

# THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY JULY 8, 2009

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## KPA CALENDAR

### AUG. 7

Western Kansas Mini-Convention, Ramada Inn, Hays.

### SEPT. 3

Huck Boyd Lecture in Community Media, K-State.

### OCT. 23

KPA Advertising Conference, Grand Prairie Hotel, Hutchinson.

### NOV. 12

Montgomery Family Symposium, KU campus, Lawrence.



*Jeff Hansler (top right) will headline the pre-senters at the Western Kansas Mini-Convention on Aug. 7. Hansler, our keynote at convention,*

*has agreed to appear at two conferences this year and to lead a series of webinars on sales for members of the Kansas Press Association.*

## Mini-convention set Aug. 7 in Hays

The third annual Western Kansas Mini-Convention is scheduled for Friday, Aug. 7 at the Ramada Inn in Hays.

The one-day event, from 9 a.m. to 3:30 p.m., is designed to serve those in the western half of the state, but all Kansas Press Association members are welcome to participate.

Cost for KPA members will be \$65, which includes lunch. Additional attendees from the same newspaper will be \$55 each.

Room rates are \$65 at the Ramada. Please ask for the KPA room block when reserving a room.

Jeffrey Hansler, who was our keynote speaker at the annual convention in April and got rave reviews, will keynote mini-convention.

Other speakers on the agenda include Tom Eblen, KPA's news consultant, and Fred Hunt, KPA's interim technology consultant.

A registration form is attached.

## Newspaper summit Sept. 17 in Iowa

Seven Midwest press associations, including the Kansas Press Association, are collaborating to conduct the 2009 Midwest Newspaper Summit, titled "Newspaper Evolution: Survival of the Fittest in the Digital Age," Thursday, Sept. 17 at the Grand River Center in Dubuque, Iowa.

The one-day event will engage industry

leaders in a cutting-edge discussion about the economics of the news industry. Nationally recognized speakers and panelists will discuss the rapid changes newspapers are experiencing in the wake of the digital age, new ways to structure the newspaper business, new revenue

See **SUMMIT** on Page 3

# Those first impressions can make or break a sale

By John Foust

English literary and social critic William Hazlitt once wrote, "First impressions are often the truest."

In the world of selling, a first impression can make the difference between making a sale and losing a prospect forever. Let's take a look at a couple of examples:

Example 1: Karla is a real estate developer who has been on the receiving end of hundreds of advertising presentations. "I thought I'd seen it all," she said, "until this one sales person walked into my office with a large, to-go coffee cup, and slurped it during the appointment.



John Foust

"That didn't surprise me too much," she admitted, "because I've seen that kind of sloppy behavior before. The thing that put him in the Sales Person's Hall of Shame was when he turned around and poured what was left of the coffee on a potted plant beside the conference table. He laughed and said, 'Coffee is good for a plant, don't you know?'"

Karla was angry that someone could be so ill-mannered.

"No, I didn't know that coffee is good for a plant. And no, I never ran advertising in his paper. If he was that careless when he was supposedly trying to make a good impression, how would he act after making a sale? His behavior created a negative image for his employer.

"Of course, this is an extreme example," Karla explained, "but I've told my employees this story to illustrate that we should be particularly mindful of our

manners when we're with our customers. There's nothing complicated about it. When clients come to our office, we should be gracious hosts. And when we go to their offices, we should be gracious guests."

Example 2: My wife and I met with the representative of a roofing company to talk about replacing our roof. On the day of our first appointment, our assigned sales person walked in, took off his shoes, and said, "Since a lot of my work is outside, there may be some dirt on my shoes. I don't want to track dirt on your clean floors."

Suellen and I instinctively glanced down, noticed that he was wearing clean socks (without holes!), and welcomed him into our home.

Obviously, the roof sales person had a different approach from Karla's coffee slob. By showing genuine respect for our home, he created a positive first impression for himself and his company. That wasn't the only reason Suellen and I chose them to do the work, but it did make a difference in our comparisons. We felt confident that his roof installers would show similar respect for our house and yard, and pay close attention to detail.

It has been said that first impressions are lasting impressions.

In the case of the roof company, our first impression will last for 30-plus years – the length of time the roof is guaranteed to last.

In the case of the coffee-in-the-plant guy, the first impression resulted in a determination to never advertise in his paper.

