

THE KANSAS PUBLISHER



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KPA CALENDAR

OCT. 7-13

It’s National Newspaper Week.

OCT. 18

Western Kansas Mini-Convention, Hays.

NOV. 9

Montgomery Symposium, Kansas Supreme Court, Topeka.

DEC. 15

National Bill of Rights Day.

MAY 3-4, 2013

Kansas Press Association 150th annual convention, Topeka.

Mini-Convention to cover range of topics

The deadline is approaching for registration for the Western Kansas Mini-Convention Thursday, Oct. 18 in Hays.

Russell Viers, often referred to as the nation’s top presenter on Adobe products such as InDesign and PhotoShop, will headline the day-long seminar.

“Russell Viers is absolutely the guru of Adobe programs that newspapers utilize for their design and photo production,”

said Doug Anstaett, executive director of the Kansas Press Association. “You’re going to have the opportunity to pick up tips that will help you cut your production time and costs.”

The meeting will be at the Holiday Inn Express in Hays. Rooms are \$89 night and can be reserved by calling 785-625-8000. Be sure to ask for the KPA rate.

Registration is \$75 for the first attendee from a newspaper

and \$40 for additional registrants from the same newspaper.

A PDF of the registration is attached. Here is the schedule:

8:45 a.m. — Registration with continental breakfast.

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

Noon to 1 p.m. — “The KPA Technology Hotline Top 10,”

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After 37 years at the helm, Howard and Sharon Kessinger have sold the Marysville Advocate to

daughter Sarah, right. For a story on the sale of the Advocate, see page 7.

Newspapers still have a bright future

By CAROLINE H. LITTLE
President and CEO, NAA

There’s an excessive amount of gloom and doom being spread around these days when the talk turns to the future of newspapers.

In fact, the mere mention of the future of newspapers suggests there might not be one.

There is no question the newspaper business has been disrupted.

And yet, what the doom-

sayers fail to see is that newspapers are well on their way to ensuring a bright future lies ahead.

It has been painful to bring costs in line with revenue and

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Little

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recast the product to reflect the realities of the new media world.

But one thing that has not changed is our historic mission of informing and enlightening, agitating and entertaining, protecting and defending the public's right to know.



Caroline Little

Without question, the newspaper of tomorrow will not be the newspaper of yesterday or even the newspaper of today. Change and innovation are pointing us toward a very different future, one that cements our unique role in the communities we serve.

Just a few years ago, we were a print business with digital on the side.

Today, we are bringing together print, web and mobile, and opening the possibilities for even greater advancements that now may be only dreams in a young innovator's mind.

Our digital products are growing fast, and our websites have taken the market lead

Indeed, newspapers are the Internet, or at least a vital and sought-after part of it.

Aggregators such as Google News rely on newspaper journalism as their primary source for content.

Search engines frequently refer people looking for content back to newspaper

websites. Among adults 18-plus, our web audience exceeds those of Yahoo/ABC, MSNBC (now NBCNews.com), The Huffington Post, CNN and CBS.

Newspapers reach more than 100 million adults — nearly 6 in 10 of the U.S. adult Internet population — during a typical month.

Consumers age 25 and above still are the core audience for our print product, but newspapers also reach nearly 60 percent of the critical 18 to 34 demographic in print and online during an average week.

In an era where anyone can say anything and call it news, it is newspaper content that consistently gets it right and keeps it in context.

And a critical part of the industry evolution is the recognition that if you want to separate the serious from the sludge, it might cost you a little money.

Newspapers have proven they can function in print, on websites, in digital partnerships and as part of the social media scene.

But they also can do what no one else can do. We are at the heart of our communities. We generate the information and track the local developments that are vital for an informed, engaged citizenry. We offer clarity and perspective, and we provide content that our readers can trust.

Getting to the point we are at now has not been easy.

Genuine change is never easy. But we are far closer to our future than our past, and that future is bright.

Caroline H. Little is president and CEO of the Newspaper Association of America.

... Newspapers can also do what no one else can do. We are at the heart of our communities. We generate the information and track the local developments that are vital for an informed, engaged citizenry. We offer clarity and perspective, and we provide content that our readers can trust.

