accomplish more in meetings. In other words, these two questions can be booster rockets for sales.

What's happening with their sales? What about inquiries from potential customers? Is the budget under control? Have other media outlets made sales pitches since the campaign began?

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.

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Lynn

Continued from Page 1

gomery County Chronicle, treasurer;

- Tim Kellenberger, editor and publisher of the Sabetha Herald, Northeast District director;

- Peter Cook, editor and publisher of the Parsons Sun, Southeast District director. Cook had served the past year as Daily Membership director.

- Denice Kuhns, co-publisher of the Meade County News and Clark County Gazette, Southwest District director.

Lynn also reappointed Scott Stanford of the Lawrence Journal-World to another term as legislative director and Travis Mounts as Nondaily Membership director. A new appointee, Mary Hoisington, will serve a one-year term as daily director.

Two district directors with a year left on their terms are Joey Young of The Clarion, Central District director, and John Baetz of the Lincoln Sentinel-Republican, Northwest District director.



Kessinger



Frandsen



Taylor



Hoisington



Kellenberger

Lynn extends her family's tradition with The Iola Register into a fourth generation.

She took the helm from her father, Emerson E. Lynn, in 2000. Emerson continued to write editorials for The Register until a few months before his death in April 2013.

Charles F. Scott, Emerson's grandfather, purchased the Register in 1882. Angelo C. Scott, was publisher from 1938 to 1966.

Before settling in Iola, her father published The Bowie (Texas) News, a weekly, from 1958 to 1965. She has fond memories as a toddler of sleeping on a bed of shredded newspaper while her three older brothers and

parents assembled The News each Wednesday night. Before long, she had her own perch on a wood box to join the crew as an inserter.

Lynn studied journalism at the University of Kansas. After a year studying in England she finished university at Western Washington University in Bellingham. She later earned a master's in library science at Wayne State University in Detroit, Mich.

She has three “humanities-oriented” children, Louise Krug, Tim Stauffer and Aaron Stauffer.

She is now married to Brian Wolfe, a family physician, who has three sons.

It's hard to believe my year is already completed

It is hard to believe my year as president of the Kansas Press Association is already up.

After starting as a very green district director on the board and then moving into the chairs a few years later, I had the opportunity to increase my understanding of our industry and I got to know many newspaper people across Kansas. Though KPA members are as diverse as any industry could be, we all have a common sense of purpose in our businesses. It is fun to be part of a group that creates, clarifies and protects the archive of our nation's history. I hope I've contributed a little bit to this association.



Dan Thalmann

One thing I learned for sure — the Kansas Press Association is a valuable and necessary organization for our industry.

Just like the newspapers it represents,

the association has seen many changes and challenges over the years. But the staff is committed to our cause and goes above and beyond for members whenever anything is needed. We should not take this grand old organization for granted.

Its value is particularly evident every January through May when we end up fighting ridiculous bills created by Kansas legislators. We've had successes in passing a shield law and opening up affidavits in recent years, as well as fighting assaults on open government (which seems like an annual tradition.) Without our presence at the Capitol, I can't help but think the legislature would do something that would be bad. (Yes, that's a generalization, but probably accurate.)

Each of us also gains value when we engage in efforts like the annual convention, the training sessions, the ad networks and all of the other services the staff coordinates for us.

Thanks to Doug, Emily, Rich, Amy, Lori and Amber for keeping the office running smoothly and for everything you've done for the organization (and for me.)

As member newspaper, we get out of this organization what we put into it. We are all the KPA.

Thanks for a memorable year.

... We all have a sense of common purpose in our businesses. It is fun to be part of a group that creates, clarifies and protects the archive of our nation's history. I hope I've contributed a little bit to this association.

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

NEWS BRIEFS

White's 'Red Rocks' open for free events during May

Three events are planned in May at the Red Rocks State Historic Site, the former home of the William Allen White family in Emporia.

The first, on Saturday, May 9, is the 10th anniversary Open House and Ice Cream Social.

It is scheduled from 1 p.m. to 4:30 p.m.

