

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION JUNE 17, 2015

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KPA CALENDAR

JULY 16-17

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

OCT. 1-3

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

DEC. 15

National Bill of Rights Day.

APRIL 22-23, 2016

Kansas Press Association annual convention, Overland Park DoubleTree Hotel.



Sherman Smith, director of digital audience for The Topeka Capital-Journal, leads the newspaper's digital first approach to new coverage. The Capital-Journal uses

Twitter and Facebook extensively and real-time analytics to check traffic. The KPA staff will soon survey the extent of digital engagement at all Kansas newspapers.

Survey will gauge digital engagement

The Kansas Press Association staff will embark upon a research project soon to gauge the level of involvement of all member newspapers in the digital world.

The survey is being done at the request of the Kansas Newspaper Foundation Board of Trustees so the KNF can plan future projects for KPA members.

The KNF trustees voted at their annual meeting in April to determine whether digital technology education as a project worthy of support.

“While we all know what effect the internet, Facebook, Twitter and other innovations have had on the newsgathering business, we’ve not drilled

down to see how KPA newspapers are using these technologies,” said Doug Anstaett, KPA executive director. “We hope to gather enough comprehensive information to allow the KNF trustees to develop a project to help newspaper owners who want to get more involved in the digital world.”

The research will begin with an online questionnaire for members. Those who respond to that survey will be contacted by KPA staff only if follow up is needed.

As an incentive, Emily Bradbury, director of member services at KPA, said all newspapers who

See **DIGITAL** on Page 3

Regional KPA meetings planned this fall

The Kansas Press Association staff and Board of Directors have agreed a return to regional meetings with members is in order.

So the KPA staff will be planning for four meetings in the fall designed to bring educational programming to the four quadrants of the state.

They will replace the Western Kansas Mini-Convention, which worked for a time but has seen dwindling participation in recent years.

The regional meetings, which will include a free lunch for attendees, also will provide a specific

training opportunity for members, such as advertising sales, newspaper management or digital applications.

No dates, times or locations have been lined up yet, but KPA staff will be working on that in the coming weeks.

Emily Bradbury, director of member services, will announce more specifics soon.

“We know the pendulum swings in our industry, and it appears members prefer a shorter trip to get to our events,” Bradbury said. “We’ll announce the dates and locations by early August at the latest.”

News operations must strive to connect with their readers

There's nothing more satisfying than looking at your product — whether it's the print or digital edition — and saying to yourself, "We've got it covered. We're connecting with our readers." It matters little whether a newspaper has a circulation of a few hundred or several thousand. News organizations must connect with readers — their customers — if they are to remain relevant.

That means delivering the chicken dinner — and steak, too. No matter how big your operation, don't forget the little things. And, no matter how small your newsroom, take the time to pursue the big projects, too.

I put news reports into two buckets: stories readers "should" read and stories they "like" to read. The two lists need not be mutually exclusive. The key is to regularly connect with your community.

Here are a handful of ways.

Rethink your beats. Is your newsroom structured to monitor the things most important to your readers? Think beyond the standard public affairs beats of local government. For example, the local economy plays a huge part in people's lives. If you regularly check in with the city council administrator, it's equally wise to put other individuals and organizations on your list — the chamber of commerce, union leadership, government agencies that handle agriculture subsidies, bank presidents, workforce centers.

Go beyond the newsroom. Newsrooms regularly review everyday coverage and plan special projects.

Expand the discussion. Include the entire newspaper family — representatives from all departments — as they likely represent a cross-section of your readers. Think of other individuals who have a pulse of the community — the United Way director, the CEO of the largest employer, the community ed director, the leader of a civic club, the morning coffee roundtable at the bakery, the "go to" volunteer who seems to be involved in every civic project.

Be inquisitive. Reporters are paid to ask questions. One reporter, recalling his editor's nose for news, recalled, "If he saw a city crew digging up a sidewalk, he'd stop and ask,

'What are you doing?'. There's a good chance other passers-by had the same question. Your staff can't be everywhere, so turn all your employees into reporters. Instill in them a similar mind-set. Encourage them to bring you the news.

Don't forget second-day stories. Scan any newspaper, and coverage is likely dominated by reports of meetings and events. Stories detail the facts behind an action, the quotes from the decision-makers detailing the "whys" of a particular decision. Remember, every action has a reaction. Second-day stories are just as important — sometimes more important — than the original report. Follow-up stories likely include new names and faces. You are expanding your network of news sources and, most importantly, your readership base.

