

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

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KPA staffer Emily Bradbury is honored for a decade of service to the association.

Take advantage of toll-free line

The Kansas Press Association added a toll-free number for member use several months ago.

Are you using it? The number is (855) 572-1863.

"We want our members to call us and not be worried about the cost," said Doug Anstaett, executive director. "Please utilize the service and save a few dollars. We'll do our best to get answers to you quickly."



For the first time in decades, three inductees were named to the Kansas Newspaper Hall of Fame on the same night. They are (from left) Del Brinkman, John G. Montgomery and Lew Ferguson.

Hall of Fame has three new members

OVERLAND PARK — Three prominent journalism professionals were inducted into the Kansas Newspaper Hall of Fame April 20 at the 120th annual convention of the Kansas Press Association.

They included Lew Ferguson, longtime Associated Press correspondent in Topeka, Del Brinkman, former dean of the

William Allen White School of Journalism at the University of Kansas and Junction City Daily Union publisher emeritus John G. Montgomery.

Ferguson directed coverage of the Kansas political scene for the Associated Press for nearly three decades. He covered six governors' administrations and nine national political conventions.

Ferguson, a graduate of the University of Oklahoma, began his journalism career in 1958. After two years at his hometown newspaper, the Ponca City News, he joined AP and served in Oklahoma City, Sioux Falls, S.D., Minneapolis and Kansas City before becoming the wire service's Topeka

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It's a 'cranky' time to be at Statehouse

By Richard Gannon

Even though last Friday was the 90th day of the 2012 legislative session, we had more fun and games this week.

Since the session has extend-

ed past the traditional "ending," I decided to draft a summary of the most recent statehouse events and activities.

I must admit the Statehouse is rather tense as I write. Even though it has been a powder

keg for several weeks, now that we've passed the 90th day, legislators are especially cranky!

Many senators are extremely angry at the House for sending

See GANNON on Page 4

Printed newspapers: They're making comeback among youth

It's been an interesting mix of material that has ended up in my inbox.

A story on National Public Radio's website reports that 23 percent of Americans age 18 to 24 read a PRINTED newspaper yesterday. Not an online edition of The New York Times or an iPad edition of a magazine; 24 percent report having read an actual, honest-to-goodness, printed newspaper yesterday. These numbers came from the Pew State of the News Media study.

I love it when media outside the newspaper world report on our successes. Maybe it's time we did a little of that ourselves.

When I was invited to speak at Memphis University a few months ago, I was surprised to learn that the students had actually voted to have their activities fees increased so they could receive three daily newspapers each day.

Speaking of The New York Times, the latest figures indicate that 10 percent of their print subscribers are 18 to 24 year olds. More readers in that age range subscribe to the print version than the online version. I don't have any facts and figures in front of me, but I can't remember a single friend in college that subscribed to a newspaper when I was in school. I'd love to know how these figures correspond to the numbers 10, 20 or 30 years ago.

I received an email from TV News Check this morning that included lots of information about TV news around the United States. What caught my eye was the lead story, "Papers Offering More And Better Video News."

The story, found at tvnewscheck.com, tells how newspapers are creating video on par with, and many times better than,

TV websites. Diana Marszalek writes, "In fact, some of the newspapers' video content is so good that it has beaten material produced by TV news departments when it's gone head-to-head in awards competitions."

That reminded me of a story by Kurt Anderson in New York magazine six or eight years ago. He was predicting the future of journalism online when he wrote, "I can easily imagine newspapers' Web-video portals becoming the TV-journalism destinations of choice for smart people – that is, in the 21st century, the dominant 19th-century journalistic institution, newspapers, might beat the dominant 20th-century institution, TV, at the premium part of its own game."

And this headline from the May 1, 2012 issue of AD-WEEK added more kindle to

the flames, "Newspapers See Gain in Daily, Sunday Circ: Thanks to paywall, 'NYT' daily circulation soars 73 percent."

Yes, The New York Times is doing well with their online edition. But print is doing well of late, as well.

The infamous website newspaperdeathwatch.com reports that 14 U.S. daily newspapers have closed since 2007. I found it more than a little humorous that some of those papers were from outside the U.S. But hey, when you're having a death watch, who needs to be bothered with facts.

