

CELEBRATING OUR 150TH YEAR!

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

OCT. 9, 2013

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KPA CALENDAR

OCT. 6 TO 12

National Newspaper Week 2013.

OCT. 10

Free webinar on InDesign.

OCT. 18 - NOV. 15

KPA volunteers conduct online judging of the Wisconsin Better Newspaper Contest.

DEC. 15

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

APRIL 11-12, 2014

KPA annual convention, Manhattan Hilton Garden Inn.



Nationally-known speaker Gordon Borrell will lead a discussion of digital revenue opportunities at this

year's Montgomery Symposium, scheduled for Nov. 7 at the University of Kansas. (Submitted photo)

Borrell to lead digital revenue seminar

Company will analyze your market

The 2013 Montgomery Family Symposium on Nov. 7 will feature nationally known speaker Gordon Borrell and will focus on ways publishers can increase digital revenues.

Each participant who signs up early enough will receive a private report from Borrell Associates on the digital revenue potential in each of his or her markets.

The symposium will focus on local advertising and what's likely to happen in the next 10 years to traditional advertising media.

Several people already are signed up and space is limited to the first 40 registrants, so don't delay.

Don't miss the deadline!

To guarantee your newspaper's eligibility for a free personalized digital marketing analysis, you must have your registration in KPA's hands by Oct. 20. Registrations after that date will risk losing this important benefit. [Click here to register.](#)

"Participants will leave this seminar with an entirely different view of the opportunity with digital media. They'll learn something that's often overlooked, but incredibly vital: How well are they doing in digital sales compares with others, and what's their actual potential?" Borrell said.

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Simons, others to be honored at Boyd Lecture

The A.Q. Miller School of Journalism and Mass Communications will host several events Oct. 24 related to Kansas State University's sesquicentennial.

At 10:30 a.m., Jane Marshall will give the 14th annual Huck Boyd Lecture in Community Media in the K-State Alumni

Center Ballroom. Marshall, who has a home economics/journalism degree from K-State, grew up on a farm in the Kansas Flint Hills. The lecture is free and open to the public.

A luncheon will honor Dolph Simons, Jr., chairman of the World Company in Lawrence, Gary Shorman, president and

CEO of Eagle Communications, and Bob Schmidt, chairman and retired president and CEO of Eagle Communications, with Kansas Leader of the Year awards in community journalism, courtesy of the Huck Boyd National Institute for Rural Development and the National Center for Community Media.

How to report business news: the good, the bad, even the ugly

By **Jim Pumarlo**

Nearly 50 employees are out of jobs due to the decision of an out-of-state insurance company to close its local office. We caught word of the news through an employee and promptly carried a report. The company never made a public announcement.

In contrast, another company with headquarters in Red Wing opened a retail store at the Mall of America 50 miles away. Our staff worked with company representatives to prepare a story before the doors opened.

Surprising? Not really. Editors and reporters face the same challenges pursuing stories with “private” officials as they do with “public” officials. Everyone is eager to share what’s considered good news, but reluctant to talk about bad news.

A major difference is that laws generally guarantee the press access to government news, whether it paints a positive or negative picture. For equally sound reasons, the press does not have the same level of access to information on private business.

The two examples underscore the challenge of providing consistent and credible business reports. The challenge to improve coverage is a two-way street — a message that editors should deliver to their readers, and specifically to business owners and managers, whenever possible.

Most community newspapers devote immense resources to covering local government. But it’s arguable that news about employers — large and small — has even greater meaning. After all, it’s news about friends and neighbors.

Business start-ups, acquisitions and expansions, promotions and labor strikes are obvious stories. Other reports can have an impact on a community, too. For example, a contract settlement at a major employer might set the parameters for other employers.

It’s understandable why a business is at times hesitant to see its name in the paper. Even good news can backfire. Consider the announcement that a company became a corporate sponsor of a national event. It prompted a local resident to question the expense when an employee event was canceled due to an apparent shortage of funds.

Just as businesses can feel the sting of what appears to be straightforward reports,

newspapers can feel the backlash, too.

I recall the time we provided a local angle to the potential impact of legislation on financial institutions. We were able to contact all but one of the local banks. The phone rang the next morning with the question: Why did we snub one of the newspaper’s customers?

Editors have a convincing message for underscoring the importance of businesses to talk to the press. Stories straight from the source ensure accurate information that may serve to quash rumors.