**John Foust** can be reached for information about his training videos for ad departments at [jfoust@mindspring.com](mailto:jfoust@mindspring.com).

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## THIS MONTH'S QUESTION



**Q.** Is the KPA going to continue to push the Kansas Legislature for some kind of mandatory training program for Kansas public officials?

**A.** Yes, says KPA executive director Doug Anstaett. Recent training sessions sponsored by the Kansas Attorney General's Office provided lots of evidence that there is confusion among elected and appointed officials alike about what exactly the law requires on open meetings and open records.

# SUMMIT

Continued from Page 1

models and many other critical topics.

The summit will offer some of the most noteworthy speakers, organizations and businesses currently addressing these topics. Alan Mutter, author of the blog “Reflections of a Newsosaur,” will serve as the keynote speaker.

The schedule also includes an intelligence briefing by IBM highlighting recently-conducted research titled “Beyond Advertising: Paving the way toward consumer-centricity.”

In addition, the agenda features a presentation from the American Press Institute (API) with updated information on the Newspaper Economic Action Plan White Paper.

Richard Doak, a long-time columnist and editorial page editor of The Des Moines Register, will speak during the luncheon, offering an introspective into the newspaper industry.

Panel discussions featuring leaders who have taken steps to address the industry’s challenges and young journalists challenging and changing the industry are scheduled for the afternoon.

A special welcome reception is being planned for Wednesday, Sept. 16 for those planning to be in Dubuque the evening before the event.

A trade show area will be available all day with vendors showcasing their latest products and programs.

In addition to all of this, each summit registrant will receive a book titled “Newspaper Evolution.” The book will be a compilation of the various business models being implemented to address the industry’s current challenges in the wake of the online/digital age.

Rates for the summit will be \$75 per registrant through Sept. 1, \$85 per registrant after Sept. 1 and \$15 for students. Discounted hotel rates of \$89 single/\$99 double are available until Aug. 27.

Registration and accommodation information is available at [www.newspaperevolution.com](http://www.newspaperevolution.com).

The Midwest Newspaper Summit is sponsored by the Iowa Newspaper Foundation, Illinois Press Association, Kansas Press Association, Minnesota Newspaper Association, Missouri Press Association, Nebraska Press Association and Wisconsin Newspaper Association.

For questions about the Midwest Newspaper Summit, please contact Jennifer Asa at (515) 422-9070.

# Politicians will use stimulus to get their names in paper

By Jim Pumarlo

Money is being distributed at record pace these days, courtesy of the federal stimulus checks. And though the bailout prompted partisan debate at the Capitol, you’ll be hard pressed to find a lawmaker unwilling to reap the dividends.

Some accept the money with open arms; others hold their noses. Regardless of the circumstances, they all are quick to take credit for delivering money to local projects and constituencies.

It’s unfortunate that many editors and reporters fail to see through the public relations charades of politicians. Bottom line, newspapers must learn to separate the “whom” from the “what” in exercising news judgment.

The magnitude of the recent U.S. federal bailouts – nearly \$3 trillion as of March – is ready-made news on a variety of fronts in communities across the country. With every appropriation is an opportunity for someone to take credit.

Thus the headlines: “U.S. Rep. Johnson announces grant for local airport.” “U.S. Sen. Swanson delivers stimulus money for local highway project.” “Governor returns from Washington, says federal bailout will boost efforts to balance state budget.”

Don’t misinterpret. Politicians campaign on the ability to deliver critical votes — for policies and dollars — that benefit local interests. When they do so, they deserve to take credit. That said, the partisan debate over the federal bailout should raise the red flag for editors when federal lawmakers — especially those staunchly opposed to the measure — suddenly “announce” money for local projects.

Politicians always have taken advantage of the campaign season to step up their public relations efforts. It’s no coincidence when a federal lawmaker shows up at a county board meeting to announce support for federal funds for a local highway project. Or consider those incumbents facing tough re-elections who ask for time on a city council agenda to provide an update on federal or state legislative issues. Election time also is opportune for a legislative candidate to attend a school board meeting and endorse more state dollars for education.

Election cycles unfortunately have become year-round affairs, especially the higher you ascend the political ladder. Lawmakers routinely seize all chances to get their names in newspapers.

That’s understandable, but it’s no excuse for editors and reporters to ignore the obvious ploys for publicity. A lawmaker announces the rules for a state quilting contest. Another announces that shipping season has closed on the local waterway.