OK, I got this next number from Wikipedia. So it might or might not be anywhere close to accurate. But according to Wikipedia, there were 1,457 daily newspapers in the U.S. in 2007. If 14 of



Kevin Slimp

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2011-12 KPA BOARD

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THIS MONTH'S QUESTION

Q. Do you know of any good web sites that promote building awareness of our individual freedoms?

A. Yes. 1 for All is a national nonpartisan program designed to build understanding and support for First Amendment freedoms. 1 for All provides teaching materials to the nation's schools, supports educational events on America's campuses and reminds the public that the First Amendment serves everyone, regardless of faith, race, gender or political leanings. To review the site, go to: <http://1forall.us>.

KANSAS **Traffic Safety**
Resource OFFICE



KANSAS
HIGHWAY PATROL

www.ksdot.org

Kansas
Department of Transportation



GET OUTRAGED! TRAFFIC DEATHS ARE A PUBLIC HEALTH EPIDEMIC!

2012 KANSAS CRASH FATALITIES

APRIL	YR-TO-DATE
38	113

**Preliminary Data*



- 63% of April vehicle fatality victims were unrestrained (not belted)
- 7 fatalities resulted from crossing the centerline or median
- 13 pedestrian fatalities already in 2012; Kansas average 20 per year
- May/June: Nat'l Enforcement of **Click it. Or ticket.**



KPA, AAA join forces to promote traffic safety

Serving our communities is still a hallmark of Kansas newspapers, so the Kansas Press Association has joined with AAA to try to make a dent in the number of fatal crashes in Kansas every year.

“Last year, we lost 386 to motor vehicle crashes in Kansas, the equivalent of wiping out Kansas towns like Melvern, Turon, Linwood or Quenemo ... and we’re wiping out the equivalent of one of these towns each year, year after year.”

said Jim Hanni, AAA executive vice president, public affairs. “Motor vehicle crashes are the leading cause of death between the ages of 4 and 34, and among the top 10 causes of death for anyone. When the H1N1 virus was discovered, the case was made to the public, a vaccine was developed, people responded and were vaccinated, washed hands and the virus was controlled. Yet although far more devastating and ongoing, we have a numb reaction to motor vehicle deaths, which

show up locally one at a time.”

To try to make a difference, AAA is providing Kansas newspapers with a monthly “tote board” to publish called “Get Outraged! Traffic Deaths Are a Public Health Epidemic!”

The PDF, shown above, will be available no later than the fourth Monday for the previous month.

“I encourage KPA members to find a

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Slimp

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those closed, that would be a decrease of less than 1 percent.

Please check my math. I was being generous by leaving in the dying papers on the death watch list that weren’t actually in the United States.

Add this to a non-scientific survey conducted by the National Newspaper Association this year that indicates close to half (46 percent) of respondents at community newspapers held steady or showed an increase in the circulation over the past 10 years, and I’d say things don’t look nearly as gloomy as many would like for us to believe.

And why do they want us to believe that the newspaper business is within — what is it now, 6? — years of its certain demise? You’ll have to ask them that. I don’t believe it for a second.

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

Hall of Fame

Continued from Page 1

correspondent in 1970.

Following his retirement, he served a four-year term (2001-2005) on the Kansas Board of Regents.

Ferguson was named to the Oklahoma Journalism Hall of Fame in 2009.

Brinkman’s journalism career began as a reporter at the Emporia Gazette in 1954. He later served on the journalism faculty at Kansas State University, the University of Kansas, Indiana University and the University of Colorado.

While at KU, he served on the faculty for 23 years, as dean of the School of Journalism for 11 years and as vice chancellor of academic affairs for seven years.

After leaving KU in 1993, he was director of journalism programs at the John S. and James L. Knight Foundation in Miami.

Montgomery is the fourth generation of a Junction City newspaper family. He began his newspaper career at the San Francisco Chronicle in 1964, then left in

1973 to become publisher of the family newspaper, the Daily Union.

