

CELEBRATING OUR 150TH YEAR!

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION JULY 10, 2013

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KPA CALENDAR

JULY 22-26

KORA/KOMA training in five Kansas cities. See story at right.

SEPT. 12-15

National Newspaper Association 127th annual convention, Phoenix.

OCT. 4

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

DEC. 15

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



Richard Boeckman, at left, Barton County administrator and county counselor, discusses open government issues with Gyp Hill Premiere publisher Kevin Noland at last year's Kansas Open

Meetings Act/Kansas Open Records Act training in Huichinson. Five more sessions are planned around the state from July 22-26. The Kansas Press Association is a partner in the training.

KPA to assist in KORA/KOMA sessions

The Kansas Attorney General's Office, Kansas Sunshine Coalition for Open Government, Kansas Press Association and Kansas Newspaper Foundation will offer five free training seminars on the Kansas Open Meetings and Kansas Open Records acts later this month.

Registration now is open for the free annual training seminars. Each lasts three hours in select cities throughout the state.

Space at each location is limited, and registration is on a first-come, first-served basis on the Kansas attorney general's website, www.ag.ks.gov, or by calling (888) 428-8436.

The schedule for the sessions is as follows:

- 9 a.m. to noon July 22, Garden City Com-

munity College, 801 Campus Drive, Garden City.

- 9 a.m. to noon July 23, Colby Community College, 1255 S. Range Ave., Colby.

- 1 p.m. to 4 p.m. July 24, Memorial Hall, 120 S.W. 10th Ave., Topeka.

- 1 p.m. to 4 p.m. July 25, Memorial Auditorium, 503 N. Pine St., Pittsburg.

- 9 a.m. to noon, July 26, Paola Justice Center, 805 N. Pearl St., Paola.

KPA participants will be Dena Sattler, Garden City Telegram, Brian McCauley, Miami County Republic, Tomari Quinn and Tim Carpenter, Topeka Capital-Journal, Andrew Nash, Morning Sun (Pittsburg), Sharon Friedlander, Colby Free Press, and Doug Anstaett, KPA executive director.

KPA to offer free webinars: first is July 25

A series of free webinars designed especially for members of the Kansas Press Association will kick off July 25.

Produced in conjunction with eType Services, the first, "Going Digital," will focus on the future of the digital movement and how KPA members

can manage their digital transitions.

Each webinar is just 40 minutes long, which is what members told us in a survey they preferred.

"The consensus was the 40 minutes would work best and thus create the easiest time frame for participation," said

Sara Marstall, KPA advertising director. "We are happy to be able to continue to offer services across the board from legal, to InDesign training, to advertising, to editorial as we strive to serve Kansas newspapers."

See WEBINARS on Page 5

Don't want to make more money? Ignore everything I'm about to say

I know ... when Kansas Press Association staffers get that wanton look in their eyes and start speaking lovingly of the benefits of KDANs and KCANs and humming Helen Reddy choruses in the background, you probably start to feel your eyes glass over.

Network ads always seem like one of those things that somebody else always does better, so many of us who participate in the networks just skip trying to sell them.

Whatever you do, do NOT try to sell more network ads. That way there's more for me.

The fact is when you sell network ads you not only help KPA, you also put a nice chunk of money in your own pocket. Did I mention that I like money? Did I mention *how much* I like money? Did I mention I like money almost as much as I like being in the same room where Ben Marshall's watching a KU/MU football game? But I digress ...

Just like all the other new thinking we've had to get used to since the coming of the World Wide

Web (I still question whether this Internet-thingy is really going to catch on), selling network advertising is another example of the way our newspapers have changed — we're not just last century's technology servicing local readers; we're a connection point with access for advertisers

to various markets. Local — but also state and nationwide to hundreds of thousands of customers via network sales and potentially even millions via our websites. We just have to think a little broader; dare I say ... and I really do hate this one ... “outside the box.”

It's taken years chasing payrolls and mortgage payments at the Review to develop that mindset and sometimes we *still* miss some opportunities, but slowly we've accustomed ourselves to looking for network sales the same way we look for an option to add another week to a classified run or sell color on an ad that needs to make a bigger splash. You simply have to remember to ask to supersize the



Dane Hicks

fries. Like I've told my staff for years, (cue background music for “Lord of the Rings”-style sage wisdom moment): “There are many ways you CAN fail, but the only SURE way to fail is to not make the pitch.”

