

THE KANSAS PUBLISHER



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KPA CALENDAR

AUG. 15

Kansas Press Association Board of Directors Retreat, Salina.

SEPT. 15-17

ASNE-APME, Chicago. First joint conference of the nation's top editors.

OCT. 2-5

National Newspaper Association annual convention and trade show, Phoenix.

OCT. 9

Montgomery Symposium, University of Kansas. Ron Reason will provide design tips.

DEC. 15

National Bill of Rights Day.



Lawrence attorney Max Kautsch, third from left, discusses an order he had prepared for a court hearing Wednesday concerning sealed court records in a Parsons case with Ray Nolting, managing editor

of the Parsons Sun, right. Looking on are Mike Kautsch, a professor of law at the University of Kansas, and Ron Keefover, president of the Kansas Sunshine Coalition for Open Government.

Judge reverses seal on court records

PARSONS — A Labette County district judge Wednesday unsealed documents in a Parsons quadruple murder case, and revealed for the first time that 26 search warrants had been issued in its investigation.

District Judge Robert Fleming ordered the disclosure of most of the pleadings in a capital murder case against David Cornell Bennett Jr., Cherryvale, who is charged in the November 2013 murders of a Parsons woman and her three children, ages 9, 6, and 4. The cause of their deaths, however, has not been released

more than eight months after the victim's bodies were found in their Parsons residence.

Fleming Wednesday signed an order unsealing the records in a court proceeding brought on behalf of local news media to lift the judge's prior order giving attorneys permission to file all documents in the case under seal. Wednesday's order unsealing the records followed a hearing on the news media motion that was conducted in Parsons July 25. Then, and again

See **COURT** on Page 3

Montgomery seminar to focus on design

The 2014 Montgomery Family Symposium Oct. 9 at the University of Kansas will feature award-winning designer and consultant Ron Reason. Participants who sign up early will receive a free critique and redesign ideas.

Reason headlines this year's "Do More with Design" workshop created to help publishers,

editors and others involved in news and ad design to give their print and web products more energy and appeal.

Pam Fine, who holds the Knight Chair at the University of Kansas, said the session is designed to allow participants to:

- Get new ideas for content, community engagement and

digital publishing, and learn about the visual and brand strategies that drive them.

- Learn how to make stories more visual and interactive, even on a shoestring.

- Find new ways to create ads that engage consumers.

- Develop contacts from

See **DESIGN** on Page 6

Why do catalogs grab readers? Try this in your own newspaper

As Brent Niemuth, direct marketing and branding expert, talked about his Three Ds of a successful direct-mail catalog, it immediately popped into my brain, “Newspapers could use this!”

Brent and I were in a meeting with a large direct retail company that needed help with its catalog. I was there to talk about how to save money on production by creating documents faster. Brent was there to talk about how to increase sales with better design and product positioning.

Brent is not just any “designer,” by the way. Google him. You’ll see he is one of the industry leaders and has helped many LARGE companies. (As I type this, he is in the Big Apple on a photo shoot for Jockey. He also is directing its rebranding.)

Brent’s Three Ds of a successful catalog are:

- Disrupt
- Delight
- Drive

Disrupt

A catalog can be successful if it disrupts, or grabs the attention of, the potential customer. Being direct mail helps because the potential customer is forced to hold it while bringing in the mail. He or she has to look at it to either toss it in the recycle bin or put in on a table for later or give it attention right then, but at the very least every catalog has a chance for a glance. When on a rack, it’s harder to fight for attention, or disrupt, especially in this age of smart phones, digital signage and more. But it’s imperative to accomplish this first step, or there won’t be a second ... or third.

Delight

Once your catalog has grabbed a potential customer’s attention, it needs to delight them, giving them a reason not to throw it away. Better still is if the cover, through photos, offerings or teasers, delights them enough to have them open it and look through the pages. That’s the goal. Put a lot of effort into a cover which delights so well they WANT to thumb through it. It’s even better if the catalog is desirable (delightful) enough to keep and/or

pass along to others.

Drive

At some point, the potential customer is going to make a decision. A successful catalog has enough offerings of interest to drive them to the phone, website, app, or mail order form to place an order. An unsuccessful one ends up by the curb.

Now look at the front page of your newspaper, more specifically, above the fold. If it were sitting on a rack in the local convenience store, would it disrupt? Are there enough “hooks” to catch the eye of someone passing by, or to pick it up if it’s sitting on a table at the local library or restaurant?

When I pitched this question recently at a conference where I was speaking, I picked up the closest newspaper I could find and held it up. There were two stories above the fold, with two photos to go with the stories.

Now go look at USA Today’s front, above the fold. I just randomly picked some past issues and counted 10 headlines (plus kickers and sub-heads in many cases) as well as six pictures. I see Sports, Entertainment, Politics, Death and more ... all above the fold. USA Today is just one example of papers around the world doing this.