These items may well be legitimate news. But should a lawmaker be given credit — even be mentioned — in the story? Absolutely not. There is no connection whatsoever between the news and the politician.

In similar fashion, newspapers must monitor how they report the federal stimulus checks. The stories may well warrant mention of a local member of

Congress, but it’s highly questionable whether that is the story lead. A quote is likely sufficient coverage unless there are extenuating circumstances.

The flurry of stimulus press releases draws attention to the broader issue of when to acknowledge a connection between the “whom” and “what” in everyday reporting. There is no universal right or wrong in these situations, but decisions demand consistency. Newsrooms should develop general guidelines, keeping in mind that all circumstances must be reviewed on their individual merits.

Newspapers typically confront these decisions in connection with “bad” news.

Editors should not forget, however, the instances of prominent residents — politicians included — who expect favorable treatment in their local newspapers.

These individuals expect that certain items will be published — and at minimum, that they will be connected to this good news — that would not see print under ordinary circumstances.

**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](http://www.pumarlo.com).



Jim Pumarlo



# Putting audio slideshows online is a snap

It was about two years ago when Rob Heller mentioned that we should start offering Soundslides classes at the Institute of Newspaper Technology. He explained that it was the easiest way to get a high quality audio slideshow online with minimal effort. Not long afterwards, I was having lunch with a couple of newspaper Web gurus when the topic of Soundslides came up again. Sure enough, they said it was the only way they created audio slideshows for their Web sites.

Soon afterwards, we started offering Soundslides classes at the Institute and they were a big hit. Everyone seemed surprised at how easy it was to create an audio slideshow for a newspaper Web site. So now, almost two years later, it seems like a good time to kick the tires and take the latest version of Soundslides for a ride around the block.



**Kevin Slimp**

est version of Soundslides for a ride around the block.

First, some background information. Joe Weiss - whose resume includes stints as interactive producer at The News & Observer in Raleigh, N.C., Director of Photography at The Herald-Sun in Durham, N.C., and multimedia producer at MSNBC.com - first began creating audio slideshows in 1992.

Working in Flash, Weiss would go through the painstaking process of creating audio slideshows. Over time, he created a utility that automated much of the Flash programming. It took more than two years, but Soundslides was born in 1995. At first, Soundslides was Mac compatible only, but recent versions are available on both the Mac and PC platforms.

In a nutshell, Soundslides is a simple application that allows you to take photos and audio and put them together into a Flash slideshow that can be placed on your newspaper Web site. Soundslides doesn't edit photos or create audio. It simply takes folders of photos and mp3 (audio) files and merges them together with excellent results.

After opening Soundslides for the first time, I created my first audio slideshow in less than 20 minutes. And that included creating the audio for the slideshow.

As mentioned, Soundslides doesn't edit photos or audio, so that's done in advance. Audio can come from any source that can be converted to mp3, a popular digital audio format. This includes most audio that would be recorded from a digital audio recorder or recorded on a computer. It's important to remember that the length of the audio slideshow is determined by the length of audio.

Using the software couldn't be much simpler. Upon starting the application, the user is instructed to select a folder. Jpeg (photo) files in the designated folder are distributed throughout the slideshow. Next the user is prompted to select a sound

(mp3) file. In a matter of seconds, Soundslides imports the audio and opens the slideshow. At this point, the user could simply export the audio slideshow and upload the resulting folder of files to a Web site. However, there's a lot more that can be done in Soundslides. Timing can be altered to allow more time for some photos and less for others. Templates can be selected with different background colors, fonts and layout options. Photos can be moved, added and deleted. After all changes have been made, the audio slideshow never changes. Once you're happy with your results, click on the "Export" button and a folder of files is created that can be uploaded "as is" to a Web site. After creating

a link on a Web page, the resulting audio slideshow will appear on its own page in your Internet browser.

For users wishing to build a slideshow directly onto a Web page, Soundslides provides a method for creating custom code that can be used on most Web sites. Mine worked perfectly. To see the results,

visit [kevinslimp.com](http://kevinslimp.com) and watch the slideshow on the right sidebar.

Soundslides comes in two flavors. The \$39 (US) version does everything I've described. Soundslides Plus (\$69) adds:

- Pan and zoom (aka "ken burns" effect).
- The ability to use lower thirds.
- Full-screen playback mode.
- The ability to create slide shows without audio.

