

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION JUNE 15, 2016

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KPA CALENDAR

SEPT. 22-24

National Newspaper Association 130th annual Convention & Trade Show, Franklin, Tenn.

OCT. 7

Montgomery Family Symposium, University of Kansas, featuring Mike Blinder.

APRIL 7-8, 2017

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

KPA pursues new revenue streams

Online network offers opportunity to tap into digital advertising sales

The Kansas Press Association has teamed up with its neighbor to the east to offer an online advertising network option to KPA members.

The network, which will be operated on the back end by the Missouri Press Association, will allow KPA members another option to augment the print networks for classified and display ads now in place.

"We simply have to enhance our revenue streams to continue to provide the vast array of services currently available to our members," said Doug Anstaett, KPA

executive director. "This new option will do two things for us: it will provide KPA with an entirely new revenue stream and it will give our member newspapers something to offer to complement our print network options."

The details of the new network have been sent to members by Amber Jackson, KPA advertising director.

They are also appended to today's Publisher following Page 8.

Race for Space swaps discounts for early political ad buy choices

Frustrated with the lack of political advertising in Kansas newspapers from statewide and national candidates and their political action committees, the Kansas Press Association has launched "Race for Space," a discounted advertising offer for the primary and, ultimately, the general election cycle.

"We tried to identify a way to grab the attention of candidates and PACs, and this is our attempt," said Amber Jackson, KPA advertising director.

"We're getting the word out that many of our newspapers are willing to cut rates to show the political ad marketing decision-makers that newspaper advertising works."

More than 60 newspapers have signed up so far, and we hope to have more before our blitz on June 23, when KPA will open the phone lines for clients to call in and reserve space. If you haven't signed up yet, contact Jackson at ajackson@kspress.com or send in the registration form appended to today's Publisher. It explains the program in detail.



Digital revenue guru to lead Montgomery

One of the nation's premier digital marketing experts will headline the 2016 Montgomery Family Symposium Oct. 7 at the University of Kansas.

Mike Blinder's presentation will be designed to focus on ways to increase revenue from digital operations at Kansas Press Association member newspapers.

Blinder, founder of the Blinder Group, is internationally recognized as an expert on media advertising.

Because of Blinder's popularity and high demand for his presentations, larger accommodations have been reserved at KU for the day-



Mike Blinder

long seminar.

We'll provide a link soon for registrations, and we suggest you sign up early to guarantee yourself or a staff member a spot at this event. If you want to reserve a space now, email Emily Bradbury at ebradbury@kspress.com.

A majority of the cost for the symposium is underwritten through an endowed fund established by the Montgomery newspaper family in the Kansas Newspaper Foundation. However, there will be a charge for the seminar \$75 for KPA members to cover part of the cost. That fee includes lunch and handouts.

There's no 'doom and gloom' among newspapers he assists

A few months back, I had breakfast with the publisher of a very successful community newspaper in Minnesota. As we walked around the restaurant, I was introduced to local residents enjoying their muffins and eggs. At one table, a customer asked what I was doing in their city.

When I explained I was working with the local newspaper, a gentleman spoke up. "Whatever you do, don't mess it up. We love our newspaper."

A few weeks later, while in town working with a community newspaper in South Florida, I found myself in a conversation with the president of the local real estate association. When the conversation turned to my client, he was quick to share some personal thoughts.

"Do you know," he began, "why realtors, auto dealers and other advertisers advertise in the community paper instead of the big daily?"

He had my attention.

"People who live here pick up this paper, see the faces of the writers and say, 'I know him,' or 'I know her.' It makes a real difference. That's why people love this newspaper, and that's why advertisers want their ads in this paper."

Last week, as I arrived at the rental house where I would be living for three days, the owner asked me what brought me to her town. When I told her I was there to work with the local newspaper, a smile hinted at what she was about to say. "We love our paper here. The same family has owned the paper for decades. We are so lucky to have it."

Three days ago, as I sat alone at the Lakewood Supper Club, looking out over a beautiful sunset on Big Stone Lake, which creates the border between South Dakota and Minnesota, the waitress quickly recognized my southern accent.

"What brings you all the way from Tennessee?" she asked.

When I explained that I was in town to work with the local newspaper for two

days, I had a new friend.

"We are so lucky to have our paper," Michelle told me. "We love our paper."