Live music and other entertainment is planned.

The other events are called "Art in the Garden of Red Rocks" and are scheduled from 4 p.m. to 8 p.m. Friday, May 29, and

from 10 a.m. to 5 p.m. on Saturday, May 30.

Local artists will exhibit and sell their works in the beautiful garden setting at Red Rocks.

Admission is free to all the events, but donations are welcome. The events are presented in cooperation with the William Allen White Community Partnership, Inc.

The house is at 927 Exchange Street in Emporia.

Viers set for Adobe seminar at KPA office on July 16, 17

Russell Viers has signed up to lead another two-day training session this summer on the use of Adobe prod-

ucts such as InDesign, PhotoShop, Bridge, Illustrator and Acrobat Pro.

The sessions will be July 16 and 17 at the Kansas Press Association office in Topeka.

A registration form is appended to today's Publisher. Cost is just \$99 per person.

The session will likely fill up fast.

KPA wants your feedback

The Kansas Press Association staff wants your feedback on the just-completed annual convention in Junction City.

[Click on the link here](#) to participate in the Survey Monkey.

It will only take a few minutes and will be valuable as the staff begins to plan for next year's annual convention Friday and Saturday, April 22 and 23 at the DoubleTree Hotel in Overland Park.

KPA ad director has girl

Amber Jackson, advertising director for the Kansas Press Association, and her husband Matt welcomed the birth of a girl on Monday, April 20, at Stormont-Vail Hospital in Topeka.

Chloe Sue Jackson weighed 8 pounds, 8 ounces. Mother and daughter and doing fine.

Chloe joins two brothers, Canon and Foster, at home in Silver Lake.

Jackson joined the KPA staff in June 2014.

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 2015.

Remember, if you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money. Sell one outside of Kansas (SDAN or SCAN) and you get to keep half the commission allowed to KPA.

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

- KDAN — Anderson County Review, five ads placed for a profit of \$4,125; GateHouse Media, one ad placed for a profit of \$400.
- Out-of-state DAN — Anderson County Review, five ads for a profit of \$937.50.
- KCAN — GateHouse Media, 10 ads placed for a profit of \$1,596; Anthony Republican, two ads placed for a profit of \$300.
- Advertising Placements — Hays Daily News, eight ads placed for a profit of \$1,011.

Awards

Continued from Page 1

long-time chairman of the golf committee. Through the years, he served his community in a number of leadership roles, including the Eureka USD 389 Steering Committee for planning of both the new Eureka Junior/



Dick Clasen

Senior High School and Marshall Elementary School.

He was instrumental in the operation of the Eureka Downs horse-racing facility and was former president of the Eureka Country Club and Kiwanis Club as well as a former Republican county chairman in Woodson County.

His popular column was dubbed, "Poor Richard."

He died in 2007. He had five children, and his family now includes 14 grandchildren and six great-grandchildren. His daughter, Robin Clasen Wunderlich, who has served as editor since her father's death, bought the newspaper from her mother,

Rachel Clasen, earlier this year.

Zerbe was born in Burlington, Iowa, in 1939 but had lived in Augusta since 1958. He graduated with honors from Wichita State University and was married to Lolita Buffington for 54 years.

He succeeded his father as publisher of the Augusta Gazette in 1979 and worked in the publishing business for 46 years. He also served as a regional manager for the Liberty Publishing Group, overseeing newspapers in Kansas, Colorado and Arizona. He mentored 18 current or retired publishers from Kansas.

His community activities included service on the board of trustees of Butler Community College and the boards of the Augusta Chamber of Commerce, Elliott School of Communication at WSU and Augusta USD 402, where he also served a term as BOE president.

He and Lolita had two children, four grandchildren and two great-grandchildren. Zerbe died in 2012.



Carter Zerbe

Other awards presented included:

- Rudy Taylor, long-time southeast Kansas publisher, who was presented the Clyde M. Reed Jr. Master Editor Award. Taylor's career has spanned 45 years and he continues to lead Taylor Family Newspapers, which publishes the Montgomery County Chronicle, Prairie Star and Labette Avenue newspapers.

