

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

SEPT. 13, 2017

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**WE NEED YOU!** Public notice website helps KPA when Legislature comes knocking.

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You also only have one chance to make a good second impression, John Foust writes.

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Core values are the key to managing your newspaper, writes KPA president Olaf Frandsen.

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Search KPA's Marketplace for job openings, newspapers for sale.

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Doug Anstaett says newspaper editors have got to quit letting public officials tell them what they can and cannot do.

## KPA CALENDAR

### OCT. 1-7

National Newspaper Week.

### OCT. 5-7

National Newspaper Association 131st annual Convention and Trade Show, Tulsa.

### OCT. 20

KPA Southeast District meeting, Wall Family Center, Parsons

### NOV. 10

KPA Northeast District meeting, KPA office in Topeka.

### DEC. 15

226th anniversary of the U.S. Bill of Rights.

## AOE entry deadlines much earlier

**New photography categories added this year; save by uploading early**

**B**ecause the Kansas Press Association annual convention is being moved to February in 2018, the 2017 Awards of Excellence deadlines have been adjusted as well.

Instead of a full calendar year as in the past, this year's contest will include just the first 10 months of 2017 so that we can get the entries judged in time for presentation at the convention.

The entry year for 2018's awards will be Jan. 1 - Oct. 31, 2017.

[Click here to download](#) the 2017 Call for Entries with instructions for uploading your newspaper's

best work. We've added a number of new photography categories and discounts for uploading early.

We are making this move to February so we can tie in the annual Day at the Statehouse with the annual KPA convention at a time so members can meet directly with their legislators in Topeka at a critical point in the session.

The plan is for the convention to begin on Thursday with Day at the Statehouse, followed by a full Friday schedule and just over half a day on Saturday. The convention will end Saturday following the Awards of Excellence luncheon.



*David A. Allen Seaton, publisher of the Cowley Courier-Traveler (left) listens as Peter Cook discusses advertising sales strategies at the Central Dis-*

*trict Meeting of the Kansas Press Association in Andover on Sept. 8. Two more meetings (Oct. 20 in Parsons and Nov. 10 in Topeka) are planned.*

## National Newspaper Week: toot your horns!

**T**his year marks the 77th anniversary of National Newspaper Week (NNW), Oct. 1-7. The annual observance celebrates and emphasizes the impact of newspapers to communities large and small.

Content will be available to Kansas Press Association members for download beginning Monday, Sept. 25.

Here's a link: [www.nationalnewspaperweek.com](http://www.nationalnewspaperweek.com)

The content kit contains editorials, editorial cartoons, promotional ads and more; all available for download at no charge to daily and non-daily newspapers across North America.

NNW is sponsored by Newspaper Association

See NNW 2017 on Page 5

# KPA board OKs new upload rule to defend newspaper public notice

Three weeks ago, the Kansas Press Association announced a new way for newspapers to help KPA protect public notices in newspapers.

As all of you know, the traditional practice of newspapers being the official printers of public notices has been a target of legislators for several years.

Despite a strong defense at the Kansas Legislature and elsewhere around the country, pressure is mounting each year to move these notices to government websites.

The Kansas Press Association has been uploading public notices to [kansaspublicnotices.com](http://kansaspublicnotices.com) for several years. In fact, we've spent more than \$100,000 doing this as a way to be prepared for that day when legislators think they've got a better — and cheaper — way to notify the public of budgets, delinquent property tax lists, foreclosures and other important information.

Why did we do that? To be able to argue before legislators that we're already making public notices available in print (to meet legal requirements) and online, to satisfy those non-readers who still want access to public notices.

Only a third of our newspaper editions are now being uploaded digitally by KPA members to the Geotel NewzGroup FTP site. NewzGroup then searches those PDFs for public notices and uploads them to the public notice website. Unfortunately, the other two-thirds of our newspapers must be manually scanned, then digitized before the public notices can become part of the [www.kansaspublicnotices.com](http://www.kansaspublicnotices.com) website.

That is expensive, and not timely at all. We are paying two to three times more for that service than for the digitally uploaded editions. We could cut the expense to KPA

for building the public notice website by half or more by delivering PDF versions of our newspapers directly to NewzGroup.

The KPA board feels so strongly about this project that they asked that staff study how we could make the process more seamless.