I feel like a broken record when I remind people just how well community newspapers are doing across America. As I work with hundreds of papers each year, it's a common theme as publishers talk to me about their individual operations.

I couldn't help but chuckle when I saw a story in Editor & Publisher titled, "Despite 'Doom and Gloom,' Community Newspapers are Growing Stronger" in early June.

Editor & Publisher isn't the only industry journal to take up this mantra. It seems that community papers are "in" again. The column you are reading is carried by industry-related journals and publications on four continents. I often take the opportunity to read what other "experts" are writing in these publications. For

years I've read how newspapers must shift their focus away from creating quality products to crunching numbers. Now, it seems, quality is important again.

"Despite 'Doom and Gloom,' Community Newspapers are Growing Stronger" proclaimed the headline. I chuckled

because I was reminded of the interview I did with Editor & Publisher just about a year ago for a column titled, "Strategic Innovations Overshadow the Technical," by Eric Schult.

Eric contacted me to discuss the role of technology and centralization at newspapers. It didn't take long for the conversation to shift to the success community newspapers are having without centralizing production. Eric seemed surprised when I shared some of my research information indicating locally-owned newspapers are doing quite well. At one point, I mentioned the success of community newspapers might be an important topic



Kevin Slimp

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See SLIMP on Page 5

2015-16 KPA BOARD

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‘Quality’ is overused word; what does it mean?

I can imagine this scene playing out hundreds of times every day. A sales person sits in an advertiser’s office and says, “Let’s talk about your next ad campaign. What are your thoughts?” That’s a sensible conversation starter. Ask an open-ended question, hear the other person’s ideas and go from there.

Let’s say the advertiser answers, “Quality.



John Foust

We’ve got to let people know we believe in quality.” That sounds like a harmless comment, but it’s an example of where bad ideas come from. If the sales person does not probe for an explanation, “We believe in quality” will end up as theme of the advertising. And that ad campaign will get lost in a world of other vague advertising

claims.

I believe that “quality” is the most overused word in advertising. It’s everywhere. Advertisers boast of quality products, quality customer service, quality people, quality selection, quality traditions and quality reputations. They act as though consumers automatically understand what they are talking about. But in reality, the word “quality” is trite and has little meaning in today’s marketplace.

“Quality” is not the answer to a question.

It’s another question. It’s your cue to dig for information. Pretend you’re a lawyer on a search for evidence to prove your point. Find where your advertiser’s unique quality comes from, and let that become the idea.

Generally speaking, there are two types of evidence that can be used in advertising: product proof and human proof. The right choice can define quality and make it come to life in the consumer’s mind. Let’s take a closer look:

1. Product proof. To find this kind of evidence, make a list of features and benefits. Then narrow it to the most relevant information. Are there special ingredients? Is there a unique manufacturing procedure? What about guarantees? Is there a story of a customer who is still using the product after an impressive number of years – or miles – of service?

This approach presents the product as a hero. If you face a specific problem, don’t you want the product that will save the day? When you want certain benefits, don’t you want the product that is proven to deliver those benefits?

2. Human proof. There are two ways to use human proof: (1) a testimonial from

a happy customer or (2) a statement from someone who works for the advertiser.

When an advertiser says, “We’re really good,” that’s just another marketer bragging about themselves. But it means something when a real live customer says, “They’re really good, and here’s why.” That’s the power of a customer testimonial.

A statement from someone representing the advertiser is what I call an in-house testimonial. For example, the technician who tells you that – when you buy a car from his dealership – you can count on his 24 years of experience to keep your car in tip-top condition. Or the chef who tells you she would be honored to prepare a

meal for your special event.

Proof can make “quality” statements come to life.

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

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I believe ‘quality’ is the most overused word in advertising. It’s everywhere. Advertisers boast of quality products, quality customer service, quality people, quality selection, quality traditions ...

Confidence in newspapers hits all-time low

PRINCETON, N.J. — A new Gallup Poll indicating just 20 percent of Americans confident in newspapers as a U.S. institution represents an all-time low and marks the 10th consecutive year that more Americans express little or no, rather than high, confidence in the institution.

The percentage of Americans expressing “a great deal” or “quite a lot” of confidence in newspapers has been dwindling since 2000, and the percentage expressing “very little” or “none” finally eclipsed it in 2007.

