

CELEBRATING OUR 150TH YEAR!

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION JUNE 12, 2013

## INSIDE TODAY

### PAGE 2

Kevin Slimp addresses Adobe's plan to go to leased software through "the Cloud."

### PAGE 3

John Foust says advertising salespeople need to know the right questions to ask.

### PAGE 4

Dena Sattler talks about the growing importance of digital advertising to the newspaper industry.

### PAGE 5

KPA is organizing some free webinars for later this summer. Read all about the project here.

### PAGE 7

Jobs continue to be available at Kansas newspapers. Check out the latest openings.

### PAGE 8

Doug Anstaett talks about the need to push hard next legislative session for reasonable fees for records, opening of probable cause affidavits.

## KPA CALENDAR

### SEPT. 12-15

National Newspaper Association 127th annual convention, Phoenix.

### OCT. 4

Western Kansas Mini-Convention, Boot Hill Casino and Resort, Dodge City.

### DEC. 15

Celebrate the 222nd anniversary of the U.S. Bill of Rights.

## NNA joins Affordable Mail Alliance

The Affordable Mail Alliance, a coalition of Postal Service customers, has been re-established to defeat an expected Postal Service proposal to raise postage rates by as much as five times the rate permissible by law.

The National Newspaper Association is a member of the coalition.

The Postal Service Board of Governors, who must approve the Postal Service's request, is set to decide on the matter imminently.

The law permits the Postal Service to raise postage rates annually, consistent with the rate of

inflation, a standard that should satisfy any well run organization in today's economy.

A state from the alliance says "a combination of declining revenue and increasing costs has the Postal Service poised to inflict on its customers an 'exigent' rate increase designed to subsidize an outdated infrastructure in need of change.

"Most private sector companies have already made major structural and operational changes in recent years in order to survive. "The Alliance believes USPS needs to do the same."



See ALLIANCE on Page 3



Peter Wagner (right, with his wife, Connie) discusses advertising sales ideas with Kansas Press Association second vice president Dan Thalmann at the recent annual convention. Wagner will be back by popular demand for the Western Kansas Mini-Convention Friday, Oct. 4 at the Boot Hill Casino and Resort in Dodge City. More information will be coming soon.

## Please don't misuse KPA press credentials

One of the more popular services the Kansas Press Association provides its members is the official press card.

"In the past, we've been fairly liberal in providing the cards to our members," said Doug Anstaett, executive director. "But the time has come

to outline some guidelines on how they are utilized."

The KPA office has received a handful of complaints from newspaper editors and from associations who request credentials from working journalists.

"Rather than let this problem grow worse, we want KPA members to step up their

internal controls and police those who have received press cards," Anstaett said.

For now, the guidelines are voluntary, and we hope to keep them that way, he said.

☐ KPA press cards are to be shared only with employees

See CARDS on Page 5



## Adobe's conversion to the cloud creates 'storm' among publishers

When I was a college student living in Texas, I got used to hearing people say, "Boy, howdy."

This wasn't a greeting, as you might think. It was more along the lines of "You're not kidding!"

It's struck me as funny that, as I thought about the best way to explain the reaction to Adobe's Creative Cloud announcement, the first words that came to mind were, "Boy, howdy."

Did Adobe open a huge can of worms by moving to the Creative Cloud model? Boy, howdy. Did they ever. Is the creative and publishing world up in arms about it? Boy, howdy. Are they ever.

Is there anything we can do about Creative Cloud? Probably not.

For those who have been hiking the Appalachian Trail for the past two months and aren't familiar with the changes at Adobe, here's the short version: You no longer buy Adobe software. You lease it. Think of your cable company. For a monthly fee, you have access to hundreds of channels, even though you probably don't watch

more than three or four.

Cable seemed like a good idea when I moved into my place three years ago. I got 200 channels, HBO, high-speed Internet and a phone line for \$99 per month. It's hard to argue with that. What I haven't been able to figure out is how my cable bill went from \$99 per month to over \$200 without my noticing it. And I don't even get HBO anymore.

And that's the catch about Creative Cloud, isn't it? Sure, we get InDesign, Photoshop, Illustrator, Flash, Acrobat InCopy and a couple of dozen other apps. But let's face it, how many of our people use more than two or three Adobe applications?

And that price of \$30 per month per user? That sounds like an OK deal. \$360 per year for the latest version of Adobe software. But what about next year. That price is only guaranteed for the length of the one-year agreement. And, unless something changes, the \$30 per month goes up



Kevin Slimp

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Position Open

See SLIMP on Page 4

# To get the best answers, ask the right questions

As the old saying goes, “Knowledge is power.” In a sales context, the more you know about your prospects, the better you will be able to tailor your product – in this case, advertising – to their needs.

The best way to get information is to ask the right questions. Open-ended questions (which invite longer responses) are better than closed-ended questions (which invite yes/no or short answers). Let’s take a look at four of the most effective sales questions, listed here in no particular order.

1. What do you do that your competitors don’t do? Differentiation is at the heart of a marketing. What makes your prospect’s business different? What makes it stand out? What services or products can she provide that others can’t?