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Let's work out flaws in your advertising 'swing'

Golf magazine runs features which focus on problems and solutions in golf swings. It's a good way for duffers — as well as experienced golfers — to improve specific elements of their games.

In the spirit of improving our advertising swing, let's apply this concept to the ad business. Here's a look at two problem areas — one involving a sales presentation, and one involving a challenging creative situation.

Flaw: *A prospective advertiser is not listening to your sales pitch.*

This is a common problem in the sales profession. You're sitting across the desk from a big advertising prospect, and she is barely paying attention. Your carefully prepared charts and graphs generate no interest at all. And each point you mention is met with a polite nod or a distracted "uh huh." The longer you talk, the more fidgety she becomes. Her glances at her computer monitor indicate that you're quickly running out of time. You feel like you're sinking in quicksand.

Fix: *Stop talking and ask questions.*

One good thing about a sales presentation is that you usually get instant feedback



John Foust

on how you're doing. In this case, your prospect is telling you that your presentation is boring. It's not that she doesn't like you and your paper. You're simply talking about the wrong thing (your company), when you should be talking about her most important advertising topic (her company).

Step 1: A bored prospect won't buy anything. Before you reach for those wonderful charts and graphs, ask questions. Ask a lot of questions. Ask about her business. Ask about her advertising challenges. Ask about her company's competition. Ask about her short and long term marketing goals. Isolate specific problems that you can solve.

Step 2: Listen carefully. Show sincere interest. Take notes.

Step 3: Show her how your paper can help solve the problems she has identified. By customizing your presentation — and your explanation of those graphics — you will hold her attention and increase the likelihood of making a sale.

Flaw: *Your client wants his picture to appear in the advertising.*

In personal service industries like real estate, insurance and financial planning, a photo of an advertiser is a good idea. In oth-

ers, it's an ego issue. Your client recognizes that your publication reaches a lot of people, and he wants his friends and acquaintances to say, "Hey, I saw your picture in the paper." In fact, he may measure an ad's success by how many people mention it.

The temptation is to say "OK," put his photograph front and center — and make an easy sale. But the right thing to do is to create an ad that works.

Fix: *Make it relevant.*

This can be a unique opportunity to humanize the advertising. Look for ways to link the person to a specific consumer benefit. For example: "I'm here to make sure your vehicle is serviced correctly"...or "I personally inspect every widget we deliver."

The challenge is to shift the focus from "Look at me" to "Look what I can do for you."

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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Russell Viers, one of the nation's premier Adobe PhotoShop and InDesign experts.

Mini

Continued from Page 1

with Ron Fields, Hays Daily News and KPA technology consultant.

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

1 p.m. to 2 p.m. — "The Craft of Storytelling," with Tom Eblen, KPA news consultant.

1 p.m. to 2 p.m. — "Special Projects

and How to Use Them to Make Money for Your Newspaper," with John Baetz, Lincoln Sentinel.

2 p.m. to 3 p.m. — Roundtable Discussion: "Social Media and Your Newspaper," with John Baetz.

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

Please submit questions to Ron by Friday, Oct. 12 at rfields@dailynews.net.

Viers also will present at next year's Kansas Press Association annual convention in Topeka.

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Calling all golfers: We need more of you to play!

I'd venture to say that nobody—NOBODY—among us treasures victories over Missouri more than I. Football, basketball, field hockey, tiddleywinks, whatever.

So, with regret, I must report that our KPA golf team fell one match short of bringing the Little Brown Jug back to Topeka from Excelsior Springs last weekend.

Our opponents were excellent hosts and the weather was marvelous for golf, but our matches mirrored those of USA's Ryder Cup team. We jumped into the lead on Friday when our No. 1 and 2 players, Jay Lowell and Gregg Ireland, rallied from two down to halve their 2-ball match while Brad Lowell and I, playing as No. 3 and 4, won our match decisively. First day results: KPA 1 ½, MPA ½.

Friday morning's competition was a different story; both KPA pairings lost in two-man scramble competition. Final results: MPA 2 ½, KPA 1 ½.

Stronger representation needed

I have served as KPA golf chairman for the past five or six Little Brown Jug tournaments and during my tenure we've played Missouri fairly evenly.