One in five adults now say they have a great deal or quite a lot of confidence in newspapers — the all-time low for newspapers in Gallup’s trend dating to 1973. The decline in public confidence is part of a larger pattern of decline in confidence in all U.S. institutions.

Introducing

LSA Creative...
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LSA Creative is the premiere “movement” combining the best advertising-specific content with the experts who help businesses market to local consumers.

Access the content you’ve come to rely on with Creative Outlet and now as LSA, we can help you create customer pitches, circulars/fliers, social media imagery and many other print and digital graphics. LSA Creative is here to assist you when you need to keep your advertising & production in harmony.

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309-690-5324

THIS MONTH’S QUESTION

Q. When will the new online advertising network be up and running?

A. As soon as we can sign up enough newspapers to be able to offer the kinds of page view numbers that will turn heads. We figure that will be a level of about 750,000 page views per ad per month. That also will allow KPA to sell and service up to six ads at any given time at a price of \$1,599 per ad run. If we cannot achieve those kinds of numbers, we’ll have to limit the number of ads rotating in the space until we have more newspapers signed up for the program. There is a signup form appended to today’s Publisher. Be sure to get in on the ground floor.

Go ahead, mock us; we'll keep doing our job

Summer has arrived. The air is turning really hot in Kansas, catching up with the months of hot air emitted on the presidential campaign trail.

It's hard to decide which are the hottest words out of the mouth of candidate Donald Trump. But his verbal attacks on the media tend to register on the "pants on fire" meter.

It's nothing new for politicians to dislike reporters, whether print, web or broadcast, and to use them as the scapegoat or piñata for political purposes. Trump and his fans have every right to say what they are saying.

But I'll admit it's been a little unsettling this year to watch the U.S. media corps repeatedly and widely branded as liars and worse by the GOP's top candidate. He's followed by a growing group of lawmakers hitching onto his coat-



Sarah Kessinger

tails.

The bitter criticism and crude mockery targets professionals who have given up higher-paying jobs, eight-hour work days and five-day work weeks to do something they consider critical to their audience and to democracy. That dedication is based on the pursuit of truth.

Newsrooms battered by downsizing have made it harder on reporters to fully cover campaigns and government. But they've done a darn good job of shining a light on candidate track records — Trump University a prime example — in recent months, and the GOP frontrunner clearly doesn't like it.

Journalists make occasional mistakes and should always correct, clarify them or retract what was wrong. The vast major-

ity do. If they hope to earn credibility, they check out stories and make sure what's reported is correct and with a balance of viewpoints.

Armed with accurate news, voters have the opportunity to better serve themselves and their country by choosing the best candidate for the job.

Trump's cries of "liars" are all the more disturbing when one thinks of our media colleagues who have died at work in recent years.

The bitter criticism and crude mockery targets professionals who have given up higher-paying jobs, eight-hour work days and five-day work weeks to do something they consider critical to their audience and to democracy. That dedication is based on the pursuit of truth.

June started off with news that National Public Radio's David Gilkey and translator Zabihulla Tamanna were killed in an ambush by the Taliban while embedded with a Afghan military unit.

A colleague's voice broke on the broadcast as he described Gilkey's dedication to bringing the human side of war to the NPR audience.

We've lost so many multi-national service members and civilians in recent Middle East wars and we've lost so many journalists.

Trump can call the media whatever he wants, but voters have every opportunity to decide — based largely on good reporting by solid news outfits — whether he speaks as a mouse or a man when it comes to the role journalists play in this country.

Many men and women stand in the line of fire each day to get us the world's news and corruption and crime in the United States.

They walk the tightrope of trying to get it right every day. America is all the greater for it.

Sarah Kessinger is editor and publisher of the Marysville Advocate and 2016-17 president of the Kansas Press Association.

ASNE condemns Trump's press censorship moves

The American Society of Newspaper Editors released this statement concerning presidential candidate Donald Trump's decision to deny press credentials for The Washington Post:

"(ASNE) stands against presidential candidate Donald Trump's attempts to censor news coverage of his campaign by denying access to outlets whose coverage does not correspond to his wishes, the latest being The Washington Post.

"Candidate Trump's move to sanction



coverage of his drive to win the presidency is an unprecedented dismissal of the First Amendment freedoms essential to our democracy.

"The public is best served when a fearless, unfettered and independent press is

present at all campaign events, speeches and political forums.