Once we’ve disrupted potential readers from their smart phones or conversations or the many other things going on in their lives, are we delighting them? Are our stories interesting, or photos exciting enough for them to pick it up, open it to full front, take a look, and maybe even look inside?

I picked up a newspaper recently of which the entire front page

was devoted to a school board meeting, city council meeting, something tax-related and a zoning issue. There was one photo of the area in question for the zoning. I would guess all of those stories combined would be of interest to a small percentage of total readers. I saw a small weekly a while back that actually had two front-page stories about the city council



Russell Viers

So we have to keep asking ourselves if our content is important or interesting enough to drive all potential readers to tuck it under their arms and take it to the cash register and eventually become subscribers?

See VIERS on Page 5

2014-15 KPA BOARD

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Advertising churn can cause huge problems

Advertising has a dirty little secret. Most ad managers know it, but don't like to bring up the subject in staff meetings. Most sales people know it, but wouldn't dare mention it in sales presentations. And most advertisers know about it, even though it rarely figures into their marketing plans.



John Foust

What is this dirty little secret? Ad churn. When an ad campaign doesn't work – or falls short of expectations – the advertiser is likely to pull out of the paper. And the sales person is faced with the challenge of finding a replacement for that lost revenue.

It's all about expectations. In their eagerness to close the deal, sales people have a tendency to oversell the possibility of making their prospects' phones and cash registers ring. "Just run some ads," they say, "and you'll expand your customer base and increase sales." But once the ads start running, the new advertiser's focus shifts from words (what the sales person said) to results (what the ads actually do). If the ads don't meet expectations, other media choices become more enticing.

In my opinion, disgruntled advertisers

are the primary prospects for new media outlets. If they're unhappy with Publication A, they'll readily consider Publication B.

Churn is expensive. I've heard that the cost of replacing a lost customer can be as high as ten times more than the cost of keeping an existing client. Losing one advertiser can hurt, but losing a number of advertisers can be devastating.

The days of John Wanamaker are long gone. Wanamaker, the marketing pioneer who opened Philadelphia's first department store in 1896, famously said: "Half the money I spend on advertising is wasted; the trouble is I don't know which half." Today we have Pay-Per-Click online advertising (PPC), in which advertising charges are based on response numbers.

The growth of PPC advertising is pressuring traditional media to produce measurable results for advertisers. That's why it is increasingly important to manage expectations. Simply running ads is not enough. Those ads have to work.

There are essentially two types of advertising: image ads and response ads. Image ads are designed to build recognition and response ads are intended to generate immediate results. Unfortunately,

some advertisers think that "putting their name out there" in image ads will produce customers right away. That's possible, but not likely. When new customers don't

flood in, an advertiser might jump ship and run ads elsewhere.

On the other hand, response ads can give advertisers an immediate reading on results. The key is to make the right offer. Instead of saying, "here's a whiz-bang benefit of using

our widget," say "here's why you should buy our widget today."

Although image ads and response ads play different roles, both are important. Brand recognition is a good thing. And immediate response is a good thing, too.

Churn is a big concern in the advertising world. Perhaps it's time for those ad managers who have been saying, "Sell ads" to start saying, "Sell ads that work."

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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Court

Continued from Page 2

Wednesday, the judge said his earlier order sealing the documents did not comply with Kansas Supreme Court decisions that date from 1981.

The 1981 Supreme Court decision in *Kansas City Star v. Fossey* created a procedure that would seal records only on the basis of "clear and convincing evidence" that confidentiality was necessary to ensure a fair trial and that alternatives to sealing the records were unavailable.

Lawrence attorney Maxwell Kautsch represented the plaintiffs in the case — the Parsons Sun, Montgomery County Chronicle and TV station KOAM in Pittsburg. Kautsch had successfully argued in July that in the Fossey decision, the Kansas Supreme Court adopted the American Bar Association's Fair Trial and Free Press Standard 8-3.2 and held the standard would "govern the closure issues in future cases."

Kautsch's brief argued that under that standard, a trial court may close a preliminary

hearing, bail hearing or any other pretrial hearing, including a motion to suppress, and may seal a record only if:

- The dissemination of information would create a clear and present danger to the fairness of the trial;

- The prejudicial effect cannot be avoided by reasonable alternative means, which include continuance, severance, change of venue, change of venire, intensive voir dire, additional preemptory challenges, sequestration of the jury and admonitory instructions to the jury.

The Fossey decision also made clear a decision to close proceedings or seal records requires a hearing.

In a related matter, however, Fleming denied the plaintiffs' request to also open the probable cause affidavits in support of search and arrest warrants in the same case, agreeing with attorneys for the state and the defense that release of that information now — with the preliminary hearing just three months away — might cause harm to both. Fleming said while he understood the public's right to know, he believed he also had an obligation to balance that against the defendant's right to a fair trial.