Sure, you could create audio slideshows in iMovie, Vegas or another video editing application. But it's so much easier in Soundslides. For more information, visit [soundslides.com](http://soundslides.com).

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**After opening Soundslides for the first time, I created my first audio slideshow in less than 20 minutes.**

**And that included creating the audio for the slideshow.**

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## The Photoshop Manual You've Been Looking For

I was perusing the Graphic Design section at a bookstore a

few weeks ago, looking in particular for a book related to iMovie '09. I found a great book by David Pogue and Aaron Miller titled iMovie '09 & iDVD: The Missing Manual (Pogue Press/O'Reilly, 2009). This led me down the shelf to several "Missing Manuals" from O'Reilly.

The one that grabbed my attention was Photoshop CS4: The Missing Manual (Pogue Press/O'Reilly, 2009), by Lesa Snider King. This might be the best Photoshop book I've read. And I've read a lot of them. What impressed me most is the attention to detail and colorful illustrations.

The book lists for \$50 (US/CAN) and is available from most major bookstores and online at [missing-manuals.com](http://missing-manuals.com).

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

**Photoshop CS4**

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Paul Stevens, second from left, is shown with four of his Associated Press colleagues: (from left) Elon Torrence, Stevens, Libby Quaid, Lew Ferguson and Lindel Hutson.

## Stevens announces retirement after distinguished career at AP

Paul H. Stevens, who rose through the ranks of the Associated Press to become its regional vice president, has announced his retirement.

Stevens will retire July 13, ending a 36-year career with the AP.

“I think everybody senses — at least people I know who’ve retired — that there’s a time when you feel like it’s a good next step,” Stevens told *The Inlander*, the official publication of the Inland Newspaper Association.

Stevens, 62, said he had no immediate plans for his retirement beyond spending more time with his two grandchildren and his parents.

“When you reach that stage in life, you’ll find you’ll get 500 pieces of advice from people on what to do in retirement.

It’s an exciting new stage, but I have no immediate plans.”

He decided to retire after weighing his options.

“AP is offering a voluntary early retirement program and my wife and I looked at it and it seemed like it made sense to us,” Stevens said, adding that he has no regrets working for AP.

“I love the company and think it’s going to continue to thrive and help newspapers,” he said. “I don’t regret a moment of the time when I’ve been with AP.”

Raised in Fort Dodge, Iowa, Stevens earned a B.A. in journalism from the University of Iowa and an M.A. in journalism from the University of Kansas.

He served as Wichita correspondent early in his career.

## Bradbury moves, but will stay with KPA

Emily Bradbury, director of member services for Kansas Press Association, has moved to Madison but will continue to work on a flexible schedule for the association.

Her husband, Ryan Bradbury, has begun work as superintendent of schools for the Madison district, where he will also serve as Madison High School principal. He previously was an assistant principal at

Shawnee Heights High School in Topeka.

“We so value Emily’s work with KPA that we want to try to make this work,” said Doug Anstaett, KPA executive director. “Emily will work two days in the office a week and the other days from her home in Madison.”

Bradbury has been working a 30-hour week since the birth of their son, Kyle, in 2005.

## KPA staffer’s husband undergoes surgery

Jason Gray, husband of KPA director of advertising placement Becca Gray, has undergone successful skin graft surgery following a June 20 accidental explosion near their home.

He was attempting to burn a brush pile when a plastic gasoline container exploded, causing second and third degree

burns over 20 percent of his body. The most damage was to his left arm, left side and back.

His had skin graft surgery on July 4, and his wife reports the surgery went well.

You can follow his progress by registering at <https://www.caringbridge.org/visit/jgray>.