However, I believe we could have fielded stronger teams if we had attracted a larger field to the qualifying tournaments, typically held in mid-July.

MPA's Executive Director Doug Crews told me last Thursday that Missouri's qualifying tournament attracted approximately 20 golfers this year, and that none of his golfers had ever played for the LBJ.

Before No. 3 qualifier Tom Broeckelman was forced to withdraw because of a family illness and I played as the alternate, I had planned photo and video coverage of the LBJ festivities, both on the course and at Excelsior Springs' historic Elms Hotel. I thought post-



Ben Marshall

ing it on the KPA website might spark some newfound interest in the LBJ among our members and their staffs.

Brett Marshall, sports editor of the Garden City Telegram, tells me that KPA qualifiers in the 70s and 80s were often two-day events and drew as many as 25-30 competitors vying for the four slots on the team.

Share your thoughts with us

Can we ever return to those days? Probably not. But as golf chairman, I'm trying to grow the field and hoping feedback from you might help guide us in re-shaping the qualifying tournament.

Answers to the following questions :

- Should the qualifying tournament be scheduled earlier in the spring or summer rather than late July? On a day of the week other than Thursday? What about a Saturday?

- Would you be willing to relay qualifier information to those in your organization who are golfers?

- Would you be willing to give them a day off to participate in a qualifying tournament? (We try to hold these in central Kansas.) Would you be willing to help them pay travel expenses to play in a one-day qualifier? (KPA picks up lunch)

- Would you be willing to give them two days off in September or October if they qualify for the Little Brown Jug? Would you be willing to pay for their travel and lodging?

If you could email anonymous responses to me at bmarshall31@cox.net, or discuss them with me at the Mini-Convention in Hays, I would appreciate it.

One final note: Women are encouraged to participate in the LBJ competition. Some of the strongest teams we've fielded over the past 15 years have been anchored by Vivien Sadowski of the Abilene Reflector-Chronicle, or Nancy Isaac, formerly of the Chanute Tribune.

Ben Marshall is publisher of the *Sterling Bulletin* and 2012-13 president of the Kansas Press Association Board of Directors.

KPA seeks your feedback on quarter-page network idea

The Kansas Press Association is seeking feedback on an idea for a new quarter-page network to meet a growing need for larger ads at reduced rates.

Sara Marstall, advertising director for KPA, is spearheading the effort after discovering almost universal success among other press associations that have begun the program.



Sara Marstall

"We're always looking for more ways to get our clients to run more and bigger ads," she said. "Although we prefer, as our newspapers do, advertising placements at full rate,

the reality is that we have to be competitive. Right now, a number of our clients are looking for more bang for their buck. This is one way to accomplish that."

The quarter page network will be designed around those who choose to partici-

pate. Participants will probably be required to offer rates that are approximately 50 percent off the usual display advertising rate charged by KPA.

If one of the network participants sells an ad, that newspaper will earn a commission on the overall sale.

"What we want right now is feedback from newspapers about whether this would be something they could embrace," Marstall

said. "How can we design it to the best advantage of both our newspapers and our potential clients?"

Marstall will collect information over the next several days. Email her at smarstall@kspress.com with your feedback.

Details will be announced when a consensus is reached on the rate to charge, who will participate and the maximum number of ads accepted per week.

SEPTEMBER KDAN, KCAN WINNERS

The following newspapers sold either KDAN or KCAN ads in September. Remember, if you sell one of these ads, which run in almost 150 Kansas newspapers, you keep half the money.

Anderson County Review: two 2x4 KDANs — profit of \$,1650 for placements.

Iola Register: one 2x2 — profit of \$400.

Marion County Record: one 2x2 — profit of \$400.

Hillsboro Free Press: one 2x2 — profit of \$400.

Oberlin Herald: one 2x4 — profit of \$825.

Hays Daily News: one 2x2 — profit of \$400.

Humboldt Union: one 2x2 — profit of \$400.

Gatehouse Media: 16 KCANs for profit of \$2,400.