Have a conversation. Connecting with readers requires having regular conversations. Explore all opportunities through your print edition and digital platforms. Follow social media channels, too. Take the time to answer questions; explain the dos and don'ts of your policies in a regular column.

In a nutshell, place as much emphasis on developing informal networks as you spend resources on your established networks. Making regular stops at the city hall, cop shop or courthouse are important, but think of all the other places where people regularly gather and share the news of their friends, neighbors and co-workers.

Drop in regularly, and editors will soon develop an informal group of correspondents. Some individuals will be waiting to pass along story ideas, especially if they wind up in the newspaper on occasion. The investment of your time will provide dividends for your content and your community.

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

He can be contacted at www.pumarlo.com.



Jim Pumarlo

I put news reports into two buckets: stories readers 'should' read and stories they 'like' to read. The two lists need not be mutually exclusive.

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Advertising sales have interesting parallel to golf

I remember stopping for directions to a golf course.

“How do I get to Sea Palms?” I asked.

The young man behind the counter of the convenience store responded with his own question, “From here?”

I almost laughed out loud at the absurdity — and the profoundness — of his comment.

Directions always start from where we are at the moment.

The game of golf provides us with a fine advertising parallel.

Let’s say you hit your drive into the trees (I’ve been there, done that many times). You’re in trouble and need to get out. Since you can’t start over, you have to take the next shot “from here.”

Let’s take a look at some steps to take when your golf ball — or your advertiser — is in the trees:

1. Find the ball. In other words, figure out where “here” is. Analyze the advertiser’s original goals and marketing tactics. What has worked in the past? Can you pinpoint what made things veer off course? Has the budget been wisely allo-

cated or has it been spent on an impromptu basis? What about external forces?

Have new competitors entered the market? Where are your potential customers spending their time and their money?

2. Pick a target. Obviously, the long range objective is to put the ball in the hole. But for now, the task at hand is to move closer to that goal, not necessarily put it in the hole with one swing. Should you go for the green and try to blast it through a gap in the trees? Or should you punch it laterally into the fairway, to create a better lie for your next shot?

What’s best for your advertiser? Should you invest a big piece of the budget in an effort to go for the green? Or play it safe with a higher-percentage shot?

3. Pick the right club. Once you decide where and how far you want to hit the ball, the next step is to choose a tactic. If you go for the green, you can propose a big blow-out sale — with substantial savings on a number of products and/or services.

If you play it safe, you can: (1) run image ads while you work out a better long-term strategy, (2) dust off and re-use

a former offer that worked well, or (3) best of all, test some offers in smaller doses to determine what you should incorporate in a larger promotion.

4. Have a solid swing. A bad swing can result in an even worse location for your next shot. So make sure to pay careful attention to fundamentals. A great concept won’t work if it is introduced with a weak headline. A compelling offer will flop if the expiration date is too soon. And a message which is loaded with claims and exaggerations will be ignored by consumers.

It’s not unusual for ad campaigns to go astray on occasion.

When that happens, it’s an ad professional’s job to step up to the ball and take it “from here.”

When that happens, it’s an ad professional’s job to step up to the ball and take it “from here.”

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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John Foust

Should you go for the green and try to blast it through a gap in the trees? Or should you punch it laterally into the fairway, to create a better lie for your next shot?

Digital

Continued from Page 1

successfully complete the KNF Newspaper Survey before 11:59 p.m. on July 17 will be eligible to win an all-inclusive 2016 KPA Convention Package.

The package will include one full convention registration (President’s Dinner included), one night’s stay at the convention hotel (DoubleTree Hotel in Overland Park)

and \$50 in spending money.

“Those who do not complete the online survey by the deadline will be contacted by telephone by one of our six staff members during regular office hours,” Bradbury said.

“The survey shouldn’t take more than 10 minutes to complete, but it will provide the information we need to make sure KPA is providing the kind of assistance needed by members.”

To access the survey, go here: <https://kspress.wufoo.com/forms/q14vap7e1nja91e/>

THIS MONTH’S QUESTION

Q. Did anything good come out of this year’s legislative session for the newspapers of Kansas?

A. Actually, yes. House Bill 2256, was approved that expands the Kansas attorney general’s enforcement powers when KORA and KOMA violations occur. The new language gives the attorney general more options on how to handle complaints, including what kinds of punishments to mete out for violators. The Kansas Press Association supported the change because the alternative in the past has been the filing of a lawsuit if a complaint was denied. Now, an intermediate step has been approved. HB 2256 is available at http://www.kslegislature.org/li/b2015_16/measures/documents/hb2256_enrolled.pdf



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Let's re-establish meetings with our legislators

His eyes still bloodshot and his face bearing the shadow of a three-day stubble, Rep. Kent Thompson on Sunday afternoon was still numb from the turmoil of what is now the longest session in the state's legislative history.