Trust between writers and news sources is imperative in any reporting, but especially so when issues involve profits and livelihoods.

The changing business landscape is another challenge to substantive business reporting. Many newspapers enjoy good relationships with locally owned businesses, but it’s just reality — for a variety of reasons — that it’s more difficult to develop those same ties with companies run by out-of-town ownership. Local managers often want to share information, but their hands are tied by corporate policy.

The challenge to improve business reporting is reaching a common understanding that reporting on business means covering both the good and bad news. There are a variety of opportunities to underscore the message. Address the issue in a column. Insert a note to advertisers with your invoices. Invite business representatives to a conversation over lunch. Pitch the topic as a program for a local civic club’s meeting.

A one-time appearance before the local manufacturers association will not suddenly transform a newspaper’s business coverage of business. But it’s a beginning.

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of “Journalism Primer: A Guide to Community News Coverage,” “Votes and Quotes: A Guide to Outstanding Election Coverage” and “Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers.” He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.



Jim Pumarlo

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How to talk about your media competitors

I was talking to Kyle, an advertiser who has been dealing with media representatives for many years. “I can tell a lot about a salesperson by what they say about their competitors,” he said. “It is extremely unprofessional to try to make sales points by trashing the other guys. In fact, negative comments reveal more about the critic than they do about the object of their criticism.”

On the other hand, Kyle explained, it pays to be positive and diplomatic. “When a salesperson shows sincere respect for the competition, that goes a long way toward winning my trust.”

Dale Carnegie said, “Any fool can criticize, condemn and complain — and most fools do.” Kyle — and a lot of other advertisers — would agree. Here are three points to keep in mind:

1. **Do your homework.** Average sales people learn everything they can about their products and services. Exceptional sales people go a step further and learn everything they can about their competitors’ products and services. That puts them in position to speak with authority when they’re making presentations.

“Product knowledge is crucial,” Kyle



John Foust

said. “But it’s hard to take a salesperson seriously if all they know is their own product. I advertise in more than one place. So when I meet with an ad representative, I want to hear their perceptions on market trends and how their media outlet can help me accomplish my objectives.”

2. **Compare, don’t criticize.** No one sells in a vacuum. Whether you live in a large metropolitan area or a small rural market, there are competitors for your prospects’ advertising dollars. As a result, the person across the desk is hearing from — or at least thinking about — other advertising alternatives.

If you’ve done your research — on your prospect and on the media choices in your market — you’ll be able to make fair comparisons. “I like presentations that make point-by-point comparisons,” Kyle said.

“For example, if your paper reaches a wider range of people in my target audience, show me. If you have different production capabilities, show me. If your web site has unique ways to measure response, show me.”

3. **Focus on facts, not opinion.** This takes the emotion — much of which

No one sells in a vacuum. Whether you live in a large metropolitan area or a small rural market, there are competitors for your prospects’ advertising dollars.

could be interpreted as negative — out of your comments. For example, a blatantly opinionated salesperson might say something like this about ad rates: “You get what you pay for. Our competitor’s rates are lower than ours. To me, that’s an obvious sign that

advertising in our paper is worth more than running ads in theirs.”

That kind of remark would be guaranteed to raise a red flag with an advertiser like Kyle. In fact, he might even be tempted to defend the competitor.

It’s much better to say something like: “Let’s compare their rates with ours. Although our rates are a little more, let me show you the extra value we offer for your investment.” This fact-based approach will lead you and your prospect to a lower risk, benefits-oriented discussion.

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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Please! Help us judge Wisconsin newspaper contest

We need Kansas Press Association members to step forward in the next few days to volunteer to help judge Wisconsin’s newspaper contest.

“We’re desperate!” said Emily Bradbury, director of member services for the Kansas Press Association.

E-mail Bradbury at bradbury@kspress.com to volunteer.

“Wisconsin was kind enough to judge our AOE contest back in February; now, let’s help return the favor,” Bradbury said. “I need to recruit more than 75 judges. The more judges, the fewer entries for each judge.”

Reciprocal judging is crucial to the ongoing Better Newspaper Contests put on by the various state press associations.

“Wisconsin’s newspaper staff members judged our contest earlier this year,” said Doug Anstaett, KPA executive director. “We would prefer not to get the reputation of not being good partners on the judging circuit. That would cause other states to

think twice about working with us in the future, which could hurt our contest.”