So remember, ignore what I'm going to tell you below:

1) Be ready: The little marketing elves at KPA have put together some really great merchandising materials for the networks in order to help you sell them. With just a little editing time you can put your name and contact info at the bottom of those PDFs and you're ready to e-mail your network pitch to anyone that seems appropriate.

2) Tell everybody: Condense the benefit of the KDAN message

and put it in the header of your classified page with your regular rates; make a series of house ads touting you as the “upramp” to a broader audience and run at least a 1x2 every week; put a banner on your website; make a billing flyer and send it with your invoices; have some little stickers printed about KDANs and stick them

to the outside of your billing envelopes and subscription renewals every couple of months; cover yourself in vanilla frosting and ... oh, wrong newsletter. Sorry.

3) Share the booty: Most of all, bonus your staff if they sell a KDAN. I give anybody — from the sales rep to the news

editor to the bookkeeper — \$100 for selling a 2x2 and \$200 for selling a 2x4. With some incentive, pretty soon everybody in the place is thinking about a new pair of shoes or power saw a KDAN sale might bring them.

4) Find prospects: We watch for any client who needs a larger market, and I often troll the junk e-mail just because those folks most deserve to have me try to sell them something. Same thing with junk snail mail. Comb the larger dailies for small ads aimed at larger audiences. Classified Help Wanted ads from cities, counties or hospitals looking for cops, water

The fact is when you sell network ads you not only help KPA, you also put a nice chunk of money in your own pocket. Did I mention that I like money? Did I mention *how much* I like money?

See NETWORKS on Page 8

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Position Open

Don't catch yourself being overly 'sales-ey'

I remember talking to a frustrated advertiser who was complaining about a certain media sales rep. "I was interested in his publication," the advertiser told me, "and in fact I had called him to set the appointment. But from the moment he walked into my office, he was insincere and sales-ey. He spent the whole time boasting about how great his paper was. After a few minutes, it was obvious that all he cared about was making a sale. He never made an effort to learn about my business. I couldn't get rid of him fast enough."

I've heard the same complaint from a number of advertisers. Sales people who are "too sales-ey" don't sell much. Without a doubt, there's a lot of truth in the old saying, "People don't care how much you know until they know how much you care."

This leads us to one of the most effective phrases a salesperson can use: "Help me understand." Begin with these three words, and you'll open the door to rapport and information.

"Help me understand" is other-centered, not self-centered. Although you are of course referring to yourself and your

personal understanding of a given situation, you are asking for the other person's perceptions and ideas. You are putting them in a position of influence.

"Help me understand how you'd like to grow your business"... "Help me understand how you make your marketing decisions"... "Help me understand what you'd like to accomplish in this ad campaign." These are questions without question marks. And they are designed to do exactly what they claim – to help you better understand your prospect's situation.

That same advertiser then told me about another sales person – one who spent most of the initial appointment learning about his business. "She focused all of her attention on me. It was almost like a news interview. She didn't brag about her paper or cover my desk with charts and statistics. She simply expressed interest in my business and listened to what I had to say.

"A funny thing happened along the way," he explained, "As we talked – or more accurately, as I talked and she listened – I conducted a pretty good analysis of my marketing. From her perspective as a media specialist, she encouraged me to consider

things from different angles. She wasn't sales-ey at all, but she ended up with a big advertising contract. That first sales person could have learned a lot from her."

It's obvious that you shouldn't begin every sentence with "Help me understand." There are plenty of other phrases or questions you can use. For example: "Tell me more about _____"... "How would you describe _____?"... and "I'd like to know how _____"

All of these techniques must be supported by a sincere interest in the other person. Otherwise, they're just manipulative gimmicks to pry information from the other person. Without sincerity, you deserve

to fall flat on your face. Remember, "People don't care how much you know until they know how much you care."

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

One of the most effective phrases a salesperson can use is: 'Help me understand.' Begin with these three words, and you'll open the door to rapport and information.