Both the prosecution and the defense argued

for keeping the probable cause affidavit secret until the preliminary hearing in October, almost 11 months following Bennett's arrest. They said to do otherwise would compromise his chance for a fair trial. They asserted that pretrial publicity based on the contents of the affidavits could possibly taint the jury pool and also violate their obligations as attorneys not to discuss certain information to trial.

Kautsch argued that releasing the affidavit now actually would be fairer to the defendant because it would allow more time for its contents to fade from the public's memory than if the information came out in October at the preliminary hearing.

"We argued during the legislative hearings on this issue that we understood certain redactions would take place, such as medical records, Social Security numbers, the names of undercover agents and informants and the like," said Doug Anstaett, executive director of the Kansas Press Association. "However, while we realize this case couldn't be decided on the new affidavit requirements, we hoped the judge would acknowledge the Kansas Legislature's strong message that these records should be open to the public and rule in our favor."

Cough, cough ... those deadlines can be demanding!

Last week I processed pictures from the hospital bed. We got a paper out, but it was small and, honestly, not something that made me proud.

This week I finished up pages on just three hours of sleep and a fast food bag of medication working against my slim energy reserves.

I've been dealing with walking pneumonia for almost a month now. I don't ever get sick; before this incident, I couldn't tell you the last time illness forced me to stay out of the office.

I'm overweight, but generally healthy otherwise and I've always been proud to have the ability to work much longer hours than people half my age. A cough or sore throat might have caused me to keep my office door closed, but it wouldn't keep me out of the office. I was unstoppable.

But this one hit me hard. General lethargy, violent coughing, nausea and eventu-

ally dehydration from lack of eating and drinking got me two trips to the hospital, one of which turned into an overnight stay.

That was last Monday night... a night that is pretty darn important in my routine of getting a paper out.

My staff is great and we got the paper out, but cruddy lungs have hampered my nights and while I wasn't in the hospital this week, I haven't had a great night of sleep in probably three weeks and I'm feeling it. This week's paper was less than my best effort too.

But I got it out. Someone on the street asked me why I don't just skip a week. Yes, I know: we're allowed a couple. But we never have missed a week and I don't want that to happen on my watch.

Funny thing is, I know my story is repeated many times, with more drastic illnesses, across the newspaper industry all the time.

What is it with newspaper people and work ethic? Why do I hear stories of publishers having heart attacks, or serious car accidents, and yet they feel committed to get a feature story finished up or get a couple pages laid out?

Honestly, I'm proud of our work ethic. It seems to be a diminishing value in society these days, but I guarantee our industry works as hard as it ever has.

That work ethic is probably a vicious circle though. The

stress of the deadline can have direct and indirect affects on our health.

We need to remember to take care of ourselves so we can continue to put out our best possible work each and every day.

Dan Thalmann is owner/publisher of the Washington County News and Linn-Palmer Record and 2014-15 president of the Kansas Press Association.



Dan Thalmann

Why do I hear stories of publishers having heart attacks, or serious car accidents, and yet they feel committed to get a feature story finished up or get a couple pages laid out?

Saturday mail service likely to continue through next year

The National Newspaper Association believes Saturday mail service is likely to continue through 2014-15 as congressional leadership continues to debate terms for a sweeping postal reform bill.

At the end of June, the House of Representatives approved by voice vote an appropriations bill covering the U.S. Postal Service for the coming fiscal year that included the mandate for Saturday delivery. The Postal Service, which announced in 2009 it would end Saturday delivery, continues to oppose Congress' annual mandates for the service.

HR 5016 moves to the Senate for pos-

sible action before the Oct. 1 fiscal year begins, though appropriations bills often die before enactment because of the many riders attached to them by hopeful members of Congress who cannot get their favorite initiatives passed in regular order. If the Senate does not take up HR 5016, Congress would have to pass a continuing appropriation bill to fund the agencies covered by HR 5016.

The six-day mandate is highly likely to be included in either bill, noted Tonda F. Rush, NNA chief executive officer.

The House was the Postal Service's best hope for killing the six-day service, with Rep. Darrell Issa, R-Calif., chair of the

House Oversight and Government Reform Committee, solidly in postal management's corner. But most Democrats and many rural Republicans concerned about hurting rural areas with USPS' continued service cuts squared off against Issa and won.

The Saturday delivery debate has effectively stalled postal reform bills, as USPS continues to argue that the \$40 billion of debt on its balance sheet must be addressed with cost savings from service cuts.

Earlier this summer, it also announced it would close more than 80 more mail processing centers — all in smaller towns — to consolidate more mail processing in urban areas.

Slimp

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Inkscape and Gimp. But there is a reason Adobe and Quark products aren't cheap. If you want to create a quality publication, investing in quality hardware and software is a necessity.

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



THIS MONTH'S QUESTION

Q. I'd like to have information on how I might set up an endowed fund in the Kansas Newspaper Foundation in honor of my parents, who were long-time Kansas Press Association members. Where do I start?