# Effort begins to reinstate bank condition publications

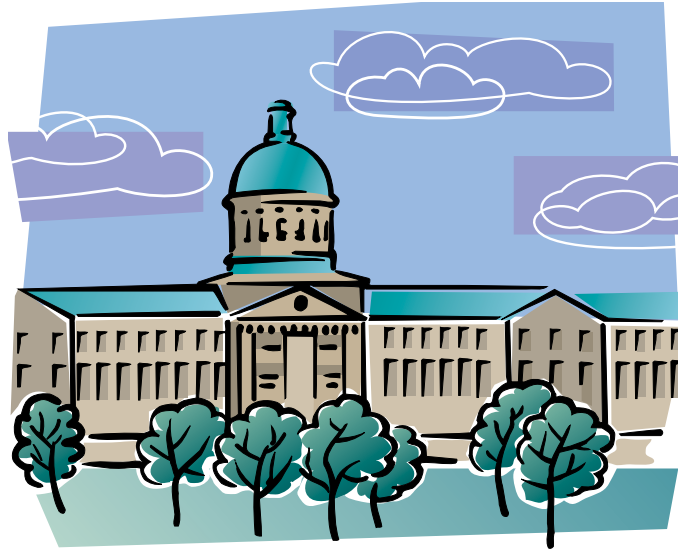
The National Newspaper Association's board of directors has endorsed HR 2727, the Financial Transparency Restoration Act, introduced June 4 by Rep. Walter Jones, R-NC.

Jones's bill would reinstate publication requirements for financial services institutions required to make quarterly statement of condition reports to the Comptroller of the Currency.

Kansas publishers who have not done so should contact their congressional representatives immediately and urge them to support this bill, said Doug Anstaett, executive director of Kansas Press Association.

The statements of condition or "call reports," as they were also called, appeared for more than 70 years in newspapers until 1994 when they were repealed without debate by Congress. In earlier years, the call reports were subject to both state and federal laws.

Most state laws requiring publication were repealed after 1994 as bankers' trade organizations campaigned to eliminate them. Since 1994, banking has radically changed, with the Gramm-Leach-Bliley law allowing banks into the securities business and securities firms to become bank holding companies.



Jones's bill would require all financial services companies governed by Gramm-Leach-Bliley to publish the reports in a newspaper in counties where they do business.

"Public confidence in banks and other financial institutions has been gravely shaken by the credit freeze last fall. The effects are still being felt from job losses, small business closings, depleted retirement investments and inability to attract investment from economic growth," said NNA President John W. Stevenson, publisher of the Randolph Leader in Roanoke, Ala.

"This sorry tale began with the financial services world, where transparency has been clouded by lack of a genuine effort to help depositors and investors to understand the true conditions of banks and their business partners. Rep. Jones has introduced this act to restore one important piece to transparency. NNA is looking forward to working with him."

The bill would leave the design and detail of the notice to federal regulators. It has been referred to the House Financial Services Committee, chaired by Rep. Barney Frank, D-MA, and the House Agriculture Committee, chaired by Rep. Collin Peterson, D-MN. Stevenson said

NNA has recently concluded meetings with its state chairs to help NNA members understand the bill and to be able to approach their members of Congress for support.

The campaign will be guided by the NNA Government Relations Committee, chaired by Reed Anfinson, publisher of the Swift County Monitor-News.

More detail on the bill and NNA's campaign to move it into law is in Publishers' Auxiliary, and will be covered in NNA's electronic newsletter, rEprint, published online each Thursday.

## MARKETPLACE

### NEWSPAPER FOR SALE

Kansas Traveler is for sale. Established in 2004, this quarterly, full color publication has subscribers Kansaswide and in 30 other states. For more information, contact Susan Howell at 316-688-0905 or howell@kansastraveler.com

### ADVERTISING

**ADVERTISING DIRECTOR** — The Garden City Telegram, a Monday through Saturday daily 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 online sales. The advertising director also works closely with the editor-publisher developing advertising rates and contract terms; develops and maintains the advertising department budget; leads the newspaper's

Marketing Committee; and works closely with the New Media team. 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, denas@gctelegram.com

### CIRCULATION

**State Circulation Director** — Harris Enterprises Inc., a privately-held Kansas newspaper group, is searching for a dynamic innovator to direct a consolidated circulation department for five daily newspapers. The director will combine customer service centers, reduce duplicated efforts and supervise operations managers at each site. Requirements include: Marketing degree or similar and five to seven years circulation management. Previous experience as a multi-newspaper circulation director is preferred. The position will be based in Salina, Kan. Benefits include: Competitive salary; medical insurance; 401(k), ESOP

and profit sharing. E-mail resume and references to: Tom Bell, Editor & Publisher, Salina Journal. No phone calls, please.