Questions this month focus on layout software

People seem to have a lot of questions concerning layout software these days. I suppose it's only natural with all the changes at Adobe and Quark. Let's look in my in-box and see what's on people's minds this month:



Kevin Slimp

Q. Thanks for your input on the Adobe Creative Cloud issue. It causes me to wonder if there is any open source page layout software out there?

Beverly in Nebraska

A. That's a good question, Beverly.

For those not familiar with the term, open source software is free. You may have used OpenOffice or some other free application that fits under the open source heading. There's one often-referred to application

called Scribus that is used for page design. Unfortunately, as good as it is, it's not nearly good enough for professional designers. With the type of pressure newspapers work under, dealing with quirks in applications and tools that just "don't work right" aren't luxuries we can afford.

Q. We publish six community papers and use Creator for ad design and InDesign for pagination. Every time we hire someone, we have to train them in Creator. We've noticed that most are already experienced in InDesign. Are most newspapers staying with Creator or using Adobe suite for everything? Curious your thoughts...also we use word for our reporters — would you recommend InCopy? Thanks for your thoughts.

John in New York

A. That's an easy one, John.

The majority of newspapers, large and small, use Adobe products to do the bulk of their pre-press production. I love Creator. I

always have. But it's too easy to design ads in InDesign, with the help of Illustrator and Photoshop. Many larger newspapers keep Creator on one machine to deal with legacy ads and I'm sure there are a few papers out there that still do the bulk of their ad design in Creator. If it were my paper, I'd move the creative folks to InDesign and leave Creator on one machine to deal with legacy ads.

Q. I am wondering if you might be able to help. We are in the process of converting files from QuarkXPress to InDesign. Our editorial department has created templates for QuarkXPress, which we were able to convert to InDesign. The style sheets converted as well. What about libraries? Is it possible to convert Quark libraries to InDesign?

Mary in Iowa

A. That's a question for the ages, Mary. Unless there's been a new plug-in created

When is transparency going to become the rule?

In a recent editorial in The Telegram, I referred to Gov. Sam Brownback's "Road Map for Kansas," which included his promise of openness in government.

"Government should always be accountable to the people. Accountability begins with transparency. A Brownback Administration will work to ensure that the actions undertaken by the state government are clearly explained and grounded in the equal application of the law," the governor said.

While it sounded encouraging, we've witnessed otherwise in efforts to keep Kansans in the dark.

Consider the governor's recent refusal to release the names of applicants for a new position on the Kansas Court of Appeals — even though names of candidates for the court have been disclosed for decades in Kansas. Brownback reportedly is reconsidering his stance.

Another situation saw the governor endorse private talks among top Republicans in the midst of budget and tax-related negotiations this past legislative session.

Such behind-the-scenes negotiations aren't unheard of in Topeka, and didn't involve a majority of a legislative body, which would have been illegal.

The problem was in limiting public engagement in a key issue and encouraging secrecy. Strategies to address massive income-tax cuts and a budget crunch that would



Dena Sattler

impact all Kansans should have been vetted in an open, transparent way.

Also recently, the Kansas Corporation Commission — with a majority of Brownback appointees — avoided holding a public vote to sharply increase water rates for some rural Salina residents. Shawnee County District Attorney Chad Taylor filed a lawsuit against the KCC and its three commissioners individually for allegedly violating the Kansas Open Meetings Act.

Taylor also was called on last year to investigate violations of KOMA by legislators who attended dinners hosted by Brownback at the governor's mansion. While the governor deemed the events social gatherings, he went too far in inviting select lawmakers to discuss public business in private.

Brownback vowed to run an open, accountable administration. Unfortunately, he's too often failed to practice what he preached.

And a good number of his ultraconservative Republican allies — Senate President Susan Wagle of Wichita included — have made a point to question and downplay the open meetings law in particular.

Unfortunately, it's all been cause to fear how such disdain for transparency from state leaders could trickle down to our local communities.

Violations already occur — some because of ignorance and inadequate training on KOMA and the Kansas Open Records Act, with other incidents the result of downright disregard for the law.