"We urge the Republican Party to return to its historical support for openness and transparency and call on both the party and its presumptive nominee to reverse course on these undemocratic sanctions and attempts at censorship.

"In the meantime, we encourage news outlets to ignore, reject and oppose all unconstitutional restrictions that any party, candidate or government official attempts to impose."

CATCH THE BIG GAME

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

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




Kansas Press Association
 kspress.com

Slimp

Continued from Page 2

for a story. As I remember, Eric agreed.

One of the things I remind clients, whether they are locally-owned community papers or part of larger groups, is to be realistic about what they do. More times than not, newspapers ask me to help improve their products while on-site. That always means that something is going to change. I'm noticing newspapers are more accepting of change these days when confronted with reasonable information.

Last week, I had a discussion with a staff from South Dakota that sounded like a conversation I've had many times. It revolved around grayscale photos on pages. Now and then, I'll work with a group that uses color pictures on grayscale pages, to simplify the conversion of documents from print to online. By placing color photos on the pages, the RIP (the device that controls the creation of plates for the press) can simply convert the images to gray while making the plates, allowing the same files to be uploaded to a website in full color.

While this does simplify the process of

converting print pages for the Internet, the issue – as I've explained dozens of times to groups – is the photos will look much better in print when edited and converted to grayscale first.

I know what always follows next. "Yes, but if we place color pictures on the pages, we don't have to create new pages to go online."

That's when I get straight to the point.

"Let me ask you something," I usually begin. "Do you make more money off your digital product or your print product?"

To date, no one has ever answered they make more money from their digital product. Most often, the answer is, "We don't make a profit from our digital newspaper."

"So," I'll ask, "why do you put more effort in making your digital pages look good when all of your profit is in print?"

At this point, I usually see faces begin to light up.

In her story for Editor & Publisher, Sharon Knolle is right: despite the gloom and doom, community papers are growing stronger. I would argue, however, this is not a new phenomenon. Most gloom and doom I've noticed among community newspapers over the past few years has

been perceived, not real. It took four or five years, but most community papers I visit – and I visit a lot – realize the "death of newspapers" cry was created primarily by folks who could profit if that turned out to be the case. The reality, as Knolle noted, is community newspapers are growing stronger.

Over the next few weeks, I'll be traveling all over Tennessee, Western Canada, West Virginia and back to the Upper Midwest.

I will visit with staffs and hear how much their readers love their papers. Publishers will seek advice concerning software and hardware purchases because, among other things, they realize they have to plan for the future.

In 2008, the dean of a prestigious university school of journalism told me he didn't believe there would be a single printed newspaper left in America within 10 years. He still has 17 months to prove me wrong. If the folks at Editor & Publisher are right, it seems a safe bet at least one newspaper will be standing.

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



Get the message

At AT&T, we believe there's only one thing to know about texting and driving – just don't do it. Not ever. The AT&T "It Can Wait" program is dedicated to sending only one message: No text is more important than your life.

AT&T is a proud supporter of organizations like the Kansas Press Association.



MARKETPLACE

NEWS

EDITOR — Join the Wellington Daily News. Will write, design pages, take photos and post daily to web and social media. Competitive salary and benefits package offered. Respond with clips, resume and references to cjanney@butlercountytimesgazette.com. (4-25)

ADVERTISING

CREATIVE SERVICES TEAM LEADER — The Hutchinson News is seeking a dynamic leader to head our creative services team. The right candidate must have exceptional creative and technical skills and have the skills necessary to inspire a staff. A degree in graphic and digital design or equivalent experience is a must, must be knowledgeable in Adobe Creative Suite, Flash, Dreamweaver, video production and website development. This key position will be responsible for the organization and training of the creative team along with facilitating the production of daily advertising and creative work for the print and digital advertising products, coordinating the layout of the daily paper and special sections. If you are passionate about design, well-organized, a strong leader, work well under deadlines and have excellent communication skills, you may have what it takes to lead our team. Position reports to the Marketing Solutions Director. Benefits include: 401(k), profit sharing medical, vacation and more. Send cover letter, resume and 3 non-returnable samples to: Jeanny Sharp, Marketing Solutions Director, The Hutchinson News, 300 W 2nd Ave PO Box 190 Hutchinson, KS 67504-0190 or jsharp@hutchnews.com (5-31)