A clearly defined answer will result in targeted messaging. A vague answer will result in equally vague advertising – with weak response rates.

One of the key objectives in a sales dialogue is to help the advertiser identify relevant and specific reasons to buy (I call that RTB). Look for uniqueness that is relevant to the target audience.



John Foust

2. What do you like best about your current marketing? The purpose of this question is to learn what your prospect likes best. The emphasis is on the positive. Does he like photos? Does he like weekly specials? What about web links? Or testimonials from happy customers? Or big sales events?

Of course, studying the current advertising will make it easy for you to sharpen the focus of this question. (“I notice that you use a lot of coupons. How does that work for you?”)

This information will give you some guidelines in preparing spec ads. As long as his Want List follows principles of effective advertising, you’ll be able to include many of his ideas in spec ad presentations.

3. What would you like to do differently in your marketing? This is where you help your prospect visualize a desired future state.

Along the way, she might voluntarily mention some things she would like to change. If not, this question will help you shift the conversation. (After all, if things are going perfectly right now, there’s no need for her to consider any changes.)

Note that it is phrased in a positive way.

Instead of saying, “What do you not like?” ask, “What would you do differently?”

4. How would you describe your ideal customer? This is an area where many advertisers – especially the Mom and Pop businesses – try to cast a net that is too wide.

I once used a shoe store as an example in an ad seminar. When I asked, “What is your target audience?” someone suggested,

“People who buy shoes.” Certainly, that is true. But the focus needs to be tighter, in order to bring customers to the store.

The purpose of this question is to identify a specific target audience. If you try to appeal to everybody, you’re appealing to

nobody.

Help your advertisers think in specifics. You’ll sell more. And their ads will work better.

*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many are using his training videos to save time and get quick results from in-house training. E-mail for information at [jfoust@mindspring.com](mailto:jfoust@mindspring.com).*

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## Alliance

Continued from Page 1

The statement continues: “A massive postage rate increase will hit consumers, charities, and large and small businesses at a time when the still fragile economy cannot afford it.

“The result will be more jobs lost in the private sector in order to maintain an overbuilt postal system, and even less revenue to the Postal Service as mailers flee.

“There should be a unified call to reform the USPS, not saddle postal customers with higher prices — something that will only accelerate the decline of mail volume, and hasten the Postal Service’s demise.”

The Postal Service claims that it will soon run out of cash without major financial relief, a claim it has been making for a number of years.

In 2010 the Postal Service proposed a massive postage rate increase to avert a pending financial catastrophe that never materialized.

Fortunately for mailers and for the Postal Service, that proposed price increase was rejected through the efforts of the Affordable Mail Alliance.

“While the Postal Service may believe it has no other options, a rate hike of this magnitude will hurt postal customers and cause more mail to leave the postal system; therefore, the Affordable Mail Alliance has united to once more say no to exorbitant rate hikes,” the statement concludes.

Members of the Affordable Mail Alliance:

Alliance of Nonprofit Mailers  
American Catalog Mailers Association  
Direct Marketing Association  
MPA – The Association of Magazine Media  
Association of Marketing Service Providers  
National Newspaper Association  
Quad/Graphics  
RR Donnelley  
Software & Information Industry Association.

## Are you prepared in case of disaster?

Following the recent tornadoes in Oklahoma, that state press association’s executive director has some tips for publishers.

Mark Thomas said: “The first steps in disasters are always planning. We are now past that phase — but you aren’t — so use this disaster to urge your members to plan for a disaster. That makes your Action and Recovery Plan so much easier.”

In times of crisis, all eyes turn on the press for immediate and accurate news coverage. But what happens when the press becomes the victim of a disaster? From flash floods, tornadoes and other natural disasters to power outages or a loss of an important staff member, trauma is almost impossible to predict. But through effective preparation, newspapers can continue to function in spite of setbacks.

Thomas once again has shared OPA’s checklist with other press associations, and it is a part of today’s newsletter.

# Digital revenue takes on added importance

The ongoing challenge of generating advertising revenue has left newspapers pursuing new ways to bring money in the door.

Digital ventures, naturally, have been atop the list. When print revenue declines, we know digital income must grow to help close the gap.

The good news is in an amazing variety of ways to land digital dollars.

For example, online contests that encourage readers to submit photos and engage in such fun competitions as Cutest Pet and Mother-Daughter Look-Alike are paying off. (Kudos to The Topeka-Capital Journal for its recent gem in a Bad Hair Days photo contest.

Daily Deals are another proven way to draw coupon lovers and other consumers to our websites.

Numerous such programs attract readers and allow advertisers to benefit from reaching our growing print and digital audiences. They're also easier than ever to launch.

With that in mind, much strategizing in newspaper offices has focused on creation of digital agencies that offer a menu of products and services ranging from email blasts

to website creation and beyond.

The agency approach not only helps papers meet their own needs in improving print and digital products, but also creates a revenue-generating opportunity in connecting with other publications seeking an assist.

A number of newspapers in Kansas have made significant strides toward the ad-agency approach. Some are creating websites and mobile sites, designing digital ads and producing educational videos, among other projects.

