

# THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY OCTOBER 1, 2008

## INSIDE TODAY

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Gary Sosniecki explains how newspapers can use the web to their advantage

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John Foust tells advertising executives how to determine which approach to take with advertisers depending on their personality

## KPA CALENDAR

### OCT. 5-11

National Newspaper Week

### OCT. 9-10

Little Brown Jug golf tournament against Missouri Press, Excelsior Springs

### OCT. 23

Editorial writing conference, Red Rocks, Emporia

### OCT. 23

KPA board meeting  
Junction City

### OCT. 24

2008 KPA Advertising Conference, Junction City

### NOV. 4

Election day 2008

### NOV. 7

Montgomery Symposium on Newspaper Next 2.0, Capitol Plaza, Topeka

## National Newspaper Week:

### It's a time for editors to toot their own horn

A week is set aside every year so newspaper editors and publishers can tell the world about what they do.

"We have a story to tell about how important newspapers are in the lives of average Americans," said Doug Anstaett, executive director of the Kansas Press Association. "We need to tell it."

An impressive package of stories and graphics has been compiled for use by KPA members this year during National Newspaper Week.



The package is now available at <http://www.kypress.com/nnwkit>. It is hosted on the Kentucky Press Association web site.

NNW is Oct. 5 through 11, and the theme this year is "Public Notice: Good Government on Display."

The package includes the NNW logo, four house ads, two editorial columns, two editorial cartoons, a crossword puzzle, a full page layout for papers to do a spread, and a Q&A about

public notice.

See page 4, 6 and 8 for more information.

## Hansler headlines 2008 Advertising Conference

It's time to sign up for the Kansas Press Association's 2008 Advertising Conference, set for Oct. 24 at the Courtyard by Marriot in Junction City.

The theme of the conference is "Grow Your Advertising Dollars." Cost for the day-long seminar is \$65 for KPA members, which includes lunch.

Jeffrey Hansler is the keynote speaker. His topic, "You Make It Happen," takes the audience on a humorous jour-



ney of building better communications skills. His stories are designed to encourage, provide insight and teach skills that

will work in both professional and personal situations.

The program includes planning, agreement, personality approaches, the power of questions and four specific skills to persuade.

Breakout sessions will include Hansler on "Powerful Sales Presentations" and Toni Boyles on "Coaching for Success." Advertising awards will be presented during lunch.

A registration form is attached to today's Kansas Publisher.

## KPA begins conversion to online newspaper directory

As part of the redesign of the Kansas Press Association website, the organization is also converting to an online directory and abandoning the printed version.

"The printed directory is

obsolete the minute we receive it from the printer," said Emily Bradbury, member services director of KPA. "This move is designed so that the information we provide to the public, advertising agencies and anyone else interested is as

accurate and up-to-the-minute as we can make it. Many other state associations have already made this move."

Data forms will be mailed to all Kansas newspapers this week with an Oct. 31 deadline for completion.

# Internet can add real value to your newspaper's brand

Every Friday night during the school year, the visits to our weekly newspaper's Web site would spike between 11 p.m. and 1 a.m.

The kids at our local high school were getting home from their post-game trips to Dairy Queen or Pizza Hut, they were booting up their computers, and they were checking our Web site to see whose picture we had posted on the home page.



**Gary Sosniecki**

Like thousands of other small-town weekly newspaper editors and publishers, my wife and I spent every Friday night covering the sport of the season at our high school.

In the fall, we were on the sidelines of the football field. In winter, I was in the bleachers keeping

score of the basketball game while my wife was courtside shooting photos.

We returned to our office after every game to download and back up our photos. We picked the best photos, then decided which would go on the Web site and which would be saved for the next week's newspaper.

Then I'd write a cutline describing the action and a two- or three-paragraph story summarizing the game. The last sentence of every story read: "For a full report, see Wednesday's Vandalia Leader."

I posted the photo and story, and we went home.

In the morning, I would check our Web stats. It never ceased to amaze me how much traffic came to our Web site late on a Friday night – after I posted a photo and story from the game.

My stats didn't tell me this, but my gut feeling was that most of that late-night traffic came from the kids who had been

to the game, and, in a small community, that's just about every kid in town. By posting a photo and short story from the big event of their weekend, our newspaper – through its Web site – was connecting with the kids.

My wife and I also spent a lot of time at the school taking photos that didn't involve sports. Concerts, awards ceremonies, spelling bees, FFA banquets, classroom projects – we didn't miss very much. Usually we came back with more nice shots than we could use in the newspaper. One of those pictures would go online with a cutline reminding the reader to see a full report, or more pictures, in our next print edition.

Those non-sports pictures, online as well as in print, also helped our newspaper connect with the kids in town.

Last year, we added video to our Web site in time for the start of school. The closest we had to a video camera was a 4-year-old Canon PowerShot G3, our backup news camera, which had a video function.

I took two cameras to football games, our Canon EOS Digital Rebel for still shots, and the old PowerShot for video. My plan was to shoot four video clips at each game: one series of downs (our team on offense) in each half, the pep band performing one number at halftime and the cheerleaders performing one cheer.