SALES MANAGER/MULTI-MEDIA

SALES EXECUTIVE — Position available in Dodge City, KS. We are a sophisticated, multi-media, local news organization and a leader in delivering local content to consumers and local marketing solutions to businesses. We are well positioned to meet, adapt and excel in the future of delivering local content and business services through a variety of media options. Our company is looking for a true sales leader that can help us continue to evolve, grow and deliver custom solutions to local businesses. This person will be responsible for growing advertising revenues through both the management of other sales team members and the development of their own book of accounts, using a consultative sales approach for both print and digital solutions including newspaper, specialty publications, direct mail, digital display, SEO, PPC, social media, mobile, website development and local services. Candidates must have sales experience and preferably management experience as well; media experience would be helpful but is not required. Compensation includes a competitive base salary plus commissions. We

offer Health, Dental, Vision, Flexible Spending Accounts, Life Insurance and 401(k). To apply, submit a cover letter and resume with salary expectations to Lee Bachlet, Senior Group Publisher, GateHouse Media lbachlet@gatehousemedia.com. An Equal Employment Opportunity Employer. (5-19)

ADVERTISING DIRECTOR — The Garden City Telegram, an award-winning, seven-day-a-week morning newspaper serving a dynamic, diverse community in southwest Kansas, is seeking applications for an advertising director. The ideal candidate will be an innovative thinker experienced in creating new revenue streams and implementing successful strategies, with the ability to motivate and empower a sales team in display, classified and digital sales. The advertising director also manages the Print Plus division, which produces brochures, banners and other marketing materials for clients. Candidates should be goal-driven, organized and detail-minded. The exceptional candidate will have experience in newspaper and digital media sales — including management experience — and success in growing revenue across multiple platforms. Competitive pay based on sales performance. Full benefits package. Please submit a letter of application and resume to: Dena Sattler, Editor-publisher, The Garden City Telegram, P.O. Box 958, Garden City, KS 67846, or e-mail denas@gctelegram.com. (5-9)

NEWSPAPERS FOR SALE

138- and 126-year-old weekly newspapers in south-central Kansas near Kansas Star Casino covering two smaller cities. One is official county legal publication. Each official publications of its town and school district as well as some townships. Farm communities with progressive thinking and friendly relaxed atmosphere. No competing newspapers. Call (620) 488-3695 after 5 p.m. for more information and to make offer. (6-14)

Respected 131-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady subscription, advertising, annual sales approximately \$140,000. Will include building and property in sale. (785) 341-7573 after 5 p.m. MST.

PRESSROOM

PART-TIME PRESS OPERATOR — The Great Bend Tribune is seeking a part-time press operator to join our printing team. The ideal candidate will have previous web press experience, including print of process color and press make-ready. Good work ethics along with mechanical skills and ability to react quickly to print related problems. We are willing to train the right person. Job require-

ments include: • Current valid driver's license with clean driving record, ability to pass a written fork lift test and train on lift; • Color vision and depth perception; • Ability to lift a minimum of 75 pounds; • Ability to read and comprehend written and/or oral English instruction along with ability to communicate effectively with team members. To submit a resume with references or request an application contact jaudus@gbtribune.com.

DIGITAL MEDIA

DIGITAL EDITOR - The Wichita Business Journal is looking for a turned-on, energetic professional to take charge of its digital platforms. The Digital Editor is responsible for the day-to-day management of all online content and owns the execution of the online content strategy across multiple platforms and products, including Web, email, mobile and social media. It is mandatory that the candidate thrive in a breaking-news culture and has demonstrated content programming experience in an online environment. Submit materials to Bill Roy, broy@bizjournals.com. See more about the position at <http://acbj.com/careers/detail/acbj.1774>.

Tired of not being able to update your website? Do you hate the design, but have no one on staff who can alter it? Have your eyes widened in shock when hearing what a new website might cost? Relax ... The Hays Daily News' Pixel Power Haus is your solution. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

MISCELLANEOUS

FOR SALE — Vanguard Model 1958, Serial BF 103, Last used December 2015. It worked well at that time. It has two units, but we've only used them separately. Buyer will need to dismantle and move it! \$4,000; ATF Chief 17, Model 11.17, \$300; ATF Chief 215 Model 2.15. Used mostly to print envelopes & two part forms, \$150; MGD Duplicator 20, \$100; Argyle 23 Process Camera Model G23, \$50 in 2012; Photostat Whitin Masterlith Duplicator Model 1115 Perforator, \$100; NuArc FT40UP Ultra-Plus Flip-Top Platemaker, \$175 in 2015; free negatives and plates, various sizes. Call Linda Foster (785) 413-0349 or email at thewholeisgreater@gmail.com (1-8)