- Lloyd Craig, the late publisher of the Winfield Courier, who received posthumously the Gaston Outstanding Mentor Award for his 55-year career guiding young journalists and other employees.

- Andrew Nash and Sarah Gooding of the Morning Sun in Pittsburg, who were presented the Victor Murdock Award, named for the long-time editor of the Wichita Eagle and the son of the Eagle's founder, Marshall Murdock. Their series of articles on poverty in Crawford County was labeled by judges as "outstanding examples of journalists bringing important issues to their readers."

- The Kansas City Star, honored with the Boyd Community Service Award for its project in support of the Harvesters' Back-Snack program. Over the past five years, the Star has helped raise more than \$1 million for the program to provide assistance to the area's hungriest children.

CREATING JOBS AND PROSPERITY

How KU benefits the economy

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

24 active startup companies

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

\$12 million in licensing revenue

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

\$9 million in corporate-sponsored research funding

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

KU
THE UNIVERSITY OF
KANSAS



KPA honors Hall of Fame inductees, award winners



The Clasen (top) and Zerbe (bottom) families and friends gathered Friday night for the induction of Richard "Dick" Clasen and Carter Zerbe into the Kansas Newspaper Hall of Fame. Accepting the awards were Robin Clasen Wunderlich on behalf of her father and Lolita Zerbe on behalf of her husband. Rachel Clasen is holding her husband's picture and Lolita Zerbe is shown below at right center in front.

(Left) Laura Bauer of the Kansas City Star accepted the Boyd Outstanding Community Service Award from Emily Bradbury, KPA director of member services and convention coordinator in recognition of the Star's project to feed the hungry. The project raised more than \$1 million in its first five years.

Photos by Fred Solis





Journalists recognized for outstanding achievements

Shown holding the sweepstakes plaques (top) for their respective winning newspapers in the news category are Tommy Felts, *Ottawa Herald*; Ron Sylvester, *Hutchinson News*; Dena Sattler, *Garden City Telegram*; Joey Young, *The Clarion* and Dan Thalmann, *Washington County News*. Not shown: *Wichita Business Journal*. Sweepstakes winners in advertising (bottom) are displayed by (from left) Jan Biles, *Topeka Capital-Journal*; Jason Jump, *Kingman Leader-Courier*; Dena Sattler, *Garden City Telegram*, Mack Schroer, *Osage County Herald-Chronicle*, and Trevor Feldhausen, *Leader & Times*. Not shown: *Hugoton Hermes*.

(Right) Rudy Taylor (back row in center) was presented the Clyde M. Reed Jr. Master Editor Award. He is shown with his business partner and spouse, Kathy Taylor, and his son, Andy, daughter, Jenny Diveley, their spouses and grandchildren.

Photos by Fred Solis, Emily DeShazer





KPA recognizes great work

During the Kansas Press Association annual convention (clockwise from bottom right) Rachel Clasen, wife of Hall of Fame inductee Dick Clasen, poses with two of her grandchildren; Lolita Zerbe (left) laughs while reminiscing with friends; participants in the Awards of Excellence contest share some champagne while preparing to toast the winners; David Seaton (left) and David Allen Seaton display the Gaston Outstanding Mentor Award presented posthumously to their long-time Winfield Publishing Co. colleague, Lloyd Craig; and Andrew Nash and Sarah Gooding of the Morning Sun in Pittsburg display their Murdock Awards, presented to them in recognition of a 12-part, year-long series of articles they wrote on poverty in Crawford County.