All judging will be done online except for a few categories that require entire editions to be considered, so you don’t even have to leave the office to participate.

“Please e-mail me today so we can put

our best foot forward,” Bradbury said. “We can work around just about any schedule, so let’s show Wisconsin the same courtesy they did for our contest.”

Judging can be completed when volunteers have the time between Oct. 18 and Nov. 15.

SEPTEMBER KDAN, KCAN WINNERS

The following newspapers sold either direct placement, Kansas Display Ad Network, Kansas Classified Ad Network or out-of-state network ads in September 2013. 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 and you get to keep half the commission. Make a placement into another newspaper and share the KPA commission.

Direct Placement — Hillsboro Free Press, one placement, retained \$49.51 commission.

KDANs — Anderson County Review, sold two and retained \$1,650 commission.

Garden City Telegram: one ad sold, retained \$825.

Gyp Hill Premier: two ads sold, retained \$800.

Hillsboro Free Press, one ad sold, retained \$400.

KCANs — Anthony Republican, one ad sold, retained \$150.

GateHouse Media, 21 ads sold, retained \$3,150.

SDAN — Anderson County Review, four ads sold, retained \$720.

Just about everyone is a newspaper reader ... really!

A couple of years ago, I hosted a leadership development class from northwest Kansas on a tour of the Kansas Press Association, followed by a discussion of the newspaper industry and how it had changed in the past decade.

I posed a series of questions to the group. First, I asked for a show of hands of how many in the room subscribed to at least one print newspaper. More than half the class answered in the affirmative.

Of those remaining, I then asked how many regularly got their news from one or more newspaper websites.

All but one held up their hands.

OK, I continued for that one remaining holdout: Do you consume your news at a non-newspaper Internet site? That last guy held out for a moment, then nodded his head in agreement.

My point was simple: while some think they aren't a "newspaper reader" if they don't receive a printed copy on their doorstep or in the mail or pick it up at the local convenience store, the source of most "authoritative news" in our country is still — you guessed it — the newspaper.

What is "authoritative" news? It's news written by journalists, those who are trained



Doug Anstaett

to ask questions, write objectively and strive every day to get all sides of a story.

When you read "news" online or on your mobile phone — especially local news — you're more likely than not reading a story written by a newspaper journalist.

How is that, you ask? Because much of what is available on the Internet uses as its basis information first assembled by a journalist. In other words, the facts of the story that lead to those interesting discussions at the coffee shop and online originated with a journalist, and in most cases one who works for a newspaper.

Oct. 6 through 12 is National Newspaper Week, a time set aside each year to recognize the role of newspapers in our daily lives.

As you know, our industry is in the midst of dramatic change. Those technological advancements listed above have put pressure on our newspaper editors and publishers because they require them to collect the news and deliver it through a variety of avenues: print, online and, more often these days, through a mobile device.

Even with these challenges, newspaper staff members have continued to perform their two primary functions in American

society: to keep the public informed and to be a watchdog on government.

James Madison, our nation's fourth president, said: "A popular government without popular information or the means of acquiring it is but a prologue to a farce or a tragedy, or perhaps both. Knowledge will forever govern ignorance: And a people who mean to be their own governors must arm themselves with the power which knowledge gives."

Newspaper reporters from all corners of the state believe their watchdog role and the public's right to know go hand in hand and that knowledge, especially of what our elected leaders are doing, is essential to our system of self-governance.

I'm not asking you to take a newspaper reporter to dinner or to even pat him or her on the back.

However, you might ponder for at least a moment how you would learn about the actions of government without them.

Doug Anstaett is executive director of the Kansas Press Association and wrote this commentary for use by Kansas newspapers during National Newspaper Week. He is a former reporter, editor and publisher.

Little

Continued from Page 8

decisions, local heroes, national budgets and international conflict.

The public's right to know is essential to preserving our unique American democracy, and newspapers serve the vital role of independent watchdogs — keeping governments, businesses and other institutions in check. Without a free press that can protect its sources, American democracy will suffer.

The newspaper industry will continue to innovate and transform with the times, just like any other industry. But one thing will never change: Our historic promise to connect, inform, investigate and foster an educated society.

Carolyn Little is the executive director of the Newspaper Association of America.