And, more newspapers are beefing up their portfolios with such products and services as niche magazines, fliers and brochures, business cards and even writing press releases for organizations.

It's become more important than ever for newspapers to create such nontraditional revenue streams to complement legacy advertising, and in doing so enhance their role as marketing partners with advertisers.

Of course, count the Kansas Press Association as one such partner for newspapers.

KPA knows there's no one-size-fits-all digital strategy, and stands ready to offer assistance to all member newspapers.

KPA Advertising Director Sara Marstall and fellow KPA staffers have been busy crafting strategies to help member papers move forward in the digital world. By now, every member newspaper should have received a new KPA packet outlining print and digital product offerings.

KPA staff will help coordinate a tailored plan to reach whatever target audience a newspaper or advertiser has in mind. Email blasts, social networking campaigns and custom landing pages are among the possibilities.

See page 5 of today's Kansas Publisher for details on free webinars planned for this summer.

For some newspapers, the process of creating more robust digital news and advertising content, websites, mobile sites and the like still may seem too daunting, especially when smaller staffs already are asked to do more than ever before.

Goals for KPA are to help more papers pursue websites if they don't already have one, and for those with an online presence to find simpler ways to improve their sites and make it easier for readers and advertisers to access and share information.

We know some newspaper operators still may question whether digital is worth the extra effort.

It is.

Our newspaper and many others sell total audience to advertisers. It becomes tougher for critics to claim our industry is dying when they see proof of strong audience growth in combined print and online readership.

We'll remain relevant by offering the



Dena Sattler

See SATTLER on Page 6

## Slimp

Continued from Page 2

to \$50 for folks who sign up after July 31, 2013. So beginning August 1, that \$360 moves up to \$600 annually.

Are people upset? Boy, howdy. There are blogs and online communities dedicated to complaining about the changes at Adobe. They've recently been compared to Quark, whose corporate attitude in the 1990s led to their quick descent from their lofty perch as king of the creative world.

Quark customers left in droves after the release of Adobe InDesign. Over the next few years, the king of the creative world was sitting at the bottom of the heap, looking up at the new king.

I'm letting my mind play "What if?" The game is played something like this:

- What if Quark got together with Corel and packaged the latest version of QuarkXPress with Corel Paintshop Pro and sold the bundle for \$699?

- What if Quark bundled QuarkXPress with GIMP, a free Photoshop "clone" application and made some tweaks so the two applications could work seamlessly together, like InDesign and Photoshop?

The problem with playing "What if?" is that it's just a game. It looks like none of these scenarios are going to happen. I just got off the phone with Gavin Drake, VP of Marketing at Quark, and it sounds like they're not planning any bundles or making any plans to take on the Creative Cloud.

And let's face it. If Quark's not interested in competing with Adobe on the publishing front, who will?

And, for those of you who are wondering, I did talk to Liz Mitchell, PR Manager at Corel. She was very kind and happy to answer my questions concerning Adobe users looking for alternatives. However, in the end, Corel has products that serve as alternatives for Adobe Illustrator and Photoshop, but their products are primarily Windows-based and there is nothing to compare to InDesign or QuarkXPress.

I'm not worried about the changes with Adobe software. We can always keep producing newspapers and other publications the way we always have. What does worry me is that companies like Adobe and Quark don't see the traditional publishing world as a market worth concern any longer.

So what's my advice? There doesn't seem to be a viable option to Adobe Creative Cloud at the moment. Eventually you will be forced to upgrade equipment and software and, when you do, you'll probably sign up for Creative Cloud.

In the meantime, read carefully. The price goes up significantly after July 31, 2013.

Am I a little frustrated that we don't seem to have other options? Boy, howdy, am I ever. But like everyone else, there doesn't seem to be much I can do about it at this point.

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

## Press cards

Continued from Page 1

of member newspapers or with bona fide contracted photographers and writers.

□ Because credentialed journalists reflect both on your newspaper and on KPA, newspaper managers must exert some control over when and where the press cards can be used and on the conduct of those using them.

□ No one with KPA credentials should ever try to exert control over others who are exercising their rights as working jour-

nalists, including other KPA-credentialed staff members.

□ KPA press cards are not to be used to gain access to events you are not covering live.

□ KPA press cards are not to be shared with others who are not working journalists.

“We hope these guidelines will remind our members that having a KPA press card is a privilege and that the conduct of their holders reflects on the public’s perception of our profession,” Anstaett said. “If we receive complaints about specific individuals, we’ll have to consider withholding those privileges in the future.”

## KPA, eType Services to co-host free webinars later this summer

The Kansas Press Association will soon announce a series of free educational webinars which will start later this summer.

Topics will cover everything from “Going Digital” to “InDesign Training” and more, said Sara Marstall, KPA’s advertising director.

The full schedule will be available soon both in a coming newsletter and on the KPA website.

So we can make sure we line up programming that fits your needs, please send us your input by filling out our survey at:

<http://www.surveymonkey.com/s/VV5N666>

Do you want to help other newspapers in Kansas by conducting an educational webinar on your own area of expertise? If so, just contact Marstall at [smarstall@kspress.com](mailto:smarstall@kspress.com) and let her know what you are thinking.