Thompson met me at my office that Sunday afternoon and gave me a blow-by-blow account of the arm-twisting and shenanigans he endured that Thursday night that led up to the 4 a.m. vote on Friday, and ultimately, the end of the session.

He talked, mostly on record, for the better part of two hours.

Yes, it made for a fine story for Monday's paper.

Better yet, it helped cement a relationship.

My next goal is to get on as good of terms with my state senator, Caryn Tyson, who is not as comfortable being put on the



Susan Lynn

spot or of opening up.

As Republicans, both Thompson and Tyson sometimes take issue with the paper's editorial stances, which is fine by me, and in truth, helps build an arena of respect. We all know we disagree on key issues, but don't let those differences in philosophy get in the way of keeping the lines of communication open.

Time was, editors enjoyed an open-door policy with legislators and our calls would be welcomed — and returned.

I'd venture times have changed.

Which is not to say we should accept them.

A goal of the Kansas Press Association is to work to better relationships with our elected officials. One way is to re-establish a meeting of the two bodies during the legislative session. The last such meeting I can remember was when Katherine Sebelius

was governor and at day's end we enjoyed hors d'oeuvres and drinks at Cedar Crest. It was really nice, though I'm embarrassed to admit not very well attended by members of the press.

I know, I know. It's harder these days to pull away from the office. We each are saddled with more responsibilities than our forebears and as a result relationships, including those with our elected officials, have been sacrificed.

But now, especially when legislators are becoming more leery of the press, is the time to push for more dialogue and foster better relations.

If not, we're all the lesser for it.

Susan Lynn is editor and publisher of the Lola Register and the 2015-16 president of the Kansas Press Association.

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NEWS BRIEFS

Faulty water heater leads to flooded basement at KPA

The basement is again dry, but the Kansas Press Association's insurance company is still trying to assess the damage caused when a faulty water heater leaked water into the basement.

Almost all the carpeting in the basement was affected, along with some woodwork and sheetrock. The KPA's financial records and other stored items in the basement weren't damaged because they were stored off the floor.

Chavez Restoration completed the "drying process" on Monday.

"The staff did an incredible job while we were waiting for the restoration company," Anstaett said, "and likely prevented even more damage from occurring."

A new water heater has been installed.

An adjuster is still determining the extent of damage, but the KPA's insurance company has indicated the damage is covered over and above the \$1,000 deductible.

"I'd like to thank Emily Bradbury, Amber Jackson and Lori Jackson for all they did to keep the damage in check," Anstaett said.

Independence newspaper names publisher, sports ed

The Independence Daily Reporter has named a new publisher and a new sports editor.

Josh Umholtz is the new publisher of the Reporter.

Umholtz comes to Independence from Broken Arrow, Okla., and this is his first time as publisher for a newspaper.

He has served as director of advertising, director of sales and marketing, and regional director of advertising for newspapers and magazines alike, and was most recently employed with BH Media Group, publishers of the Tulsa World and a group of community newspapers surrounding Tulsa. He majored in business at Columbia Southern University.

He succeeds Steve McBride, who will stay on at the newspaper.

The new sports editor is Thomas Lott, who succeeds Brian Thomas. He adds this new responsibility to similar duties with the Coffeyville Journal. Both newspapers are owned by Scott Wesner and Scott Wood.

Lott previously worked at the Texan in Dalhart, Texas.

He is a graduate of Texas Tech.

IN THE NEWS

Hoch Publishing has added two new staff members: **Ann Holt** of Marion is the new office manager and **Kelsey Unruh** of Hillsboro is a new reporter.

Holt is a business graduate of Kansas State University and has lived in Marion for 36 years. She and her husband have four children.

Unruh has a degree in journalism from Tabor College.

Alix Kunkle is the new managing editor of the Junction City Daily Union.

He succeeds **Lisa Seiser**, who has been named editor of the Valley Morning Star, a newspaper in Harlingen, Tex.

Kunkle previously was news editor of the Daily Union.

He is a native of Latrobe, Pa. and has a bachelor's degree in English with a concentration in journalism from California University of Pennsylvania.

He previously worked at two newspapers in Louisiana.

Mike Heronemus has come out of retirement to become managing editor of the Abilene Reflector-Chronicle. He is a former managing editor of the Junction City Daily Union. Both newspapers are owned by Montgomery Communications.