He converted the Daily Union to offset printing and computer technology. He steered the company into television in the early 1980s, starting a station in Junction City and later expanding it to Manhattan and Emporia. Eventually, the station became the Fox network affiliate in Topeka.

He twice was appointed to the Kansas Board of Regents and chaired it once. He is a past member of the boards of the Associated Press and American Newspaper Publishers Association.

Stories and additional photographs of the latest inductees can be found at the Kansas Newspaper Hall of Fame web site at <http://kspress.com/27/hall-fame>.

Their pictures also will be exhibited at the KPA office in Topeka with all the others who have been named to the Hall of Fame.

As of 2012, there are 104 members in the Hall of Fame.

In the inaugural year of the Hall of Fame in 1931, six inductees were named, including Marshall Murdock, Daniel Anthony, Noble Prentiss, Daniel Wilder, Solomon Miller and Maj. Joseph Hudson.

Gannon

Continued from Page 1

a huge Senate tax cut bill, intended just for conference committee fodder, to the governor last week.

What makes it exceptionally awkward is that the House passed the measure at the same time the Senate was debating a conference committee report reflecting a House/Senate compromise on tax reform and tax reduction.

Skeptics of the House bill argue the measure could create an \$800 million deficit in 2015 and push the state budget into a \$2.7 billion deficit in 2017.

Overall, the Senate was debating a compromise tax bill that would reduce state revenues by \$1.9 billion over six years and the House bill sent to the governor would drop state revenue by \$3.7 billion.

However, much of the House/Senate animosity developed earlier this year after several moderate Republican senators encountered conservative primary opposition to their re-election bids. Many moderate senators believe the governor is behind the effort.

Furthermore, the matter of redrawing legislative district boundaries is far from over. The battle, primarily between conservative and moderate members of the GOP, is based over future control of the Kansas Senate. Kansas is the only state in the Union that has not completed the mandated 10 year redistricting task. Aren't we all proud?

On the positive side, we may be close to agreement on congressional redistricting. It was finally revealed why K-State and Manhattan had to be in the 2nd Congressional District instead of the more logical 1st District.

The Senate president announced at a GOP gathering in Wichita that U.S. House



Richard Gannon

Speaker John Boehner contacted Kansas Legislative leadership and informed them that if Manhattan and K-State were placed in Congressman Huelskamp's district the Federal Bio Defense project, planned for Kansas, would not be funded. If the project was in Lynn Jenkins' district, it would be funded. Not much of a decision to be made here!

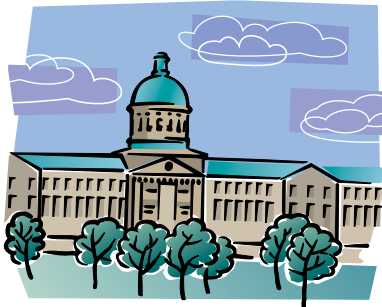
Even though one of the first congressional "leadership" maps extended the First District through the top tier of Kansas counties, from the Colorado to Missouri border, the legislature dropped the idea. It was determined that diluting the Wyandotte County Democrat vote with Republican dominated western Kansas most likely would not pass judicial scrutiny.

Last week the House also passed its own Senate map, which has again angered many senators. The redistricting issue may have to be decided by the courts.

In other matters:

Last week's House Calendar included HR 6023, which strongly rebukes a United Nations sustainability initiative.

The resolution language is "opposing and exposing the radical nature of United Nations Agenda 21 and its destructiveness to the principles of the founding documents of the United States of America."



Agenda 21 (referencing the 21st century) encourages governments to adopt environmentally sustainable development through a number of methods, including conservation, management and changing consumption patterns.

The nonbinding U.N. agreement was signed by 178 nations, including the United States, in 1992.

The proponents of HR 6023 view Agenda 21 as an unauthorized power grab

by radical environmentalists bent on ending private property rights in favor of communism. They said it is pervading local governments and is "an aggressive attack on individual liberty and the foundation of our country."

(By the way, implementation of Agenda 21 is voluntary, and according to Principle 2 of the Declaration on Environment and

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Kansas is the only state in the Union that has not completed the mandated 10 year redistricting task. Aren't we all proud?

