

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION SEPT. 12, 2012

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Doug Anstaett says “playing dumb” just doesn’t cut it for legislators.



Tom Eblen, news consultant for the Kansas Press Association, will be one of the presenters at the Western Kansas Mini-Convention Oct. 18 in Hays. It's time to register for the annual event.

KPA CALENDAR

OCT. 3-7

National Newspaper Association convention, Charleston, S.C.

OCT. 7-13

National Newspaper Week.

OCT. 18

Western Kansas Mini-Convention, Hays.

NOV. 9

Montgomery Family Symposium, Topeka.

DEC. 15

National Bill of Rights Day.

MAY 3-4, 2013

The Kansas Press Association annual convention, Topeka.

Great lineup awaits at Mini-Convention

The nation’s leading expert on Adobe products such as InDesign and PhotoShop, Russell Viers, will headline the Western Kansas Mini-Convention Thursday, Oct. 18 in Hays.

The meeting will be at the Holiday Inn Express. Rooms are \$89 night and can be reserved by calling 785-625-8000.

Registration is \$75 for the first attendee from a newspaper and \$40 for additional registrants from the same newspaper.

Montgomery symposium to focus on courts

The annual Montgomery Family Symposium is Nov. 9 at the Supreme Court building in Topeka.

The focus of the symposium this year is “Journalists and the Courts.”

Mike Kautsch, professor of

8:45 a.m. — Registration.

9 a.m. – noon — “Increase Your Bottom Line with Better Production Habits,” with Russell Viers.

Noon to 1 p.m. — Lunch: “The KPA Technology Hotline Top 10,” with Ron Fields, KPA technology consultant.

1 p.m. to 3 p.m. — “Putting Out Your Newspaper Faster Using Photoshop and InDesign,” with Russell Viers.

1 p.m. to 2 p.m. — “The Craft of Storytelling,” with Tom

Eblen, KPA news consultant.

1 p.m. to 2 p.m. — “Special Projects and How to Use Them to Make Money for Your Newspaper,” with John Baetz, Lincoln Sentinel.

2 p.m. to 3 p.m. — “Social Media and Your Newspaper,” with John Baetz.

2 p.m. to 3 p.m. — “You Ask, I Seek and I Find,” with Ron Fields. Answers to your technology questions.

A registration form is attached.

New version of Creative Suite offers a bevy of great features

It's that time of year again. Fall means lots of road trips to conventions and training events. One of the things I really enjoy when speaking at a conference is the chance to lead a workshop or two while there.

This fall, I took it upon myself to create all new material for my workshops. While time consuming for me, it gives people who have heard me multiple times something new to go home with. And for me, it makes teaching that much more interesting.

One thing that I always keep in mind is that most of us can't keep the latest version of software on our computers all the time. It can get expensive to try to stay up to date with the latest and greatest.

But every now and then, it becomes necessary to upgrade. My rule of thumb is to stay within two versions of the latest software.

That means if I'm a QuarkXPress user, I'm using version 8 or 9. For InDesign users, that would be CS5 or 6. No, I didn't forget 5.5, but let's stick with whole numbers.

Adobe recently released version 6 of the Creative Suite. I wrote about a few of the new tools in InDesign a while back. But what about the other CS applications that we use?

OK, here it is, in no particular order. My favorite new features in Adobe Creative Suite 6. We'll stick with the applications most used by newspapers:

Photoshop CS6

Perspective Crop Tool: Oh, geez. I love this one. Now don't start an email campaign

against me. This tool is not for use with news photos. But for those of us who are constantly working on photos and illustrations for ad design, the Perspective Crop Tool is going to be a favorite. It's incredibly simple to use. Just take a pic shot in perspective. I shot a photo down a hallway in my home. On the wall was a caricature of my kids and me. Using the Perspective Crop Tool, I was able to select the area around the caricature and, voila, watch as it was replaced by a near perfect pic of the caricature as if taken directly in front of it. Incredible.



Kevin Slimp

Content Aware Patch: Adobe introduced Content Aware Fill in CS5. This allows the user to make something disappear from a photo by making a selection of the offending object and clicking a couple

of buttons. It's really handy when removing a car that's blocking a house in a realty ad. CS6 introduces Content Aware Patch, which makes it a one-step process to duplicate something from one area of a photo to another, while seem-

lessly editing the surrounding pixels so the duplicated area looks like it belongs there.

InDesign CS6

Linked Content: Imagine being able to change text on one page and have it automatically change to match on other pages in the same document. Now imagine changing a story in one document and having it change automatically in another document. Linked Content allows the user to do just that. Simply select the original content,

Every now and then, it becomes necessary to upgrade. My rule of thumb is to stay within two versions of the latest software.

See SLIMP on Page 3

2011-12 KPA BOARD

Ben Marshall
President

Sterling Bulletin
bmarshall31@cox.net

Dena Sattler
First Vice President
Garden City Telegram
denas@gctelegram.com

Dan Thalmann
Second Vice President
Washington County News
editor@bluvalley.net

Susan Lynn
Treasurer
Iola Register
susanlynnks@yahoo.com

Patrick Lowry
Past President
Hays Daily News
plowry@dailynews.net

A.J. Bozarth
Central District Director
Norwich News, South Haven New Era
ajprinting@havilandtelco.com

Susan Cantrell
Northeast District Director
Lawrence Journal-World
scantrell@ljworld.com

Gregg Ireland
Daily Director
Topeka Capital-Journal
gregg.ireland@cjonline.com

Sarah Kessinger
Nondaily Director
Marysville Advocate
skessinger@marysvilleonline.net

Brad Lowell
Northwest District Director
Concordia Blade-Empire
bladeempire@nckcn.com

Randy Mitchell
Southwest District Director
Newton Kansan/Dodge City Daily Globe
randy.mitchell@thekansan.com

Rebecca Rice
Legislative Director
Lindsborg News-Record
rebecca@rebeccarice.com

Andy Taylor
Southeast District Director
Montgomery County Chronicle
chronicle@taylornews.org



THIS MONTH'S QUESTION

Q. What's the status of the KPA online network similar to the KDAN and KCAN programs?

A. We're glad you asked. The revamped Kansas Online Advertising Network is about ready for prime time. This network might sound familiar to you as it was put into place a few years ago, but with lack of momentum the network became dormant. Sara Marstall, advertising director at KPA, is in the process of relaunching this network. If you would like more information or would like your newspaper to be a part of the network, contact her at smarstall@kspress.com.