Photos by Fred Solis, Emily DeShazer



MARKETPLACE

NEWS

REPORTER — Award-winning newspaper in southeast Kansas looking for reporter/writer to cover meetings, events, write features, take photos, assist in page layout. Part time to begin, could lead to full time, with additional work coming from sister publication, The Osage County Herald-Chronicle. Some evening and weekend hours required. Newspaper experience preferred. Send cover letter, resume, published clips and two journalism references to Publisher Catherine Faimon at The Coffey County Republican in Burlington, KS. faimonc@gmail.com. (4-6)

EDITOR/REPORTER — Great opportunity to join one of the fastest growing media companies in the U.S with a newspaper in south central Kansas. Applicant must be a self-starter. Design, photography, digital and social media skills preferred. Please respond with clips, resume and references to publisher425@gmail.com. (3-17)

GREAT LEADERSHIP OPPORTUNITY — We're seeking a hands-on news leader who will guide a small, but skilled news team at the Abilene Reflector-Chronicle. The ideal candidate will contribute content and manage both print and digital platforms. As editor you will manage the day-to-day operations of the newsroom, including page layout. The successful candidate should possess focus, attention to detail, organization, planning, quality writing and editing skills, ability to communicate with the public and skills in web/social media content and delivery. This is an opportunity for an experienced reporter to move into a management role and be the driving force in day-to-day decision-making as well as the face of the newspaper in the community. A degree in journalism or related field is desired. This five-day a week newspaper is located in Abilene, Kansas on Interstate 70 in the heart of the state. It's a historical and friendly town, home of the Dwight D. Eisenhower Presidential Library. The Reflector-Chronicle is owned by Montgomery Communications, which offers competitive salary and benefits, including paid vacation, 401k, health, dental, life and more. Submit resume, salary history, and samples of writing and page design to Lisa Seiser at du.editor@thedailyunion.net. (3-4)

NEWS EDITOR — The Morning Sun (Pittsburg, Kan.), a 6-day daily in a great college town, is searching for a news editor to help in the newsroom. The news editor must be comfortable with writing news and features, as well as have experience with editing, digital cameras, video and social media. This position is hourly and the compensation ranges into the high 20's. Weekend work is required. Submit a cover letter, resume and three writing samples

— as well as photo samples — to anash@morningsun.net. (2-27)

ENTERPRISING community journalist needed at award-winning weeklies near resort lakes. Great place to start. Fully paid benefits. Details at <http://marionrecord.com/job/>

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

MANAGING EDITOR — The Beloit Call, a three day a week publication, is seeking an energetic person to fill the managing editor position. Applicants should have a bachelor's degree in journalism or at least three years of experience in the field. A background in reporting, ad sales, photography and team management is preferable. This is an excellent opportunity for someone eager to make a name for themselves in the industry. Compensation will depend on experience and will include the possibility for performance based bonuses. Benefits include six paid holidays, paid vacations, Simple IRA and health care insurance. Send resume to Brad Lowell, jbrad@nckcn.com, or mail to Box 309, Concordia, KS, 66901. Phone number 785-243-2424. (1-5)

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

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

REPORTER - Full-time city/county beat reporter to cover several smaller communities and the spaces in between. Must be self starter, energetic, hardworking and able to establish good working relationships with a wide variety of sources. Excellent writing skills a must and

photography skills a plus. Some evening and weekend work will be required. This is a great opportunity for a reporter to cover a wide range of stories and meet a wide range of interesting people. If this fits you, please send letter, clips, resume and references to Dale Hogg, managing editor, Great Bend Tribune, PO Box 228, Great Bend, Kan., 67530, or to dhogg@gbtribune.com. (10-2)

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

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

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

STAFF WRITER — The award-winning Enid (Okla.) News & Eagle is hiring for a staff writer position covering education, health and

MARKETPLACE

nonprofits, with an emphasis on features. Please email a cover letter, resume, published clips and three journalism references to Executive Editor Rob Collins at rcollins@enidnews.com. (MORE INFO: <http://tinyurl.com/ENEListing>). (12-2)

ADVERTISING

SALES — Accepting resumes for a self-motivated, goal-driven individual to join our sales team in Independence, Kansas. Established client base with the opportunity to develop new clients for both print and online growth. Must be a team player and able to work in a fast-paced environment with deadlines. Please send resume to addirector@dreporter.com with three professional references. (4-16)

DIRECTOR OF SALES — The Topeka Capital-Journal has an immediate opening for a Director of Sales. If you are organized, self-motivated and have a desire to work in a fast paced, growth oriented environment, and lead a team of sales professionals email HR@cjonline.com, questions call (785) 295-1218. (4-15)