Our solution? To have your printing plant upload those editions for you. Rather than asking 200 different newspapers to do this, the 20 to 25 printing plants in Kansas will be asked to do it when your PDFs arrive each day or week.

We have created [an electronic form asking your permission](#) to have your printing plant upload those editions for you. You'll send your PDFs as you do now, and the printers will drag and drop them in a Drop-Box to be sent on to NewzGroup.

An added bonus: When we put this new process into place in the near future, you'll no longer have to send those hard copies of your newspaper to our office in Topeka, thus saving you money on printing and postage costs. Over a year's time, that could be a significant savings to each newspaper. We'll also be able to then provide electronic tearsheets to our advertisers.

Once we get the bugs worked out of this new process, we'll begin to promote the website extensively to the public.

Then, when legislators try to move notices to a government website, we'll have even more ammunition to argue that (1) we're already doing it; (2) we're doing it without additional charge to local governments; and (3) the integrity of public notices will be guaranteed because the print publication will be preserved.

Thanks in advance for your cooperation. It's imperative to this project's success.

## 2017-18 KPA BOARD

**M. Olaf Frandsen**  
President  
Salina Journal  
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**Joey Young**  
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### Newspapers on board as of today with project

These newspapers have answered the call. [If your name is not on the list, click here.](#)

Madison News  
Yates Center News  
Hutchinson News  
Washington County News  
Linn-Palmer Record  
Frankfort Area News  
Marysville Advocate  
Montgomery County Chronicle  
Salina Journal  
Topeka Capital-Journal  
Hays Daily News

Times-Sentinel  
Haysville Sun-Times  
Conway Springs Star & Argonia  
Argosy  
Eureka Herald  
Newton Now  
Herington Times  
Hillsboro Free Press  
The Clarion  
Scott County Record  
Jewell County Record  
Rawlins County Square Deal  
Ellsworth County Independent-Reporter

# Those second impressions also are important

**D**on, who manages a newspaper sales department, is always looking for ways to strengthen customer relations.

“We understand the importance of first impressions,” he told me. “Know something about the prospect’s business before calling. Show up for the first appointment with a big smile and a firm handshake. Ask questions to learn about their overall situation and their marketing goals.



**John Foust**

“All of that is important,” he said. “But what about second impressions? I’ve been hearing a lot about that lately.

We all know from personal experience what it’s like to for a sales person to treat us like royalty during an initial meeting, then act like they barely know us after that – especially if we don’t buy something right away. That’s why the things we do in that second contact can make a big difference in the sales person-customer relationship.”

Here are some ideas:

1. Express appreciation immediately. “A good old-fashioned ‘thank you’ is a must,” Don said. “Simply thank them for taking the time to meet with you. An email

is faster, but a handwritten note is more memorable.”

2. Email a summary of your meeting. “This can save a lot of headaches down the road,” Don explained. “The more you discussed in your first conversation, the greater the need for a summary. For example, here’s a short version of what you could say: ‘Thank you for taking some time to meet with me to discuss marketing ideas.

We discussed: Point 1, Point 2 and Point 3. The next step is for me to provide you with a detailed proposal by the end of next week. Looking forward to our next conversation.”

3. Send business-related information. “Obviously, this can be related to your conversation,” he said. “For example, if you talked about zoned coverage or click rates, send more details. If you can do a little online research, find some relevant ads that worked well for a similar business in another market. Or maybe you can find a couple of famous ads for national brands, which your prospect could find interesting. Make sure they illustrate advertising principles that can help his or her business.”

4. Send non-business information. If you learned that he is a golfer, email a link to an

interesting video about golf. If she mentioned that her family is planning a vacation to Europe, send a related link or clipping from your paper’s archives.

5. Ask for more details about the things you discussed. For example, if you’re working on a marketing proposal, do you need more information about prospective target audiences? Would you like to have more statistics on sales of their seasonal products? Would it help

to have a list of loyal customers who could be willing to provide testimonial quotes?

“It’s smart to ask questions at this point,” Don said. “It helps you learn more and it keeps the client engaged in the development process.

Don’s ideas make a lot of sense. A sales person has only one chance to make a second impression.