The project is brought to you by KPA and eType Services, which was a recent sponsor of the annual convention in Topeka.

## Editor & Publisher announces call for entries for EPPY awards

Editor & Publisher has announced its call for entries for the 2013 EPPY™ Awards, honoring the best media-affiliated websites.

Now in its 18th year, this international contest has broadened its scope to keep up with the ever-changing Internet industry.

Entries are being accepted across 31 diverse categories, with two divisions for each category: million and over unique monthly visitors and under 1 million unique monthly visitors.

The 2012 winners included the Lawrence Journal-World.

Submit your entry today. The deadline to enter is Aug. 30. Winners of the awards will be announced in October.



### THIS MONTH’S QUESTION

Q. How much does it cost to run a classified ad in the KPA newsletter and Kansas Publisher?

A. We always give KPA members the first 35 words of each ad free. After that, the charge is a dollar a word. Non-members pay a dollar each for every word. The ads generally run for four weeks or until you tell us a position is filled. If you want to run an ad to recruit a new staff member, to sell an item or to list your newspaper, you can send it to Doug Anstaett at [danstaett@kspress.com](mailto:danstaett@kspress.com)

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## Past presidents of KPA continue to offer support

*We had one of our best turnouts of past presidents in years at the 2013 Kansas Press Association annual convention and 150th Anniversary Celebration in Topeka. Above are past presidents Jim Logback and Darrel Miller, shown with Diane Boyd and Lara Miller Ketter. At right, past presidents (from left) Tom Eblen, Patrick Lowry and Bill Brown trade stories at the Friday night president's reception. Other past presidents attending all or part of the convention this year were: David Seaton, John D. Montgomery, Steve Haynes, Howard Kessinger, Ned Valentine, Caroline Trowbridge, Murrel Bland, Bruce Buchanan, Paul Jones, Linda Mowery-Denning and Doug Anstaett. In addition, the newest past president, Ben Marshall, formally joined the group on Saturday, May 4.*



## IN THE NEWS

□ **Russell Taylor** has joined the Oberlin Herald as a reporter. He is a native of Detroit, Mich.

He played basketball at Fort Scott Community College, then attended Southern Utah University, where he graduated with academic honors and played basketball.

□ **Jerry Keene** is the new editor of the Kiowa County Signal. He succeeds Patrick Clement.

He formerly was a reporter for the Pratt Tribune, a sister publication.

□ **Cristina Janney**, managing editor of the McPherson Sentinel, was recently honored by the Sentinel's parent company, GateHouse Media, in the Best of GateHouse 2012 awards.

Janney was honored as News Writer of the Year in the Sentinel's circulation category. Her series on Medicaid reform in Kansas was a finalist for Project of the Year.

□ **Clint Kuhns** has joined the staff of the Meade County News, owned by his parents, Tom and Denice Kuhns.

He is a 2013 graduate of Pittsburg State University, where he received a degree in accounting. He will handle bookkeeping, advertising sales and other duties.

□ **Shanna Harrison** and **Charie Broughton** have joined the staff of the St. Marys Star. Harrison is a National Guard veteran from Oklahoma and Broughton grew up in Clay Center.

## Sattler

**Continued from Page 4**

kind of print and digital content — both news and advertising — readers want and need. Newspaper companies that successfully monetize digital distribution of content will not only survive, but thrive.

And it shouldn't matter if newspapers are large dailies or small weeklies. The local paper remains a familiar and trusted brand, regardless of its size, making it the natural first stop for readers and advertisers.

Remember as much in moving forward with digital and other innovative strategies that have to be a high priority for all.

*Dena Sattler is editor and publisher of the Garden City Telegram and 2013-14 president of the Kansas Press Association.*

## JOB OPENINGS/FOR SALE

### ADVERTISING

**SALES MANAGER** — The Bourbon County Review in Fort Scott seeks an individual to oversee its sales associates, door-to-door sales and telemarketing. Competitive pay, bonus plan, excellent working environment and paid holidays and vacation. Submit resume to [jdhandly@handhgroup.com](mailto:jdhandly@handhgroup.com)

The Kingman Leader-Courier (Kingman, Kan.) has an opening for a **DIRECTOR OF ADVERTISING**. Looking for results oriented team player committed to customer service. Full-time position. Email letter/resume to Jason Jump at [jjump@kcnonline.com](mailto:jjump@kcnonline.com).

**AD DIRECTOR WANTED** — Newspaper with a rich tradition in editorial and advertising looking for a take-charge ad director. This position will be paid a substantial base plus commission and bonuses. The Leader & Times has a 127-year history in a growing community and is expanding with more digital and video products to complement its three printed publications. If you are a goal-oriented leader that is looking to get your creative juices flowing, we are looking for you. Those interested can send a resume or letter of interest to [earl@hpleader.com](mailto:earl@hpleader.com). (5-16)

**GRAPHIC ARTIST** — The Bourbon County Review in Fort Scott seeks graphic artist to become a part of our team. Responsibilities include building ads and doing page layout. Experience in InDesign, Illustrator and PhotoShop a must. Submit resume to [jdhandly@handhgroup.com](mailto:jdhandly@handhgroup.com)