The notion of more local government officials feeling empowered to ignore KOMA and KORA because of what's happening in

Topeka should concern all who covet openness and transparency in government.

Governing bodies at every level face many serious issues, all of which should be addressed in a way that allows the public to engage in the process. Private talks and efforts to withhold information only fuel skepticism, and make people wonder what government officials have to hide.

Journalists, as watchdogs for the public, have a duty to be on the lookout for abuses of open meetings and records laws. We also have a responsibility to help people understand the laws and why they're necessary.

With that in mind, it's once again time to promote and attend training sessions on KORA/KOMA presented by the Kansas Press Association in cooperation with the Kansas Attorney General's Office. Dates and locations are listed on Page 1.

Urge your elected officials and government employees to attend a nearby session.

Just as importantly, encourage members of the public to show up.

Open meetings and records laws, after all, weren't created only to protect newspapers' access to gatherings of their governments and the documents associated with their operations. The laws are in place to protect the public's right to know.

All Kansans — not just the press — have much to lose if transparency and openness in government remain under attack in the Sunflower State.

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

Slimp

Continued from Page 3

that I haven't heard of — and a Google search doesn't lead to one — there's never been an automatic way to convert QuarkX-Press libraries to InDesign libraries.

I've visited a lot of newspapers to help them convert from QuarkXPress to InDesign over the years.

Here's the easiest solution I've found: Create a large document in Quark and drag each item from your library onto a page. Afterwards, save the QuarkXPress file and open it in InDesign. I would suggest you use Q2ID, a plug-in from Markzware, to make this happen.

Q. We have been saving our photos at 300 dpi. We use Kodak equipment, going straight from computer to plate on a chemical-free processor. We've been told that we

should save everything at 1200 dpi. Isn't that a bit much?

Clay in Arkansas

A. Indeed it is, Clay. I feel certain your sources were describing the resolution in dots per inch, which is different than the resolutions used to measure photos. Photos, monitors and cameras, as

well as many other devices, are measured in pixels per inch. A newspaper photo should generally be saved at a resolution in the 170 to 220 range. 200 seems to be the most common setting I see when I visit papers.

It may be tempting to save photos at a higher resolution, but that will actually decrease the quality of the printed photo. When resolution goes up, dot gain goes

After a conversation I had with two Quark executives last month, I'm relatively certain Quark will be moving to a leasing model, much like Adobe, in the near future.

down. That causes darker, muddier pictures on newsprint.

And finally, a note to my readers using QuarkXPress.

After a conversation I had with two Quark executives last month, I'm relatively certain Quark will be moving to a leasing model, much like Adobe, in

the near future.

And for those of you subscribing to Adobe's Creative Cloud, I hope you remembered to take advantage of their introductory pricing that ends July 31.

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

Wagner to do encore presentation at Western Kansas Mini-Convention

Peter Wagner, an Iowa publisher who got high marks at this year's annual convention in Topeka, will headline this year's Western Kansas Mini-Convention Friday, Oct. 4 at the Boot Hill Casino and Resort in Dodge City.

His weekly newspaper, the N'West Iowa Review in Sheldon, has been called the best weekly newspaper in America by "American Journalism Review." Wagner's presentations on how to build print advertising sales are always a hit.

The mini-convention is a one-day seminar in the western half of the state that allows most KPA members to drive in and home the same day, saving on hotel expenses.

Other breakout sessions are being planned for the event. Steve Haynes will lead a session on writing and KPA staff members will provide updates on the association's activities.

A packet of information will be sent out in August with hotel rate information.

KPA works to secure discounts from MyCapture for photo sales

The Kansas Press Association is working with vendor MyCapture to get a discounted rate for member newspapers who want to sell photographs to the public but want to avoid some of the hassle.

Although the details aren't final, KPA director of member services Emily Bradbury said it looks like a deal will be ready for announcement soon.

"We have heard from a number of news-

papers who have asked KPA to look into a program that would allow readers to order pictures with little or no work on their end," Bradbury said. "MyCapture has agreed to give our members a discount.

"We're still working on the final agreement, but we think we'll have an alternative that accomplishes those goals. As soon as we sign the agreement, we'll share marketing materials with members."