*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](mailto:jfoust@mindspring.com).*

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**We all know what it’s like for a sales person to treat us like royalty during an initial meeting, then act like they barely know us after that ...**

## WAW Legacy Day to feature film director

**W**illiam Allen White Legacy Day is scheduled for Oct. 7 in Emporia. The program is set for 4 p.m. in Albert Taylor Hall on the Emporia State University campus.

Featured speaker is Kevin Willmott, who is directing a new film on the life of William Allen White. Willmott’s goal is to have the film ready for the 150th anniversary of White’s birth in 2018.

Admission to Willmott’s presentation is \$5 at the door.

A special feature will include the airing of the 1944 Radio Biography of William Allen White.

A post-program VIP Patron Reception with Willmott is available for \$45. Those tickets can be purchased in advance at the Emporia Convention & Visitor Bureau, 719 Commercial St.

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LSA Creative is the premiere “movement” combining the best advertising-specific content with the experts who help businesses market to local consumers.

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309-690-5324

## AUGUST KDAN, KCAN WINNERS

**T**he following newspapers sold either direct placement, Kansas Display Ad Network, Kansas Classified Ad Network or out-of-state network ads in August.

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) or do direct placement in other papers and keep half the commission allowed to KPA.

**KCAN** — GateHouse Media sold three ads for a \$450 profit and the Marysville Advocate sold two ads for a \$150 profit.

**KDAN** — Anderson County Review sold two ads for a \$1,650 profit.

**SDAN** — Anderson County Review sold one out of state ad for a \$337.50 profit; Marysville Advocate sold one ad for a profit of \$65.63.

**AD PLACEMENT** — Hays Daily News and Eureka Herald.

# Core values drive the culture you want to create

Once was told that newspaper management was a different beast than any other kind of company.

While many companies have varied and diverse departments and factions, newspapers, on the other hand, have an almost singular challenge: Managing creativity.

That led to a discussion about how, exactly, do you do that? Do you let creative people wander off on their own so as not to stifle that very attribute for which you hired them?

Or do you try to rein them in so they don't go too far off the rails and depart from the mission of a daily newspaper?

Perhaps you do both.

However you decide you are going to manage your newspaper, I have found it extremely helpful to have one thing in place to help drive the kind of culture you want to create as you take on -- or continue on -- the monumental task of managing creativity.



**Olaf Frandsen**

That one thing: Core values. An established, and oft-referred to, set of core values for your organization -- really, any organization -- can be the solid foundation on which employees conduct both themselves, and conduct your business.

It can be a guideline, or a road map, all depending on what those values encompass, and how frequently they are encouraged.

Many years ago I adopted that philosophy, in large part driven by the values established by my former company. Those core values stay with me to this day:

- ☐ Integrity: The act of doing the right thing, no matter how you define the right thing for you and your organization.
- ☐ Community: Sharing a sense of community, or togetherness, in your mission as a company, and, as a newspaper, your

mission for the community in which you live and serve.

☐ Self-responsibility: Taking responsibility for your actions rather than push that off on someone else.

☐ Life-long learning: Because no matter how cliché, you really can learn something new every day if you keep an open mind.

☐ Respect for individual freedom: Because each person not only is guaranteed freedom in our country, it is the responsibility of each of us to honor that guarantee.

That may sound a bit lofty. But in my personal experience, I

have found it to be an essential element in managing a newspaper staff toward doing their best, most honest work.

*Olaf Frandsen is editor and publisher of The Salina Journal and 2017-18 president of the Kansas Press Association.*

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**An established, and oft-referred to, set of core values for your organization -- really, any organization -- can be the solid foundation on which employees conduct both themselves, and conduct your business.**

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## MEMORIAL SERVICE

### LEW FERGUSON

A memorial service for former Associated Press supervisory correspondent Lew Ferguson has been scheduled for 11 a.m. Sept. 30 at First Lutheran Church, 1234 S.W. Fairlawn Rd., in Topeka.

Ferguson died Aug. 25, 2017 in Oklahoma.

Graveside services were Aug. 30, 2017, in Ponca City.

Memorials are suggested to the Robert C. and Dorothy L. Harder Book Fund through the Topeka and Shawnee County Public Library Foundation, or to Peachtree Landing, in Ponca City, through United Way of Ponca City.

Online condolences may be made at [www.troutfuenrallhome.com](http://www.troutfuenrallhome.com).

Ferguson was an Oklahoma native who returned there after working for AP in Topeka and serving a four-year term on the Kansas Board of Regents.