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Members garner special awards from KPA



Newspaper professionals were honored at the 120th annual convention of the Kansas Press Association April 20 in Overland Park.

- Recipient of the Clyde M. Reed Jr. Master Editor Award was Sharon Kessinger (above), co-publisher of the Marysville Advocate.

- The Gaston Outstanding Mentor Award winner was Paul Branson, a 50-year employee of the Osawatimie Graphic (left). He was joined by sons Greg and Paul Jr.

- The Victor Murdock Award for writing excellence went to Judy L. Thomas of the Kansas City Star, for her series on priest abuse in the metropolitan area. She is shown (below left) with Tom Eblen, KPA news consultant who judged the competition.

- The Boyd Community Service Award went to The Emporia Gazette, for its "Food for Students" project. Accepting the award were Chris and Ashley Walker (below).



Let's work together to meet our challenges

I truly appreciate the opportunity to lead the Kansas Press Association board as president in 2012-13.

Our group and the KPA staff in Topeka bring a wealth of knowledge and experience to the table for daily and weekly newspaper publishers alike, and we're excited about the opportunities to serve our members as we emerge — slowly but surely — from the doldrums of the most recent recession.

□

I grew up in the newspaper business, thanks to my grandfather W. A. Bailey, editor and publisher of the Kansas City Kansan, who served as KPA president 80 years ago in 1933.

After graduation from KU's William Allen White School of Journalism in 1963 and four years of active duty in the U.S. Navy, I worked briefly at the Topeka State Journal as a reporter and editor before returning to the West Coast for the beginnings of a career in marketing and public relations. I spent 35 years ruling that decision before I acquired the Sterling Bulletin in 1997, where I am now in my 15th year as editor and publisher.

I have served on the KPA board since 2005 as Central District director and subsequently as treasurer, second vice president and vice president, and can tell you that I am grateful to have had the opportunity. The newspaper industry offered me the chance for a second career that was nowhere else to be found by a burned-out, 55-year-old corporate and ad agency executive.

□



Ben Marshall

The small plaque my grandfather Bailey received as KPA's outgoing president in 1933 hangs on my office wall at home next to two photos he valued highly: one of him in the back yard of William Allen White's home in 1927 when White invited Kansas editors to a dinner honoring Secretary of Commerce Herbert Hoover, and another of him blasting from a sand trap at Milburn Country Club in Kansas City, probably taken the 1940s or early '50s.

I have often wondered about issues the association faced 80 years ago during my grandfather's tenure.

No doubt the Depression, which got off to a flying start under the former White dinner honoree, was high on the membership's plate of concerns. Sadly, no minutes of board meetings from those days can be found and a check of the Kansas Historical Society's newspaper article postings from 1933 reveals nothing of financial or business concerns by the published authors.

Today, however, challenges faced by our industry are well known.

Many dailies have had to adjust publishing schedules to meet fiscal challenges. Some have also elected to close pressrooms and print offsite to reduce costs.

And the competition for readership presented by the Internet and social media continues to erode subscriber bases as younger generations are drawn to shallower

depths of "news" gathering and dissemination.

While our weeklies continue to enjoy top-of-mind awareness among their readers, subscription numbers are declining because subscribers die. At the Bulletin, for example, we often lose two or three additional subscriptions the deceased has purchased for children who no longer live in Sterling.

Weeklies also struggle to attract ad revenue as small-town retail bases continue to shrink.

Several other threats more unique to weeklies include succession of ownership as publishers reach retirement age, and the scramble to find new printers as a growing number of larger papers, where they print now, outsource that function, too.

We can face these challenges, and others, by using the resources at KPA and by talking to each other. We can

also help our members find answers outside our close-knit circle of personal experiences from industry experts, too.

Communication can be a valuable tool as we seek answers to today's complex challenges that never crossed my Grandfather Bailey's desk.

So, talk to us. Let us know how we may be of service.

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

Cranky

Continued from Page 4

Development that came out of the 1992 conference, the nations who signed it have "the sovereign right to exploit their own resources pursuant to their own environmental and developmental policies.")

The House has made it clear that Kansas doesn't have any use for those darn communists!