Webinars

Continued from Page 1

If you can't join in, the webinar will be archived and accessible from the KPA website following the presentations.

To register for the first seminar, go here: <https://attendee.gotowebinar.com/register/67218994777059328>

KPA will send out new registration links before each new webinar in an e-mail blast to members, so watch for them.

Each webinar will run at the same time — 2:15 p.m. to 2:55 p.m. Here's the entire schedule:

July 25: "Going Digital 2013."

Aug. 15: "Digital Advertising: Raising Revenue and Circulation with Digital Ads."

Sept. 5: "Newspaper Website Best Practices."

Oct. 3: "InDesign Training: Part One."

Oct. 10: "InDesign Training: Part Two."

Nov. 14: "Journalistic Ethics: New Ethical Issues in Digital Journalism."

Dec. 12: "The Future of Postal Service: Practical Advice for Community Newspapers."

The company eType Services was a major sponsor of the KPA annual convention in May and has been working closely with our association on a unique partnership to bring new programming to members.

If you have ideas for future webinars, contact Marstall at smarstall@kspress.com.

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THIS MONTH'S QUESTION

Q. Is there going to be another Montgomery Symposium this year?

A. Yes. The Montgomery Family has an endowment in the Kansas Newspaper Foundation that underwrites an annual seminar. This year's event is still being planned, but our focus will likely be on digital revenue ideas for newspapers. For the past few years, the symposium has been a joint effort between the William Allen White School of Journalism at the University of Kansas and the KNF. Look for more information in the coming weeks.

JOB OPENINGS/FOR SALE

NEWS

REPORTER — If you're looking to put yourself in a position to advance your career, come join our family newspaper team. We have a proven reputation of award-winning journalism and placing our reporters at larger newspapers. We're seeking a talented and motivated journalist who can produce well-crafted, clean copy and lots of it. Fast-paced daily newspaper environment for a general assignment reporter who likes variety. Photo skills useful. Knowledge of Internet reporting, page layout helpful. We're located in southeast Kansas within easy driving distance to Kansas City and Pittsburg. Apply to Publisher Floyd Jernigan at fjernigan@fstribune.com. (7-9)

WANTED — **SPORTS EDITOR** passionate about local sports to energetically lead a two-person department in covering high school and college programs that are perennial state and national contenders. This full-time position at a Kansas five-day daily is responsible for coordinating daily multi-media sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation, and most importantly, a desire for excellence. Weekend and evening hours required. If this is you, please send letter, clips, resume and references to Doug Anstaett at the Kansas Press Association, danstaett@kspress.com. (6-20)

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

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

ADVERTISING

AD SALESPERSON: As an Account Executive with The World Company you

serve as the primary client contact for selling advertising for Lawrence Journal-World, LJ-World.com, KUSports.com, Lawrence.com, LawrenceDeals.com, our four community newspapers, websites and digital products. As a key member of our sales team, you will sell clients a platform of products including print and digital advertising, social marketing packages, and event marketing sponsorships. If this job sounds intriguing, please send your cover letter and resume to hraplications@ljworld.com. (7-3)

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

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

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

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

PRODUCTION

Experienced **PRESS OPERATOR** needed: The Junction City Daily Union is seeking a dependable, mature individual to join our operation. The right candidate will serve as team leader and help oversee press and mailroom staff for either our day or night shifts. We publish two daily newspapers, two weekly newspapers and multiple

commercial print publications each week. Experience should include working on a Goss Community, 6 unit press and insert equipment. Must be mechanically inclined, detail oriented and able to assist in performing regular maintenance on equipment. If interested, please email G.Malsbury@thedailyunion.net. EOE

NEWSPAPERS FOR SALE

114-year-old county seat weekly newspaper in SE Kansas for sale. The newspaper is qualified to publish legal advertising and has a strong display advertising base with unlimited potential. Paper has grossed around \$70,000 to \$80,000 over the past three years with an absentee owner. No real estate involved, but building currently housing newspaper can be rented. Small house (needs some TLC) is also included in sale. Great for add-on for a chain or a young couple. Asking price is \$30,000. Serious inquiries only. Contact newzboy3@yahoo.com.