Ferguson began his professional career as sports and wire editor of his hometown paper, The Ponca City News, in 1958.

Ferguson joined the Associated Press in June 1960 in its Oklahoma City bureau as a summer relief staffer.

He transferred to AP's Sioux Falls, SD, bureau in September, and covered the 1961 session of the South Dakota Legislature, as well as doing bureau sports.

He transferred to Minneapolis in January 1962 and was that bureau's sports editor until October 1968, when he became Big Eight sports editor in the Kansas City bureau.

Ferguson's career included coverage of professional baseball and football as a sports writer before he became AP's supervisory correspondent in Topeka in 1970, a job he held until his retirement in 1999.

He helped cover the World Series three times and the Super Bowl in 1970, and he reported on nine national political conventions.

He helped train some 50 young writers before retiring in 1999.

He was inducted into the Kansas Newspaper Hall of Fame in 2012.

To read more, [go here](#).



**Lew Ferguson**

## Publisher's Statement due at USPS by Oct. 1

The publisher of each newspaper sent with a Periodicals Class Mail permit must file Form 3526 by Oct. 1.

The information provided on Form 3526 allows the U.S. Postal Service to determine whether the publication meets the standards of Periodicals mailing privileges. Newspapers with electronic subscriptions to claim will also use Form 3526.

The required information also must appear in an issue of the newspaper:

- Not later than Oct. 10 for publications issued more frequently than weekly.
- Not later than Oct. 31 for publications issued weekly or less frequently, but more frequently than monthly.
- For all other publications, in the first issue whose primary mailed distribution is produced after Oct. 1.

[To download a Form 3526, go here.](#)

"We understand some postal officials have become more aggressive about these reports, so keep that in mind this year as you prepare this statement," said Doug Anstaett, executive director of the Kansas Press Association. "Inaccurate or incomplete information could result in a closer look from the postal service. Don't give them another excuse to delay deliveries."

# NNW 2017

## Continued from Page 1

Managers, Inc., the consortium of North American trade associations representing the industry on a state and provincial, regional and national basis.

This year's theme is "Real Newspapers ... Real News!" The aim is to applaud and underscore newspaper media's role as the leading provider of news in print, online or on mobile devices.

"We want every newspaper in Kansas to take this opportunity to tout the importance of journalism and print newspapers to our democracy," said Doug Anstaett, executive director of the Kansas Press Association.

You can help observe National Newspaper Week by downloading the free materials and devoting as many column inches as possible to reinforce the importance of newspapers to your communities.

Even better, you can make it local by editorializing about your newspaper's unique relevance.

This can be about your government watchdog role, coverage of community events, publication of timely public notices and other benefits to your community.

# NEWSMAKERS

**Zach Ahrens**, publisher of the Topeka Capital-Journal since 2015, is the new Northeast District director on the Kansas Press Association Board of Directors.

He succeeds Tommy Felts, who resigned from his position as publisher of the Ottawa Herald to pursue other opportunities.

Ahrens began his career in 2000 at the York (Neb.) News-Times and followed that with stints at several weeklies in Nebraska, then with Lee Enterprises, GateHouse Media and then with another Morris-owned newspaper, the Log Cabin Democrat in Arkansas.

He has a degree in communications from York College.

He and his wife, Heidi, have three children.

**Bill Turque** has joined the Kansas City Star to cover city government.

He is returning to the publication and beat that helped establish his career.

Turque shared in the Pulitzer Prize the Star won for its coverage of the 1981 sky-walk collapse at the Hyatt Regency Hotel.

In his 15 years at Newsweek, he served as a Detroit correspondent and White House reporter.

Turque rejoins the Star from the Washington Post, where he started in 2002 and most recently covered government and politics in Montgomery County, Md.

**Jennifer Dufoe** of Edna has joined the Coffeyville Journal as a customer service and editorial assistant.

She previously owned a daycare operation.

**Ken Burrell** has joined the Cowley CourierTraveler's newsroom to cover education, business and other news.

He also paginates special sections.

He is returning to the newspaper and also owns KBurrell Designs and has a degree in graphic design from Cowley College.

Burrell is from Oxford.



**Zach Ahrens**



*Believe.  
Do.*

When a community works together, nothing is impossible. That's why we strive to connect people with good jobs, create opportunities for all, advance education and promote the responsible use of our technology.