Expanding coverage of school events on our Web site enabled us to turn our hoped-for future readers into today's readers.

If young people indeed are turning to the Internet for the news that's important to them, it doesn't take much effort for a small newspaper to provide some of that news to them.

*Gary Sosniecki is a regional sales manager for Townnews.com. He may be reached at [gsosniecki@townnews.com](mailto:gsosniecki@townnews.com).*

## KPA BOARD

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**Dena Sattler**

Southwest District Director

Garden City Telegram

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## THIS MONTH'S QUESTION

**Q.** I'm interested in becoming a KPA board member. What is the procedure for making that interest known.

**A.** Prospective board members can be nominated by any KPA member, so all you have to do is make that interest known to Doug Anstaett, KPA executive director, or a member of the board. They are listed in the right column on this page.

# Marketplace

Continued from Page 7

tee! Now booking fall '08 promotions. See more at [www.hometownsweepstakes.com](http://www.hometownsweepstakes.com), or e-mail Dane Hicks at [dhicks@garnett-ks.com](mailto:dhicks@garnett-ks.com).

## ADVERTISING

◆Advertising Director: The Junction City Daily Union is seeking an advertising director with strong advertising sales background to direct its six-person staff and oversee local display, classified and Internet advertising for a 4,000-circulation daily newspaper, a TMC, the Home Guide, and the Fort Riley Post, a military contract. The ad director should be a motivational leader who possesses strong organizational and communications skills. Junction City is located near Milford Lake, the largest in Kansas, and close to Manhattan, home of Kansas State University. We offer an excellent salary and outstanding benefits. Send resume and cover letter to Tom A. Throne, general manager, The Daily Union, 222 W. Sixth, Junction, City, KS 66441, 785-762-5000 or email [t.throne@dailyu.com](mailto:t.throne@dailyu.com).

◆The Rolla (Mo.) Daily News, is seeking an energetic, hands-on manager for its ad services team. The ideal candidate will have experience with Quark, Photoshop, In Design and Macs. Resumes and samples should be sent to Alissa Martin, Advertising Director, via email at [adv@therolladailynews.com](mailto:adv@therolladailynews.com) or to the above at the Rolla Daily News, P.O. Box 808, Rolla, Mo., 65402.

## PRODUCTION

◆The Newton Kansan is seeking a full-time press operator for a Goss Community press. The ideal candidate should have prior offset web press experience and/or an aptitude for working with mechanical equipment. This position offers a competitive benefit package, primarily daytime hours with the exception of an alternating Friday evening shift and a team-oriented fast-paced work environment. Please submit an application and/or resume to the attention of Kenneth Knepper at The Newton Kansan, 121 W. Sixth St., Newton, Kan., 67114 or via email to [kenneth.knepper@thekansan.com](mailto:kenneth.knepper@thekansan.com). Drug screen required. EOE

◆Mid-Missouri Media is seeking an experienced press operator with a strong four-color background. Applicant must be reliable, hard working and self-motivated. Shift includes night and early morning hours. Competitive wages. Benefit package has health, dental, vacation, sick days, 401K. Contact Press Manager Bob Glynn at 573-336-3711 or via email at [press@waynesvilledailyguide.com](mailto:press@waynesvilledailyguide.com).

# Latest NAA research says parents No. 1 influence on young readers

While newspaper publishers have long understood the importance of attracting younger readers, competing with iPods, Facebook and MySpace for their attention has presented a unique challenge.

The question of how best to draw a young audience in today's media landscape was the spark for "Youth Media DNA," a new NAA Foundation research designed to foster a deeper understanding of the attitudes and behaviors young people have towards news and newspapers.

Researchers from DECODE, who surveyed 1,462 U.S. residents aged 15-29 years old, discovered that parental influence is vital to future newspaper readership. More than half of

all newspaper readers say their parents encouraged newspaper readership and about half say their teachers encouraged them to read the daily paper.

The study also indicated that Newspaper in Education programs are critical and may not be happening early enough.

"Parents are the number one influencer as far as future readership is concerned. If the newspaper is in the house, younger people are more likely to read it when they leave home," said Robert Barnard, who founded DECODE research and headed Youth Media DNA.

The study report, as well as a podcast on the

research, is available at [www.naafoundation.org](http://www.naafoundation.org).



# KU schedules editorial writing seminar

“The Editorial Page: the conscience of a community” will be presented as a free seminar by KU’s William Allen White School of Journalism on Thursday, Oct. 23, at the William Allen White State Historic Site in Emporia.

Because of space limitations, participation will be limited to 20. Registration may be sent to Penny Hodge at the KU School of Journalism on the registration form attached to today’s Kansas Publisher.

Participants are encouraged to send two or three digitized copies of editorials or personal columns for use in the program.



Tom Eblen

Presentations will be made at the Visitor Center. Free lunch and a tour of the house will be included.

Presenters will include Ann Brill, dean of the school; Pam Fine, Knight Chair for News, Leadership and Community at KU; and Tom Eblen of the Kansas Press Association.