GENERAL MANAGER/ADVERTISING DIRECTOR — The Big Nickel, a regional shopper in the four state area around Joplin, is seeking someone to lead an experienced team into the digital age. Please send a resume and a cover letter including digital management successes to mguthrie@gatehousemedia.com. (4-6)

ADVERTISING SALES DIRECTOR — Family-owned daily newspaper company has an immediate opening for an advertising sales director in the southeast Kansas/northeast Oklahoma area. We have sister publications in the area and the right candidate must be able to create an efficient sales team across all products. If you are organized, self-motivated and have a desire to work in a fast paced, growth oriented environment, email scottwesner@hotmail.com (2-18)

ADVERTISING SALES — Accepting resumes for a self motivated, goal driven individual to join our Sales Team. Established client base with the opportunity to develop new clients for both print and on-line business. Competitive pay and full company benefits. Current driver's license is a must. Send resume/application to the Great Bend Tribune, Diane Lacy-Trostle, Ad Manager, 2012 Forest, Great Bend, KS 67530 or email dlacy@gbtribune.com. (2-17)

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

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

NEWSPAPERS FOR SALE

Rocky Mountain living at its best. Community newspaper for sale in gorgeous recreational area with some of the best hunting, fishing and skiing in Montana. Bottom line increasing. Exceptional reputation for serving the area. Inquiries: 406-225-3821 or janderson@jeffersoncountycourier.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.

PRESSROOM

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

DIGITAL MEDIA

Great opportunity. Established Central America online daily seeks new owner-publisher. Info: manager@crbusiness.biz (2-13)

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.

MISCELLANEOUS

WANTED — Muller Martini 227 inserter hoppers, turning station, 310/20 stacker parts/equipment, or compatibles from inserting equipment or mailing machine. Call James at (620) 792-1211.

FOR SALE — 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, Kan. Call 785-899-2338.

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THIS MONTH'S QUESTION

Q. How did the Silent Auction go for the Kansas Newspaper Foundation at the annual convention?

A. We raised almost \$2,895, which includes a \$1,000 cash gift from past Kansas Press Association president Web Hawkins. We will be billing all those who were the successful bidders in the next few days. Most auction items will be shipped, but those larger gifts that would be prohibitive to ship are being delivered as we can. Several will be delivered this week during the William Allen White Foundation festivities in Lawrence. If you're planning a trip through Topeka soon, please indicate and we'll have your item ready for you.



KPA Presidents

Dena Sattler, editor and publisher of the Garden City Telegram and past president of the Kansas Press Association, joined 2014-15 KPA president Dan Thalmann following Friday night's President's Banquet. Thalmann received a framed copy of the John Steuart Curry mural "The Tragic Prelude," which depicts the story of John Brown. Despite great controversy, he considered the murals his greatest work. The cost of the mural at the State Capitol in Topeka was underwritten by KPA.



SNAG ALL THE BEST DEALS

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**

kspress.com

Remember, ads like these are available free on the Kansas Press Association website at www.kspress.com to assist you in touting the value of reading and advertising in your product. They can be downloaded easily and you can add your own logo in place of the

KPA logo to get even more impact. Here's the URL to access the ads in a variety of sizes from large to small: <http://kspress.com/267/keep-reading-campaign>. You need to promote your own product often to remind readers and clients that advertising is "news," too.

Craziness in Topeka illustrates need for ‘Day at the Legislature’

For years, probably even decades, the Kansas Press Association helped host an annual trek to Topeka for newspaper publishers.

Then, the KPA co-hosted the event with the Associated Press.

Why did we drop the event?

Attendance problems.

It’s as simple as that. We believed that an event in which we invited the legislative leadership and even sometimes the governor demanded a solid turnout from publishers lest our elected officials get the wrong idea about our “commitment” to our own causes.

Turnout was so embarrassingly low one year — the last time we met — that we feared legislators would doubt our “clout.”