Montgomery Symposium to focus on journalists, courts

The annual Montgomery Family Symposium is set for Nov. 9 at the Supreme Court building in Topeka, with the focus of the symposium “Journalists and the Courts.”

Mike Kautsch, professor of law at the University of Kansas and a consultant to the Kansas Press Association on media law issues, has worked with KPA, Pam Fine of the William Allen White School of Journalism and Ron Keefover of the Kansas court system to put together a dynamic program that will help reporters and editors better understand legal terms, court practices and where stories can be found.

The annual symposium is underwritten



by a grant from the Montgomery newspaper family to the Kansas Newspaper Foundation.

“We have invited the Kansas Association of Broadcasters to participate in this year’s symposium and they’ve already registered seven for the event,” said Doug

Anstaett, KPA executive director. “Space is limited at the Supreme Court building, so don’t put off signing up for this important day-long session on covering the courts in Kansas.”

The schedule and registration form is attached as a PDF to today’s Kansas Publisher.

Please register by emailing Rachel Willis at rwillis@kspress.com or Emily Bradbury at ebradbury@kspress.com. Space is limited, so don’t delay.

Cost of registration for the event will be \$50 for KPA members and \$75 for non-members and will include a continental breakfast and lunch and a parking pass.



MOVE UP IN YOUR CAREER

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

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

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



Kansas Press Association
kspress.com

Ad campaign free for your use

Ads like the one above are available for your use on the KPA web site at <http://kspress.com/267/keep-reading-campaign-and-aaa-traffic-safety-campaign>. They are available in sizes from small space

ads to full page size, with the KPA logo and without. In addition, you can download a rack card to print at your own convenience. There are five different ad themes free for your use.

IN THE NEWS

Montgomery buys Reflector-Chronicle

A new chapter has begun at the Abilene Reflector-Chronicle, as the newspaper will go from one family owner to another.

Montgomery Communications, Junction City, will take over the ownership of the Reflector-Chronicle, from Cleveland Newspapers Inc., a Birmingham, Ala.-based newspaper company effective immediately.

The news was jointly announced by John G. Montgomery of Montgomery Communications and C. Lee Walls Jr. of Cleveland Newspapers Inc.

“John and his family have published newspapers in and around the Junction City area for more than 100 years. He has a great appreciation for the rich history of the Abilene community and the reputation of the Reflector-Chronicle,” said editor-publisher Dave Bergmeier.

“We are excited about the many synergies this acquisition will enable us to create for our staff, readers and business communities across all of our newspapers and websites,” Montgomery said. “We are equally excited to incorporate the key management team of the Reflector-Chronicle into our senior leadership team at Montgomery Communications. These opportunities will enable us to make enhancements over the next several months and into the future for our newspapers, websites and business systems.”

The Walls family has owned the newspaper for more than 40 years. During that span the newspaper has had only three editor-publishers – Henry Jameson, Vivien Sadowski and Bergmeier.

Jameson and Sadowski are in the Kansas Newspaper Hall of Fame, as is Montgomery.

Kessingers sell newspaper to daughter

Sarah Kessinger is new owner and publisher of the Marysville Advocate. She succeeds her parents, Howard and Sharon Kessinger, who have been co-publishers of the Advocate since 1975.

Kessinger, 47, has been editor at the Advocate since 2008.

“I’ve been lucky to have good teachers throughout the Advocate staff and the county community,” she said. “I look forward to continuing work with them in this unique corner of the world.”

Kessinger is a graduate in journalism and Spanish from Kansas State University and has a master’s degree from the University of Kansas.

She started in journalism as an education

reporter at the Garden City Telegram and helped the newspaper launch its bilingual Spanish-English weekly newspaper, La Semana.

Kessinger later became deputy metro editor at The Monitor in McAllen, Texas, and eventually returned to Kansas to join Harris News Service as a statehouse correspondent in Topeka.

Kessinger and her husband, Peter Muraski, have two children, Paul and Sophie.

The Advocate is a 4,600-circulation weekly covering Marshall County in north-central Kansas.

As they phase into retirement, Kessingers’ parents continue to help part-time at the weekly with various editing duties.

More Colorado contest judges needed

Kansas Press Association still needs more judges for the Colorado news and advertising contests.