Here’s the program schedule:  
 10 a.m. — Welcome from Ann Brill, KU dean of journalism  
 10:15 a.m. — “Why William Allen White Still Matters,” Tom Eblen, Kansas Press Association  
 11 a.m. — Tour of the White house, Nick Gronseth, site administrator  
 Noon — CATERED lunch at Visitor Center  
 1 p.m. — “The Editorial Page as Community Conscience,” Pam Fine, Knight Chair for News, Leadership and Community  
 1:45 p.m.-3 p.m. — Review of Editorials, Fine & Eblen.

# Statement of ownership due at post office

Newspaper publishers who have periodical mailing privileges must file a Statement of Ownership, Management and Circulation with the U.S. Postal Service by Oct. 1, 2008.

Form 3526 is the annual statement that is filed with the local postmaster and also printed in the newspaper. While the

statement is due at the post office by Oct. 1, daily newspapers have until Oct. 10 and weeklies until Oct. 31 to publish the statement in a regular edition. Failure to file the statement could lead to loss of periodicals authorization.

The form that is to be used for the filing is attached to the Kansas Publisher.

# Public notice: Taxpayers have a right to know

By **Donnis Baggett**, *Editor-in-Chief*  
*The Bryan-College Station Eagle*

“Public notice.” Sounds great, but it costs money ... at least in the print media. So why in the world should governmental entities spend taxpayers’ money on public notices when they can post them on the Internet for next to nothing?

Because the taxpayers have a right to know, have a need to know and want to know, that’s why. The argument is as simple as that.

Sure, a school district, a city, a county, a utility district or a state government can post legal notices online at little or no cost. But so what? If a tree falls in the forest and no one is around to hear, does it make a sound? If a notice gets posted on an obscure Web site and taxpayers don’t think to look at the site, does the notice really matter?

Nope. That’s why newspaper notice is important.

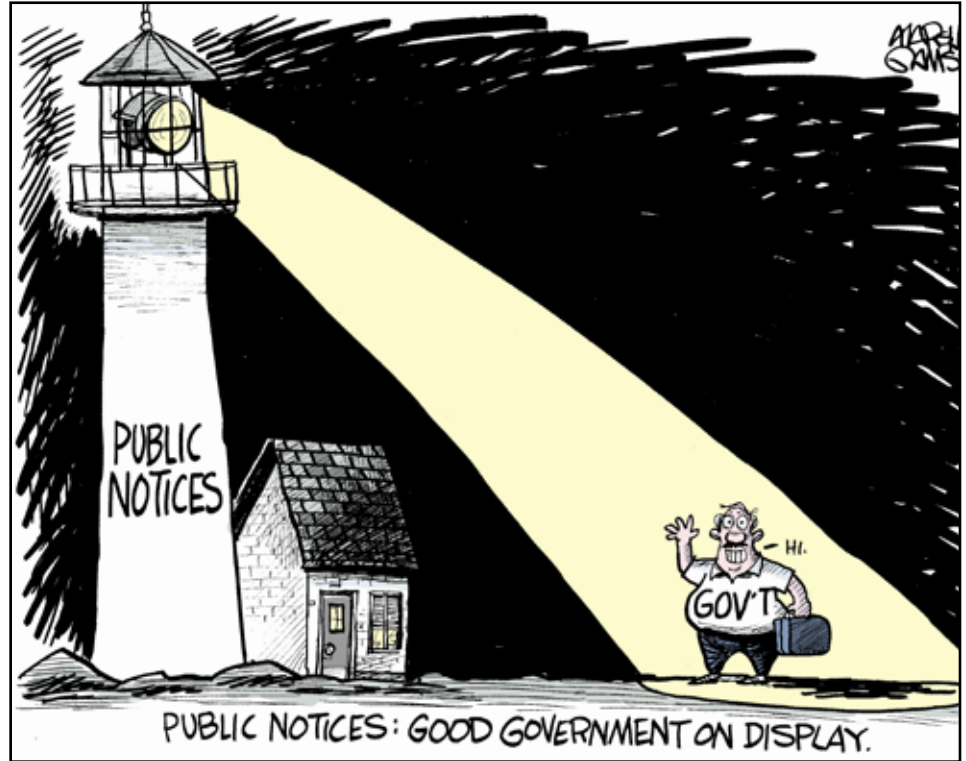
The difference between governmental or third-party online-only postings and newspaper postings is very simple. It comes down to whether a reader — i.e., a taxpayer — has a reasonable opportunity to see the notice or not. If the notice is one that the reader must search for online, chances are it won’t be seen by very many of us who eventually pay the bills. It’s a simple readership issue — or, in Web-speak, a traffic issue.

That is the nut of the matter. If our government is based on transparency — and we like to think it is, despite all the open records and open meetings battles we fight every day — then our government’s actions need to be published in the most accessible form possible. The reality is that the most visible, endurable

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**If our government is based on transparency ... then our government’s actions need to be published in the most accessible form possible. The reality is that the most visible, endurable medium is still the printed newspaper, along with its associated Web products.**

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medium is still the printed newspaper, along with its associated Web products.