### 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 mail-room 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](mailto:G.Malsbury@thedailyunion.net). EOE

### 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](mailto: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 SALES AND DISTRIBUTION MANAGER** — The Daily Union in Junction City, Kansas seeks an experienced individual to lead the day-to-day circulation sales and distribution efforts for our group of newspapers in and near Junction City. This position oversees our distribution coordinators, a part-time telemarketing sales rep and reports directly to the publisher. The responsibilities include an active role in telemarketing and door-to-door sales, dealer and single copy sales/collections and kiosk sales. Other duties include recruiting and contracting independent contractors. Must be willing to work a flexible schedule. We offer a competitive salary, bonus plan and excellent benefits including medical, dental, 401K plan, paid holidays and vacation. Please submit resume to: [T.Hobbs@thedailyunion.net](mailto:T.Hobbs@thedailyunion.net). (2-14)

### NEWS

The Hays Daily News, located in Hays, Kan., is seeking a full-time **SPORTS REPORTER** to join its award-winning staff. The successful candidate will help develop story ideas and provide daily coverage for two local high schools and Fort Hays State University, an NCAA Division II member of the Mid-America Intercollegiate Athletics Association. The HDN's coverage area also includes 37 high schools. Responsibilities would include event coverage, features, columns, copy editing and page design (InDesign/Photoshop), as well as producing content for our monthly niche full-color, glossy publication, Sports Ink. Please provide a cover letter, resume and portfolio examples, preferably in electronic form, to HDN Sports Editor Nick McQueen at [nmcqueen@dailynews.net](mailto:nmcqueen@dailynews.net) with the subject line "Sports reporter." (5-23)

**REPORTER** — Full-time reporter for small daily newspaper. Multi-media, photography, video, editing and social networking skills preferred. Send resume to Cristina Janney, McPherson Sentinel, P.O. Box 926, McPherson, KS 67460, [cjanney@mcphersonsentinel.com](mailto:cjanney@mcphersonsentinel.com). (5-8)

**COMMUNITY JOURNALISM AT ITS FINEST** — Award-winning, locally owned, financially secure community weeklies situated between recreational lakes in Flint Hills of east-central Kansas seek energetic, talented reporter to join team of seven full- and part-time journalists, starting July 1. Position involves occasional sports or meeting coverage but focuses on original, enterprising journalism, especially highly readable, evocative features or investigative pieces. Photo skills are a definite plus as are interests in one or more of these topical areas: education, sports, government, agriculture, health care, lifestyle, copy editing and/or page design. This is a perfect position for a multitasking new graduate seeking to explore different aspects of journalism and assemble top-notch clips while becoming personally involved in a rural community. Starting salary \$22,000 plus fully paid health insurance including dental, vacation after one year and year-end performance bonus. Send resume and work samples to Publisher Eric Meyer at [eric@marionrecord.com](mailto:eric@marionrecord.com). (5-6)

**EDITOR** — Weekly newspaper located in northeast Kansas is seeking an editor. We are looking for a community-minded, self-motivated person to produce a quality newspaper. Candidates must be proficient in all areas of reporting, editing, photography and pagination. Writing duties include county commission, city council, school board, feature stories and sports. Must be familiar with InDesign/Photoshop. Send cover letter, resume, work samples and references to Davis Publications, Inc., P.O. Box 187, Valley Falls, KS 66088 or email them to [davispublicationsinc@yahoo.com](mailto:davispublicationsinc@yahoo.com). (4-28)

### 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.

### MISCELLANEOUS FOR SALE

**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

# Get ready: next legislative session will be the time to act

Hardly a day passes that I don't hear about another violation of the Kansas Open Meetings Act or Kansas Open Records Act.

There were separate stories in today's Topeka Capital-Journal about Kansas Corporation Commission decisions being made illegally behind closed doors and about the difficulties a reporter experienced getting records from state agencies that regulate weights and measures in Kansas.

It doesn't really matter if it's Democrats or Republicans in power; they tend to harbor equal disdain for members of the public and the press who want to pull back the curtain and discover more about what they are doing.

This past legislative session, we faced those who said we should change the definition of a "meeting" in KOMA because it was making it too hard for them to govern. This followed revelations about closed-door meetings at Cedar Crest.

I've been in the news business 40 years now, and I've heard that argument since the first day I asked for information government officials didn't want me to have.

"If it wasn't for you reporters asking these inane questions, we could run government



**Doug Anstaett**

more efficiently," one would hear. "In fact, if we could meet behind closed doors, we could get a lot more accomplished for the people. You guys just muddy up the process."

They actually believed what they were saying. And, really, 40 years later, not much has changed.

Why do we want probable cause affidavits to be open records?

Well, first of all, because we're the only state in the nation that presumes those records closed.

That's right ... the only state in the nation.

What are probable cause affidavits?

They are the "proof" presented by law enforcement officers to judges to secure arrest or search warrants. Law enforcement officers must show probable cause a crime has been committed and that a certain person committed it.

So what if those records are closed? What could go wrong? Plenty.

If the courts can seal those records, all kinds of shenanigans and tomfoolery can take place.