Review celebrates 150th year with display

GARNETT—An exhibition featuring 11 historic front pages from the lineage of The Anderson County Review opened last week at the Garnett Public Library and runs through the end of July as part of the celebration of the Review's 150th anniversary in 2015.

The Review traces its heritage back through 17 separate newspaper nameplates and their various mergers and buyouts to The Garnett Plaindealer, which was first published April 26, 1865, the same day John Wilkes Booth was shot and captured in Virginia for the killing of President Lincoln. The connection to the Plaindealer makes the Review the oldest continuously operating business in Garnett and Anderson County and one of the oldest in Kansas.

Review publisher Dane Hicks said the exhibit reflected not just the changing form of local newspapers over the decades but also the way news was handled.

"You go from a gas explosion in 1905 in downtown Garnett that killed two people and was covered initially without photos because it took so long to get a photo into print back then, to the Review's internet and print coverage of the 9/11 attacks nearly in real time when we



Anderson County Review Publisher Dane Hicks with a historic front page.

had local people witnessing the event in New York on a sightseeing tour," Hicks said. "Even in a small town newspaper example you can see the transition print media has made over the years."

The front page reproductions in the exhibit were photographed primarily from bound volume collections held at the Anderson County Historical Society. Newspaper staff researched the transitions and ownership of the papers from local historical records as well as a history of Kansas newspapers published by the Kansas

Historical Society in 1916. Each piece in the exhibit includes information about the paper, its ownership and other contextual information surrounding it.

Hicks said one of the goals of the exhibition was to present a collection of the community's most historic events. Pieces include coverage of a devastating 1978 downtown fire to events like the assassination of President Kennedy. The exhibit is open Monday through Saturday during the day and until 8 p.m. on Monday, Tuesday and Thursday.

CREATING JOBS AND PROSPERITY

How KU benefits the economy

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

24 active startup companies

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

\$12 million in licensing revenue

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

\$9 million in corporate-sponsored research funding

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

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MARKETPLACE

NEWS

WRITER — Full-time staff writer needed for the 1st Infantry Division Post, the authorized weekly military newspaper for Fort Riley, Kansas. Solid consistent writing/photography skills, good organizational ability sought. Flexible schedule is required. InDesign skills desired. Stories are assigned and edited by the Fort Riley Public Affairs Office, but you will be an employee of Montgomery Communications, which is the civilian enterprise contractor for the publication. Send resumes and writing samples to Publisher Philip Vega at p.vega@thedailyunion.net.

REPORTER — The Beloit Call, a three day a week publication in North Central Kansas, is looking for a reporter to cover meetings, events, write features, take pictures, write sports and assist with layout. An ambitious person could also make commissions for selling advertising. Send resume or call Brad Lowell, 785-243-2424 or email jbrad@nckcn.com. P.O. 309, Concordia, KS 66901. Salary commensurate with experience, health care insurance, retirement benefit and six paid holidays.

FREELANCER — Journalist/writer with experience in breaking/hard news, features and news narrative looking for freelance work. Journalism degree plus 20 years experience. Reply to JMcdaniel19714@gmail.com. (5/20)

MANAGING EDITOR for small daily on High Plains, on I-70. Are you ready to step up? This person will lead a full-time staff of three, plus part-timers, plan and track news coverage, coordinate photo and stories, design and lay out pages, cover some meetings and write some stories, deal with public and online/Facebook pages, generally run the newsroom. Journalism degree preferred, at least two years' newspaper experience. This is a good paper, hoping to get better. Apply to Sharon Friedlander, publisher, sfriedlander@nwkansas.com, and Steve Haynes steve.haynes@nwkansas.com. Colby Free Press/Nor'West Newspapers, Colby, Kan. (785) 462-3963. EOE m/f/h/v (4-30)

REPORTER/NEWS EDITOR for award-winning weekly on High Plains. Are you up to the challenge of continuing a strong tradition? Can you do it all? Do you want to learn the news business? This person will plan news coverage, coordinate the

work of part-time staff, cover stories and features, take photos, design and lay out pages, post to web pages and Facebook. Journalism degree or some newspaper experience preferred. Will consider two years-plus experience. Pay commensurate with ability and experience. Competitive pay, benefits, location in Northwest Kansas. Apply to steve.haynes@nwkansas.com and dpaxton@nwkansas.com. The Norton Telegram/Nor'West Newspapers, Oberlin, Kan. (785) 475-2206. EOE m/f/h/v (4-30)