Five tactical tips to assist your small advertisers

The first order of business for a small advertiser is to make some strategic decisions. When it's time to move on to the ads themselves, consider these points:

1. Make an offer. This tip goes for all advertisers, especially Mom and Pop businesses that are competing with large, national chains. If you don't give people a reason to buy from you, they'll buy from someone else.

It's as simple as that.

Shoppers expect low prices from big box stores. A widget at Walmart or Best Buy costs less than the same widget at a local retailer. As a result, it is unreasonable for Mom and Pop to compete on every-day, item-by-item pricing. However,

it is possible to generate traffic with occasional sales, discount coupons, and "buy one, get one free" offers.

"Free" is an important marketing word for small businesses. Offer free installation, free delivery, free training, free analysis or appraisal, or free extended warranties.

2. Sell benefits. Big boxes have the advantages of (1) low prices, (2) big selection, and (3) long hours. Advantages of small businesses include (1) customer service, (2) flexibility in available products and services,

and (3) first-hand knowledge of the local market.

People don't buy features; they buy benefits. The challenge is to focus on benefits which resonate with the designated target audience.

3. Avoid puffery.

Some small businesses have a tendency to use exaggerations in their advertising. They gush about "fantastic bargains," "unbelievable service," and "awesome products." And they drone on and on about being "the best" or having "the most." All of that puffery amounts to a great big zero on the scale of influence.

People exaggerate when they lack confidence in the truth. Or when they don't know how to communicate the truth.

Be specific. Tell readers exactly what makes that widget so awesome.

4. Use legible typography. In his outstanding book "Great Print Advertising," Tony Antin refers to typography as "the voice of print." I like that comparison. Just like some voices are easier to understand than others, some type is easier to read than others.

Here are some quick guidelines: If you use all-caps, limit them to short headlines with short words. In body copy, serif fonts

are easier to read than sans serif fonts. Stay away from script, Old English, and stylized fonts. If every word is bold, nothing will stand out.

5. De-clutter. Advertisers who run smaller ads are in a constant battle to stand out on

the page. But too many of them try to be noticed by cramming everything in the world into their ads. The result is the proverbial ten pounds of potatoes in a five pound sack.

The truth is that clutter drives readers

away. So when it comes to designing small ads, remember that less is more. Feature one dominant illustration, not ten little ones. Get rid of starbursts and reverses. Use white space. In other words, make the advertising inviting.

Advertising that invites readership invites sales.

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

Slimp

Continued from Page 2

select Edit>Place and Link, and you're ready to go.

Alternate Layouts: Wouldn't it be nice if you could design a print version of your newspaper and an iPad version at the same time? Now it's possible with Alternate (Liquid) Layouts. Using your Pages Panel, you can create alternate layouts for Web pages, iPads, Kindles and more. When you design the print version of your newspaper, the elements automatically are recreated as a separate layout that can be exported on its own.

Arrange Documents: View two or more InDesign documents side by side while working on them. Users can use this feature to drag pages from one document into another.

Flash CS6

HTML5 Export: I had no problem deciding what my favorite new feature in Flash

was. The ability to export existing Flash files to HTML5 is the answer to the problem with Flash on iPhones and iPads. Move over SWF. HTML is the new king.

Illustrator CS6

Most of the buzz about the latest version of Illustrator surrounds its appearance. The interface has been rebuilt from the ground up, promising a more pleasant and efficient design experience for users.

Pattern Creation: Illustrator users will appreciate the ability to create repeated patterns from vector graphics that have been traced or created from scratch.

Improved Tracing: Illustrator traces more quickly and with more accuracy than before.

As with any major upgrade, there are thousands of enhancements in Adobe Create Suite 6. These are a few of my favorites. Download a free full functioning demo version from Adobe.com and try out these and other features for yourself.

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

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Prosecutors must begin to take KOMA seriously

From the Topeka Capital-Journal

Shawnee County District Attorney Chad Taylor and his staff have determined any violations of the Kansas Open Meeting Act by legislators who attended dinners hosted by Gov. Sam Brownback at Cedar Crest were “technical” in nature and “borne of ignorance.”

No legal action will be taken in the wake of Taylor’s investigation.

In essence, that means legislators violated the law by discussing public business at the dinners but will not suffer any consequences because they didn’t know any better.

Maybe some of them didn’t know any better, but some did. And Kansans now must be wondering how long their elected officials will be able to wink at, or turn a blind eye to, the Kansas Open Meetings Act and receive nothing more than an admonishment and a recommendation they become more familiar with the law’s particulars.

We really didn’t expect Taylor to prosecute all the offending legislators — more than 90 Republicans were invited to the dinners — and seek the maximum fine.

We did expect more than a report citing “technical” violations “borne of ignorance” and tough-sounding language about what may happen the next time.

The Kansas Open Meetings Act was adopted to ensure elected officials at the local and state level conduct the public’s business in full view of the public. The law prohibits a majority of a legislative body from meeting behind closed doors to discuss business. Multiple local governing bodies have violated the law, and many legislators did so during the dinners at Cedar Crest.

Allowing some elected officials to violate the law without consequence sends a signal to all that KOMA need not be taken seriously and that they can get away with conducting the public’s

business behind closed doors.