They can fudge about the evidence. They can rely on outlandish rumors. They can lie about what they've been told by snitches.

Those records should be open for one

simple reason: they provide an effective check and balance against our nation becoming a police state.

Finally, it appears the message may be getting through. A handful of legislators has told us the time has come to take a close look at the probable cause issue again.

On the public record fees front, Senate Bill 10 stirred up some interest this year, but

not because of the fees charged to the press. No, this time we had private citizens say how they had been charged exorbitant fees for records that should have been handed over for pennies on the dollar.

This kind of arrogance — that somehow

public records belong to government officials and not to the people — has got to be curbed.

We can live with reasonable fees; we cannot accept, however, trumped up hourly fees and high copy costs when we've already paid through our taxes for the copy machines and salaries of public officials.

Next year's session is the time to act. We'll be calling on members to provide us with even more anecdotal information to share with legislators.

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

**This kind of arrogance — that somehow public records belong to government officials and not to the people — has got to be curbed.**

## Marketplace

Continued from Page 7

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](mailto:denas@gctelegram) or call (620) 275-8500, extension 201.

**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](mailto:mhoisington@gbtribune.com).

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- GateHouse Media — 23 KCAN ads for a profit of \$3,450.
- Anderson County Review — placed five out-of-state DAN ads for \$900 profit.

Call Sara Marstall at (855) 572-1863 or email at [smartall@kspress.com](mailto:smartall@kspress.com) for details on how you can participate in the network profit sharing program.

You've got potential KDAN and KCAN advertisers in your communities.





# **DISASTER CHECKLIST**

**for Newspapers**

Prepared by the  
**OKLAHOMA  
PRESS ASSOCIATION**  
FEBRUARY 2006

*Moore, Okla. 1999*

# DISASTER CHECKLIST FOR NEWSPAPERS

The newspaper has a very unique and important responsibility to the community in times of disaster and must plan to operate in a crisis. Developing a checklist of items leads to the development of a disaster plan, which will provide the publisher and staff confidence that they are prepared to fulfill their obligation to their community, neighbors, family and friends. In times of crisis you are needed more than ever!

## PREPLANNING

Preplanning is the most important step in avoiding or knowing what to do in case of a disaster. Setting a calendar date each year to update the plan, review the list, make a new inventory tape, talk to employees, have a disaster training exercise, and other related matters is the easiest way to ensure this important item doesn't slip through the cracks in the hectic schedule of a newspaper.

### CHECKLIST 1

*Pick a disaster – any disaster*

- | YES                      | NO                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | I have made a list of all possible disasters that might affect my paper. (Include tornado, flood, bomb, fire, sabotage, lawsuit, computer system failure, key employee death or disability, other types.) |
| <input type="checkbox"/> | <input type="checkbox"/> | I have ranked the list of disasters from most likely to least likely.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have evaluated what areas of my operation would need to be restored first if a disaster strikes my whole paper, or just a portion of my business.   |

### CHECKLIST 2

*We're OK here – How about YOU?*

- | YES                      | NO                       |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | I have made decisions on what to do if the paper avoids a direct disaster, but the disaster involves my town, subscribers, advertisers, employees, a family member, independent contractors, or our key suppliers. |
| <input type="checkbox"/> | <input type="checkbox"/> | I have made a list of steps to take (for all areas including news, advertising, legal notices, circulation, accounting, business operations, etc.) if one of these "contingent" disasters affects my newspaper.    |
| <input type="checkbox"/> | <input type="checkbox"/> | I have made a list of key employees we depend on for the basic newspaper function and what the key responsibilities of those employees are in order to get the newspaper published.                                |
| <input type="checkbox"/> | <input type="checkbox"/> | Employees know what to do if the newspaper is spared, but disaster strikes their own homes or families.  |
| <input type="checkbox"/> | <input type="checkbox"/> | Employees know whether they can take vacation or sick leave for disaster-related absences.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have thought about what to do if any employee or a family member is killed or disabled by a disaster.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have set priorities on what additional lines of business (i.e. print shop, office supplies, book store, tag agency, etc.) the newspaper might operate, and how they will be affected by the disaster.            |

### CHECKLIST 3

*I'll get by with a little help from my friends*

- | YES                      | NO                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | I have made a list of which newspapers or businesses I will call on to help with critical newspaper functions.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a list of their names, numbers, and critical functions they are to perform.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have documented my newspaper's technical configurations.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a list of the software that is critical to publishing the paper.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a list of other "non-publishing" software, such as accounting and circulation, that would be necessary to complete other functions of the newspaper.         |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a list of the exact number and type of machines I need.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a list of alternate phone numbers to use in case of a disaster.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I know where to get Internet access and email for me and my staff.  |
| <input type="checkbox"/> | <input type="checkbox"/> | The staff knows where to assemble if the newspaper equipment or offices are unusable.   |
| <input type="checkbox"/> | <input type="checkbox"/> | If I print other newspapers, I know where I would send my customers.  |
| <input type="checkbox"/> | <input type="checkbox"/> | If I print other papers, I have a list of other printers and know what to tell them so they help my customers immediately.  |
| <input type="checkbox"/> | <input type="checkbox"/> | If I am printed elsewhere and my printer has the disaster, we have discussed where to go and what to do.  |
| <input type="checkbox"/> | <input type="checkbox"/> | We know what to tell carriers, post office workers, convenience store distributors and others in case there are changes in the method of delivery of the newspaper. |
| <input type="checkbox"/> | <input type="checkbox"/> | The local police, fire and medical personnel know us, will vouch for us, and won't panic and shut us out when the TV stations and helicopters arrive on the scene.  |