FOR SALE — Hamada 800 DX w/spray unit, electrostatic unit, 3M dampening sleeves; LOG Etronics Film Processor Model #LL2218, 196-264 volts, single phase, 15 amps; Brown Ultra-lite 1500 plate burner; 2 Nu-Arc light tables; 1950 Anniversary Edition Heidelberg Windmill press, very good condition. Nor'west Press, Goodland, Kansas. Call 785-899-2338.

NEWS BRIEFS

National Newspaper Network to fold June 30

The Newspaper National Network (NNN) will dissolve at the end of this month. Owned by the top 20 newspaper companies in the United States and the Newspaper Association of America (NAA), NNN was founded 22 years ago as a business development arm of the newspaper industry helping national advertisers and their agencies obtain access to the newspaper industry's scale and reach.

Over the years, NNN had evolved to become an innovative marketing solutions provider that leverages the strengths of all newspaper platforms.

Since its inception, the NNN has generated almost \$3 billion in developmental ad revenue from the national advertiser marketplace.

Three years ago, CEO Ray Chelstowski launched N3 Digital which provided advertisers and their agencies with the ability to build out integrated local media campaigns nationwide. Concurrently, NNN introduced new research tools to demonstrate the efficacy of the medium to ensure repeat business.

"The partners of NNN are extremely grateful to Ray and what his team has been able to accomplish over the years," said David Chavern, President and CEO of the NAA. "Of note, NNN has achieved revenue projections for the last four consecutive quarters standing strong in the headwinds of industry trends.

"With that said, as the media marketplace has continued to evolve, the partners felt the need to invest in an alternative go to market strategy, focused on emerging digital opportunities and ROP advertising, rather than significant capital investments in NNN at this time."

SNPA offers free webinar on new overtime rules

Southern Newspaper Publishers Association is offering a free webinar on Thursday, July 14 (through Online Media Campus) to address the U.S. Department of Labor's new overtime rules, which go into effect Dec. 1.

The Kansas Press Association is a co-sponsor of the Online Media Campus.

The finalized rule increases the salary threshold necessary to be classified as exempt from overtime. When the final rule goes into effect, the salary threshold will more than double.

In this free webinar, Michael Zinser will educate you on the new rule, as well as how your company can manage its new requirements. The webinar will be held from 1 p.m. to 2 p.m. (CDT) and will be archived for those who can't join the webinar at that time.

Zinser serves as a resource for SNPA's Legal Hotline and has recently addressed questions about potential exemptions under the new rule, which he will cover in further detail during this presentation.

These include an exemption for small newspapers with circulation numbers under 4,000; a creative professional exemption for journalists and photographers; and a Section 13(d) exemption for district managers.

This is a special program offering and free of charge, but advance registration is required.

Learn more and register [here](#).

Merritt column available free to newspapers



Buzz Merritt

Davis "Buzz" Merritt Jr. often gets requests to reprint his columns from the Wichita Eagle from Kansas newspaper editors.

He owns the copyright to the columns, and he has given a blanket approval to Kansas Press Association members to do just that.

Just go to the Wichita Eagle website and download the columns, which he writes three to four times a month.

"All I request in return is a clip or online citation, nothing else," he said.

Merritt was editor of the Eagle from 1975 through 1998. He has long been considered one of the fathers of public journalism.

Other free columns and editorials are available through KPA by registering with the editorial sharing program. KPA writers upload their own work to that email address. To sign up, contact Emily Bradbury at ebradbury@kspress.com.

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FRIENDS OF KPA

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(for questions on cameras in the courtroom and the court system)

Newspaper readers are informed ... and vote

Remember from my days as an editor and publisher the visits from those running for statewide office or for Congress.

They would drop by the office — most often unannounced — and want to discuss their ideas about the upcoming campaign and why they should be elected or re-elected “And if you’re busy, (hint, hint) I’d certainly be willing to sit down and talk to a reporter,” they would add.

Often, that would be the last I would hear from them. When it came time to advertise why they should be elected, their political consultants would steer the money to radio, television or direct mail. Today, they have to factor in mobile and online programmatic advertising.