NEWS BRIEFS

Joey May of **The Hiawatha World** announced recently the newspaper has transitioned from two issues a week to a once-a-week publication on Wednesdays.

The Bourbon County Review is switching at the end of this month to daily digital delivery. The final weekly printed edition will be the Oct. 30 newspaper. The Review will convert to digital publication except for four quarterly editions in print following that.

Sabetha native **Sophia Brownlee** is the new advertising director and special sections editor for **The Sabetha Herald**. She is a recent University of Kansas graduate.

The Lawrence Journal-World took first place in the best overall news site in the Local Media Association's 2013 Best in Digital Media Contest. Judges said: "Clean, interesting, love the layout and easy to navigate."

Angie Haflich is the new education reporter for **The Garden City Telegram**. She is a Garden City native and earned an associates degree in journalism from Garden City Community College in 2012.

Jennifer Theurer is a new sports writer for **The Protection Press**. She is a graduate of Kansas State University in agricultural journalism and animal science and industry.

The Garden City Telegram converted much of its delivery from mail back to carriers on Sept. 30. Rural subscribers will continue on same-day mail delivery.

Johnson among finalists for NSPA executive post

A former Kansas State University student media adviser is a finalist for executive director of the National Scholastic Press Association.

Ron Johnson, now director of student media at Indiana University, is among four finalists to be interviewed for the post.

He is past president of College Media Association and taught and directed student media at K-State and Fort Hays State University. He holds a master's degree in journalism from the University of Kansas.

NSPA is a membership organization exclusively for high school and other secondary school publications — yearbooks, newspapers, magazines, broadcast programs and online publications

The finalists in addition to Johnson are:

□ Diana Mitsu Klos, a media education and non-profits consultant based in northern Virginia. She has a bachelor's degree in communications from the City College of New York.

□ Ira David Levy, the creator, executive producer and host of Pedal America, a national PBS and Create TV television series. He holds a master's degree in writing from DePaul University.

□ Sara Quinn, on faculty at the Poynter Institute, specializing in multimedia innovation and news reading behaviors. She also directs Poynter's College Fellowship. She holds a master's degree in illustration from Syracuse University.

ACH working for papers

Kansas Press Association accountant Amy Blaufelder encourages members to sign up for the Automated ClearingHouse payment system.

To date, 95 Kansas newspapers have joined the service that makes payments directly to your bank account, saving time and money.

See the form attached to today's Publisher.

Montgomery

Continued from Page 1

Mark Lane, vice president of advertising for Morris Communications, Inc., will be the luncheon speaker.

The symposium will run from 8:30 a.m. to 4 p.m. at the Adams Alumni Center at the University of Kansas. Cost is \$75 per person, which includes a catered lunch.

To register, click on the yellow registration link on Page 1 of today's Publisher or e-mail Emily Bradbury at ebradbury@kspress.com.

The symposium is underwritten by an endowed gift from the Montgomery newspaper family.

The complete symposium agenda also is appended to today's Kansas Publisher.



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THIS MONTH'S QUESTION

Q. I was intrigued with Sara Marstall's description of the KPA "trade desk" at the Mini-Convention. Explain how it works.

A. First, talk with your local advertising clients, determine their needs, then offer space in your newspaper, but point out you can place in any newspaper in the state or nation, both print and/or digital. KPA will help you set up all the ad insertions, including digital. KPA can help with creative, tearsheets and allow you to present the offer to your client with one bill from your paper. You will collect payment and submit the necessary payment to KPA. You will receive 50 percent commission on Kansas network placements, 25 percent on (extended) digital placements, and 15 percent on direct newspaper placements.

MARKETPLACE

NEWS

SPORTS EDITOR — The Kingman Leader-Courier seeks a sports editor. Photography, video and layout skills a plus. Also responsible for web/social media posts. Competitive salary plus benefits. To apply, send resume and work samples to jjump@kconline.com. (9-25)

The Hays Daily News — Kansas' best mid-sized daily three of the past four years — is looking to fill two openings in our newsroom:

SPECIAL SECTIONS EDITOR: Successful candidates will be adept at InDesign, exceptionally organized, and creative with both design and story ideas. A sharp eye for copy also is essential. The special sections editor compiles and creates three regular magazines and an ample collection of special sections, as well as lends a hand on the daily when called upon. Experience with magazine-style formats preferred, but not required.