Our form of government requires an informed electorate, but voters can’t become informed if plans and decisions are being made without their knowledge.

It’s time all our elected officials begin taking the law more seriously.

Many of the legislators who attended the Cedar Crest dinners said they viewed them as social gatherings, which is difficult to believe.

House Speaker Mike O’Neal, R-Hutchinson, said he was pleased with Taylor’s report and “had nothing but confidence that our legislators adhered to the guidelines laid out in KOMA while at the governor’s residence.”

That statement must have been borne of ignorance of what was in Taylor’s report, because the report makes it plain violations did occur. And a violation is a violation, whether it be technical or substantive.

Taylor’s report also noted most of the legislators questioned during his investigation were represented by the Kansas attorney general’s office and many legislators couldn’t remember the substance of much of the discussion at the dinners.

What Taylor’s report didn’t say is that in law enforcement circles that’s known as “lawyering-up” and “dummying-up.” The prosecutors on Taylor’s staff are familiar with the tactics, but they aren’t in the habit of allowing ignorance of the law as an excuse, or defense.

It’s time Taylor and other prosecutors across the state begin treating KOMA violations more seriously.

Editor’s note: *One adjustment was made in the original editorial: “prohibits a majority of a quorum” was changed to “prohibits a majority.”*

GUEST EDITORIAL

NEWS BRIEFS

We need judges for Colorado Press entries

Colorado Press Association was kind enough to judge our newspaper’s entries for the 2012 KPA Awards of Excellence.

Now, it is our turn.

“We will need 75 judges to judge the Colorado Press contest. All judging will be done online. You will receive your judging assignments the week of Oct. 15 and the deadline for judging is Wednesday, Nov. 21,” said Emily Bradbury, member services director for KPA.

The contest will consist of advertising and editorial categories. All newspapers who plan to enter the 2013 KPA Awards of Excellence are required to have at least one employee participate in the judging.

Please email Emily Bradbury at ebradbury@kspress.com with your judge’s name, email address and judging preference (advertising or editorial).

National Newspaper Week set in October

National Newspaper Week this year runs from October 7-13, the first full week in October.

Newspaper Association Managers, the association of state press association executives, has sponsored the NNW since 1940. This year, the theme is: “NEWSPAPERS – The Cornerstone of Your Community.”

“NNW is the only industry observance of newspapers during the year and deserves our support, especially in these difficult times for all our members,” said Dean Ridings, NAM president for 2012-13.

“I encourage all Kansas newspapers to take advantage of the materials available to tout the accomplishments of our industry,” said Doug Anstaett, executive director of the Kansas Press Association. “Editorial cartoons, columns, guest editorials and other materials are there for your use. KPA has paid your fee.”

To access the materials, go here:

<http://www.nationalnewspaperweek.com/nnw/>

AUGUST’S KDAN, KCAN WINNERS

The following newspapers sold either KDAN or KCAN ads in August.

Remember, if you sell one of these ads, which run in almost 150 Kansas newspapers, you keep half the money.

A \$1,650 KDAN (2x4 display ad) nets your newspaper \$825 and a basic \$300 KCAN (classified) nets you \$150. A portion of the rest goes into rebates to participating newspapers.

Anderson County Review — two 2x4 KDAN ads for a profit of \$1,650.

GateHouse Media — 13 KCAN ads for \$1,950 profit and one 2x2 KDAN ad for a profit of \$400.

Kansas newspapers encouraged to use promotional ads

‘Keep Reading’ ideal for National Newspaper Week

Kansas Press Association members are reminded that a series of free promotional ads touting why newspapers are important to their communities is available on the KPA web site.

The image promotion campaign was produced in 2011 by New Boston Creative Group, the same company that redesigned the association’s web site.

Newspapers are encouraged to run the “house ads” any time they have extra space.

They help reinforce your newspaper’s importance and are available in a number of sizes and column widths.

“We decided there was enough bad news being circulated out there that we needed to remind ourselves — and our readers — why what we do is so important,” said Doug Anstaett, executive director of KPA. “I think this campaign, although low-key, tells the story of newspapers as a steady, dependable

source of local news.”

A sample of one of the ads can be viewed below this story. The five different ads are available in a number of sizes from 2-col.by 4 to 3 x 6, 4 x 6, half-page and on up to a full page.

“We’ve also produced the ads in a number of different column widths to accommodate most if not all newspapers, and we’ve also produced them with and without the KPA logo for those who want to ad their own logo to the ads,” Anstaett said.

In addition, there are full-color rack cards available for download that would be printed at the discretion and

expense of each newspaper.

They also are available at the web site address: <http://www.kspress.com/267/keep-reading-campaign>

“This is a professionally designed campaign and we encourage all newspapers to run the ads whenever they have some extra space to fill,” Anstaett said. “Better yet, a multi-week campaign would do more to remind readers that your newspaper is vital to their everyday lives.

“We don’t do enough to toot our own horns. This campaign gives us the chance to do that and at the same time reinforce reading habits that are critical to our industry’s survival.”

Newspapers are encouraged to run the “house ads” any time they have extra space.

They help reinforce your newspaper’s importance and are available in a number of sizes and column widths.

time reinforce reading habits that are critical to our industry’s survival.”



CHOOSE WHO GETS YOUR VOTE

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

The local paper is also one of the only places you can find timely news on what’s happening right where you live. That’s why 86 million Americans read local newspapers each week.

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



Kansas Press Association
kspress.com

NEWS BRIEFS

New postal statement allows online subs

Thanks to efforts of the National Newspaper Association, effective Oct. 1, newspapers will be able to include electronic subscriptions on their annual postal Statement of Ownership, Management, and Circulation, PS form 3526.

The goal of this change is to allow community newspapers, where the only audit is the sworn statement printed in their paper each October, to have the ability to “level the playing field” with audited dailies that count e-subscriptions.