**That's why we proudly support the Kansas Press Association.**



## MARKETPLACE

### MANAGEMENT

Main Street Media Inc. is currently seeking an Assistant Group Publisher for 27 weekly newspapers in Kansas, Missouri and Nebraska. Based in Russell, KS, birthplace of Bob Dole, Main Street Media is seeking someone with a basic understanding of the industry as well as someone willing to “rollup the sleeves” and work. The right candidate will have the opportunity to not only work up to the top managerial slot, but will also have the opportunity to become part owner. If you’re the right one and ready to join our team, send your resume to: Frank Mercer, PO Box 513, Russell, KS 67665 or [fmercer@mainstreetmedia.us](mailto:fmercer@mainstreetmedia.us). (7-5)

### NEWS

**EDITORIAL CARTOONS** — Tired of all the Trump cartoons? Try local Kansas cartoons instead. 4-5 cartoons per week delivered daily to your email can be used in print and online. Cartoons are customized with your paper’s name. Low monthly costs for dailies and weeklies, samples at [drawingattention.blogspot.com](http://drawingattention.blogspot.com). Contact Greg Kearney [gregkearney@gmail.com](mailto:gregkearney@gmail.com) or call (785) 251-3581. (8-29)

**REPORTER WANTED** - Dodge City Daily Globe has an opening for a news reporter in its four-person newsroom. Contact publisher Conrad Easterday ([ceasterday@dodgeglobe.com](mailto:ceasterday@dodgeglobe.com)) and/or editor Roger Bluhm ([rbluhm@dodgeglobe.com](mailto:rbluhm@dodgeglobe.com)) with resume and clips. We hope to move quickly to fill this opening. (8-2)

**FULL-TIME PAGINATOR/GRAPHIC DESIGNER** — Job involves laying out pages working with graphics and photos and updating the web site and social media. Involves some weekend and evening work. Must be reliable quick but accurate and have a keen eye for design and sense for details. If this fits you please send letter portfolio resume and references to Dale Hogg, managing editor, Great Bend Tribune, 2012 Forest Ave. Great Bend Kan. 67530 or [tohdogg@gbtribune.com](mailto:tohdogg@gbtribune.com). (5-30)

**SPORTS EDITOR** — Award-winning western Kansas daily needs someone who loves sports to cover community college and 4A high school, co-ordinate coverage of smaller schools, create dynamic, interesting sports pages and engage the community. College town on I-70, close to Denver, great hunting, biking, trails, great sports. This might be the one for you. Benefits. Contact Sharon Friedlander, publisher, at [sfriedlander@nwkansas.com](mailto:sfriedlander@nwkansas.com)

com, and Steve Haynes at [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com) EOE/M/F/D/V (1-4)

**MANAGING EDITOR** — needed for award-winning daily on I-70 in western Kansas. The Colby Free Press needs a leader to take its news department to the next level. Are you ready to step up, face new challenges? Supervise news staff, page design and community coverage. Close to Denver, great outdoors, biking, trails and hunting. Benefits. Contact Sharon Friedlander, publisher, at [sfriedlander@nwkansas.com](mailto:sfriedlander@nwkansas.com), and Steve Haynes at [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com) EOE/M/F/D/V (1-4)

**REPORTER NEEDED** now for western Kansas twice-weekly, near lake with state park and federal reservoir, great hunting, fishing hiking, biking. Cover city and county, schools and more, features and creative coverage. Help with page design, learn the craft of newspapering. Pay competitive, based on experience, plus benefits. Contact Dana Paxton, general manager, at [dpaxton@nwkansas.com](mailto:dpaxton@nwkansas.com), and Steve Haynes at [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com) EOE/M/F/D/V (1-4)

### ADVERTISING

**GENERAL SALES/BUSINESS DEVELOPMENT** — \$1,000 SIGNING BONUS. Some sales reps like a comfortable chair. If that’s you, DO NOT apply. Some sales reps think of a million things to do besides make sales calls. If that’s you, DO NOT apply. Some sales reps like to show off their tattoos and nose rings. If that’s you, DO NOT apply. You SHOULD apply if you’re a manic multi-tasker, if you get an obsessive compulsive buzz from finding sales where no one else can, if you can think outside the box, if you want to be a part of something new and big and if you like MONEY. Experience helps, but if you’re a real KILLER you know it and so will we. This is NOT a job for just anyone. Our company is moving to a new level in a new arena and we’re investing in the premium people capital to get us there. Contact Dane Hicks at The Anderson County Review, [dhicks@garnettks.com](mailto:dhicks@garnettks.com).