ENTERPRISING REPORTER — An enterprising reporter with a nose for features, investigative reporting and spot news. We are looking for someone who considers "office hours" whenever the story occurs and the workplace wherever that story leads them. We are looking for someone handy with a camera or videocamera and with the ability to pick the enterprise story idea out of a meeting agenda or a feature out of a tweet. We are looking for someone who has never missed a deadline and never will. It's a tough job — but in the best place to work. Health reporting and InDesign experience helpful, but not required.

Hays, America, is a special place, boasting a strong local economy, a bustling cultural center, low crime, the best schools and the best Oktoberfest. The HDN is part of Harris Enterprises, a six-paper newspaper group with a Pulitzer to its credit. We offer exceptional benefits including top-notch health insurance, profit sharing and a generous 401(k) match. The HDN staff produces three regular glossy magazines — focusing on health, lifestyle and sports — that allow our reporters and photographers to shine, as well as a bevy of other niche products in both print and digital form. To see if this is the opportunity for you, send a cover letter and resume to managing editor Ron Fields at jobopening@dailynews.net no later than Oct. 1. A sampling of what we do every day can be found at HDNews.net.

COPY CHIEF — The Lawrence Journal-World is hiring a copy chief to lead the daily operations of its cutting edge, dynamic newsroom. This position reports to the managing editor. This is a coveted opportunity to work with a first-rate journalism team engaging the local community with a variety of digital and print tools. We are seeking an experienced copy editor with a history of success in digital and print media to manage the news copy desk. Visit jobs.the-worldco.com for more information and to apply online. EOE (7-30)

Wanted: Full-time NEWS REPORTER. Photography, video, editing, design and social networking skills preferred. Respond to Cristina Janney, McPherson Sentinel, P.O. Box 926, McPherson, KS 67460 or email cjanney@mcphersonsentinel.com. (7-24)

COPY EDITOR/PAGE DESIGNER — The Garden City Telegram is seeking a copy editor/page designer who can make good copy great, has a knack for designing engaging, attractive pages, and possesses the ability to take a lead role on the copy/design desk — and can do it all on tight deadlines. Previous experience as a copy editor and page designer at a daily newspaper preferred as the person in this position will be asked to juggle working with reporters, editing copy, laying out pages and occasional writing assignments. Knowledge of AP Style is required, and experience with InDesign is preferred. The Telegram, a daily newspaper in southwest Kansas and part of the Harris Group, offers a generous salary and benefits package and a chance to work with an outstanding staff of reporters and editors. The Telegram is an Equal Opportunity Employer. To apply, send résumé and cover letter to: Brett Riggs, managing editor, The Garden City Telegram, 310 N. Seventh St., Garden City, KS 67846. For more information or to express interest in the position, send e-mail to: riggs@gctelegram.com (8-9)

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

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

ADVERTISING

ADVERTISING DESIGN — Need help designing ads for your newspaper. We'll do it for \$1 a column inch. E-mail JD Handy at jdhandly@handhgroup.com for more information.

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

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

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

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

NEWSPAPERS FOR SALE

For Sale — Westmoreland Recorder, 399 circulation weekly in county seat of Pottawatomie County. Asking \$8,000 for newspaper rights and \$15,000 for building at 317 Main. Interested parties can e-mail owner J.D. Handy at jdhandly@handhgroup.com. (10-2)

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

CIRCULATION/DISTRIBUTION

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

DIGITAL MEDIA

Tired of not being able to update your website? Do you hate the design, but have no one on staff who can alter it? Have your eyes widened in shock when hearing what a new website might cost? Relax ... The Hays Daily News' Pixel Power Haus is your solution. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

MARKETPLACE

MISCELLANEOUS FOR SALE FOR SALE — 35 TK-80 coin-operated newspaper vending machines. Ten are dark green and 25 are refurbished and painted bright red. All operational. For details, e-mail jdhandly@handhgroup.com.

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

FOR SALE OR GIVEAWAY — One HP laser jet cartridge 42X for 4250 or 4350. Accidentally received when I ordered a different # of cartridge. Inadvertently opened but never used. \$10 should cover postage to get it to you. Contact: monte-press@ucom.net

FOR SALE — Hamada 800 DX w/spray unit, electrostatic unit, 3M dampening sleeves; LOG Etronics Film Processor Model #LL2218, 196-264 volts, single phase, 15 amps; Brown Ultra-lite 1500 plate burner; 2 Nu-Arc light tables; 1950 Anniversary Edition Heidelberg Windmill press, very good condition. Norwest Press, Goodland, Kansas. Call 785-899-2338.