In addition, it allows distant subscribers whose service has gone from bad to worse to read the news on a timely basis and still be counted, just as non-mailed single copy sales, bulk sales and Newspaper in Education copies count. Reporting electronic subscriptions is optional. If you choose to do so, the rules are as follows:

Copies of e-publications that may be counted toward a publication’s eligibility for Periodicals prices:

☐ Must be paid at a price above nominal rate for publications approved in the General category. NNA postal expert Max Heath says the nominal rate is defined as 30 percent of the basic price for the term being purchased. Printed records of payment

should be kept.

☐ Must be requested in writing or by electronic correspondence for publications approved in the requested category.

Access to electronic copies of a periodicals publication offered in conjunction with printed copies of the same issues may not be counted when determining total circulation for the publication. In other words, only one copy can be counted for a print and e-subscription to the same individual or household.

At least 40 percent of the total circulation of each issue must consist of printed copies.

Publications for which at least 60 percent of total circulation consists of printed copies to subscribers or requesters, as applicable, will be exempt from annual circulation audits.

If less than 60 percent of a periodicals publication’s total circulation consists of printed copies distributed to subscribers or requesters, as applicable, annual Postal audits must be conducted by a certified audit bureau.

Attached to today’s Kansas Publisher is an example of the additional wording you will see on the revised form 3526 and the online subscription worksheet.

Dary to present Huck Boyd Lecture for 2012

David Dary, a Manhattan native, will deliver the 13th annual Huck Boyd Lecture in Community Media on Sept. 19.

His lecture, “Community Journalism and Other Stuff in a Changing World,” will be at 10:30 a.m. in Forum Hall of the K-State Student Union.

It is sponsored by the Huck Boyd National Center for Community Media, housed in the A.Q. Miller School of Journalism and Mass Communications at K-State.

In conjunction with the lecture, K-State’s

Hale Library will open “The Dary Trails: The Library and Papers of David Dary.”

A reception will be held from 2:30-4 p.m. Sept. 19 in the Morse Department of Special Collections Gallery on the library’s fifth floor.

The Dary collection contains more than 4,000 volumes related to the history of the West, ranching, Kansas and journalism. Items in the collection date from the 18th century to the present.

The Kansas Press Association is a sponsor of the event.

Editor & Publisher seeks entries for EPPYs

The deadline for entries in the 2012 EPPY Awards competition is Sept. 14.

The awards, presented by Editor & Publisher, honor the best media-affiliated websites across 31 diverse categories. Now in its 17th year, this international contest has broadened its scope to keep up with the ever-changing Internet industry.

The winners of the 2012 awards will be announced on editorandpublisher.com on Oct. 30.

In addition to presenting awards to the

media industry, the EPPY Awards recognize excellence in college and university journalism with awards being given in three different categories including Best College Newspaper Website.

Entries in the EPPY Awards are judged by a panel of notable figures in the media industry, chosen by the staff of Editor & Publisher.

If you are interested in becoming a 2012 EPPY judge, or would like to recommend a colleague, please contact: martha@editorandpublisher.com.

KPA OFFICE STAFF

Doug Anstaett

Executive Director
danstaett@kspress.com

Amy Blaufelder

Accountant
ablaufelder@kspress.com

Emily Bradbury

Member Services Director, KPA
and Executive Director,
Kids Voting Kansas
ebradbury@kspress.com

Richard Gannon

Governmental Affairs Director
rgannon@kspress.com

Lori Jackson

Administrative Assistant/Advertising
ljackson@kspress.com

Sara Marstall

Advertising Director
smarstall@kspress.com

Rachel Willis

KPA Education Director
and Executive Director,
Kids Voting USA
rwillis@kspress.com

KPA CONSULTANTS

Tom Eblen

Community Newspaper Tune-ups
teblen@sunflower.com

Ron Fields

Technology Consultant
Hays Daily News
(785) 628-1081 or 800-657-6017
rfields@dailynews.net

Mike Kautsch

Media Law, KU School of Law
mkautsch@ku.edu

Mike Merriam

Media Law, Legal Hotline
(785) 233-3700
merriam@merriamlaw.net

FRIEND OF KPA

Randy Brown

Executive Director
Kansas Sunshine Coalition
for Open Government, WSU
randy.brown@wichita.edu

JOB OPENINGS/FOR SALE

MANAGEMENT

GENERAL MANAGER — An innovative, progressive company is looking for an experienced executive to lead its multimedia publishing efforts in beautiful, but competitive NW Missouri. Only candidates with a passion for success need apply for this daily newspaper job in a region served by two NCAA D-II universities just north of Kansas City. The successful candidate will be able to demonstrate a track record of revenue goal attainment, overcoming challenges and enhanced digital advertising growth. Our organization reaches about 10 million people nationwide each week through nearly 500 community publications and more than 250 related websites. To apply for this position or other future openings in the Midwest: email Western HR@gatehousemedia.com.

NEWS

FREELANCE SPORTS WRITERS — Sixteen 60 Publishing, publishers of the Lincoln Sentinel and Chapman News-Times, is looking for freelance sports writers who can compose weekly sports stories featuring our area high schools in Chapman, Lincoln, Sylvan Grove, and Tescott. Stories can be compiled from statistics and coach interviews. Great opportunity for aggressive sports writer to supplement current income. Send experience and clips to publisher John Baetz at johnbaetz@gmail.com.

REPORTER — The Wabaunsee County Signal-Enterprise, Alma, Kansas seeks part-time help to report County Commission meetings as well as other occasional meetings. Contact Ervan Stuewe for details and appointment at 785-765-3327.