A. The only stipulation the KNF Board of Trustees requires is that the gift, to be a named endowed fund, must total at least \$10,000. You can name the fund in honor of your parents and designate how you want the earnings distributed. We currently have five endowed funds in the foundation: Ruth Garvey Fink Bill of Rights Fund, Meyer Family Fund, Montgomery Family Fund, Doug and Lucinda Anstaett Scholarship Fund and the KPA Fund for Excellence.

Design

Continued from Page 1

other news organizations in Kansas that can serve as a professional resource when you're thinking about how to redesign or develop new projects.

Cost to attend will be \$50 for Kansas Press Association members, which includes lunch. The Montgomery Fund in the Kansas Newspaper Foundation will subsidize the remainder of expenses.

Those who want pages critiqued and re-envisioned by Reason during a session called "Rethinking and Remaking Your Pages" should email PDFs of specific pages that you think were great successes or missed opportunities no later than Sept. 10, 2014 — with the reasons why — to ron@ronreason.com.

If you have an excellent or troublesome web site or page, send URLs to specific destinations. Please put "KU Symposium Submission" in the subject line and include your name and title.

While it may not be possible to include all submissions in the presentation, Reason will feature as many as possible.

Viers

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meeting...the same meeting.

So we have to keep asking ourselves if our content is important or interesting enough to drive all potential readers to tuck it under their arms and take it to the cash register and eventually become subscribers?

I spent 10 days helping a newspaper in Istanbul, Turkey, with an advertised circulation of 500,000 copies daily. Of that, 100 percent were newsstand sales. And at least 10 quality newspapers hang on the newsstand right beside them. They have to Disrupt, Delight and Drive every day, or they feel an immediate financial hit.

The Three Ds applies to reaching subscribers, too. With so many distractions in our busy lives, we can't assume that subscribers read every issue. It's possible it is pulled into the house and sits, or perhaps is glanced at, and then sent to the recycling bin. It's important that every issue reaffirms their decision to renew their subscription.

The Three Ds apply to every ad as well. As your readers are looking through the paper, it's important that the ads grab their eye

away from stories, or disrupts. Each ad needs to have something that delights the reader into finding out more and must have a benefit that drives the potential consumer to act on the ad, whether getting in the car and driving to the store, picking up the phone, going online, or whatever.

If you can give advertisers the Three Ds, they can enjoy a higher return on the investment they make in your paper, which, in turn ... well, you know how it works.

So the next time a catalog comes in the mail, ask yourself, "Does this have Brent's Three Ds?"

And as you look at newspapers, not just yours, but those around you, and as you travel pick up papers, ask yourself the same question. "Did something on this front page grab my attention, disrupting what I was doing? Am I interested or delighted enough to walk over and pick it up, and is the content compelling enough to drive me to lay down a dollar for it?"

Russell Viers has spoken at publishing events in 22 countries since 1997, and is a favorite at Kansas Press Association training sessions. Email him at russell@russellviers.com. He also shares ideas on transitioning to multi-channel publishing, marketing and design.

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**

KU
THE UNIVERSITY OF
KANSAS



Four people were presented with Friend of Open Government awards recently by the Kansas Sunshine Coalition for Open Government. The honorees included (left to right) Rep. John Rubin, Adlynn and Robert Harte and Karen Dillon. The awards ceremony followed a training event on the Kansas Open Meetings and Kansas Open Records acts. The four served as panel members during the training in Overland Park.

Four garner open government awards from coalition

Kansas Sunshine Coalition for Open Government honored four Johnson County area residents with 2014 Friend of Open Government awards in Overland Park July 28.

The awards were presented at the close of a Kansas Open Records and Kansas Open Meetings Act training co-sponsored by the Kansas Attorney General's Office, the Sunshine Coalition and the Kansas Press Association.

This year's recipients include Rep. John Rubin, Shawnee; Robert and Adlynn Harte, Leawood, and Karen Dillon, a former Kansas City Star reporter and producer for KSHB TV in Kansas City.

The awards were based on the four designees' untiring efforts to open court records for probable cause affidavits supporting arrest and search warrants that a Kansas statute has sealed for 35 years. Thanks in large part to their work, the Legislature enacted a bill unsealing these court records beginning July 1. They had been closed since 1979.

Rubin was instrumental in authoring and then tirelessly guiding the open records bill through the House and Senate and eventual signing by the governor. Besides drafting the legislation and testifying before the Judiciary Committees of each House, Rubin contacted and met with many of his legislative colleagues to gain its enactment.

The legislation was prompted by a raid at the Hartes' Leawood residence that had been based on an affidavit that erroneously concluded there was probable cause to conduct the early morning search of their home. After Johnson County law enforcement officers found nothing

illegal at their home and admitted the search was improperly carried out, the Hartes spent \$25,000 in legal fees and a year of their time trying to learn why they were singled out for the full battle dress drug raid. They followed up by contacting Rubin and Karen Dillon, at the time a reporter for the Kansas City Star.