It was frustrating then, and I’m sure it’s just as frustrating to all of you today.

We came up with the idea of a “Race for Space” to try to divert a portion of those ad dollars to print this year. While most of us truly abhor discounting our advertising space, we do it sometimes to create interest. That’s what we’re trying to do with this promotion.

We’re still working on it, but we’ve already been told by those in the Kansas Republican Party apparatus “thanks, but no thanks.” Representatives of the state Demo-

cratic Party haven’t committed to participate yet either, but they have at least told us they are willing to listen to our proposal and learn more.

I’ve been at the Kansas Press Association for 13 years now, and the tune has been the same election cycle after election cycle.

We don’t advertise in newspapers because:

- No one reads newspapers any more.
- We’ve got all

our money tied up in targeted advertising.

You guys never cut us any slack, so we’re not going to throw money your way.

Our consultants tell us it would be a waste of our resources.

You’ve heard the excuses.

Then you start seeing the ads in broadcast media and in your mailbox. They quote newspaper articles that have put them in a favorable light or criticized their opponents.

They proudly exclaim how many newspapers have endorsed them.

And they encourage their supporters to write letters to the editor — or even write letters for them and ask them to put their names at the bottom, you know, to be published in newspapers no one reads!

When are we going to say “enough is

enough”? When are we going to tell legislators we’re tired of running their propaganda during the legislative session that is more often than not written by someone in the party leadership’s office anyway. (I know; my daughter used to write them for the Democrats when she worked at the State-house).

When are we going to insist that if you want to announce you’ll be in town for an “Eggs and Issues”

breakfast that you use some of your campaign budget allowance to run an ad?

I don’t know the answer, but I do know we have the research on our side. A majority of voters still read newspapers; they’re informed.

I know ... we feel it is our moral obligation to inform citizens and often we don’t have the

staff or the time to do it ourselves, so those handouts give us something to publish. Yes, we do have a responsibility to inform the public.

But we also have a responsibility to stay in business so we can continue to provide that service.

Doug Anstaett is executive director of the Kansas Press Association.



Doug Anstaett

And they encourage their supporters to write letters to the editor — or even write letters for them and ask them to put their names at the bottom, you know, to be published in newspapers no one reads!

NEWSMAKERS

Robin Phelan is the new advertising director for the Manhattan Mercury.

Phelan, 43, will take over July 1, succeeding Stephen Stallwitz, who is retiring after serving 28 years in that position.

Phelan currently is the advertising and digital director at the Garden City Telegram.

Dena Sattler, editor-publisher of the Garden City Telegram, has rejoined the Kansas Press Association Board of Directors as legislative director.

She was president of KPA in 2013-14.

June Jewett, one of the oldest newspaper columnists in the country, died May 9. She was 96.

Her column “Musings from the Hill,” had appeared in the Baldwin City Signal since 1986.

In it, the Kansas City Star wrote, “she shared her take on life, history and her love of nature.”

Vicki Henderson was recognized for

45 years of service to the Norton Telegram. Her husband, Larry, was a press operator there from 1978 to 2002. Her sister Susie worked at the Telegram as did her daughters, Lisa and Angela.

MAY KDAN, KCAN WINNERS

The following newspapers sold either direct placement, Kansas Display Ad Network, Kansas Classified Ad Network or out-of-state network ads in May.

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

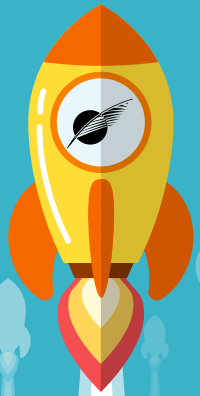
Also, tell your potential clients their ad will have a readership of approximately 1 million with either program.

KDAN — The Clarion, one ad for a profit of \$825; Scott County Record, one ad for a profit of \$190; Ellsworth County Independent-Reporter, one ad for a profit of \$400; Anderson County Review, two ads for a profit of \$1,650.

KCAN — GateHouse Media, two ads for a profit of \$300.

SDAN — Anderson County Review, two ads for a profit of \$225.

Advertising Placements — Hays Daily News and Hillsboro Free Press.



KANSAS PRESS ASSOCIATION IS ASKING POLITICAL CANDIDATES TO

RACE for SPACE!