REPORTER — The Chanute Tribune in southeast Kansas is seeking a reporter to cover city government beat and feature writing. The beat will require everything from covering meetings to enterprising feature stories. Knowledge of AP Style and experience in photography, videography and InDesign experience a plus. College degree in journalism is preferred. The Tribune, is a five-day a week AM newspaper located two hours from Kansas City, Tulsa, Joplin and Wichita. Please email resume to editor Stu Butcher: stu@chanute.com or mail to Chanute Tribune, P.O. Box 559, Chanute, KS 66720

REPORTER needed — The Daily Union in Junction City is seeking a reporter to cover its city government, crime and business beats. The beats will require everything from covering meetings to enterprising feature stories. The ideal candidate must be able to demonstrate the ability to understand and report in

depth on local government issues, be the first to know when a new business is coming to town and follow criminal cases from arrest to resolution. Knowledge of AP Style and experience in a deadline-oriented setting are required. Photography, videography and InDesign experience a plus, but will teach. College degree in journalism is preferred. The Daily Union, a five day a week newspaper, engages readers across a variety of platforms, and reporters are required to write for the newspaper and website and engage readers through social media. Candidate also must be willing to work some nights and weekends as needed. Junction City is a community made up of 23,000 residents and is at the door of Fort Riley in Kansas' north-central Flint Hills. The Daily Union offers excellent compensation package including salary, medical/dental insurance and 401(k). Please email resume and three writing samples to managing editor Lisa Seiser at m.editor@thedailyunion.net.

ADVERTISING

FREELANCE ADVERTISING SALES — Kansas Pregame Football Magazine is in need of a freelance salesperson to help us achieve our potential in the state's major metro markets of Wichita, Topeka, and the Kansas City metro. If you have sales experience and an existing client base within these areas this could be an excellent source of supplementary sales income. If interested please contact publisher John Baetz at johnbaetz@gmail.com.

Clay Center Dispatch is seeking an energetic, detail-oriented professional to fill their **ADVERTISING SALES** position. Responsibilities include but not limited to contacting established accounts for selling newspaper advertising. No experience necessary — employer is willing to train the right candidate. Salary is based on experience and education. Blue Cross and retirement plan. Submit a resume, three job/professional references, and salary history to dispatch@claycenter.com or by mail to: Clay Center Dispatch, Box 519, Clay Center, Kansas 67432. In the e-mail subject line, enter "Open Position."

ADVERTISING SALES PROFESSIONAL

— Seeking an energetic, highly motivated sales professional interested in working with an established company in Hays! Applicant must possess excellent oral and written communication skills and sales experience. Must be able to maintain, develop and expand active and inactive accounts by making regular sales contacts. The position is full-time 8 a.m. - 5 p.m. Monday – Friday. Paid Holidays & Attractive Benefits Package. Send Resume with cover letter to: The Hays Daily

News, Attention: Mary Karst, P.O. Box 85, Hays, KS 67601. Applications accepted until position is filled.

REGIONAL AD DIRECTOR — GateHouse Media is seeking an experienced sales leader. The successful candidate will be responsible for developing and leading a team of sales professionals at several of our publications in Kansas and Missouri to maximize revenue growth, increase market share and provide value to current and prospective customers. The ideal candidate will demonstrate strong leadership and relationship-building skills. This position plays a critical role in developing and executing innovative revenue programs and is responsible for implementing company-wide revenue initiatives in our local markets. Develops strategies to maximize sales and grow revenue; maintains strong relationships with key customers; plays an active role in area chambers and the community; works in the field with the sales team; analyzes marketplace trends and competitive set; develops and implements sales, pricing and packaging strategies; develops and executes annual advertising strategic plan; recruits, trains, coaches, develops and motivates sales team; develops goals and incentives programs; creates a positive and productive team culture with consistent and open communication; works collaboratively with all departments. We offer competitive pay and great benefit programs including mileage reimbursement, health and life benefits, paid vacation, and a 401(k) program.

Qualified applicants should submit a current resume and cover letter, with salary requirements via email to Terry Ward, Director of Sales & Digital | Community Newspaper Division at tward@corp.gatehousemedia.com or by mail at 410 S. Liberty Street, Independence, MO 64050. We are an equal opportunity employer.

PRODUCTION

PRODUCTION MANAGER — The Salina Journal is now interviewing for a Production Director. The job is a large one for this 30,000-circulation daily: The Production Director supervises the pressroom, with both an Urbanite and Community press; the mailroom; IT department; a significant commercial print operation; and building maintenance. A solid team awaits the right leadership to keep this Harris Enterprises Inc. paper on the march forward. Interested candidates should email a resume, and at least three references to Editor and Publisher M. Olaf Frandsen at ofrandsen@salina.com. The Journal is an Equal Opportunity Employer.

Transcripts reveal ignorance tinged with arrogance

These are the kinds of answers you would expect from a child. Yet, there they were, sitting members of the Kansas Legislature, making the argument that it didn't really matter whether they understood the provisions of the Kansas Open Meetings Act, they had their minds made up.

They hadn't broken the law.

Andy Marso, a Capital-Journal reporter who has relentlessly pursued this story since the day it broke, decided to wade through the transcripts of interviews with the Shawnee County District Attorney's Office conducted with 53 members of the Kansas Legislature who attended one or more of the meetings hosted by Gov. Sam Brownback at the governor's mansion, Cedar Crest.



Doug Anstaett

His finding: because of sheer ignorance and the inability to recall a single thing about the evening's activities, no charges could be filed against a single legislator for breaking KOMA.

Ignorance really is bliss!

Here is one telling — but typical — interview with a freshman legislator, Rep. Joseph Scapa, R-Wichita.

At the time, Shawnee County prosecutor Todd Hiatt was explaining KOMA to Scapa. "It's only the interaction between the

legislators that can trigger KOMA," Hiatt said. "So I'm asking you about the subject matters that the legislators were discussing."

"No," Scapa answered, according to a transcript of the interview.

"Did it pertain to the business of the body?" Hiatt asked.

"No," Scapa, R-Wichita, said.

"It did not?" Hiatt asked.

"You can ask questions and — no, it wasn't a violation of KOMA," Scapa said.