Each year, KPA and another state agree to judge each other’s Better Newspaper Contest entries.

Emily Bradbury, member services director for the Kansas Press Association, said the

association tries to keep the process simple: “With electronic judging, you don’t have to travel, and you can set aside blocks of time to get the job done. The more judges we have, the fewer entries each judge will have to take on.”

To volunteer, email ebradbury@kspress.com. The judging will begin in a few weeks.

Buhler joins staff of Times-Sentinel papers

Michael Buhler has joined the staff of Times-Sentinel Newspapers in Cheney as a staff reporter.

He has worked at several newspapers in southeast Missouri and most recently was a website rider for the Three Riv-

ers College athletic department in Poplar Bluff.

He will be covering news and sports for The Times-Sentinel, the Conway Springs Star & Argonia Argosy, and the WestSide Story.

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FRIEND OF KPA

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JOB OPENINGS/FOR SALE

NEWSPAPERS FOR SALE

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



A well-respected northwest Kansas weekly newspaper is for sale. The business has been in existence since 1992 and has a subscription list of 2,001. It is the legal publication for the City of Atwood and Rawlins County and is an integral part of the community with a loyal customer base. Atwood is a progressive community with a golf course, good school system, new hospital, new swimming pool and new water system. The sale includes inventory: computers, software, networking, an office building constructed in 1997. Call Mary Holle 785-322-5533 for more information.



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

NEWS

COMMUNITY JOURNALISM AT ITS FINEST — Award-winning, financially secure, locally owned community weeklies situated between recreational lakes in Flint Hills of east-central Kansas seek energetic reporter, copy editor or reporter/copy editor with interests in photojournalism, page design and enterprise feature writing to join news team of seven full- and part-time journalists. Starting salary \$22,000 plus company-paid health insurance and year-end performance bonus. Details at <http://marionrecord.com/opening>



The Beloit Call, a three-day-a-week publication in north-central Kansas, is seeking a combination NEWS EDITOR/SPORTS WRITER. Salary commensurate with experience. Health care insurance provided along with a voluntary Simple IRA plan. Send resume, clips and salary history to Brad Lowell at jbrad@nckn.com, Box 309, Concordia, Kansas 66901.



The Topeka Capital-Journal is looking for a MULTISKILLED JOURNALIST with strong editing and pagination skills for its sports and news desks. The job will involve copy editing, headline writing, design and posting to the Web. Applicants should have solid news judgment, accuracy under deadline pressure, and be able to work nights and weekends. Knowledge of AP style and InDesign are necessary. Sports/news desk or Web edition experience is preferred. Send resume, clips and references to tomari.quinn@cjonline.com.



LOCAL GOVERNMENT REPORTER — Interested in what the city or county commissions are up to? Can you write stories that make the daily actions of local government relevant to readers? Can you go beyond superficial meeting coverage and get to the heart of the story? If your answers are yes, you may be the person we're looking for to be the next government reporter at The Garden City Telegram. The Garden City Telegram is seeking an ambitious reporter to cover local government. Responsibilities primarily would involve covering the Garden City and Finney County commissions, but also would include some coverage of state and federal government, economic development, as well as some general assignment reporting. The ideal candidate will be self-motivated, have experience at a daily newspaper, knowledge of AP style and a willingness to embrace online and multimedia endeavors. To apply, send resume, cover letter and work samples to: Brett Riggs, managing editor, 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



FREELANCE SPORTS WRITERS — Sixteen 60 Publishing, publishers of the Lincoln Sentinel and Chapman News-Times, is looking for freelance sports writers who can compose weekly sports stories featuring our area high schools in Chapman, Lincoln, Sylvan Grove, and

Tescott. Stories can be compiled from statistics and coach interviews. Great opportunity for aggressive sports writer to supplement current income. Send experience and clips to publisher John Baetz at johnbaetz@gmail.com.