Respected 128-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady subscription, advertising, annual sales approximately \$140,000. Will include building and property in sale. (785) 341-7573 after 5 p.m. MST. (4-2)

CIRCULATION-DISTRIBUTION

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

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

See **MARKETPLACE** on Page 7

JOBS/FOR SALE

retool your existing one. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

MISCELLANEOUS

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.

SUPPLIES FOR SALE — We have recently switched to CtP and still have a little inventory we would like to sell at a discounted rate, including Southern Litho film and plates as well as fixer, activator and finisher. Contact Mary Hoisington at the Great Bend Tribune for more informa-

tion. 620-792-1211 or mhoisington@gbtribune.com.

KANSA 480 INSERTER — Reduce labor costs with an efficient machine for handling preprinted inserts. The Garden City Telegram is selling its Kansa 480, 5:1 inserter, in good condition. This unit performs with a high degree of reliability and consistency over a wide range of operating conditions. Works with broadsheets for everything from single sheet fliers to multi-page editions and has been well maintained. Length 23'10", width 6'4" to 8'10" for creeper conveyor. We used an inline labeler and typically operated the unit at 6,000 to 6,500 pieces per hour though it is rated to do more than double that amount. Model #4601; Serial #480-036. Asking \$10,000, however no reasonable offer refused. For more information email Dena Sattler, denas@gctelegram.com, or call (620) 275-8500, extension 201.

Golfers: It's time to return Little Brown Jug to Kansas

If you're a competitive golfer and appreciate a match involving much more than a few dollars, how about an opportunity to beat a Missouri Press Association team for the Little Brown Jug?

Every year, KPA fields a four-player team to challenge our counterparts from the dark side of the river for possession of the revered Jug — the trophy won by the team leading after 36 holes of golf in a variety of formats.

This year it's our turn to host, determine the formats and reverse a two-year losing streak.

We are seeking the four best golfers and alternates from our member newspapers for this competitive challenge.

To select the team to represent the good guys in 2013, we're conducting an 18-hole medal-play event at Salina Municipal Golf Course on Friday, Aug. 16. Tee times will be grouped between noon and 1 p.m. Players are responsible for their green fees and cart rentals; KPA will pay for lunch and refreshments.

Men or women carding the four lowest (gross) scores will comprise this year's team while the fifth- and sixth-place finishers will serve as alternates in case one of the top four players is unavailable for the two-day Little Brown Jug challenge.

The LBJ event will be played over a Thursday afternoon and Friday morning early this fall — either the last week in September or the first two weeks in October — depending on course availability, in the eastern one-third of the state as a courtesy to our guests.

If you'd like to play in the qualifier, please notify golf chairman Ben Marshall (bmarshall31@cox.net) or Executive Director Doug Anstaett (danstaett@kspress.com) by Wednesday, July 31.



In this webinar...

We will discuss the future of the digital movement by consumers and print media and how the KPA digital programs help Kansas papers manage their digital transitions.

Date & Time:

July 25, 2:15 pm - 2:55 pm (CST)

Register now!

After registering, you will receive a confirmation email containing information about joining the webinar.

Upcoming Webinars!

August 15, 2013, 2:15PM - 2:55PM

Topic: "Digital Advertising: Raising Revenue and Circulation with Digital Ads."

September 5, 2013, 2:15PM - 2:55PM

Topic: "Newspaper Website Best Practices."

October 3, 2013, 2:15PM - 2:55PM

Topic - "InDesign Training: Part One"

October 10, 2013, 2:15PM - 2:55PM

Topic - "InDesign Training: Part Two"

November 14, 2013, 2:15PM - 2:55PM

Topic - "Journalistic Ethics: New Ethical Issues in Digital Journalism"

December 12, 2013, 2:15PM - 2:55PM

Topic - "The Future of Postal Service: Practical Advice for Community Newspapers"

Nothing can compare to a trip to DMV purgatory

Typically, my wife and I use the U.S. mail to renew our automobile registrations. We, like most Kansans, try to avoid personally “visiting” the Department of Motor Vehicles. The horror stories surrounding the DMV statewide computer system are far too scary!