### NEWS

Here's your chance to use all of your skills for a small Kansas daily newspaper. We're looking for a reporter with the skills to be a jack of all trades. You'll be working a beat, copy editing for fellow reporters and laying out some pages. The ideal candidate will be someone who follows the stories rather than the clock. We're looking for someone who recognizes news, understands the need to hustle to beat local and area competition and is willing to step in wherever needed. A degree in journalism is preferred, but solid work experience will be considered, too. Additional skills, like multimedia and photography, are beneficial. Evaluations of applicants begins immediately. If interested, respond by e-mail to Box EB22 at ebradbury@kspress.com.

# Forty years later, same rules of openness apply

I learned one thing at a recent reunion celebrating the 40th anniversary of my graduation from Lyndon High School: I'm old.

OK, I already knew that, but it is no consolation when you realize all of your classmates are four decades older as well.

At the reunion, a number of us trotted out the pictures that have become our refuge as we enter the "Twilight Zone," that time in your life when you realize two-thirds of your life is behind you and you are fast approaching the twilight years.

Pictures of children, children's weddings, grandchildren ...

Here's a shocker for you: in the year of our high school graduation, Neil Armstrong stepped onto the moon and said those famous words: "Hey, where's the green cheese?"

That's how I remember it, anyway.

I also remember 1969 as a time when the newspaper industry was on top of the world, when "mainstream media" wasn't a term of derision and when most citizens affirmed our role as watchdogs that rooted out governmental corruption.

Now, we're a "dying breed," an "indus-

try in decline," a "profession on the brink."

I hate that our obituary is being written by folks who judge the news through a politically skewed lens rather than by objectively looking at what we produce day-in and day-out about the world around us.

Walter Cronkite, the long-time CBS anchor/reporter, was a hero of mine. Still is.

But in the minds of those who judge events and news coverage through political lenses, he would be no hero today. He would be far too liberal for some and not liberal enough for others.

The investigative reporters who uncovered My Lai, the Pentagon Papers, Watergate, Iran-gate — and the list goes on — were considered traitors by some in their day, even though they were uncovering abuses of power by those who led or served our nation.

Today, instead of welcoming the sunshine that keeps government honest and uncovers the conflicts of interest, some government officials believe they know what is best for us.

These are the government officials who prefer the smoke-filled back room to the well-lit public meeting room.

These are the public officials who believe in getting their ducks in a row outside the meeting room rather than subjecting themselves to public scrutiny.

These are the elected officials who believe they have a corner on the market of good judgment and don't need the public's watchful eye to make sure they make honest decisions for the good of the entire community.

We saw a few of them at the Kansas Attorney General's KOMA/KORA training sessions in June.

We also saw public officials who were appalled with the secrecy that takes place in their communities and the closed-door dealings that break the spirit and the letter of our open government laws.

Yes, I'm a lot older than when I started in this profession.

But my bottom line beliefs are still as true today as they were then.

Do the public's business in public ... period.

We cannot afford to forget what Supreme Court Justice Louis D. Brandeis said: "Sunshine is the best disinfectant."

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



**Doug Anstaett**

**I hate that our obituary is being written by folks who judge the news through a politically skewed lens rather than by objectively looking at what we produce day-in and day-out ...**

## Little Brown Jug qualifier set for July 16

The Little Brown Jug Qualifier is scheduled for 10 a.m. Thursday, July 16 at Sand Creek Station in Newton.

Those wishing to participate should e-mail Rachel Willis at [rwillis@kspress.com](mailto:rwillis@kspress.com) or call 785-271-5304 to serve a spot.

We have three tee times reserved, so we can accommodate 12 players.

Cost is \$60 and includes practice range, greens fees, cart, awards and lunch.

The qualifier is an annual event that identifies the four golfers who will compete against the Missouri Press Association for possession of the Little Brown Jug., a traveling trophy. KPA has the jug after defeating Missouri last year.

MPA leads the series 24-21-1.

## PAGE Cooperative promotes Snyder to CEO

John Snyder is the new CEO of PAGE Cooperative.

Chuck Berky, former CEO of PAGE, will remain in an advisory capacity as founder/CEO emeritus for the next 12 months.

Steve Schroeder, assistant general manager and director of technical services, will become general manager and retain his duties as director of technical services.

PAGE, Publishers Associated to Gain Economy, is the largest purchasing cooperative in the newspaper industry. It is owned by approximately 270 corporate entities that represent more than 570 daily newspapers and roughly 1,700 publishing locations throughout the U.S.