## CHECKLIST 4

*My insurance policy doesn't cover WHAT?!!*

- | YES                      | NO                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | My insurance agent has been out to my paper in the last year to see my operation.                             |
| <input type="checkbox"/> | <input type="checkbox"/> | My policy is tailored to specific needs of my newspaper; not a general policy.                                |
| <input type="checkbox"/> | <input type="checkbox"/> | I know where my insurance policies are located, and keep them in a safe place.                                |
| <input type="checkbox"/> | <input type="checkbox"/> | I have reviewed my policies in the past year with my agent.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have reviewed the list of my equipment and clearly understand what is covered by insurance and what is not. |
| <input type="checkbox"/> | <input type="checkbox"/> | I have replacement cost insurance, including incidental costs.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have business interruption coverage, and know the length and limits of that coverage.                       |
| <input type="checkbox"/> | <input type="checkbox"/> | I am certain my insurance policy covers all the risks that I listed above.                                    |

## CHECKLIST 5

*But it's worth more than that to ME!*

- | YES                      | NO                       |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | I know the true value of each piece of property.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I know the true business interruption costs if I could not publish as usual.                                 |
| <input type="checkbox"/> | <input type="checkbox"/> | I can explain and justify these values to a claims adjuster.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have determined some items are minor and not worth covering.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have determined that some risks are unavoidable and not covered them with insurance.                       |
| <input type="checkbox"/> | <input type="checkbox"/> | I have decided it is not economically feasible to cover some property/risks.                                 |
| <input type="checkbox"/> | <input type="checkbox"/> | I have determined there are other factors influencing my decision to cover or not cover some property/risks. |

## CHECKLIST 6

*Let me show you around*

- | YES                      | NO                       |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Local fire personnel have toured my paper in the past year to familiarize their personnel with our building, hazards, exits, etc.                          |
| <input type="checkbox"/> | <input type="checkbox"/> | Local medical personnel have toured my paper in the past year to make sure they know how to get in and out of the building in case of a medical emergency. |
| <input type="checkbox"/> | <input type="checkbox"/> | Local police personnel have toured my paper in the past year to make sure they know about my property and can protect my paper in case of a disaster.      |
| <input type="checkbox"/> | <input type="checkbox"/> | I have made changes to my building, hazards, etc. since the last visit of my local fire, medical and police personnel.                                     |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a copy of the layout of my paper, and a listing of addresses and phone numbers of key personnel.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a listing of alternate addresses and phone numbers for key personnel.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have the paper layout and personnel lists in a secure, accessible place in case of a disaster.   |

## CHECKLIST 7

*If I had to do it over again...*

- | YES                      | NO                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | I have thought about what parts of my business I would change if I had to restart, from the ground up, the newspaper or any other businesses I operate. |
| <input type="checkbox"/> | <input type="checkbox"/> | I have thought about what new offices and/or equipment would be required if my paper becomes damaged beyond repair.                                     |
| <input type="checkbox"/> | <input type="checkbox"/> | I have made a calculation about how much income I would need to keep the paper alive while waiting on insurance settlements.                            |
| <input type="checkbox"/> | <input type="checkbox"/> | I know the state law on how many issues I can miss before I lose my status as a legal newspaper.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I have thought about exactly how long it would take to restore my paper to normal operation after each type of disaster.                                |

## CHECKLIST 8

*Didn't we have something over there?*

- | YES                      | NO                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | I have made a detailed, room-by-room inventory list of everything at the newspaper.           |
| <input type="checkbox"/> | <input type="checkbox"/> | My inventory also has descriptions and model numbers of all pieces of equipment and software. |
| <input type="checkbox"/> | <input type="checkbox"/> | In the past year, I have made a videotape of my entire operation.                             |
| <input type="checkbox"/> | <input type="checkbox"/> | I have set a date each year to videotape everything in the operation.                         |
| <input type="checkbox"/> | <input type="checkbox"/> | I know if I there is any "third party property" at my newspaper office.                       |
| <input type="checkbox"/> | <input type="checkbox"/> | I have included "third party property" in my inventory list.                                  |
| <input type="checkbox"/> | <input type="checkbox"/> | I know if "third party property" is included in my insurance coverage.                        |
| <input type="checkbox"/> | <input type="checkbox"/> | All employees understand whether their personal property would be covered by insurance.       |
| <input type="checkbox"/> | <input type="checkbox"/> | I have stored my paper's detailed inventory list and videotape in a safe and secure place.    |
| <input type="checkbox"/> | <input type="checkbox"/> | We know the location of all racks and how we would distribute papers if they were destroyed.  |