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



REPORTER — Part time, to cover Medicare, Social Security, and other news of interest to seniors and caregivers. Bachelor's degree in journalism and writing experience preferred. Must have valid driver's license. Submit resume and writing sample to the North Central-Flint Hills Area Agency On Aging, 401 Houston St., Manhattan KS 66502. EEO/AA

ADVERTISING

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



ADVERTISING SALES PROFESSIONAL — Seeking an energetic, highly motivated sales professional interested in working with an established company in Hays! Applicant must possess excellent oral and written communication skills and sales experience. Must be able to maintain, develop and expand active and inactive accounts by making regular sales contacts. The position is full-time 8 a.m. - 5 p.m. Monday - Friday. Paid Holidays & Attractive Benefits Package. Send Resume with cover letter to: The Hays Daily News, Attention: Mary Karst, P.O. Box 85, Hays, KS 67601. Applications accepted until position is filled.

DIGITAL MEDIA

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

Those dedicated to journalism try to remain neutral

Media bias is a favorite topic of just about every politician. No matter who it is — whether Democrat or Republican — most of those in partisan politics think the media leans one way or the other.

Of course, those on the right think we lean to the left and that MSNBC, our supposed station of choice, proves it.

Ask the left, and they'll say you only have to look as far as Fox News to get your answer.

No one will question the conclusion that a strong political persuasion is available on both those networks.

Consequently, the charge that "mainstream" newspapers and network television news staffs actually "favor" one candidate over another and slant their news to fit their beliefs just won't go away.

I was talking to Kent Cornish, executive director of the Kansas Association of Broadcasters, following last week's Kansas Sunshine Coalition for Open Government meeting at the Kansas Press Association offices in Topeka.

Cornish, who spent much of his career as a broadcaster in Topeka and Wichita, said he just doesn't get it:

"I cannot remember ever sitting around

in a newsroom and trying to figure out how we're going to screw this candidate or that one on that night's newscast," he said.

As a 30-year reporter, editor and publisher before coming to KPA, I echo his take on the subject.

"We always tried hard to get the facts, get the other side and then report the story as fairly and accurately as possible," I told him.

Was some reporting slanted? Probably. We're all human.

But if we're true professionals, no one should be able to pigeonhole us into one camp or the other.

I used to pride myself on the fact that readers of my editorial pages through the years thought I was everything from a bleeding heart liberal to a right-wing conservative.

I certainly wasn't predictable. I leaned left on some issues and right on others.

My old joke to someone who stopped me on the street to compliment me on what they perceived to be "a well-reasoned editorial" was always this: "Thank you. But there are an equal number of people out there who think I've flipped my lid."

One person's "great editorial" is another's "worst drivel I've ever read."

In Kansas, there are newspapers con-

sidered to be left-leaning and others who are believed to frequent the other end of the spectrum. And there are a number who seem to aim straight down the middle.

I trust when they do lean it's on the editorial pages and not in the news pages.

Today, no politician worth his or her salt goes more than a few days without attacking the Mainstream Media, or the Lamestream Media as some like to label us.

Granted, the advent of cable, where commentary has taken the place of solid news reporting and where balance is absolutely non-existent, one might come to the conclusion that journalists slant everything

we report to our own way of thinking.

I don't believe that for a minute, and neither does Kent Cornish.

Do we sometimes ignore stories that the screamers on cable TV think are important? I'm sure we do.

But we try to follow a different standard and insist on facts to back up the story.

How novel it would be if the millionaire celebrity grenade launchers on cable did the same.

I know ... fat chance!

Doug Anstaett is executive director of the Kansas Press Association.



Doug Anstaett

Consequently, the charge that 'mainstream' newspapers and network television news staffs actually "favor" one candidate over another ... just won't go away.

Market/Jobs

Continued from Page 7

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

PRODUCTION

PRODUCTION DIRECTOR — The Salina Journal is now interviewing for a Production Director. The job is a large one for this 30,000-circulation daily: The Production Director supervises the pressroom, with both an Urbanite and Community press; the mailroom; IT department; a significant commercial print operation; and building maintenance. A solid team awaits the right leadership to keep this Harris Enterprises Inc. paper on the march forward. Interested candi-

dates should email a resume, and at least three references to Editor and Publisher M. Olaf Frandsen at ofrandsen@salina.com. The Journal is an Equal Opportunity Employer.