### NEWSPAPERS FOR SALE

Rawlins County Square Deal weekly newspaper in northwest Kansas. Official city, county and school publication. Only newspaper in county. Strong subscription and advertising base and supportive community. Sale includes building, up-to-date equipment and software, archives and active

e-paper. Call 817-805-3600 or [editor@squarddealnews.com](mailto:editor@squarddealnews.com) for more information. (7-5)

The Western Times weekly newspaper for sale. Located in Sharon Springs, KS. Established in 1874 and still going. Newspaper has hard copy and online edition with a 1,200 count circulation and a strong community following. Sale comes with Main Street building the newspaper is currently located in. Asking price \$100,000 but willing to negotiate. Call Sunny Henderson 785-852-4900 or email: [westerntimes@wbsnet.org](mailto:westerntimes@wbsnet.org) for information. (6-1)

136 year old weekly newspaper in southeast Kansas. Owner wishing to sell publication, which he has owned for 39 years. Steady subscription base, located in historic Kansas town. Inquire through KPA by emailing [danstaett@kspress.com](mailto:danstaett@kspress.com). (6-14)


Respected 131-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. (6-1)

The Elkhart Tri-State News in southwest Kansas has been published since 1892 and is the official publication of two cities, two school districts and Morton County, Kan. Owner is moving out of the area. Can sell with or without real estate. Please call (620) 309-1148 for more information. (4-17)

### MISCELLANEOUS FOR SALE

**FOR SALE** — Atlas offset press. 2 quad units and four mono units with folder, roll stands and all electrical equipment needed for operation. Also includes bay window to print full color on both sides of one web, plate bender and punch. Comes with conveyor belt and count-o-veyor. \$45,000. Call 620-626-0840 or email [earl@hpleader.com](mailto:earl@hpleader.com)


**FOR SALE** - ECRM Newsmatic CTP. 2008 model. Very well kept and lightly used (about 12 plates per day, six days per week for two years). CTP fully functional with all software and RIP. Bought a second newspaper and used the one that came with it. Comes with Kodak plate processor, but it needs a couple pumps we used on other machine. Paid \$140,000. Will take \$32,000. Call 620-626-0840 or email [earl@hpleader.com](mailto:earl@hpleader.com).



# CATCH THE BIG GAME

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

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



Kansas Press Association  
kspress.com

Looking for some nice house ads? We've got them in all kinds of sizes, with the KPA and without so you can add your own. To down-

load these PDFs to use in your newspaper, go to: <http://kspress.com/267/keep-reading-campaign>

## MARKETPLACE/CONT. FROM PAGE 6

### PRESSROOM

**PART-TIME PRESS OPERATOR** — The Great Bend Tribune is seeking a part-time press operator to join our printing team. The ideal candidate will have previous web press experience, including print of process color and press make-ready. Good work ethics along with mechanical skills and ability to react quickly to print related problems. We are willing to train the right person. Job requirements include: • Current valid driver's

license with clean driving record, ability to pass a written fork lift test and train on lift; • Color vision and depth perception; • Ability to lift a minimum of 75 pounds; • Ability to read and comprehend written and/or oral English instruction along with ability to communicate effectively with team members. To submit a resume with references or request an application contact [jaudus@gbtribune.com](mailto:jaudus@gbtribune.com).



## THIS MONTH'S QUESTION

Q. How do I know what contact information you have for our newspaper?

Emily Bradbury, Kansas Press Association's assistant director, will be sending out data sheets this week. Newspaper information is listed on this sheet, including contact information. Please look it over and return with any changes that need to be made.

## KPA OFFICE STAFF

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Executive Director  
[danstaett@kspress.com](mailto:danstaett@kspress.com)  
(785) 249-1108

**Emily Bradbury**  
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# Don't allow others to tell you what is newsworthy

There are some great public officials out there.

You know the ones.

They always try to do the right thing.

They're transparent.

They believe the public has a right to know what they are doing.

When times get tough, they don't suddenly change their stripes.