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

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

NEWS EDITOR — The Morning Sun (Pittsburg, Kan.), a 6-day daily in a great college town, is searching for a news editor to help in the newsroom. The news editor must be comfortable with writing news and features, as well as have experience with editing, digital cameras, video and social media. This position is hourly and the compensation ranges into the high 20's. Weekend work is required. Submit a cover letter, resume and three writing samples — as well as photo samples — to anash@morningsun.net. (2-27)

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

JOURNALIST — The Fort Scott Tribune, in historic Fort Scott, is seeking a talented

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

ADVERTISING

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

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

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

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

ADVERTISING SALES — The Pratt Tribune is seeking a goal-driven individual to join our sales team. The successful candidate will be able to discover which of our

MARKETPLACE

company's print and digital products our advertisers need to grow their businesses with the goal of selling long-term contracts. We offer a competitive base salary plus commission and an excellent package of benefits. Contact Publisher Conrad Easterday at ceasterday@dodgeglobe.com or call (620) 388-4257. (12-1)

NEWSPAPERS FOR SALE

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

DIGITAL MEDIA

For much less than you think, you can take charge of your online future. Let The Hays Daily News' Pixel Power Haus take your newspaper to the next level, whether you are considering your first website or looking to retool your existing one. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

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 requirements 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.

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

MISCELLANEOUS

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

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

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

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 March 2015.

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

Make an ad placement into another newspaper and share the KPA commission

- KDAN — GateHouse Media, one ad for \$400 profit; Clay Center Dispatch, one ad for \$340; Anderson County Review, two ads for \$1,650; Hays Daily News, one ad for \$400; Oberlin Herald, one ad for \$400; Marion County Record, one ad for \$340.
- KCAN — GateHouse Media, 14 ads for \$2,292 profit; Anthony Republican, five ads for \$750; Anderson County Review, one ad for \$198.
- SDAN — Anderson County Review, two ads for \$375 profit.
- Direct Advertising Placements — Hays Daily News, profit of \$1,152.90.

There is no doubt: Art Hall is a public employee

The ongoing debate about whether Art Hall is a private individual or a public employee continues at the University of Kansas.

Hall, you might recall, is the executive director of the Center for Applied Economics at KU. The center is funded through contributions from the Fred C. and Mary R. Koch Foundation and other private donors.

Students at KU were curious about Hall's activities at the university and decided to seek emails that related to his work there.

KU officials were OK with handing over those emails because they had no doubt Hall was a public employee and was, therefore, subject to the Kansas Open Records Act.

And Hall? Not so much. He hired an attorney and has sued the university, contending his emails aren't subject to KORA because of the "self-funded" nature of his position.

So the issue is headed to court.

In 2005, following a victory in court by the Lawrence Journal-World, the Kansas Press

Association fought for and successfully won a change in KORA to classify those whose positions exist because of a public agency as employees subject to the act. It didn't matter where the funding came from as long as it ended up in their wallet or pocketbook.

We affectionately called it the "Lou Perkins Provision," because it allowed for the publication of salaries and other payments to coaches, university presidents and anyone else whose position had anything to do with a public institution. When the Journal-World won its court case, Perkins, Bill Snyder, Bill Self, Mark Mangino and others immediately opened their contracts to public scrutiny.

In those cases, the coaches and athletic directors were making a couple of hundred thousand from their universities, but the real money was coming from outside television contracts, private donations and other sources.

Hall's situation is not significantly different.

KU writes the checks Hall receives. He has an office at KU. And his position would not exist were it not for the university.

That last sentence is the key.

KU's attorney on the issue, Michael Leitch, has no doubt Hall is covered by KORA.

"Dr. Hall is a university employee for the

KU Center (for Applied Economics) and his emails don't become 'private' or 'personal' simply because a private company donates money the university then uses to pay him."

This isn't about academic freedom or personal privacy: it's about governmental transparency. If Hall didn't want to face public scrutiny, he should have gone to some think tank elsewhere that tries to influence public opinion on economic issues.

Hall says he has nothing to hide. Maybe he doesn't.

But his position at KU exists only because KU exists, so I would argue that he is a public employee because of that and because of the "Lou Perkins Provision."

If you're going to pay coaches or anyone else for that matter through both public and private donations, all that compensation should be on the public record.

No, Art Hall isn't a coach, but he's someone who can influence the learning experiences of students at KU. Payments to him are of public interest and his communications with others that relate to his job at KU are as well.

He is a public employee.

Doug Anstaett is executive director of the Kansas Press Association.



Doug Anstaett

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