Another bill passed by the House this week, dubbed the "Kansas Laws for Kansas Courts Act," prohibits judges from making any ruling based on a foreign or religious law that is contrary to the state or

federal Constitution.

It doesn't specifically mention sharia in order to distinguish itself from an Oklahoma law already declared unconstitutional.

The supporters view this as a pre-emptive strike against the rampant spread of Islamic law. The measure doesn't do much except look good on a campaign flyer, but with its passage I am confident I will sleep better at night.

Last week, in a late night session, several house members pushed for a provision to study the possible sale of the University of Kansas Hospital.

(Even while the KU Cancer Center is currently seeking National Cancer Institute designation.) The House Minority Leader opposed the idea as did the House Speaker.

Following comments from the Speaker, the amendment sponsor withdrew his amendment.

Let me remind you there have been several bills passed by the 2012 Legislature and signed into law.

As an example, HB 2563 designates the annual Wheat Festival held in Wellington as the official Kansas Wheat Festival and the annual Watermelon Festival held in Clyde as the official Kansas Watermelon Festival.

Richard Gannon is director of governmental affairs for the Kansas Press Association. This is his ninth legislative session as chief lobbyist for KPA.



JOB OPENINGS/FOR SALE

DIGITAL MEDIA

The Hays Daily News' Pixel Power Haus wants to give you control over the directory residents use to find information about the businesses that make up your coverage area. BizLink is a searchable database of businesses and organizations that provides considerable upsell opportunity for newspaper seeking new revenue streams. You've seen expensive "subscription-based" models ... try one that works with your budget. Call Patrick Lowry at (785) 628-1081 to hear how we can help.

NEWS

PHOTOGRAPHER-VIDEOGRAPHER

— The Garden City Telegram is seeking an enthusiastic and creative photographer/videographer who can help us continue our tradition of strong print photography and enhance our online multimedia presence. Job duties would include producing news, sports and feature photography for both print and online editions, as well as video, slideshows and audio slideshows for our website. Other primary duties would include photo and video editing and uploading photos and videos to the newspaper's website. The ideal candidate will be just as comfortable shooting video as they are still photos, and also capable of picking up a pen and notebook and covering a news story or feature on occasion, as there is the possibility of some writing with this position. Work shifts will vary and could include some day, evening and weekend hours, so flexibility is a must. Knowledge of Nikon camera equipment preferable as we use Nikon D300s. Extensive knowledge of Photoshop and photo editing, as well as Final Cut and video editing, also preferred. Experience at a daily newspaper preferred, but recent college graduates will be considered. To apply, send resume, cover letter and work samples 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

NEWSPAPER PAGE DESIGNER — The Hutchinson News, Hutchinson, Kan., seeks a talented page designer. We need a creative individual with strong visual art skills. Knowledge of newspaper design and trends is a must, along with solid news judgment and copy editing skills. Successful candidate must demonstrate proficiency and speed in the use of Quark and Photoshop. Other requirements: command of AP style, ability to handle varying workloads with speed under deadline pressure, social media skills, knowledge of Illustrator a plus. The Hutchinson News, the flagship paper of the Harris Group, offers a competitive salary, 401(k) and other benefits. Deadline for applications is May 14, 2012. Send resume, cover letter, references and three page designs to: Mary Rintoul, managing editor, PO Box 190, The Hutchinson News, Hutchinson, Kan. 67504-0190, or e-mail materials to mrintoul@hutchnews.com

FULL-TIME CITY/COUNTY BEAT

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

REPORTER at small weekly newspaper group in the Wichita area. Entry-level position. Duties will include general assignment, feature and sports reporting, photography and editing. Layout skills are helpful, preferably in InDesign. Send resume and 3-5 clips to phrodes@tsnews.com or to Times-Sentinel Newspapers, PO Box 544, Cheney, KS 67025. Call 316-540-0500 for more information and ask for Paul or Travis.

NEWSPAPERS FOR SALE

Westmoreland Recorder for sale — Small weekly paper located in the Pottawatomie county seat for over 100 years. Loyal subscribers, loyal advertisers, and growth potential. Price negotiable. E-mail news@westyrecorder.com for more information.