Dillon researched and reported the story for the Star and later for KSHB's Channel 41. Dillon produced an expose on closed records in Kansas that was titled "Dark State," for the television station.

The Hartes reported that based on Dillon's news coverage more than anything else, they were finally able to receive a copy of the affidavit that was used for the search of their home. The search was based on the innocent purchase of hydroponic growing supplies for their son's school experiment to grow tomatoes indoors, and a faulty analysis of leaves found in the Hartes' trash, which turned out to be green tea leaves when examined more thoroughly in a laboratory.

The Hartes appeared several times before legislative committees to tell their story and urge legislators to open these court records.

"This legislation marks a huge change in government transparency of court records. No longer may Kansas citizens be arrested or their homes searched without being able to examine the sworn statements of law enforcement officers that they are based on," said Ron Keefover, president of the Sunshine Coalition, who joined both the Kansas Press Association and the Kansas Association of Broadcasters to support the affidavits bill as their major goal during the 2014 Legislature.

DEATH

Norman R. 'Dick' King

Dick King, former assistant executive editor of the Topeka Capital-Journal, died Monday, Aug. 11, 2014.

He was 86.

King was born June 25, 1928 in Cheyenne, Wyo. He married Charlotte Berkihiser in 1957 in Manhattan. She survives.

He retired from the Capital-Journal after 36 years as a reporter and editor.

Other survivors include a daughter, Kathryn King, St. Louis; and a sister, Lyndall Cornette, Yankton, S.D.

No services are planned.

JULY 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 July 2014.

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 in Kansas or elsewhere and share the KPA commission.

- KCAN — GateHouse Media sold 18 ads for a profit of \$2,700.
- KDAN — Anderson County Review sold two ads for a profit of \$1,650; GateHouse Media sold one ad for a \$400 profit; Hillsboro Free Press sold one ad for a profit of \$825 and the Sabetha Herald sold one ad for a profit of \$500.
- SDAN — Anderson County Review sold two out-of-state network ads for a profit of \$360.

Thanks to our newspapers for their efforts.

DEATHS

Herbert A. 'Hub' Meyer III

Herbert A. "Hub" Meyer III, editor and publisher of the Independence Daily Reporter for over 43 years, died Thursday (Aug. 7, 2014) at his home following a battle with prostate cancer. He was 67.

Meyer became publisher of The Reporter in June 1971, following his father's death.

He graduated from the University of Kansas in 1969 with a degree in business and worked for the Lawrence Journal-World covering local news and sports before returning to Independence.

Survivors include his wife, Kristin; two sons, Herbert A. "Chip" Meyer IV of St. Louis and Scott Meyer of Lee's Summit; daughter Brittiany Meyer, Independence; and five grandchildren.

The family has suggested memorials to the FORPAZ Logan Fountain renovation project or Harry Hynes Memorial Hospice of Coffeyville. Contributions may be sent to the funeral home Potts Funeral Chapel at 122 S. Pennsylvania, Independence, Kan. 67301.

Randy Brown

Randy Brown, executive director of the Kansas Sunshine Coalition for Open Government since 2005, died Wednesday, July 23, 2014 in Wichita. He was 73.

Brown, a founding board member and two-time past president of the coalition, was until 2013 a senior fellow and faculty member in the Elliott School of Communication at Wichita State University. He had been on the faculty since 2001.

He had almost 40 years of professional experience, with 21 years at The Wichita Eagle. He has been the Eagle's opinion editor from 1996-2001.

He was married to Wichita attorney Linda Parks. Other survivors include sons Chris of Wichita and Chad of Kiev, Ukraine; and three grandchildren.

Memorials are suggested to Kansas Sunshine Coalition for Open Government, c/o Elliott Department of Mass Communications at Wichita State University, 1845 Fairmount, Wichita, KS 67260, and The American Cancer Society, 330 S. Main St. #100, Wichita, Kan. 67202.

Paul Branson II

Paul Branson II, 47, presentation editor of the St. Joseph News-Press, died Sunday, July 27, 2014, at his parents' home in Osawatomie, Kan., where he was recovering from a serious motorcycle accident.

He was the elder son of Paul and RoseMary Branson. He married Dr. Joann (Jodi) (Beckman) Branson, in 1993.

He earned a bachelor's degree in print journalism and public relations with a minor in biology in 1990 from Kansas State University.

He worked first as a reporter at the Osawatomie Graphic from 1990 to 1994, then as news editor for The Anderson County Review in Garnett, Kan., in 1994 and 1995.

Paul Lyndon Branson II is survived by his wife, Jodi; his parents, Paul and RoseMary Branson; his brother, Greg Branson, and sister-in-law Samantha Branson, and his nephew, Garrett, and his niece, Claire.

The family suggests donations to Paul L. Branson Pet Care Memorial Fund at First Option Bank, 601 Main St., Osawatomie, Kan. 66064

Mary Engel

Mary Alice Engel, 73, publisher and editor of the Rush County News, La Crosse, died Sunday, July 20, 2014, at her home.