Most newspaper Web sites are the stars of the online market in their respective communities. Almost without exception, newspaper Web sites have more traffic than any other local or regional sites. Any “notice” that is posted independently online by a governmental entity or a vendor is likely to be read only by those who have

a vested interest and are searching for notices of that sort. A published newspaper notice, on the other hand, is right there in black and white for anyone who reads the

classified ads...and, in most cases, online as well.

Obviously, legal notices are a source of revenue for newspapers. But generally, they’re not our bread and butter. Most newspapers give the lowest rate available for these notices, and we’re happy to do so — not only because we make a little bit of money off the notices, but because they’re an important part of the public record. And the public record is what newspapers protect and preserve every day, every week, every month and every year.

To relegate public notice to online services only would be a severe detriment to the people’s right — indeed, the people’s demand — to know what our government is up to.

That is why we must continue to fight to maintain printed public notices. After all, information is power, and power determines the direction of our republic. To weaken that is to weaken our control over the government that we empower.

## Public notice continues to play vital role in our society

By **Bob Buckel**  
*The Azle (TX) News*

**W**hat it really comes down to is osmosis. You remember osmosis, don’t you? In high school science, you learned that’s the process that lets stuff pass

through the membrane that surrounds your cells. Osmosis lets the good stuff in and the bad stuff out, trading spent fuel for new fuel. It keeps you alive.

The funny thing about osmosis (other than the name) is that it’s automatic. There’s no conscious thought involved.

That’s why if you get stranded at sea, like Tom Hanks in *Castaway*, you mustn’t drink seawater, even if you’re dying of thirst.

In fact, if you drink seawater, osmosis

# Different tactics work for different advertisers

By **John Foust**

Sean spends a lot of time talking to his advertisers about consumer behavior. “A big part of my job is to help them manage their expectations,” he said. “I once learned that buyers generally fall into one of six distinct categories. By examining each category, my clients and I have been able to understand why an advertising tactic that works with one type of buyer will not work with another.”



**John Foust**

Sean explained that the concept is easy to grasp, because we can all identify with the six categories. “It all depends on the product. Price may be a person’s dominant motive in the purchase of a widget, while brand loyalty may be the determining factor when buying a gizmo.”

Let’s take a look at Sean’s buying types:

**1. Consumers who are loyal to you.**

My wife, Suellen, is loyal to a particular brand of car, and is currently driving her fifth consecutive model of that car. From her perspective, there is no need to

consider anything else. Likewise, your advertisers have valued segments of their customer base – people who are loyal to them through thick and thin.

How do you appeal to Loyals in your advertising? Reassure them that – although your product may be “new and improved” – your standards of quality remain the same.

**2. On the opposite end of the buying spectrum are those who are loyal to a competitor.**

If another car dealership tried to convince Suellen to switch to their brand, they would be wasting their time and hers.

This type of buyer cannot be won over with a single ad. The best chance is a long-running campaign of comparative advertising. Even then, there must be some measure of discontent for the buyer to consider switching.

**3. Bargain hunters.**

These buyers are driven by price discounts, not brand loyalty. When Suellen and I go grocery shopping, we have an “either-or” mindset. Either Coke or Pepsi will be acceptable. We buy the brand with the best price.

**4. Butterflies.**

These buyers thrive on change, and constantly move their business from one brand to another. New restaurant in town?

Yeah, let’s try it. New neighborhood? Hey, let’s take a look.

How do you reach these buyers? Sell newness.

**5. Investigators.**

A few years ago, we needed to replace our garage doors. Suellen is extraordinarily knowledgeable about house things (thank goodness), so she eagerly researched the options. She learned so much about garage doors that she could identify the various brands as we drove around our neighborhood.

By the time she figured out the best choice, I was in 100 percent agreement – because she had become a real authority on the subject.

How do you appeal to Investigators? Provide them with plenty of information.

6. Then you have the non-users. These are the people who are not now – nor will they ever be – prospects for particular products and services. In other words, don’t expect to sell surfboards to people who live in the Arctic or snow skis to people who live at the Equator.

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

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## House ads available for use

A series of five promotional ads designed to let you toot your own horn about your newspaper – including the ad at the right – are available online at [kspress.com](http://kspress.com) for your use. Go to Advertising Retrieval and click on Download House Ads to utilize them. Be sure to add your own newspaper name or logo in the ads.

The ads’ themes include: (1) County fair (seen at right); (2) Farm; (3) Football game; (4) Student; (5) Wedding

The basic theme of the ads: “No one covers the news that matters to you like your community newspaper.”

Download the ads in color or black and white at: [www.kspress.com/view.asp?ID=44](http://www.kspress.com/view.asp?ID=44)

The county fair.  
Our local government.  
Community events.

No one covers the news that matters to you like your community newspaper.

**your community. your newspaper.**

[INSERT YOUR NEWSPAPER NAME OR LOGO]

We're your newspaper.

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## FRIEND OF KPA

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# Public notice

Continued from Page 4

is what will kill you. It will move the fresh water out of your cells and take salt water in until you're basically a pickle. You can't stop it, anymore than you can consciously make your nose stop running.

You don't have a choice.

Switch gears from water to information, from your cells to your mind.