So we decided, and the AP agreed, that no meeting was better than one with only a few participants.

But it’s time to gear back up, for a number of reasons.

First, of course, is that our legislators have changed. They no longer are as “plugged in” to what is going on at home.

They listen to other special interest groups now more than their own constituents.

Too many of them come to Topeka armed with cookie cutter legislation formulated not by constituents but by well-financed orga-

nizations that really don’t have Kansas’ best interests in mind. Oh, they say they do, but ...

Second, a distrust of the mainstream media (that includes us, of course) means they often try to bypass their hometown newspapers except when it’s time for an

election or they want their weekly legislative column published.

If you haven’t noticed, far too many of our elected officials today shun attendance at “public events” where they may be asked difficult questions.

Appearances of that nature take away their ability to “control the message.”

Oh, they appear before supporters when they know the crowd will be pro-this or pro-that. But few of them will ever leap into the

lion’s den and listen to other points of view.

Third, the “decisions” being made in Topeka are often by a small minority of senators or representatives. Through manipulation of the rules, they are able to shield the average legislator from even having to study most issues.

I know that sounds sad, maybe even outrageous, but we have witnessed it first-hand for the last several years.

Even though the rules say that the public should be notified of “all” meetings 48 hours in advance of a hearing, we’ve experienced a number of instances where “no” notice was given. We only learned of the meetings because our friends tipped us off.

So, as you can see, the job for the KPA staff in Topeka is much more difficult than it was in the past.

That’s why we’ll be planning on an event for next legislative session that invites editors, publishers and others to Topeka to once again meet with legislative leaders and then with their own representatives.

That kind of direct, face-to-face contact is critical to keeping our message of open government in front of legislators.

While we realize that because of publishing schedules a good day for you is a bad day for one of your colleagues, we must choose a day when legislators are here for

the entire day. That often takes Mondays and Fridays out of the equation because so many of them drive in on Monday and leave for home early on Friday.

We’ll try to shoot for a day that works for the most people, but we encourage you to try your

darnedest to make it to Topeka that one day. We’ll line up hotel rooms if needed; we’ll even set up appointments with your legislators for you.

The bottom line is we must show up.

Stay tuned. We’ll be in touch as soon as possible toward the end of the year when we settle on a date.

Doug Anstaett is executive director of the Kansas Press Association.



Doug Anstaett

If you haven’t noticed, far too many of our elected officials today shun attendance at ‘public events’ where they may be asked difficult questions. ... They can’t ‘control the message.’

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(for questions on cameras in the courtroom and other issues involving the court system in Kansas)



KPA Technology Academy with Russell Viers

9 a.m. to 4:30 p.m. | July 16 & 17 | Topeka

The Adobe Creative Suite - lots of tools but lots to learn. Russell will take you through the most popular programs (InDesign, Photoshop, Illustrator, Bridge and Acrobat Pro) and give you time saving techniques that you can take back to your newspaper and use immediately. The 2015 KPA Technology Academy is limited to the first 12 who register. Most Adobe training costs hundreds of dollars for one session. You will only pay \$99 for two full days of training (breakfast and lunch are included).

Technology Academy Registration - July 16 & 17

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

Attendees: 1. _____ 2. _____
\$99 per person, includes breakfast and lunch both days

Payment Method: Check enclosed Invoice me Charge to credit card
Card No. _____ Exp. Date _____
Security Code _____ Billing Zip Code _____

Lodging

A special rate of \$83 has been secured for lodging the night of Thursday, July 16 at the ClubHouse Inn and Suites located at 924 SW Henderson Rd (less than one mile from the KPA office). Please call (785) 273-8888 and reference the Kansas Press Association group rate.

Note:

This class will be taught using lecture tools. You may bring your own computer with Adobe Creative Suite, however, computer issues will be dealt with before or after class as to not hinder the progress of the class.

Return registration to KPA, 5423 SW 7th, Topeka, KS 66606 or fax 785-271-7341 by July 3.
Questions? Contact Emily Bradbury at 785-271-5304 or ebradbury@kspress.com