She was born Jan. 6, 1941, in Hays to Joseph H. and Albina (Billinger) Orth. She married Duane G. Engel on Feb. 3, 1962, in Hays. He preceded her in death.

She was a resident of La Crosse for more than 50 years. She was a member of the Rush County Chamber of Commerce and the Kansas Press Association and a former Boy Scout and Girl Scout leader.

Survivors include two sons, Tim Engel and companion, Eyvonne Clarke, and Troy Engel and wife, Leslie, all of La Crosse; a daughter, Melissa Engel and husband, Dana Jay, La Crosse; a brother, Clair Orth and wife, Marian, Fort Worth, Texas; and five grandchildren, two step-grandchildren, and her faithful dog, Tootsie.

Memorials are suggested to St. Michael Church, American Cancer Society, Rush County Relay for Life or the donor's choice.

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

MARKETPLACE

NEWS

HELP WANTED - Part time help in newspaper office in Alma, Kansas. Experience with Microsoft Word preferred. Experience with InDesign and familiar with Mac Computers a plus. Willingness to learn and good customer service skills required. Apply in person with Ervan Stuewe at Wabaunsee County Signal-Enterprise. Call ahead for appointment at 785- 765-3327. (8-4)

MULTIMEDIA JOURNALIST — The Kingman Leader-Courier has an immediate opening for a multimedia journalist, who will be responsible for covering community events, breaking news and feature assignments. Strong writing/photography skills needed. Email resume and samples to Jason Jump at jjump@kcnonline.com. (8-4)

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@nwkanssas.com, and Steve Haynes steve.haynes@nwkanssas.com. Colby Free Press/Nor'West Newspapers, Colby, Kan. (785) 462-3963. EOE m/f/h/v (7-30)

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. Competitive pay, location in Northwest Kansas. Apply to steve.haynes@nwkanssas.com and kl.davis@nwkanssas.com. The Oberlin Herald/Nor'West Newspapers, Oberlin, Kan. (785) 475-2206. EOE m/f/h/v (7-30)

SPORTS REPORTER — The Dodge City Daily Globe is seeking applications for a sports reporter. The position represents a great opportunity for a recent graduate or

experienced reporter with the initiative and work ethic to cover a high school, community college, PRCA rodeo and a professional indoor football team. The successful applicant will have knowledge of and interest in a wide variety of sports. Traditional "game" coverage must be accompanied by off-the-field news, engaging features and commentary. The Globe offers a competitive wage, excellent benefits and the opportunity to advance to larger publications within GateHouse Media. Send cover letter, clips and resume to Publisher Conrad Easterday (ceasterday@dodgeglobe.com) at the Dodge City Daily Globe, 705 N. Second Ave., Dodge City, KS 67801. (7-17)

EDITOR — GateHouse Media Inc. is seeking an editor in south-central Kansas who excels at producing news for a multimedia audience. The successful applicant will be able to cover both news and sports and design pages for a weekly print product. Experience in the position is a plus, but consideration will be given to reporters who are ready to take the next step. The position offers a competitive salary and excellent benefits with the opportunity to advance within the GateHouse Media organization. Send cover letter, resume and samples of your work to: Publisher Kent Bush, 204 E. 5th St. Augusta, KS, 67010. kbush@butlercountytimesgazette.com (6-30)

REPORTER — The Arkansas City Traveler seeks a general assignment reporter who also will help paginate, take photos and update our website. Some news writing experience is required. Knowledge of InDesign a plus. Will help train the right person. Courage and cooperative attitude in a true team setting dedicated to putting out the best daily news report we can for our subscribers and the public. Send resume and clips to Publisher David A. Seaton at daseaton@arkcity.net and/or call 620-442-4200, ext. 122. (6-25)

MANAGING EDITOR - The Dodge City Daily Globe is seeking a managing editor who excels at producing news for a multimedia audience. The successful applicant will be able to ensure the stories everyone expects and break the stories no one saw coming. Experience in the position is a plus, but consideration will be given to reporters who are ready to take the next step. Extra consideration will be given to applicants who are fluent in Spanish. The position offers a competitive salary and

excellent benefits with the opportunity to advance within the GateHouse Media organization. Send cover letter, resumé and samples of your work to: Publisher Conrad Easterday, 705 N. Second Ave., Dodge City, KS 67801, or ceasterday@dodgeglobe.com. (5-30)

PAGE DESIGNER/COPY EDITOR AND COPS/COURTS REPORTER — The Hutchinson News, Hutchinson, KS., needs to fill two positions – page designer/copy editor and cops/courts reporter. If you are interested in either of these two positions please contact managing editor Mary Rintoul. (See contact info below.) The News is the flagship paper of six Harris family-owned newspapers. It is known for its news coverage and award-winning designs. Salary is negotiable. The News offers a competitive benefits package that includes a 401(k) and health insurance.