There is an enormous amount of information out there, every day, trying hard to get into your head. Advertising. Celebrity fluff. Sports statistics. Dates. Disclaimers. Passwords. Information you will never need competes with information you vitally need — all jockeying for space with that long poem you had to learn in junior high.

But unlike osmosis, when it comes to information, you have a choice. You control what goes into your head. That's what makes newspapers so irreplaceable, and public notice such a vital part of this free society.

In America, we take the free flow of information for granted. We count on being able to pick up the newspaper, turn on the radio, browse the Internet, flip on the TV and check out the smorgasbord of data to see what we need and what we don't. We are our own filter. The fact that all this information is out there is the foundation of this country and absolutely essential to the freedoms we enjoy.

The newspaper is the ultimate buffet table of information.

It's not that way everywhere. In many countries, dictators take over the media and strive mightily to control the flow of

information to the people they wish to keep in subjection. And as we've seen throughout history, once information begins to flow freely in a culture, it's difficult to keep people under the thumb of repression.

We see that repressive spirit here, too, in the school superintendent who doesn't want board members to talk to teachers, the city council that wants to stifle comments at meetings, judges who issue unneeded gag orders, commissioners who want to work it all out behind the scenes and have every vote unanimous. There are officials at every level of government who resist the free flow of information. They think they know better.

They don't get it. Newspapers fight this battle every day, at every level, because the free flow of information is ultimately what guarantees our freedom.

Much is said about posting public notices on the Internet. They should. In fact, most newspapers already put them there. But the idea of removing them from newspapers ought to send chills down the spine of every freedom-loving American.

That's like taking a main course off the buffet table and serving it only in the back room, for the privileged few who know the password.

Public notice should be out there for everyone to browse, notice and read. It should be available to all. Anything that takes away control from the people — anything that pulls an item off the smorgasbord of information — is something we should resist.

It's a step toward osmosis, toward not having control.

And as we learned in science class, that will kill you.

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**The fact that all this information is out there is the foundation of this country and absolutely essential to the freedoms we enjoy. The newspaper is the ultimate buffet table of information.**

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# Copyediting society plans training conference at WSU

The American Copy Editors Society will host a one-day regional training conference on Saturday, Oct. 25, at Wichita State University.

The regional conference is an inexpensive way to refresh your editing skills, learn new ones and network with colleagues.

Speakers are ACES president Chris

Wienandt; ACES board members Daniel Hunt, Gerri Berendzen and Lisa McLendon; and Doug Ward of the University of Kansas. Topics will include headlines, ethics, math, balancing editing and design, editing in a changing media world, and a student Q&A session.

E-mail Lisa McLendon at [lisa.mclendon@gmail.com](mailto:lisa.mclendon@gmail.com) for more information.

# THE KPA MARKETPLACE

## NEWS

◆We need a full-time paginator for our important night-side and Saturday shifts. We seek a creative designer who can put together attractive pages and special sections while meeting strict deadlines. Background in Quark, Photoshop, Illustrator and InDesign required. This person is the last one to see pages before they go to press, so attention to detail is a must. If this fits you, please send letter, portfolio, resume and references to Dale Hogg, managing editor, Great Bend Tribune, PO Box 228, Great Bend, KS 67530 or to dhogg@gbtribune.com.

◆Wanted: Photographer for a small daily newspaper in rural Kansas community. With a focus on local coverage, our photographer shoots everything — news, sports and features. The ideal candidate will be able to juggle a myriad of duties and organize a 40-hour workweek efficiently. A degree in photography or photojournalism is preferred. Send resume and clips to Emily Bradbury, KPA (BA-GL), 5423 SW 7th ST, Topeka, KS 66606 or ebradbury@kspress.com.

◆The Miami County publisher position will be responsible for the overall management of NPG Newspapers' three publications: The Miami County Republic, The Louisburg Herald and The Osawatimie Graphic. Candidate must be willing to locate to one of the three Miami County communities. Miami County is a growing county just south of the Kansas City metro area in Johnson County, Kansas. The position has profit responsibility for all publications. This position will be responsible to maintain and expand a relevant and unique news product for all markets. Converging print and online in this operation is starting to happen, but will need to be a key element of the success. We are looking to integrate and grow our sales presence to maximize our revenues for all publications. It will be important to utilize NPG resources to help analyze opportunities and create efficiencies. Develop systems to enable all publications to share in resources and content. Understand the Kansas City market and look for opportunities in the immediate bordering areas to Miami County in each direction. Work with other NPG Newspapers to establish a best practice approach to the overall operation. Previous publisher or general management experience is a plus but other management experience will be considered. Understanding the fundamentals of running a small business is critical. NPG Newspapers Inc. is a division of News-Press and Gazette Company,

a growing company which has holdings in Newspapers, Cable, and Broadcast television stations. Excellent benefits including 401(k), health, dental, vision, disability insurances, vacation and holiday. The successful applicant must pass a drug screen and background check. Send resumes to Lee Sawyer, NPG General Manager, 825 Edmond St., St. Joseph, MO 64501 or e-mail to lsawyer@npgco.com.