For Sale — The St. Marys Star, founded in 1884, printed Wednesdays and only newspaper in county with website, www.thestmstar.com. Circulation 1,375+. Big community supporter and official paper for St. Marys, Emmett, Willard and Delia, St. Mary's Academy and Kaw Valley USD 321. Building not included, but computer equipment supports electronic delivery to printer. Above average cash flow. Expansion potential obtainable or good add-on acquisition. E-mail owner at ranaetetlow@gmail.com.

A well-respected northwest Kansas weekly newspaper is for sale. The business has been in existence since 1992 and has a subscription list of 2,001. It is the legal publication for the City of Atwood and Rawlins County and is an integral part of the community with a loyal customer base. Atwood is a progressive community with a golf course, good school system, new hospital, new swimming pool and new water system. The sale includes inventory: computers, software, networking, an office building constructed in 1997. Call Mary Holle 785-322-5533 for more information.

Two hundred-year-old weeklies in Sumner County for sale. Owner is moving out of state. The Belle Plaine News (legal publication for city, county 2012 year, school, several TWP's) and The Oxford Register (legal publication for

city, school, several TWP's). Steady subs and advertising. No cash flow problems. Comes with computers, software, archives, other big and small equipment. Mac-based office. Small towns, farm communities. Serious inquiries only. Phone owner at home, 620-488-3695 after 5 p.m.

MISCELLANEOUS FOR SALE

FOR SALE — Harris V15A offset web press, 4 continuous flow meter rollers for Harris V15A offset web press (new). 8 rubber rollers, 2 7/8-inch and 3-inch, for Harris V15A offset web press (new). 8 unopened pkg. Southern Litho press plates (50 per pkg), FujiFilm Kata-na Image Setter with Harlequin RIP (computer to film). Miscellaneous printing products. Inquire at Marysville Advocate, 785-562-2317, skessinger@marysvilleonline.net.

PRODUCTION

EXPERIENCED PRESS MANAGER — A small Central Kansas web printer is seeking a manager to oversee printing operations. Responsibilities include: coordinating inventory purchases, completing operational paperwork, managing production process and staff, equipment maintenance, controlling quality and cost, and assisting in the overall success of our operation. Good mechanical skills required and press operation supervisory experience preferred. Preference will be given to qualified candidates with cost management and post-press experience. E-mail resumes and letters of interest to danstaett@kspress.com.

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It's so simple even a caveman could understand

Each week, I receive electronic clips of stories from Kansas newspapers. Usually, these stories reference open government issues, such as potential Kansas Open Meetings and Kansas Open Records act violations, the naming of official newspapers, staff changes and the like.

Often, however, the stories are just local references to governmental officials haggling over whether they should release certain information to the public.

Often, an attorney or two get involved in the conversations, since legal counsel is a cherished right of all public officials who would like to be assured their stonewalling is perfectly legal under the statutes.

So the stories go something like this:

An attorney for the city said he would not release any information about Employee X because it would violate that employee's rights under KOMA.

Yes, KOMA does limit the information that can be disseminated about "non-elected personnel. Often, however, the employee has no problem with the information being made public.

KORA often doesn't expressly prohibit openness; it gives considerable discretion to the parties to use good judgment and

only withhold information when it would be harmful to an employee before certain allegations are proven to be true.

Recently, the attorney for the Topeka Metropolitan Transit Authority told his client, the board of directors, they could call an emergency meeting, fire an employee and not tell the media or the public about it until after the fact.

KOMA is explicit about closed ses-

sions: "such recesses shall not be used as a subterfuge to defeat the purposes of this act." But that's exactly what the transit authority did.

This is a clear-cut violation of KOMA. The board called an emergency meeting when there was no "emergency." By the way, I define an emergency as "someone is bleeding or something is on fire."

The TMTA board voted to terminate the executive director's contract with not a single member of the media or public in the room to witness it.

The board had a simple way to accomplish what it did without violating the law, but because of questionable legal advice and the lack of a backbone among its members, they blew it.