"Why do you say that?" Hiatt asked.

"Because that's what I believe," Scapa said.

"OK," Hiatt said.

"Fair enough. What's your belief based on?"

"I don't know how to explain it to you, but that's what I know," Scapa said.

In other words, KOMA was a foreign concept to Scapa and other legislators.

Let's see:

Discussions of the public's business are to take place in public.

No secret votes are allowed.

Sounds downright "American" to me!

Someone has been giving some really bad advice to our public officials, so much so that they believe they are exempt from the very same laws that every other public official in Kansas — from city council

members to school board members to county commissioners and thousands of others — must try to comply with every day.

But we're not going to let those local officials off the hook easily either.

A number of them have been breaking KOMA's provisions in some cities so often that county and district attorneys are getting tired of investigating them.

Here's how Johnson County District

Attorney Steve Howe described it to Kansas City Star reporter Karen Dillon: "It would probably behoove us to make a request to all the government entities here in Johnson County to a formal training and just go over the do's and don'ts," he said.

KOMA isn't a suggestion. It's not a

concept to "think about."

It's not a law to follow one day and not the next.

It is the law of the land.

Those who don't follow the law are called law-breakers.

And they are usually held accountable for their actions.

Unless, of course, they are members of the Kansas Legislature.

Doug Anstaett is executive director of the Kansas Press Association.

Let's see:
 Discussions of the public's business are to take place in public.
 No secret votes are allowed.
Sounds downright "American" to me!

Market/Jobs

Continued from Page 7

EXPERIENCED PRESS MANAGER — A small Central Kansas web printer is seeking a manager to oversee printing operations. Responsibilities include: coordinating inventory purchases, completing operational paperwork, managing production process and staff, equipment maintenance, controlling quality and cost, and assisting in the overall success of our operation. Good mechanical skills required and press operation supervisory experience preferred. Preference will be given to qualified candidates with cost management and post-press experience. E-mail resumes and letters of interest to danstaett@kspress.com.

DIGITAL MEDIA

For much less than you think, you can take charge of your online future. Let The Hays Daily News' Pixel Power Haus take your

newspaper to the next level, whether you are considering your first website or looking to retool your existing one. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

NEWSPAPERS FOR SALE

For Sale — The St. Marys Star, founded in 1884, printed Wednesdays and only newspaper in county with website, www.thestmstar.com. Circulation 1,375+. Big community supporter and official paper for St. Marys, Emmett, Willard and Delia, St. Mary's Academy and Kaw Valley USD 321. Building not included, but computer equipment supports electronic delivery to printer. Above average cash flow. Expansion potential obtainable or good add-on acquisition. E-mail owner at ranaetetlow@gmail.com.

A well-respected northwest Kansas weekly newspaper is for sale. The business has been in existence since 1992 and has a subscription list of 2,001. It is the legal publication for

the City of Atwood and Rawlins County and is an integral part of the community with a loyal customer base. Atwood is a progressive community with a golf course, good school system, new hospital, new swimming pool and new water system. The sale includes inventory: computers, software, networking, an office building constructed in 1997. Call Mary Holle 785-322-5533 for more information.

Two hundred-year-old weeklies in Sumner County for sale. Owner is moving out of state. The Belle Plaine News (legal publication for city, county 2012 year, school, several TWP's) and The Oxford Register (legal publication for city, school, several TWP's). Steady subs and advertising. No cash flow problems. Comes with computers, software, archives, other big and small equipment. Mac-based office. Small towns, farm communities. Serious inquiries only. Phone owner at home, 620-488-3695 after 5 p.m.

Mini-Convention LOCATION

All mini-convention sessions will take place at the Holiday Inn Express in Hays, conveniently located off I-70 at Exit 159. Upon receipt of your registration, a confirmation letter with driving directions will be sent to the contact person at your newspaper.

Sleeping ROOMS

Sleeping rooms are available the night of Wednesday, Oct. 18, at the Holiday Inn Express. For reservations, call 785-625-8000. Be sure to ask for the Kansas Press Association room block and group rate of \$89. This rate includes a full breakfast. Room reservations should be made no later than Friday, Sept. 21, to ensure availability at the discounted rate.

Registration FEES

Registration for KPA members is \$75 for the first registrant from your newspaper. Additional registrants from the same newspaper will be billed \$40. Registration for nonmembers is \$100 per person.

Provided MEALS

Registration fees include lunch and refreshments.

Contact KANSAS PRESS

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

Kansas Press Association MINI-CONVENTION

Thursday, Oct. 18 | 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 \$75 per person = \$ _____
_____ no. of attendees x \$40 per person = \$ _____

NONMEMBER: _____ no. of attendees x \$100 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)

Card Number _____



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 THURSDAY, OCT. 4

Writing | Technology | Ad Sales

Kansas Press
Association

MINI-CONVENTION
Thursday, Oct. 18 | Hays, Kansas

The 2012 KPA Mini-Convention is made possible by the following:





Russell VIERS

Russell Viers is a Transition Expert in the publishing world. Since 1997 he has helped newspapers and magazines adapt to changes in the industry. From film to pixels, paste-up to pagination, print to electronic media, Russell is always on the leading edge of the technology, empowering his customers to reap the benefits of transition, instead of incurring the expense of falling behind.

As a publishing industry analyst, Russell understands and interprets current trends, and relays this knowledge worldwide as a speaker, through his blog and in magazines. Russell is an Adobe Certified Instructor in InDesign, Photoshop and Illustrator. He is a highly sought-after technical speaker/trainer worldwide, due to his extensive knowledge and entertaining style. His methods for modern PDF creation, editing and output have streamlined production for many in the industry. He helps publishers automate workflows, save time and cut overhead.