EXPERIENCED PRESS MANAGER

— A small Central Kansas web printer is seeking a manager to oversee printing operations. Responsibilities include: coordinating inventory purchases, com-

pleting operational paperwork, managing production process and staff, equipment maintenance, controlling quality and cost, and assisting in the overall success of our operation. Good mechanical skills required and press operation supervisory experience preferred. Preference will be given to qualified candidates with cost management and post-press experience. E-mail resumes and letters of interest to danstaett@kspress.com.



THIS MONTH'S QUESTION

Q. I hear KPA is resurrecting the online advertising network. Can my newspaper join?

A. Yes. KPA Advertising Director Sara Marstall has 23 participating newspaper web sites as of today but would like to add a bunch more. Email her at smarstall@kspress.com if you're interested. Soon, we would like to be able to offer print/digital advertising packages to prospective advertisers. For now, we're trying to get the online network off the ground.

Mini-Convention LOCATION

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

Sleeping ROOMS

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

Registration FEES

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

Provided MEALS

Registration fees include lunch and refreshments.

Contact KANSAS PRESS

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

Kansas Press Association MINI-CONVENTION

Thursday, Oct. 18 | Hays, Kansas

CONTACT INFORMATION

Newspaper _____

Contact Person _____

ATTENDEE(S)

1. Name _____

2. Name _____

3. Name _____

4. Name _____

REGISTRATION FEES

KPA MEMBER: _____ no. of attendees x \$75 per person = \$ _____
_____ no. of attendees x \$40 per person = \$ _____

NONMEMBER: _____ no. of attendees x \$100 per person = \$ _____

PAYMENT METHOD

Please invoice my newspaper

Check enclosed made payable to "Kansas Press Association"

Charge registration fee to my credit card (Visa, MasterCard or American Express)

Card Number _____



5423 SW 7th • Topeka, KS 66606
Phone: 785-271-5304 • Fax: 785-271-7341
www.kspress.com

PLEASE RETURN REGISTRATION VIA MAIL OR FAX NO LATER THAN THURSDAY, OCT. 4

Writing | Technology | Ad Sales



page
up

MINI-CONVENTION

Thursday, Oct. 18 | Hays, Kansas

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





Russell VIERS

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

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

Ron FIELDS

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



Kansas Press Association MINI-CONVENTION

Thursday, Oct. 18 | Hays, Kansas

— 8:30 a.m. —

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

— 9 to Noon —

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

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

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

— Noon to 1 p.m. —

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

— 1 to 3:30 p.m. —

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

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

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

Some of what you'll learn includes:

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

— 1 to 2 p.m. —

BREAKOUTS

THE CRAFT OF STORYTELLING WITH TOM EBLEN

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

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

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

— 2 to 3 p.m. —

BREAKOUTS

ROUNDTABLE DISCUSSION: SOCIAL MEDIA AND YOUR NEWSPAPER WITH JOHN BAETZ

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

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

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

John BAETZ

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

Tom EBLEN

A graduate of the University of Missouri at Columbia, Tom Eblen began his career at the Amarillo, Texas, newspaper. He worked as a reporter and city editor at the Kansas City Star before becoming managing editor in 1976. He later went to work at the Fort Scott Tribune where he was editor and general manager. He spent more than 15 years on the faculty at KU's William Allen White School of Journalism. After retiring from KU, Tom went to work as the news consultant for the Kansas Press Association. Today, he works with our member newspapers conducting Community Newspaper Tune-Ups throughout the state.

2012 Montgomery Family Symposium

'Journalists and the Courts'

8:30 a.m. to 4:30 p.m., Friday, Nov. 9, 2012

Kansas Supreme Court Building
301 S.W. 10th Ave., Topeka, KS 66612

Program for the Day

8:30 a.m. — Registration, coffee and pastries, Fatzner Courtroom (Third Floor)

9:15 a.m. — Welcome.

9:30 a.m. — Technology and Courts: The Impact of a New Supreme Court Rule on Use of Digital Tools in Kansas Courtrooms

10:45 a.m. — Break

11 a.m. — How E-Filing and Video Streaming Will Affect Access to Court Proceedings and Records.