A journalism degree is preferred for both positions. The page designer needs to have a working knowledge of InDesign. Designers should submit a resume, cover letter, two references and two examples of their page designs. Courts/cops reporting candidate should send a cover letter, resume, two references and two examples of their writing. Please submit these materials to Mary Rintoul, managing editor, The Hutchinson News, PO Box 190, Hutchinson, KS 67501-0190 or email them to mrintoul@hutchnews.com. For additional information, please contact Rintoul at 620-694-5746. (5-20)

SPORTS REPORTER/EDITOR — Full-time sports reporter/editor for small-town five days a week daily paper. Must love local sports. Coverage focuses on small towns, one college. Weekends and evenings required. Expected to be a good writer, take own pictures, lay out pages using InDesign, have Internet competence. Team player, courteous, cooperative, reliable professional for five-person office. Send letter, clips, resume, references to zaccaria@winfieldcourier.com. (4-15)

WANTED: REPORTER-PHOTOGRAPHER — Pagemaker, PhotoShop, photography and newspaper layout skills, and **ADVERTISING SALES CONSULTANT** for Lincoln, NE and rural communities. Call 402-792-2255 or send resume to asap:voicenews@inebraska.com. Independen-

What can we do about those pesky white lines in PDFs?

Here are a few questions I've received over the past few weeks from readers:

From Heidi, in Iowa:

Q. Our publisher suggested I email you with an InDesign question that we have.

Occasionally we will receive pre-built ads in pdf format that were built in InDesign. When we pull the PDF onto our pages in InDesign and the PDF the page to send to press sometimes a white box will appear on the ad or part of the art will be whited out. Do you know what could be causing this?



Kevin Slimp

A: I still get asked about these white lines all the time, Heidi. Karen wrote a couple of days after you, putting it like this: "What causes the white lines in a PDF? This inquiring mind wants to know. I got one from a client this morning and it was loaded with them."

These white lines come during the creation side of the PDF process. So there's not a lot you can do to keep it from happening, other

than hoping your advertiser stops sending you PDF files with white lines. I have a couple of pieces of good news for you, though.

First, these lines are due to issues with transparency. Those issues have decreased over time and are much less common than they were a few years ago. As your advertisers upgrade their software, this will happen less often. Second, these lines don't print most of the time. They are "visual elements" that don't exist when printed.

Should it still concern you that you have lines on your page, there are a few fixes on your end. One of the easiest is to turn off the "Smooth Line Art" option in Acrobat. A second fix is to open the PDF file in Photoshop at a high resolution (600 or higher) and save the file from there.

From Jim, in Chicago:

Q. I've been very happy with our NewEdit/Quark newsroom pagination set up. However, in the process of purchasing new hardware and software I learned that Baseview had priced themselves out of our market. So we are now about to use In Copy/In Design. (We've purchased and installed the new Macs, and shortly will begin to switch over). Any suggestions, comments and advice

you can offer in this process would be greatly appreciated.

A: First, let me congratulate you on making the move to new hardware and software. You should see a tremendous increase in productivity, after a few days of growing pains while you learn the new software.

The best advice I can give to you is to have an expert trainer come in to work with your staff for two days. Learning InDesign and InCopy is simple, with good training. Without it, I've seen staffs work at a snail's pace for months and years, never really getting a grasp on how to use the software efficiently. Good trainers pay for themselves in no time.

From Carrie in North Carolina:

Q. My publisher asked me to ask you if there is any open source software, in place of Adobe and Quark products, available that would work to produce our publications. So I'm asking. Is there?

A: No, Carrie. There isn't. Sure, you could use Gimp to replace Photoshop, but anything beyond that would require a significant investment in time. There are many good open source apps out there, including OpenOffice,

See SLIMP on Page 4

MARKETPLACE

Continued from Page 8

dently owned, largest community weekly newspaper in southeast Nebraska. www.voicenewsnebraska.com. (7-15)

ADVERTISING

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— Searching to fill outside sales position for established website and print products. Includes service and growth of existing accounts and new relationships. Email cover letter, resume and salary expectations to: ceasterday@dodgeglobe.com. (5-20)

NEWSPAPERS FOR SALE

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. (11-2)

DIGITAL MEDIA

The Hays Daily News' Pixel Power Haus wants to give you control over the directory residents use to find information about the businesses that make up your coverage

area. BizLink is a searchable database of businesses and organizations that provides considerable upsell opportunity for newspaper seeking new revenue streams. You've seen expensive "subscription-based" models ... try one that works with your budget. Call Patrick Lowry at (785) 628-1081 to hear how we can help.

MISCELLANEOUS

FOR SALE — Harris 1973 press. Cottrell model V-15A. Good condition. Price negotiable. Contact Sarah Kessinger, The Marysville Advocate, Marysville, Kan., 785-562-2317.