SUPPLIES FOR SALE — We have recently switched to CtP and still have a little inventory we would like to sell at a discounted rate, including Southern Litho film and plates as well as fixer, activator and finisher. Contact Mary Hoisington at the Great Bend Tribune for more information. 620-792-1211 or mhoisington@gbtribune.com.

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



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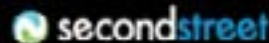
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Newspapers still ‘the cornerstone’ of democracy

By Caroline H. Little

We’ve been calling it the end of an era for a long time now. It’s supposed to be the end of newspapers, according to naysayers who have been predicting their ultimate demise for years. But the facts prove the newspaper industry is growing and transforming rather than dying. Of course, there are always bumps in the road to innovation, but as it turns out, we’re actually in the midst of a promising and exciting time.

Top businessmen and investors such as Warren Buffet, John Henry and Jeff Bezos are demonstrating that newspapers are still lucrative investments. And despite gloomy predictions, our circulation revenue is actually rising.



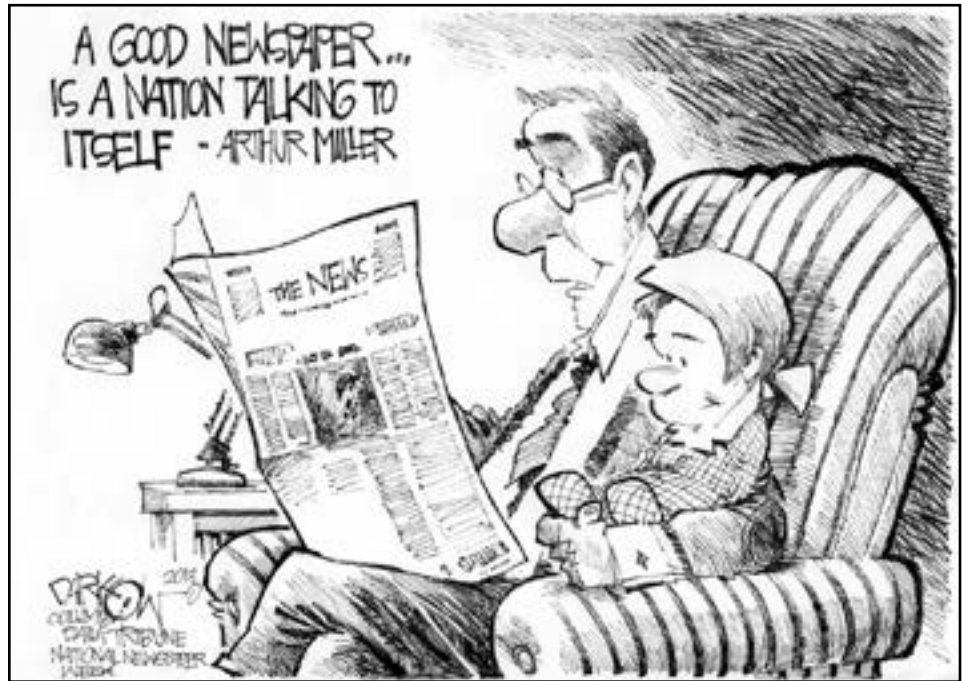
Caroline Little

We’re experimenting and transforming to match the pace of our innovative and digitally-driven world. Digital and bundled subscriptions accounted for a five percent uptick in circulation revenue in 2012 – the

first national rise in circulation revenue since 2003.

Newspaper content is now ubiquitous, available and accessed on every platform and device. Recent Scarborough research also shows that across all print, digital and mobile platforms, a full 70 percent of U.S. adults read newspaper content each week. That’s more than 164 million adults — 144 million of whom, still pick up the print copy.

And despite the common perception that the younger, digitally-native generation has abandoned newspapers, this study shows quite the opposite. Some 57



percent of young adults, ranging in age from 18 to 34, read newspaper content in a given week. This is a strong indication that the industry is still a relevant and vital source of information, even to Millennials, who coincidentally also contribute heavily to the growth of mobile readership, which jumped 58 percent over the last year.