Noon — Buffet Luncheon, Fatzner

12:30 p.m. — Transparency and the Kansas Courts, Chief Justice Lawton Nuss

1:30 p.m. — The Judicial System: Who Does What

2:30 p.m. — Concurrent (Seminar-Style) Sessions, with half of the attendees in each

Session A: Covering Court Proceedings
Kansas Supreme Court Courtroom

Session B: Access to Court Records and Proceedings
Fatzner Courtroom

3:30 p.m. — Repeat Concurrent Sessions (half of the attendees in each)

4:30 p.m. — Adjourn

To Register:

Cost is \$50 for Kansas Press Association members and \$75 for others. Email Emily Bradbury at ebradbury@kspress.com or Rachel Willis at rwillis@kspress.com to register and make payment arrangements.

Faculty, Panelists and Moderators for Seminar

Prof. Mike Kautsch, KU School of Law; Eric Rosen, justice, Kansas Supreme Court; Melissa Brunner, WIBW-TV news anchor, and Liz Montano, WIBW radio news; Pamela Fine, Knight Chair in news, leadership and community, KU School of Journalism; Dan Biles, justice, Kansas Supreme Court; Ron Keefover, education/information officer, Kansas Judicial Branch; Tim O'Brien, clerk, U.S. District Court (Kansas City, Kan.); Kent Cornish, president, Kansas Association of Broadcasters; Hon. Michael B. Buser, chief administrative judge, Kansas Court of Appeals; J. Thomas Marten, judge, U.S. District Court, (Wichita); Eric Weslander, former legal affairs reporter and attorney, Lathrop & Gage; Mark Johnson, lecturer, KU School of Journalism; John Steelman, administrator, Franklin County District Court; Mike Merriam, lawyer; Bill Tretbar, member, Fleeason Gooing, and Jacqie Spradling, Shawnee County, assistant district attorney.

MONTGOMERY FAMILY
COMMUNITY NEWSPAPER SYMPOSIUM

*a project of
the John G.
Montgomery
Family and
the Kansas
Newspaper
Foundation*



Sponsored by the Montgomery Family Fund in the Kansas Newspaper Foundation,
William Allen White School of Journalism and Mass Communications, University of Kansas
Supported by the Kansas Judicial Branch, Coordinated by Media Bar Committee, Kansas Bar Association

2012 MONTGOMERY FAMILY SYMPOSIUM REGISTRATION FORM

Contact Information

Newspaper _____ Contact Person _____
Address _____ City _____ State _____ ZIP Code _____
Phone Number _____ E-mail Address _____

Names of Attendees

1. _____
2. _____
3. _____

Registration Fees

_____ No. of KPA members x \$50 = \$ _____
_____ Non-KPA member x \$75 = \$ _____

How to register

Return your completed registration form to the KPA office via fax — (785) 271-7341; or e-mail the name(s) of attendee(s) to rwillis@kspress.com or ebradbury@kspress.com. Space is limited.

Payment Method

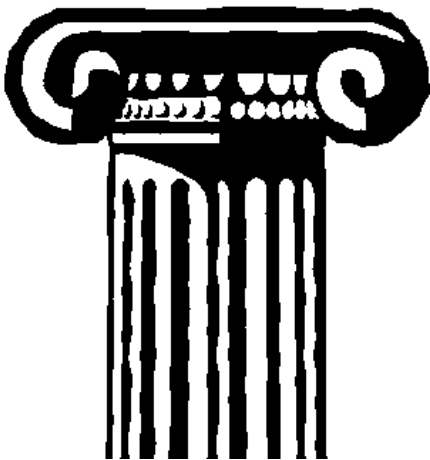
- Check enclosed (make payable to KPA)
- Invoice at the address above
- Charge to VISA, MasterCard or American Express

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

Questions?

For more information, contact Rachel Willis at (785) 271-5304 or rwillis@kspress.com. Driving directions, parking passes and additional class information will be sent to each attendee after payment of fees.

KANSAS
NEWSPAPER
FOUNDATION



MONTGOMERY FAMILY
COMMUNITY NEWSPAPER

Symposium



KU WILLIAM ALLEN WHITE
SCHOOL OF JOURNALISM
& MASS COMMUNICATIONS
The University of Kansas

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