The circulation of the daily newspapers tallies more than 11 million.

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## Mini-Convention LOCATION

All mini-convention sessions will take place at the Ramada Inn, located at 3603 Vine Street, Hays. Upon receipt of your registration, a confirmation letter will be sent to the contact person at your newspaper.

## Sleeping ROOMS

Sleeping rooms are available the night of Thursday, Aug. 6, at the Ramada Inn. For reservations, call . Be sure to ask for the Kansas Press Association room block and group rate of \$65. **Room reservations should be made no later than July 23 to ensure availability and the discounted rate.**

## Registration FEES

Registration for KPA members is \$65 for the first registrant from your newspaper and \$55 for any additional registrations. Registration for nonmembers is \$105 per person.

## Provided MEALS

Registration fees include continental breakfast, lunch and refreshments.

## Contact KANSAS PRESS

For more information about the mini-convention, contact Rachel Willis in the KPA office at (785) 271-5304 or info@kspress.com.

# Kansas Press Association MINI-CONVENTION

Friday, Aug. 7 | Hays, Kansas

## CONTACT INFORMATION

Newspaper \_\_\_\_\_

Contact Person \_\_\_\_\_

## ATTENDEE(S)

1. Name \_\_\_\_\_

2. Name \_\_\_\_\_

3. Name \_\_\_\_\_

4. Name \_\_\_\_\_

## REGISTRATION FEES

**KPA MEMBER:** \_\_\_\_\_ no. of attendees x \$65 per person = \$ \_\_\_\_\_

**KPA MEMBER:** \_\_\_\_\_ no. of attendees x \$55 per person = \$ \_\_\_\_\_

**(discount for 2 or more registrants from the same newspaper)**

**NONMEMBER:** \_\_\_\_\_ no. of attendees x \$105 per person = \$ \_\_\_\_\_

## PAYMENT METHOD

Please invoice my newspaper

Check enclosed made payable to "Kansas Press Association"

Charge registration fee to my credit card (Visa, MasterCard or American Express)



5423 SW 7th • Topeka, KS 66606  
Phone: 785-271-5304 • Fax: 785-271-7341  
www.kspress.com

PLEASE RETURN REGISTRATION VIA MAIL OR FAX NO LATER THAN FRIDAY, JULY 31.

**Kansas Press Association**  
**MINI-CONVENTION**  
Friday, Aug. 7 | Hays, Kansas

Featuring advice  
from advertising expert  
**Jeffrey Hansler!**

**Kansas Press Association**  
**MINI-CONVENTION**  
Friday, Aug. 7 | Hays, Kansas

*Top-notch newspaper training ... West of US-81!*



## Jeffrey Hansler

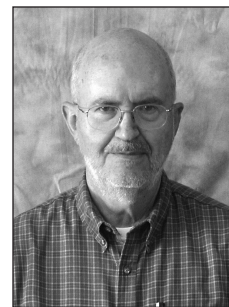
Hansler is a unique speaker. He is unique because of his experience.

He has a finance and psychology background. He has worked for, negotiated with, owned, and sold an International Corporation. He has been consulting and presenting to sales groups since 1988. His clients



Jeffrey Hansler  
President

include Alaska Airline, General Mills, Chrysler, Boeing, VISA, Lexus, and MTV. His first book, "Sell Little Red Hen! Sell!" has sold over 250,000 copies and is published in eleven languages. He is a National Speaker Certified Speaking Professional and oh yes, he worked for Apple Computer before anyone knew what an Apple could be.



## Tom Eblen

A graduate of the University of Missouri at Columbia, Tom Eblen began his career at the Amarillo, Texas, newspaper. He

worked as a reporter and city editor at the Kansas City Star before becoming managing editor in 1976. He later went to work at the Fort Scott Tribune where he was editor and general manager.

He spent more than 15 years on the faculty at KU's William Allen White School of Journalism.

After retiring from KU, Tom went to work as the news consultant for the Kansas Press Association. Today, he works with our member newspapers conducting Community Newspaper Tune-Ups throughout the state.



# Kansas Press Association MINI-CONVENTION

Friday, Aug. 7 | Hays, Kansas

## SCHEDULE OF EVENTS

— 9:00 to 9:30 a.m. —

### REGISTRATION AND CONTINENTAL BREAKFAST

— 9:30 to 11:00 a.m.—

#### Sessions

### REPORTING AND WRITING THE BIG STORY

Join Tom Eblen as he discusses how to write the big story. This session will feature prize-winning writing by a reporter from the Washington County News and from the Hutchinson News.