And they don't go out of their way to dodge public scrutiny; in fact, they believe wholeheartedly in it.

Then there are the others. You know them, too.

They are the ones you call me or Kansas Press Association Hotline Attorney Max Kautsch about.

Rather than play it by the book, they want to make up their own rules and actually believe they have that right.

As a reporter, you are there to serve them; not the other way around.

They swear they know the open government laws, and that you do not.

Well, don't believe it for a second.

I've heard every excuse in the book in my 44 years covering the news and working with newspapers.

Usually it goes something like this:

"These are really sensitive discussions we're having," they'll say. "If you put it in the newspaper, you'll mess up everything we've worked so hard to accomplish."

Or, "If you print that, ABC company won't come to our community. Do you want that on your conscience?"

Or, "You can come to our meeting, but

we don't want you to take notes."

These three scenarios actually came up just this past week from newspaper editors.

I'm always amazed at how public officials will on the one hand say no one reads newspapers any more, yet on the other believe they need to control what gets printed.

I've got some advice for all of you who are somewhat new to the news business or who don't know how to react when that happens:

Quit allowing local residents, elected officials or anyone else to tell you what is newsworthy and what is not.

That is your job.

If you think it is important for your readers to know something, then it is imperative that you request the information and not give up just because the first answer you get is "no," or "why would you want that information?"

And, please, quit allowing staff attorneys to get away with telling your council, commission and school board members that, under Kansas law, they can keep secrets from the public.

Certainly, in limited cases they can, but in the vast majority of instances, information that is of interest to citizens is open ... period.

I've had countless telephone calls and emails through the years from editors who say their elected officials were given inaccurate information by their attorneys about what they can and cannot do.

They'll tell them it's OK to go back into regular session early if they finish their ex-

ecutive session 10 minutes before the time in their motion. No, it isn't.

They'll tell them they can vote in executive session. No, that is against the law and spelled out specifically in the Kansas Open Meetings Act.

They'll tell them they can't ever discuss publicly what was said in an executive session. Yes, they can, and especially if the discussion veered outside the parameters of the original motion.

I've even heard of some who tell public officials they have no obligation to accommodate large crowds. Wrong again.

Don't let them get

away with this any more.

If it is a public meeting, you and any other person have a right to be there.

If they discuss a document in open session, you have a right to a copy.

And if they sign a termination agreement with an employee — and especially when it involves a severance package — the public has a right to know what it cost the taxpayers.

You are a surrogate for the public.

Look around you ... there is often no one else in the room but you. You are the eyes and ears of your community.

The public is relying on you to tell them what happened.

No one else will.

And, in almost every instance, you will have the law on your side.

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



**Doug Anstaett**

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**If you think it is important for your readers to know something, then it is imperative that you request the information and not give up just because the first answer you get is "no" ...**

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## Two more KORA-KOMA training sessions on tap

Kansas newspapers editors, elected officials and the public have two more opportunities to get free training on Kansas open government laws.

The sessions are a joint effort between Kansas Attorney General Derek Schmidt's office and the Kansas Sunshine Coalition for Open Government.

"Open access to the functions of government is important to self-government," Schmidt said in a news release. "As our office investigates complaints of violations of open government laws, most often we find the violations were inadvertent and can be avoided through better education."

"These meetings are a great opportunity for Kansas reporters and editors to round out their knowledge of the Kansas Open Records Act and Kansas Open Meetings Act," said Doug Anstaett, executive director of the Kansas Press Association.

The last two sessions are in El Dorado and Topeka.

□ 1:30 to 4:30 p.m. Thursday, Sept. 14 — Bradford Memorial Library, 611 S. Washington St., El Dorado.

□ 9 a.m. to noon Friday, Oct. 6 — Memorial Hall Auditorium, 120 S.W. 10th Ave., Topeka.

The training about the Kansas Open

Records Act and the Kansas Open Meetings Act will be conducted by attorneys in Schmidt's office who have experience in open-government laws and who are charged by law with training and enforcement of them.

Panelists include Kansas Sunshine Coalition members, local government officials and media representatives.

The seminars are free and are open to the public..

Those wishing to participate can register by visiting the Kansas Attorney General's website, [www.ag.ks.gov/open-gov](http://www.ag.ks.gov/open-gov), or by calling (785) 296-2215.