◆Open the door to a new career. Russell County News is looking for help in the editorial department. • Community reporting • Writing articles from submitted copy • Helping with page layout. Great opportunity for advancement in the company. We are willing to train the right person. Computer experience and attention to detail a must. Call Ruth today for more info 785.483.2116 or email Ruth at ruth@mainstreetmedia.us, 958 E. Wichita, Russell, Kansas 67665.

◆Sixteen 60 Publishing Co. is searching for a managing editor to lead news coverage for The Lincoln Sentinel-Republican and The Chapman & Enterprise News-Times and to occasionally contribute to Kansas Pregame preseason football magazine and its accompanying web site, kansaspregame.com. To apply, please send a cover letter, resume and references to: John Baetz, P.O. Box 186, Lincoln, KS 67455 by Sept. 25, 2008. Please no telephone or walk-in inquiries.

◆Community journalism at its finest. Award-winning, employee-owned, state-of-the-art community weeklies, nationally known for their quality, seek an energetic reporter/copy editor/page designer. Salary around \$22,000. Full benefits. Possible bonus. Details at <http://marionrecord.com/job>

◆The Beloit Call has an immediate opening for a general assignment reporter and sports writer. The Call is a three-day-a-week publication in a progressive community with a good school system. The job at the Call is an excellent entry level position for someone wanting to pursue a career in journalism. Experience preferred, but not necessary as long as the applicant has a good command of the language and has a strong desire to write. Benefits include health care insurance. Please contact Brad Lowell at the Blade-Empire in Concordia (785-243-2424 or jbrad@nckcn.com) or Barbara Axtell at the Beloit Call (785-738-3537).

◆The Dodge City Daily Globe, a Gatehouse Media Co. newspaper, is seeking a hands-on managing editor to lead our

newsroom team and manage all aspects of our editorial department. The Globe publishes a six-day morning paper Monday through Saturday, along with the Spanish-language newspaper La Estrella and weekly shoppers. Good leadership, organizational and management skills are required, along with a passion for quality community journalism. The successful candidate should have strong editing skills, strong attention to detail and experience writing weekly editorials and stories. In addition, he or she should have the ability to motivate, teach and inspire the newsroom staff to perform at its best. The ability to plan and manage a department budget and experience in page layout and design are musts. The Globe will offer a competitive salary, a full benefits package including health insurance, a 401(k) program and a good working environment as a part of our management team. Please send resume, including salary expectations, and at least three work samples to: Debbie Eddy H/R Dept. c/o The Dodge City Daily Globe, P.O. Box 820, Dodge City, KS 67801.

◆The Waynesville (Mo.) Daily Guide is seeking an energetic, hands-on sports editor. The ideal candidate will be personally productive in writing, photography and layout while understanding and embracing our need to cover the full range of sports from youth to adult recreational leagues. Resumes and samples should be sent to Floyd Jernigan, publisher, via email at fjernigan@therolladailynews.com.

◆If you're looking to put yourself in a position to advance your career, come join our team. We're seeking a talented and motivated journalist who can produce well-crafted, clean copy and lots of it. Fast-paced daily newspaper environment for a general assignment reporter who likes variety. Photo skills, page layout helpful. Apply to Publisher Floyd Jernigan at fjernigan@therolladailynews.com.

◆The Newton Kansan has an opening for a full-time reporter. Some evenings and weekends. Send resume, work samples and references to Christine Wyrick, P.O. Box 268, Newton, KS 67114. No e-mailed resumes please.

## NEWSPAPER SERVICES

◆Weeklies — attract more subscribers and turn your circulation into CASH with the proven Hometown Sweepstakes circulation development program. Cheaper & better than telemarketing with a no-fee guaran-

# No one goes to the internet searching for notices

**Editor's note:** *This article appeared in the Kansas City Star prior to the start of the 2007 session of the Kansas Legislature.*

“I’m from the government, and I’m here to help you.”

Ever heard that one? We hear it often as elected and appointed officials alike tell us they have a better idea about how to deliver governmental services to the citizens of our state and nation.



**Doug Anstaett**

You’re about to hear about a new idea to move public notice from the trusted, independent and printed pages of Kansas’s newspapers to a governmental website controlled by bureaucrats.

They’ll boast this new idea will save taxpayers money, that it will make more

of what government does accessible to the masses and that it will do a better job of keeping you informed about what your government officials are doing. Don’t believe it for a minute.

This idea is not new; it’s been around since the advent of the internet. And the arguments against such a move are still just as valid today, which indicates why not a single state in the union has seen fit to do it.

Why should public notice continue to appear in newspapers?

First, because government officials can never be allowed to be in control of their own information. They are not independent and, therefore, they cannot be entrusted with such power.

Newspapers work because they are independently operated, are printed on permanent newsprint that cannot be hacked and manipulated or become temporarily unavailable because of computer problems, power surges or crashed servers.

Second, newspapers are a far more effective medium for reaching the public,

and survey after survey indicates that’s exactly where the public wants to find public notices.

Those without access to computers or the internet will be left out of the loop; others simply cannot afford the cost of monthly internet access.

Third, the internet is highly unreliable as a stable source of information and no one can ensure that information located on any computer server is secure.