All they had to do was alert the media with a time for the special meeting, open

the meeting and then accept a motion to go into executive session to discuss a matter relating to non-elected personnel. The media might not have shown up at the beginning of the meeting, but that's not the point; the board had a clear obligation under KOMA to give notice to those who had asked to receive it.

KOMA exists just as much to protect public officials as to catch them doing

something wrong. The fact that many public meetings are covered by the media — or at least attended by one of more members of the public — provides some assurance to all the rest of us that the meeting met the letter of the law.

Had the media been alerted properly, this wouldn't have

become a story at all.

KORA and KOMA are fairly lenient laws, as some of my KPA members remind me occasionally. They do provide a number of "outs" for public officials.

So when these same officials blow a call on what is really an easy act to understand, who can blame us for raised eyebrows and nasty editorials?

They asked for it.

Doug Anstaett is executive director of the Kansas Press Association.



Doug Anstaett

The board had a simple way to accomplish what it did without violating the law, but because of questionable legal advice and the lack of a backbone among its members, they blew it.

New officers, board members elected for 2012-13

The Kansas Press Association Board of Directors is back to full strength after the election of officers, two new board members and appointment of two others at the 120th annual convention.

The newly elected officers for KPA are:

- Ben Marshall, Sterling Bulletin, president.
- Dena Sattler, Garden City Telegram, first vice president.
- Dan Thalmann, Washington County News, second vice president.

• Susan Lynn, Iola Register, treasurer.

Patrick Lowry, 2011-12 president, will serve the next year on the board as past president.

Newly elected board members are:

• Randy Mitchell, Southwest District Director. Mitchell is group publisher for GateHouse for several south-central and southwest Kansas newspapers, including the Dodge City Daily Globe.

• Andy Taylor, Montgomery County Chronicle, Southeast District Director.

Those re-elected to two-year KPA board terms include:

- A.J. Bozarth, Norwich News and South Haven New Era,



Gregg Ireland



Randy Mitchell



Rebecca Rice



Andy Taylor

Central District Director.

- Brad Lowell, Concordia Blade-Empire, Northwest District Director.

One-year appointments made by KPA President Ben Marshall are:

- Rebecca Rice, Lindsborg News-Record, Legislative Director.
- Gregg Ireland, Topeka Capital-Journal, Daily Director.

Linda Mowery-Denning, who is now retired from the board, was honored for her long service on the board. She was president in 2010-11.

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Changing of the guard —

Patrick Lowry, editor and publisher of the Hays Daily News and KPA president for 2011-12, reviewed the challenges the Kansas Press Association faced during this year's legislative session at the

120th annual convention's Friday night banquet. He turned over the reins of KPA to Ben Marshall at Saturday's business meeting. Marshall is editor and publisher of the Sterling Bulletin.

KPA NEWS BRIEFS

The Kansas Press Association expanded the Awards of Excellence contest in 2012 to include sweepstakes winners in both news and advertising.

This year's contest was also the first ever submitted and judged almost exclusively by electronic means.

Here are the winners cited at the AOE awards ceremonies in Overland Park:

In the News Division, the sweepstakes winners were:

- Daily Division 1 — Ottawa Herald.
- Daily Division II — Manhattan Mercury.
- Daily Division III — Kansas City Star.
- Nondaily Division I — Derby Informer.
- Nondaily Division II — Atchison Globe.
- Nondaily Division III — Shawnee Dispatch.

In the Advertising Division, the sweepstakes winners were:

- Daily Division I — Leader & Times, Liberal.
- Daily Division II — Garden City Telegram.
- Daily Division III — Hutchinson News.
- Nondaily Division I — Louisburg Herald.
- Nondaily Division II — Atchison Globe.
- Nondaily Division III — Osage County Herald — Chronicle.

Emily Bradbury, director of member services for the Kansas Press Association, was recognized at the annual convention for 10 years of dedicated service to the association.

Bradbury came to KPA from the office of former Secretary of State Ron Thornburgh to lead the Kids Voting Kansas effort managed by our association.

She was promoted to director of member services in 2007 and reassumed responsibility with Kids Voting Kansas in 2011.

She and her husband, Ryan, have two children, Kyle and Cassie.