However, at a cost of \$40 million, expectations were high as the Brownback Administration enthusiastically introduced the new system to Kansans in May 2012. The euphoria was short-lived as the computer system rollout evolved into nothing short of a catastrophic disaster.

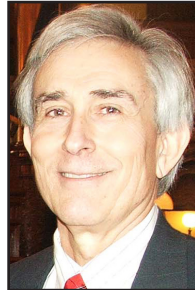
With the new system, tag renewal lines became huge and a massive backlog developed. Officials found the system to be high-maintenance, extremely slow and loaded with bugs.

The state struggled for months attempting to rectify the various problems surrounding the new DMV system and was forced to initiate a grace period for people needing to renew their tags or get plates for a new vehicle.

A spokesperson for the administration promised accountability and said feet would be held “to the fire.” Brownback formed a task force to examine better ways to operate the state’s motor vehicle offices.

It was a difficult summer for DMV customers and county and state employees working with the system.

All parties were locked in DMV purgatory!



Richard Gannon

But that was over a year ago, I thought. Surely the state has rectified those pesky computer glitches by now.

Even though I was not able to obtain a new license plate by mail, I left my house confident I was embarking on a pleasant experience (at least as pleasant as a trip to the DMV can be.)

I arrived at the local DMV Annex shortly after 7 a.m. and was surprised to find myself already 10th in line. However, with smart phone technology, I quickly reserved a “call number” that would advance my place in line and allow me to get promptly back to work.

As we all patiently wait for the 8 a.m. office opening, the line behind me begins to grow.

I participate in idle chit-chat with my comrades in line and determine I may have grossly overestimated improvements to the DMV system.

I become privy to several bad experiences, but the most remarkable comment comes from the gentleman directly in front of me.

For 16 years, he has been employed by the same automobile dealership, which, I concluded, would make him highly knowledgeable in the trials and tribulations of the DMV licensure process. I become concerned upon hearing he has taken a vacation day to have sufficient time to obtain a tag — for a personal vehicle!

When the office opens, I find my smart

him a vulture’s gotta eat, too.

He didn’t buy. But you get the idea.

Sure, I failed on that last one. It won’t be the last. But it might have worked, and the only SURE way to fail is to ... class ...? That’s right: fail to make the pitch.

Now, please, sit right where you are and do absolutely nothing. :)

Dane Hicks is editor and publisher of the *Anderson County Review* and a former *KPA* board member.

phone reservation has been successful. I am immediately directed to one of the four waiting clerks, feeling confident as I take my seat. I have my checkbook as well as all required documents. I’m ready to rock and roll!

Shortly after the clerk starts my process, it is obvious there are difficulties. After 20 minutes, she makes the first of many trips to her office manager’s cubicle. Thirty minutes pass and the manager starts making phone calls for answers. I ask my clerk if the computer system is still a problem for them and she replies, “It’s getting better.”

The clerk, her manager and I are becoming frustrated so the office manager assumes control of the keyboard. Finally, it is determined the entire application has to be voided and the process started all over again.

Perhaps that is the solution for the customer next to me as well. His DMV visit had turned lengthy as they attempted to license a vintage motorcycle — last licensed 20 years ago.

It was after 10 a.m. when I left the DMV with tag in hand. I had just spent an hour standing in line and two hours sitting in front of a frustrated clerk.

And as I turned to leave, I saw a room full of sullen faces. I felt badly for the people in line behind me and I felt sorry for the clerks having to work in such a miserable environment.

I think Kansans deserve better.

Richard Gannon is director of governmental relations for the Kansas Press Association.

Networks

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superintendents — any job that requires a higher skill set.

Be shameless. A few years ago after the Joplin tornado was getting national press, I sourced half a dozen storm shelter builders from the Internet and pitched them state and national network ads. One guy told me he didn’t want to seem like a vulture. I told

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Remember, if you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money.

On out-of-state ads, you get to keep half the commission.

- Anderson County Review — two 2x4 KDANs for a profit of \$1,650.
- Hays Daily News — two 2x2 KDANs for a profit of \$800.
- GateHouse Media — 16 KCANs for a profit of \$2,400.
- Anderson County Review — four out-of-state ads for \$720 profit.

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