Finally, it is virtually impossible to prove “notice” took place on an internet site. Newspapers, however, serve as a verifiable and authentic record of publication, and publishers provide sworn affidavits and tearsheets to prove the public notice was printed as submitted.

Simply put, public notices belong in your local newspaper, where everybody can see them, not hidden away among millions upon millions of websites on the internet.

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

## More from NNW toolkit: What are public notices?

Public notices published in newspapers provide citizens a window into government. Most of the information for the following questions and answers comes from the booklet “Public Notice: An American Tradition, An Examination of the Role of Newspapers in Public Notice,” published by the Public Notice Resource Center and American Court & Commercial Newspapers.

### 1) What is a public notice?

A public notice is information informing citizens of government or government-related activities that affect citizens’ everyday lives.

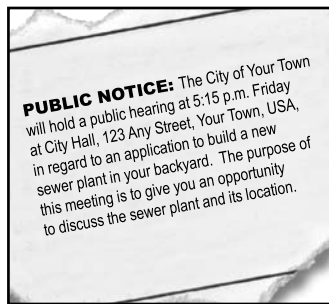
### 2) Why do we need public notices?

An important premise found in both federal and local governments is that information about government activities must be accessible in order for the electorate to make well-informed decisions. Public notices in newspapers provide this sort of accessibility to citizens who want to know more about government activities.

### 3) What is the history of public notices?

The history of public notice begins long before the emergence of newspapers. The concept has existed since early civiliza-

tions posted notices in public squares. This crude method was eventually refined with the publication of the first publication of the first English language newspaper in



1665, a court newspaper called The Oxford Gazette.

In America, the Acts of the First Session of the First Congress in 1789 required that all bills, orders, resolutions and congressional votes be published in at least three publicly avail-

able newspapers.

Upholding the public’s right to know has been essential to our country’s way of life since day one. Our government governs with the consent of people, and this consent must be informed.

### 4) What are some examples of a public notices?

There are many kinds of public notices. Publication of proposed budgets for local governments, notices of local government hearings, bid notices, board and agency meeting minutes and pre-election notices are just a few examples.

### 5) Are newspapers the most effective vehicle for public notices?

Public notices published in newspapers ensure readership by those most likely to be interested in or affected by the notices. Plus, the notices arrive at readers’ homes or places of work in a newspaper filled with local news and information that compels readership.

Newspapers are paid to publish public notices, which guarantees that valuable newspaper space will be devoted to notifying the public. The system works the same way in which qualified vendors are paid to provide goods and services to government entities, such as contractors who build schools and roads or an office supplies store that wins a bid to sell office supplies to a government agency.

In recent years, some have questioned the need to publish notices in local newspapers, saying that the Internet has become so widely used that it represents a better way of informing the public.

The Internet can play a role in a better informed citizenry, but public notices buried in government Web sites cannot replace the value delivered by newspapers.

The permanence, stability and independent verification offered by publication of public notices in newspapers ensure citizens have access to bonafide, trusted information about the business of government.



2008 Advertising Conference  
**REGISTRATION**

CONTACT INFORMATION

Newspaper \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Phone Number \_\_\_\_\_  
E-Mail Address \_\_\_\_\_

ATTENDEES

Conference: \$65 per person for KPA members  
Awards Lunch Only: \$20 per person for KPA members

1. \_\_\_\_\_  
 Conference  Lunch Only

2. \_\_\_\_\_  
 Conference  Lunch Only

3. \_\_\_\_\_  
 Conference  Lunch Only

4. \_\_\_\_\_  
 Conference  Lunch Only

5. \_\_\_\_\_  
 Conference  Lunch Only

6. \_\_\_\_\_  
 Conference  Lunch Only

7. \_\_\_\_\_  
 Conference  Lunch Only

8. \_\_\_\_\_  
 Conference  Lunch Only

PAYMENT METHOD

- Please bill my newspaper
- Check enclosed made payable to "KPA"
- Charge to Visa, Mastercard or American Express

Card No. \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
V-Code (three digits on back of card) \_\_\_\_\_

HOTEL INFORMATION

Courtyard by Marriott  
310 Hammons Drive  
Junction City, KS  
785-210-1500  
Room block is open until October 3  
Single and Double Rooms are \$89



Return registration by Thursday, Oct. 5 to:  
Kansas Press Association  
5423 SW 7th  
Topeka, KS 66606  
or fax to (785) 271-7341.



Your Advertising  
Dollar\$

Kansas Press Association  
2008 Advertising Conference  
October 24, 2008  
Courtyard by Marriott  
Junction City, Kansas

# Grow Your Advertising Dollars

## A full day of energizing sessions and rewards!

**FRIDAY, OCT. 24**

8 a.m. to 3 p.m.

### Registration, Contest Display and Continental Breakfast

The registration desk and contest display room will open at 8 a.m. A continental breakfast will be available in the display room where winning entries in KPA's 2008 ad contest will be available for viewing.

8:45 - 10 a.m.

Breakout Sessions

### Sales Tips for Making Technology Your Friend

**TONI BOYLES**

Are you using these sales tools?? Voicemail, E-mail, Internet, Websites, Blogs, Vlogs. It is not enough to just use them, they need to be given thought, direction and style if you want them to help boost your effectiveness. Take away Tips and Techniques on how to get the most from the technology you are using.