Emily Bradbury

Tom Eblen, news consultant for the Kansas Press Association, had knee replacement surgery earlier this week in Lawrence.

He was to begin rehabilitation therapy Wednesday and possibly be released from the hospital by Friday.

The Missouri Press Association is offering a free full-page feature on last year's Joplin tornado to any newspaper that would like to use it.

On May 22, 2011, an EF-5 tornado devastated the community.

If you would like to use the feature, go here to download it: ww.mo-nie.com and use the download code: joplin.

For more information, contact Dawn Kitchell at dawn.kitchell@gmail.com or call (636) 932-4301.

THIS MONTH'S KDAN, KCAN WINNERS

The following newspapers sold either KDAN or KCAN ads in April. Remember, if you sell one of these ads, which run in almost 150 Kansas newspapers, you keep half the money. A \$1,650 KDAN (2x4 display ad) nets your newspaper \$825 and a basic KCAN (classified ad) nets you \$150. A portion of the remainder goes into a rebate kitty for distribution to participating newspapers.

- Anderson County Review: Three KDAN ads for a total of \$2,475 to the newspaper.
- Ellsworth County Independent-Reporter: One KDAN ad with \$400 to the newspaper.
- GateHouse Media: 14 KCAN ads for \$2,100.

Want to join in on the bonanza? Contact Lori Jackson at KPA, ljackson@kspress.com.

The Biggest Names in Publishing Technology

in one place over three incredible days in October



Since 1997, newspaper designers, publishers, editors and technical staff have gathered at the **Institute of Newspaper Technology**. The Institute is internationally-recognized as the leading program of its type in the world.

Held each fall on the campus of The University of Tennessee (Knoxville), the Institute offers basic and advanced classes in InDesign, Photoshop, Flash, Final Cut, Layout & Pagination, Illustrator, Video Editing, Color Theory, Bridge, PDF Issues, Online Journalism, Visual Storytelling, Photography and much more.

Classes are hands-on and held in state of the art labs in the UT College of Communication. The past five sessions have filled to capacity, so take advantage of this opportunity before it's too late.

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Lisa Griffin
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Tracey Trumbull
Chattanooga Times-FP



Russell Viers
Adobe Software Genius



Rob Heller
University of Tennessee



Ed Heninger
Page Design Master

Traffic

Continued from Page 3

sponsor or two to help pay for the regularly monthly publication of this graphic,” said Doug Anstaett, KPA executive director. “It could be an insurance agency, a funeral home, a floral shop, a local civic club ... the possibilities are endless.”

Hanni said the campaign was devised because of a lack of attention to the problem.

“We don’t realize what’s going on around us,” he said. “At least one person

in Kansas is getting killed every day, on average. As long as it doesn’t affect us personally, we’re not outraged. One death should concern us ... but one death every 15 minutes in the U.S. is an outrage!

“But where’s the outrage? We need your help, with a more frequent ‘state of the State’ of Kansas report to the public.”

KDOT, the Kansas Traffic Safety Resource Office, the Kansas Highway Patrol and AAA have joined to gather current Kansas crash death results for the month and year-to-date, along with a key facts summary and safety message.

“We will provide this to you on the Kansas Press Association website each

month, no later than the fourth Monday.

“Space to sell advertising is provided, as an incentive to participate and publish often. We believe ... you can make a difference in the quality of life of our citizens, save millions of dollars, hundreds of lives and make a significant contribution toward the goal of zero crash deaths — because everyone matters.”

Hanni and Anstaett agree this is an appropriate partnership because of the importance of newspapers to every community in Kansas.

To retrieve the monthly PDF, go to: <http://kspress.com/267/keep-reading-campaign-and-aaa-traffic-safety-campaign>.



SEE WHO'S NEW IN TOWN

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.**



Here is another example of the types of ads available on the KPA web site to promote newspaper reading. They are available in all kinds of sizes and ready to download for your use. Please take advantage of this opportunity when you have extra space you need

to fill in your newspaper each week. Better yet, run the entire five ad series during consecutive weeks. Go to <http://kspress.com/267/keep-reading-campaign-and-aaa-traffic-safety-campaign> to download the ads and a template for a rack card as well.