### THE PRINT TO PIXEL NECESSITY

As the information leaders for your communities, it is essential for local newspapers to have a web presence in today's market of ever expanding information availability. Learn how a dynamic web presence also offers new revenue stream opportunities to supplement the nationwide decline in print spending and is an essential tool for expanding a newspaper's reach and market area. Seminar led by Fred Hunt, KPA Technology Consultant.

### NEGOTIATION'S MAGNIFICENT EIGHT

This session with Jeffrey Hansler shares the 8 negotiation techniques that are the foundation for every negotiation tactic used by the experts. Wrapped in funny examples that provide an incentive to practice and learn these skills, Jeffrey takes the attendees on a journey of discovery.

— 11:00 - 11:15 a.m. —

#### **BREAK**

— 11:15 to 12:30 p.m. —

#### Lunch Program:

### PERSONALITY PLUS

Demonstrating understanding is a key ingredient to building trust, and a fast way of communicating understanding is by communicating to the personality style of the individual or group of individuals. Join Jeffrey Hansler as this interactive and participatory program hones in on communicating with the four major personality groups effectively as it applies to your business. Come in, enjoy lunch and then laugh off the calories as you experience and learn the value of recognizing and adapting to the personalities you deal with everyday.

— 12:30 to 2:00 p.m. —

#### Sessions

### TAKING THE PAIN OUT OF COVERING BUDGETS

Covering budgets can be a difficult, but necessary, part of your job. Join Tom Eblen as he describes ways that reporters can understand (and explain) the budgets that are important to your readers.

### IT IS A CHANGING WORLD

Join Fred Hunt as he explores the very real trends in the U.S. population that are changing how people want to get their news. Fred will then give you suggestions on how to meet those trends head on.

### VALUE POWER: THE KEY TO CHANGE AND MOTIVATION

Values in the business world have an important role. Organizations have actively used them as guiding principles to achieve great success, turnaround negative situations, and to unify individuals for a common purpose. Ongoing research has shown that values play an equally important role as the core-driving force of decision-making. Organizations that make the additional effort in identifying and unifying individual values and the driving values of departments and divisions to the guiding values of the entire organizations dramatically add to accomplishments, **profits**, and well-being of employees.

## Fred Hunt

Fred Hunt is the KPA's Technology Consultant. Fred currently works for Pixel Power Haus Web Design and Hosting (a division of the Hays Daily



News). Fred has a unique perspective as to what newspapers face in the world of new technology and enjoys working with newspapers to help them advance technologically.



## REGISTRATION SALE!

Sign up one employee from your newspaper at the full registration price of \$65 and save \$10 on all other registrations.



## **Kansas Press Association**

# **Kansas Online Ad Network**

NOW is the time to sign up. KPA has set up June 1 as the first deadline for newspapers to sign up. Kansas Press Association is working on the first phase of, its online sales effort.

An opportunity for KPA members to generate online advertising is underway. KPA members are encouraged to sign up now. The online ad Network will create a program for advertisers to buy an ad on participating KPA newspapers' Web sites. In many ways it is similar to the Kansas Display Ad Network and Kansas Classified Ad Network.

To be a part of the Kansas Online Ad Network you will need to cut and paste a small piece of code into your website where the ads will appear. This snippet is unique to your website and tracks the total number of times ads were displayed on your site. For, example if you place the snippet on your website, and you have 30 different visitors to that page, the networks then credit your account for those 30 impressions.

An example pricing structure for the online network ad would be, the advertiser pays a rate of \$10 per thousand impressions. From this rate KPA will set aside a percentage and send rebates to the papers based on the number of impressions your website delivered for this particular ad.

Kansas Online Ad Network members will be able to use this in addition to any online advertising they already do on their side.

Please call Nicole at 785-271-5304 or e-mail if you have any other questions.

Newspaper: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Available Ad sizes on your website: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How many page views does your site generate on an average month? \_\_\_\_\_

Please return this form to

Kansas Press Association, 5423 SW 7th Topeka, KS 66606 / [info@kspress.com](mailto:info@kspress.com) / Fax 785.271.7341