## CHECKLIST 9

*I thought you knew how important that stuff was!!!*

- | YES                      | NO                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | I have a written list of all vital records pertaining to my newspaper.                    |
| <input type="checkbox"/> | <input type="checkbox"/> | I have backed up all my computer information.   |
| <input type="checkbox"/> | <input type="checkbox"/> | I have a regularly scheduled plan to back up all computer information.                    |
| <input type="checkbox"/> | <input type="checkbox"/> | I store the back up information and copy of all vital records in a safe and secure place. |

## CHECKLIST 10

*What would we do without you?*

- | YES                      | NO                       |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | If the publisher does not serve as the disaster manager, the staff knows who will be in charge.                                      |
| <input type="checkbox"/> | <input type="checkbox"/> | I am emotionally and physically ready, willing and able to be the disaster manager for my newspaper.                                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Our paper is prepared to be the hub of information for townspeople, before, during and after the broadcast media have left the area. |
| <input type="checkbox"/> | <input type="checkbox"/> | I have made a list of immediate actions to take and which staff people are responsible for what items in the event of a disaster.    |
| <input type="checkbox"/> | <input type="checkbox"/> | I have the list stored in an easily accessible and secure place, and staff knows where it is.  |

## CHECKLIST 11

*Quiet on the set! And ... ACTION!*

- | YES                      | NO                       |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Our newspaper staff knows the basics of our action plan in case of a disaster.   |
| <input type="checkbox"/> | <input type="checkbox"/> | Our basic action plan includes important names and phone numbers.  |
| <input type="checkbox"/> | <input type="checkbox"/> | In the past year, we have had a fire drill or other disaster training exercise.  |
| <input type="checkbox"/> | <input type="checkbox"/> | We set a specific date each year to have a disaster training exercise.   |
| <input type="checkbox"/> | <input type="checkbox"/> | Our staff knows what to do if the disaster happens during working hours.   |
| <input type="checkbox"/> | <input type="checkbox"/> | Our staff knows what to do if the disaster happens when the office is closed.  |
| <input type="checkbox"/> | <input type="checkbox"/> | A copy of basic staff actions are posted in the building as a quick employee guide.  |
| <input type="checkbox"/> | <input type="checkbox"/> | Employees have a copy of the basic action plan and their responsibilities at their home.   |
| <input type="checkbox"/> | <input type="checkbox"/> | The employees know what records to safeguard.  |
| <input type="checkbox"/> | <input type="checkbox"/> | The employees know to minimize physical damage, such as location of fire extinguishers.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I know which employees are trained for First Aid and CPR.  |
| <input type="checkbox"/> | <input type="checkbox"/> | I know which employees will be called away if the National Guard is called upon, or if they are volunteer fire, ambulance, police personnel. |
| <input type="checkbox"/> | <input type="checkbox"/> | I have made contingency plans for the absence of those employees.  |

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## DEVELOP AN ACTION AND RECOVERY PLAN

*I can't believe this is happening!!!*

In a disaster, one person should be in charge. That person will assess the situation, determine the priorities, gather available resources, initiate specific orders to staff, monitor follow-through on critical needs and make immediate changes to the plan as needed.

### STEP 1 - Priorities in the event of a disaster are:

1. PERSONNEL SAFETY – Remove people from the disaster site and further danger. Administer first aid if needed.
2. SOS CALLS – Alert public safety authorities using the list you prepared.
3. PROPERTY DAMAGE MITIGATION – Turn off power, isolate or remove equipment, records, etc. Secure premises from unnecessary spectators or workers to eliminate danger and destruction of evidence.

### STEP 2 - Follow the organization plan:

1. IMPLEMENT THE CHAIN OF COMMAND. The person in charge (disaster manager) will deal with emergency and insurance personnel, loss consultant, public relations, and internal/external communications.
2. IMPLEMENT THE EMPLOYEE RESPONSIBILITY ACTIONS AND LIST. Authorize and delegate to employees so they will implement subsequent phases of the plan – relocation, back-up resources, implementation of short term goals (i.e. we're not going to miss an issue), etc.

### STEP 3 - Follow guidelines for short term survival and long-term recovery:

#### SHORT TERM SURVIVAL ACTIONS:

1. Gather the personnel needed to continue business – write, sell, publish, distribute.
2. Have them use appropriate backup facilities or alternate site as set up in preplan.
3. Maintain records of all transactions, rentals, purchases and other recovery items for insurance.
4. Begin updating latest inventory list immediately while property and equipment are fresh in your mind.
5. Call frequent staff meetings to boost morale, uncover staff needs. Encourage input from staff members.
6. Recognize and deal with post-disaster stress of all involved parties. It is there whether seen or not.

#### LONG TERM RECOVERY:

1. Re-evaluate your business strategy. You are under no obligation to replicate loss.
2. Determine the true need to replace items in every affected area. Approach each with an initial evaluation. You may want to change some areas, eliminate others. A change in an affected area could make an undamaged area no longer compatible or necessary.
3. Work to solidify master recovery plan as you would to build a new business – from construction, to new equipment, to furnishings, to personnel.
4. Do not overlook the positive aspects of recovery and renewal. Inform your staff and community.
5. Plan a Grand Opening.