The reason for this is simple. With the deluge of information available on the Internet, people of all ages rely heavily on sources they trust to provide accurate content and quickly sift fact from fiction.

Newspapers consistently and reliably provide the most up-to-date, accurate and important news. And our audiences recognize this, rating newspapers as the most trusted of all media forms in a recent Nielsen study. While 56 percent say they

trust newspapers, 52 percent trust local television and only 37 percent trust social media.

Today’s technology has only proven how valuable this content is by providing a platform to widen the audience for each story, which can now be taken and repeated, shared, tweeted, condensed and emailed countless times a day.

Newspapers have always been the cornerstone of our society, and that did not change with the digital revolution. Ever since the Philadelphia Evening Post first published the Declaration of Independence, our newspapers have continued to unite us as communities and as a nation. News media connects us through stories, keeping us informed on school board

See **NEWSPAPER WEEK** on Page 4

**YOUR COMMUNITY,
YOUR NEWSPAPER,
YOUR LIFE.**

**National Newspaper Week
October 6-12, 2013**

Newspapers are more than alive — they're lively!

By Robert M. Williams, Jr.

I know of newspapers that kept their communities informed about clean water and shelter during terrible storms and disasters.

I know of newspapers that exposed crooks, lost a lot of advertising from the crooks' buddies and still put out a paper every week.

I know of a newspaper that had an ironic sense of humor that even offended a few readers and stood its ground with a "come on people, have a brain" retort.

I know of publishers who took pay cuts during the recession rather than cut staff.

I know of publishers who lost everything in a lightning strike but had such a dedicated crew the readers got the paper next week — on time.

I know of editors who have been screamed at, vilified and afraid for their children's safety because they wrote the tough truth.

I know of reporters who risked life and limb in war zones and came back to tell the community of their troops' bravery.

All of this has happened in the past couple of years.

And people say newspapers are dead? Come on, people. Have a brain.

Newspapers are alive and lively. Our communities shrivel and die when there is no newspaper.

The fact is: the Internet is no enemy of a good community newspaper. The enemy of a good newspaper is indifference. A community that doesn't care about honesty and clean government, effective schools, invigorating community service or the connections that bind us into a functioning society is a community that doesn't need a newspaper. That community won't be around long.

Good communities make good newspapers and vice versa. We have all faced a rough economy. We all are looking at how digital transformation affects every aspect of our lives. But as president of the National Newspaper Association, which represents nearly 2,200 community newspapers, as well as a publisher of thriving weekly newspapers in Georgia, I am now

calling for the death of the "newspapers are dead" rumor. We can't afford it.

The fact is that while very large newspapers have faced big challenges to their businesses, America's thousands of community papers are as healthy as their communities. NNA's research in partnership with the University of Missouri Reynolds Journalism Institute reports 83 percent of the people in towns with community newspapers say they rely on those newspapers as their principal source of news and information.

We print better looking pages than ever because of advanced technologies. We can shoot video for our websites with as up-to-the minute precision as TV crews. We put out tweets and posts and pin pictures to new social media sites. The Internet isn't going to kill us. It's giving us new tools to work better, faster and smarter.

People who say otherwise aren't reading their community newspapers. They are missing the real news.

Robert M. Williams, Jr. is the president of the National Newspaper Association and publisher of the Blackshear, Ga. Times.



R.M. Williams, Jr.



This webinar...

is for moderate to advanced users of InDesign. Part 2 will focus on usability, productivity, advanced techniques and new features.

Help us build this webinar by submitting topics and questions early to KSAds@KSPress.com.

Date & Time:

October 10, 2:15 pm - 2:55 pm (CST)

About the Presenter...

Fred Anders is the IT Director Texas Press Association. For the past 9 years, Fred has traveled as an instructor for Adobe Creative Suite (CSx) and other pagination software.

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Upcoming Webinars!

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

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

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

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



Mini-Convention draws 45 staffers to Dodge City

The 8th annual Western Kansas Convention, held at the Boot Hill Hotel & Casino in Dodge City on Oct. 4, attracted Kansas Press Association members from Oakley and Oberlin in the northwest to Parsons and Galena in the southeast. Peter Wagner, publisher of the N'West Iowa Review in Sheldon, presented ideas on how newspapers can maximize their effectiveness by creating new products that fill the needs of their communities. Other speakers included: (clockwise from the top) KPA past president Steve Haynes of Oberlin conducts a breakout session on "The Craft of Storytelling;" Ron Fields, KPA's technology consultant, discusses how upgrading your hardware and software doesn't have to break the bank; Emily Bradbury, KPA's director of member services, discusses the services the association has to offer members. Other presenters included Sara Marstall, director of advertising sales for KPA, who spoke on how the association can expand clients' reach through a trade desk approach; and Mike Higgins, a new KPA partner who spoke on avoiding excessive credit card expenses.