Ron FIELDS

Ron Fields received his degrees in criminal justice and political science from MacMurray College in central Illinois, where he began his newspaper career in 1995. Fields, the KPA's technology consultant, has been with Harris Enterprises since 1999, relocating from the Burlington (Iowa) Hawk Eye to The Hays Daily News in 2006 to serve as managing editor. Fields oversees the newsroom and the HDN's technology wing, Pixel Power Haus.



Kansas Press Association MINI-CONVENTION

Thursday, Oct. 18 | Hays, Kansas

— 8:30 a.m. —

REGISTRATION AND WELCOME FROM FORT HAYS STATE UNIVERSITY PRESIDENT EDWARD H. HAMMOND

— 9 to Noon —

GENERAL SESSION INCREASE YOUR BOTTOM LINE WITH BETTER PRODUCTION HABITS... TODAY! WITH RUSSELL VIERS

There is NO VALUE in production time. If it takes five hours or one hour to lay out the same ad, it's still the same ad. Same with pages. Most newspapers are losing valuable time and money on production habits that are outdated, unnecessary and extra work. See how improving your workflow and improving techniques can save you money today and set your newspaper up for the trends rapidly changing our industry. Russell Viers has helped newspapers around the world through seminars and on-site and he'll share these techniques with you in this 3-hour course. Some of what you'll learn includes:

- Stop converting photos to CMYK in Photoshop
- Who really should be laying out your paper?
- Advantages of a template-driven design
- How to get the most from your software
- How to spot time-consuming production bottlenecks and fix
- Analyzing your problem areas
- Working faster with fewer people
- Workflow matters
- Should you outsource production?
- and more

— Noon to 1 p.m. —

LUNCH LUNCH PROGRAM : THE TOP 10 MOST FREQUENTLY ASKED QUESTIONS WITH THE KPA TECHNOLOGY HOTLINE WITH RON FIELDS

— 1 to 3:30 p.m. —

BREAKOUTS PUTTING OUT YOUR NEWSPAPER FASTER USING PHOTOSHOP AND INDESIGN WITH RUSSELL VIERS

Are you spending too much time building ads and pages? Most people do. With changes in software, if you're working like you did a few years ago you are most likely using habits that are outdated and slow. In this afternoon session Russell will cover some key techniques that will cut hours from your weekly production cycle, allowing you more

time for selling ads, writing more stories, taking more photos or creating more special sections.

Some of what you'll learn includes:

- Sorting your digital photos faster
- Processing your photos in a fraction of the time
- Building a page template with automation tools
- InDesign styles on steroids...automate formatting
- Cutlines under all your photos in seconds.
- More tips and tricks along the way

— 1 to 2 p.m. —

BREAKOUTS

THE CRAFT OF STORYTELLING WITH TOM EBLEN

Join Tom as he teaches the new (and reminds the old) journalist that storytelling is an art. To do it well, you need training and practice.

SPECIAL PROJECTS AND HOW TO USE THEM TO MAKE MONEY FOR YOUR NEWSPAPER WITH JOHN BAETZ

Join John as he examines special projects from Kansas and other states and teaches you how you can use special projects to make money for your newspaper today!

— 2 to 3 p.m. —

BREAKOUTS

ROUNDTABLE DISCUSSION: SOCIAL MEDIA AND YOUR NEWSPAPER WITH JOHN BAETZ

Join John and your colleagues as you discuss social media and how it affects your newspaper and community. You might find a way to generate revenue!

YOU ASK, I SEEK, AND I FIND WITH RON FIELDS

Do you have a technology question that you never asked? Would you like to ask a technology question and think that others might benefit from the answer? In this session, Ron addresses your questions that you have submitted to him prior to the conference. Ron will research your question and present the answer at this session. Please submit questions to Ron at rfields@dailynews.net by Oct. 10.

John BAETZ

John Baetz is the publisher of the Lincoln Sentinel-Republican and Chapman News-Times weekly newspapers in Kansas and founded the Kansas Pregame football preview magazine and Kansas Mat Preview high school wrestling preview magazine. Baetz also serves as the host of the Kansas Pregame Radio Show and is a contributor to the Kpreps.com high school football website. Baetz has over 10 years of experience selling advertising for newspapers, shopper publications, magazines, radio and websites (barely) and offers practical advice sure to motivate even veteran salespeople. Baetz's presentations will focus on print sales for weekly newspapers, but will provide tips and tricks that can be applied to nearly any sales effort.

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.

13. Publication Title	14. Issue Date for Circulation Data Below
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15. Extent and Nature of Circulation		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (<i>Net press run</i>)			
b. Paid Circulation (<i>By Mail and Outside the Mail</i>)	(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)		
	(2) Mailed In-County Paid Subscriptions Stated on PS Form 3541 (<i>Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies</i>)		
	(3) Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®		
	(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)		
c. Total Paid Distribution (<i>Sum of 15b (1), (2), (3), and (4)</i>)			
d. Free or Nominal Rate Distribution (<i>By Mail and Outside the Mail</i>)	(1) Free or Nominal Rate Outside-County Copies included on PS Form 3541		
	(2) Free or Nominal Rate In-County Copies Included on PS Form 3541		
	(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail)		
	(4) Free or Nominal Rate Distribution Outside the Mail (<i>Carriers or other means</i>)		
e. Total Free or Nominal Rate Distribution (<i>Sum of 15d (1), (2), (3) and (4)</i>)			
f. Total Distribution (<i>Sum of 15c and 15e</i>)			
g. Copies not Distributed (<i>See Instructions to Publishers #4 (page #3)</i>)			
h. Total (<i>Sum of 15f and g</i>)			
i. Percent Paid (<i>15c divided by 15f times 100</i>)			

16. Total circulation includes electronic copies. Report circulation on PS Form 3526-X worksheet.

17. Publication of Statement of Ownership

If the publication is a general publication, publication of this statement is required. Will be printed in the _____ issue of this publication.