The Kansas Press Association is offering a
NEW POLITICAL ADVERTISING PLAN this year –
and we need your help to make it effective.

RACE FOR SPACE

- YES, we will participate in the RACE!**
- No, we're not participating in this program.**

(Newspaper Name, City & Signature still required)

NEWSPAPER NAME: _____

CITY: _____

CONGRESSIONAL DISTRICT: _____

AUTHORIZED BY: _____

DATE: _____

We authorize KPA to use this rate
\$ _____
for NO More than _____ inches.

**THIS FORM MUST BE COMPLETED &
RETURNED BY FRIDAY, JUNE 17, 2016**

FAX TO: (785) 271-7341 or email to:
ajackson@kspress.com

We are asking newspapers to let us sell:

- A LIMITED AMOUNT OF SPACE (minimum 252 inches – more is better!)
- FOR A LIMITED TIME
- AT 50% OF YOUR CURRENT PCI RATE

The **RACE FOR SPACE** program is an effort to get early political advertising commitments from candidates. The discounted packages will be sold on a first-come, first-served basis. Once the discounted inches are sold, candidates can purchase advertising at your regular rate.

The Kansas Press Association will offer discounted rates for the following 2016 races:

- President
 - US Senate
 - US House
 - Supreme Court
- (Associations & PAC's will also be contacted)

IMPORTANT DETAILS:

- Ads sold can run any time up until the primary election date.
- If successful, we will run a **RACE FOR SPACE** before the general election too.

A NUMBER OF DAILY NEWSPAPERS ARE ALREADY ON BOARD! DON'T MISS OUT!

SIGN UP (To The Left)

Please fill out the attached portion and send back to KPA, as soon as possible. Remember this is only for the primary; another will be sent out for the general.

FOR MORE INFORMATION

Do you have some questions about the program that we didn't answer? Please contact: Amber Jackson, KPA Director of Advertising at
ajackson@kspress.com

The advertising space will be sold on June 23, 2016 – beginning at 9 am. Once the space for your newspaper is sold – contact will be made if additional inches are requested.



**Kansas Press
Association**

OVER A BILLION DOLLARS

ESTIMATED TO BE SPENT DURING THIS ELECTION. DON'T MISS THIS OPPORTUNITY TO TAP INTO THE BUDGETS OF THESE CANDIDATES. ACT FAST BEFORE ALL THE MONEY GOES DIRECTLY TO TV & RADIO!



Kansas Press Association, Inc.

Dedicated to serving and advancing the interests of Kansas newspapers

5423 SW Seventh Street • Topeka, Kansas 66606 • Phone (785) 271-5304 • Fax (785) 271-7341 • www.kspress.com

Date: June 8, 2016

Attn: Publishers and Ad Directors

From: Doug Anstaett, KPA Executive Director
Amber Jackson, KPA Ad Director

Re: Online Network Launch

The Kansas Press Association is excited to let member newspapers know that we are expanding our network programs to include an online platform. After researching many options, we've selected the most user-friendly model we could find.

Here's how it works:

- You select one (1) run-of-site position on your web site.
- KPA will supply you with the ad code to place on your web site.
- KPA will create and format the ad to your ROS specification.
- KPA will place the ad and remove the ad when needed.

Just like our other networks, each newspaper will have the right to refuse any ad. Simply call our office and the ad will be taken down immediately. We will continue to use the same high standards we apply to all KPA networks, so you can trust that you will have good, quality ads running on your site.

Someone from our team will be more than happy to walk you through the easy process of placing the ad code on your site. After the ad code is placed, nothing more is required of your paper. All newspapers that choose to donate this space will receive a pooled check twice a year.

Here's what you get:

- Additional revenue streams
- Fill an online need for your advertisers with this online option.
- Create additional credibility for your newspaper website

KPA is very fortunate that we have such outstanding members. We trust that we can count on you as we launch this new online network that will only strengthen our association to better serve you.

Please find the participation agreement attached. Please complete and return by fax or email no later than Friday, July 1, 2016. Please call Amber or Doug if you have any other questions.

Thanks again for your continued support.



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STATEWIDE ONLINE AD NETWORK

YES! WE WANT TO JOIN

Newspaper Name _____

Contact Person _____

How do you want to be notified with the ad has been placed?

Email? Email address _____

Phone? _____ Fax? _____

Newspaper Address: _____

AUTHORIZING SIGNATURE _____

DATE _____