Digital Media Revenue Workshop

How can you transform your newspaper into a media company and maintain -- or even grow profitability? This hands-on publisher workshop starts with a broad perspective on how local advertising is changing and what's likely to happen over the next 10 years to newspapers, yellow pages, TV, radio, and all other forms of traditional advertising media. Participants will learn not only what to expect, but also how to capitalize on it. Digital agencies -- or selling digital services -- will be a big part of the discussion. The workshop isn't just big-picture stuff. Each participant's newspaper will be benchmarked for digital revenues, and each market will be sized to show its "realistic" potential in terms of digital revenue. The workshop is designed to give participants a clear vision of the path ahead and a deep understanding of what type of resource investment might be needed to achieve market potential.

Date: Thursday, Nov. 7, 2013
Location: University of Kansas Adams Alumni Center, Lawrence, Kan.
Attendees: KPA members. We are expecting 30 to 40 publishers, plus 10 UK students
Cost: \$75

Agenda

- 8:45-9:00: **Welcome** by Ann Brill, dean of the William Allen White School of Journalism, Pam Fine, Kansas University, and Doug Anstaett, executive director of Kansas Press Association.
- 9:00-9:45 **The Future of Local Media.** This is a scene-setting overview of how the local advertising landscape has changed from 100, 50, and 25 years ago, and how a massive infiltration of advertising has pushed local advertisers to migrate toward "owned" media. Local media can win in this space, but only if they understand how to transform from "newspaper" to "marketing" companies. Gordon Borrell, CEO, Borrell Associates
- 9:45-10:30 **Digital Agency Services by the Numbers.** Many newspapers have started digital agencies, selling "services" instead of advertising. This session examines the growth of digital services and how much local businesses are spending and what they're spending it on. It will point to key emerging opportunities, based on a survey of thousands of small and medium-size businesses (SMBs). The session will also talk about how media companies are meeting that need, the products they're selling, the pricing, the method of sales (existing print reps or digital-only reps), and the ROI. Jim Brown, Borrell Associates
- 10:30-10:45 **Break**
- 10:45-Noon **Case Study:** How one Kansas newspaper group is faring with its digital agency. In this session we'll hear from Harris Business Services, which is selling digital services, and how it's fared so far: Dave Gilchrist, regional advertising director for Harris Publishing newspapers the Hutchinson News and Salina Journal, and Jade Piros de Carvalho, president and general manager of LogicMaze, Harris Publishing Co.'s digital agency.

- Noon-1:30 **Working lunch: The Executive Viewpoint.** During lunch we'll hear from Mark Lane, vice president of advertising for Morris Communications, on the strategy behind Morris' foray into digital services. What's behind the decision, and what's Morris' take on the future of the newspaper business?
- 1:30-3:00 **Benchmarking:** Where are your digital sales now, and how much COULD you be making? Before you invest in digital services, wouldn't it be a good idea to know how much money you're chasing? Every participant will receive a private benchmarking report from Borrell Associates, a local media research and ad-tracking firm that's been issuing annual benchmarking reports on digital revenue for more than a decade. This session will help participants understand what's in the report, and discuss how to determine potential revenues. Each participant will be given a number representing his or her "realistic potential" revenue from digital sales based on a) what's being spent on digital advertising by local businesses *in the participant's specific market*, and b) Borrell's estimates on achievable share in that market. Jim Brown, Borrell Associates
- 3:00-4:00 **Conclusions and next steps.** Friday morning you'll be back at your desk. What's the first thing you'll do to act on what you've heard? This session will wrap up the day's discussions and, based on the group's input, offer a realistic action plan for each participant upon return to work. Gordon Borrell

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(An itemization of the ACH deposit amount will be sent to this address.)

Accounting Contact (Name): _____

Phone Number/Extension: _____

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Account Type: *Checking* _____ *Savings* _____

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Recipient's Bank Routing Number: _____

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Thank you!