HOW TO SELL STUFF — Target content to the readers you love most — your local merchants and advertisers! Get 8 free weeks of "How To Sell Stuff," written by The Anderson County (Ks) Review's King of Cha-Ching — Dane Hicks. Local business owners/managers will race for a copy of your paper each week to read the next amazing sales idea written just for them. "How To Sell Stuff"'s weekly message of top-notch, "ah-hah" style sales tips is designed for modern main street businesses (think of it as Bill Murray meets Guerilla

Marketing), and directs all followups to YOUR newspaper's sales department. What better way to start a sales dialogue with your clients? First 8 weeks columns up front and free, stay on for \$10/month, pay as you go, cancel anytime. Email Dane at dhicks@garnett-ks.com.

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 — Hewlett Packard Design Jet 750C Plus Plotter in excellent condition. Extra cartridges included. For more information call 785-628-1081 and ask for Jan or Mary.

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.

We must be diligent in seeking court records

While the Kansas Press Association took a huge leap toward transparency in Kansas with the passage of the new probable cause affidavits bill earlier this year, there is much work still to be done.

I know ... that's a huge understatement.

The feedback I've received so far from those who have sought affidavits since July 1 ranges from frustration to lukewarm support to genuine enthusiasm for the new law.

The common denominator for those who are shouting its praises is this:

If your newspaper entertains a good relationship with your prosecutor and district judge, your experience has been quite positive.

Those who have tangled in the past with a law enforcement or court system that often slams the door in their face see it quite differently.

The Parsons experience is a case in point.

On Wednesday, as you can read on the front page of today's Publisher, District Court Judge Robert Fleming reversed an earlier order to seal pleadings in the murder case against David Cornell Bennett Jr.

Following briefs from Max Kautsch, a Lawrence attorney, Fleming admitted a blanket order to seal filings in the case was in violation of the case of *Kansas City Star*

v. Fossey. In that case, the Kansas Supreme Court said court filings could not be sealed without first finding a "clear and present danger to the fairness of the trial."

The judge said he could find no evidence to substantiate continuing to close those court records.

However, he kept the probable cause affidavits supporting search and arrest warrants under seal, essentially agreeing with the defense and prosecution that release might prejudice future jurors, affect potential witnesses and might release "gruesome details" that the family hasn't been told about the crimes.

Granted, the judge was correct that the law at the time of the crimes last November required those seeking records to tell why their release would not harm the prosecution or defense.

But he could have honored the will of the Legislature by ordering the redaction of information and still released a considerable amount of information on the case.

The cause of death hasn't even been made public in this case. What could possibly be the harm of describing the murder weapon or the manner of death?

Also, Kautsch argued that any potential prejudice would be less injurious if the information were released now instead of at the preliminary hearing, which is not for

three more months, much closer to the actual trial date.

We must not lose sight of the fact that the decision to follow the Fossey precedent is noteworthy. Certainly, it is the law of the state of Kansas and has been ignored far too often in recent years.

But what we must do as newspaper publishers, editors and reporters is to request probable cause affidavits in every case that we decide to cover in a news story. And we must make sure local judges and prosecutors are reminded frequently of the requirements of the Fossey decision.

The judge in Parsons — and certainly the defense attorney and Kansas attorney general's office lawyers — seemed unaware of Fossey until it was pointed out by Kautsch on behalf of his clients. Therefore, it is logical to assume a number of other Kansas prosecutors and judges aren't aware of the need for a hearing before records are sealed.

The road ahead will be rocky. Not every jurisdiction will handle these requests in the same manner.

But we must not be deterred. Fossey is established law on court seals, and the Kansas Legislature voted almost unanimously to open probable cause affidavits.

The law is now squarely on the side of transparency.



Doug Anstaett

Doug Anstaett is executive director of the Kansas Press Association.

NEWS BRIEFS

Ever wonder what it would feel like to be shot with a Taser? So did Manhattan Mercury reporter **Tim Weideman**. As part of a news story, he volunteered to be a "victim." He described it this way: "Those who want to put up a fight with a law enforcement officer after being shot with a Taser are either not in their right mind or just stupid ... maybe both."

Kate Shelton, Lawrence, has joined the staff of the Ottawa Herald as an intern. She is a recent graduate of the University of Kansas.

Caroline Sweeney has joined the news staff of the Topeka Capital-Journal as a breaking news/general assignment reporter. She is a graduate of Kansas State University with degrees in journalism/mass communications (2010) and English literature (2012).

Aly Van Dyke, a reporter for the Topeka Capital-Journal, has received the top prize in the Watchdog Reporting category in the ninth annual Morris Journalism Excellence Awards for her ongoing coverage of government transparency and overtime abuses. Van Dyke is a native of Topeka and has a bachelor's degree from the University of Kansas.

Lynette Richards has been hired as a news reporter for the Junction City Daily Union. She grew up in Junction City and attended Kansas State University.

Erinn Barcomb-Peterson has been named the director of news and media relations at the University of Kansas. She formerly held a similar position at Kansas State University. She has a journalism degree from KU.

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