Publication not required.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner	Date
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I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

Instructions to Publishers

1. Complete and file one copy of this form with your postmaster annually on or before October 1. Keep a copy of the completed form for your records.
2. In cases where the stockholder or security holder is a trustee in items 10 or 11, include the name of the person or corporation for whom the trustee is acting. Also include in item 10 the names and addresses of all stockholders owning or holding one (1) percent or more of the total amount of stock. If not owned by a corporation, give the name and address of each individual owner. If owned by a partnership or other unincorporated firm, give its name and address as well as the name and address of each individual owner. If the publication is published by a nonprofit organization, give its name and address and complete item 12. In item 11, include all bondholders, mortgagees, and other security holders owning or holding one (1) percent or more of the total amount of bonds, mortgages, or other securities. If none, check the box. Use blank sheets if more space is required.
3. Be sure to furnish all circulation information called for in item 15. Free Non-Requested circulation must be shown in item 15d.
4. Item 15g, Copies not Distributed, must include (1) newsstand copies returned to the publisher, (2) estimated returns from news agents, and (3), copies for office use, leftovers, spoiled, and all other copies not distributed.
5. If the publication had Periodicals authorization as a general publication, this Statement of Ownership, Management, and Circulation must be published, i.e., it must be printed in an issue that's primary mailed distribution is produced not later than October 10 for publications issued more frequently than weekly; or not later than October 31 for publications issued weekly or less frequently but more frequently than monthly; or in the first issue that's primary mailed distribution is produced after October 1 for all other publications.
6. In item 16, check the box to indicate that electronic copies are being included in your total distribution. (See 3526-X).
7. In item 17, report the date of the issue in which this Statement of Ownership will be published, if applicable.
8. Item 17 must be signed.

Failure to file or publish a statement of ownership may lead to suspension of Periodicals authorization.

13. Publication Title		14. Issue Date for Circulation Data Below	
15. Extent and Nature of Circulation		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (<i>Net press run</i>)			
b. Legitimate Paid and/or Requested Distribution (<i>By Mail and Outside the Mail</i>)	(1)	Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541. (<i>Include direct written request from recipient, telemarketing, and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.</i>)	
	(2)	In-County Paid/Requested Mail Subscriptions stated on PS Form 3541. (<i>Include direct written request from recipient, telemarketing, and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.</i>)	
	(3)	Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®	
	(4)	Requested Copies Distributed by Other Mail Classes Through the USPS (e.g., First-Class Mail®)	
c. Total Paid and/or Requested Circulation (<i>Sum of 15b (1), (2), (3), and (4)</i>) ▶			
d. Non-requested Distribution (<i>By Mail and Outside the Mail</i>)	(1)	Outside County Nonrequested Copies Stated on PS Form 3541 (<i>include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources</i>)	
	(2)	In-County Nonrequested Copies Stated on PS Form 3541 (<i>include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources</i>)	
	(3)	Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g., First-Class Mail, Nonrequestor Copies mailed in excess of 10% Limit mailed at Standard Mail® or Package Services Rates)	
	(4)	Nonrequested Copies Distributed Outside the Mail (<i>Include Pickup Stands, Trade Shows, Showrooms, and Other Sources</i>)	
e. Total Nonrequested Distribution (<i>Sum of 15d (1), (2), (3) and (4)</i>)			
f. Total Distribution (<i>Sum of 15c and e</i>) ▶			
g. Copies not Distributed (<i>See Instructions to Publishers #4, (page #3)</i>) ▶			
h. Total (<i>Sum of 15f and g</i>)			
i. Percent Paid and/or Requested Circulation (<i>15c divided by f times 100</i>) ▶			
16. <input type="checkbox"/> Total circulation includes electronic copies. Report circulation on PS Form 3526-X worksheet.			

17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the _____ issue of this publication.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner	Date

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

Instructions to Publishers

1. Complete and file one copy of this form with your postmaster annually on or before October 1. Keep a copy of the completed form for your records.
2. In cases where the stockholder or security holder is a trustee in items 10 or 11, include the name of the person or corporation for whom the trustee is acting. Also include in item 10 the names and addresses of all stockholders owning or holding one (1) percent or more of the total amount of stock. If not owned by a corporation, give the name and address of each individual owner. If owned by a partnership or other unincorporated firm, give its name and address as well as the name and address of each individual owner. If the publication is published by a nonprofit organization, give its name and address and complete item 12. In item 11, include all bondholders, mortgagees, and other security holders owning or holding one (1) percent or more of the total amount of bonds, mortgages, or other securities. If none, check the box. Use blank sheets if more space is required.
3. Be sure to furnish all circulation information called for in item 15. Free Non-Requested circulation must be shown in item 15d.
4. Item 15g, Copies not Distributed, must include (1) newsstand copies returned to the publisher, (2) estimated returns from news agents, and (3), copies for office use, leftovers, spoiled, and all other copies not distributed.
5. As a requester publication, this Statement of Ownership, Management, and Circulation must be published, i.e., it must be printed in an issue that's primary mailed distribution is produced not later than October 10 for publications issued more frequently than weekly; or not later than October 31 for publications issued weekly or less frequently but more frequently than monthly; or in the first issue that's primary mailed distribution is produced after October 1 for all other publications.
6. In item 16, check the box to indicate that electronic copies are being included in your total distribution. (See 3526-X).
7. In item 17, report the date of the issue in which this Statement of Ownership will be published, if applicable.
8. Item 17 must be signed.

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PS FORM 3526 WORKSHEET

If you are using PS Form 3526 and claiming electronic copies complete below:

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d. Percent Paid (Both Print & Electronic Copies)	▶		
<input type="checkbox"/> I Certify that 50% of all my distributed copies (Electronic & Print) are paid above a nominal price.			

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c. Total Requested Copy Distribution (Line 15F) + Paid Electronic Copies	▶		
d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies)	▶		
<input type="checkbox"/> I Certify that 50% of all my distributed copies (Electronic & Print) are legitimate requests.			