### Intro to Web Advertising

**CORT ANDERSON**

This session is a primer on the basics of Web advertising like ad sizes, and kinds, how to measure Web ad "circulation." It will help you make sense of the crazy world of Web advertising.

10 - 10:15 a.m.

### Morning Break

10:15 - 11:30 a.m.

Breakout Sessions

### The Key to a Powerful Sales Presentation

**JEFFREY HANSLER**

In a dynamic market, knowing whom you can influence to the point of decision is critical. This program provides a specific model that identifies the five areas that uncover your ability to influence them toward a decision. This program is an intensive focus on qualification. It includes uncovering critical information, controlling the conversation with questions, and generating an immediate interest by the prospect in taking the next step in the sales process.

### Conflict can be a Zoo

**TONI BOYLES**

Join us for a look at the five most common styles of conflict resolution. Take this opportunity to look at your own style(s) with a short behavioral assessment. We will discuss when and how to use the five styles for the most effective results. Learn more about how sharks, owls, foxes, turtles or teddy bears manage conflict. You may be surprised what you learn about yourself.

### Flash Ads

**CORT ANDERSON**

Learn what Flash based ads are and what it takes to create them along with some easy alternatives to building and programming them yourself.

11:30 a.m. to 1 p.m.

### Advertising Luncheon

Join us as we recognize the winners of Kansas Press Association's 2008 advertising contest.

1 - 2:30 p.m.

### Keynote Workshop: Make it Happen

**JEFFREY HANSLER**

This powerful and motivational presentation will delight you into the actions needed to further success. *You Make It Happen* takes you on a humorous journey of building better communication skills about the words you use to create action, your ability to flex your communication style, and the underlying driving forces behind decision-making. Jeffrey shares stories underlying these powerful learning points that will encourage, provide insight, and share light-hearted examples of putting the new skills to work in both professional and personal situations. Those attending will experience the power of real stories about rebuilt attitudes and positive actions. They know after experiencing this program that they, indeed, Make It Happen!

2:30 - 3 p.m.

### Afternoon Break

Come and socialize with your colleagues and grab a snack for the road.



### Jeffrey Hansler

Jeffrey earned his degree from UC Irvine in psychology with a minor in biochemistry. His career began with Apple Computer in 1980 where he was one of the top sales representatives in the nation.

Since then, he's led several small companies to double and triple digit growth as a senior executive. He developed a successful international distribution company. He has been a professional trainer, speaker and president of Oxford Company since 1992.

An avid surfer, father of two sons, he has a great tee shot and lousy short game, and several more books ready for publication.



### Toni Boyles

Toni Boyles has over 20 years experience in the area of Public Speaking, Human Resource Training & Consulting. She is well known for her personal approach and distinctive methods which include humor, interactive exercises, skills practice and transfer of training strategies. Her style is participant centered and facilitator led. She believes, "People can change." And "Training that brings about no change is as effective as a parachute that opens on the first bounce."

She is an active member of The Sales and Marketing Executives of Topeka, ABWA, Kansas Executives Express Network, Greater Topeka Chamber of Commerce and The United Methodist Women.

### Cort Anderson

Cort Anderson is president of Training Wheels LLC, a Kansas-based company that provides graphics software training and Internet consulting. Anderson has more than 12 years of experience as both a user and trainer of desktop publishing and digital imaging. He is a Certified Adobe Expert in Photoshop and a Quark Authorized Training Consultant.



Anderson has worked as a photographer for both the Manhattan Mercury and Bartlesville (Okla.) Examiner-Enterprise. During the past five years, Anderson has conducted numerous seminars for Kansas Press Association members on PageMaker, QuarkXPress, Photoshop and the Internet.



# **Registration Form: Editorial-Writing Conference**

**Thursday, Oct. 23**

**William Allen White State Historic Site**

**10th and Exchange streets**

**Emporia, Kansas**

Name \_\_\_\_\_

Newspaper \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Please send this form and digitized copies of your writing to Penny Hodge at [pennyh@ku.edu](mailto:pennyh@ku.edu) <<mailto:pennyh@ku.edu>> .



# Statement of Ownership, Management, and Circulation (All Periodicals Publications Except Requester Publications)

1. Publication Title	2. Publication Number <table border="1" style="width: 100%; height: 20px; border-collapse: collapse;"><tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr></table>																								3. Filing Date
4. Issue Frequency	5. Number of Issues Published Annually	6. Annual Subscription Price																							
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®)		Contact Person																							
		Telephone (Include area code)																							
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer)																									

9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank)

Publisher (Name and complete mailing address)

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Editor (Name and complete mailing address)

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Managing Editor (Name and complete mailing address)

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10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)

Full Name	Complete Mailing Address

11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box  None

Full Name	Complete Mailing Address

12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)

The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes:

Has Not Changed During Preceding 12 Months

Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)

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. 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. 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.

17. 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

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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 and nominal rate 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, indicate the date of the issue in which this Statement of Ownership will be published, if applicable.
7. Item 17 must be signed.

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