

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION OCT. 12, 2016

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Doug Anstaett discusses why we need to continue to do "authoritative journalism" — because our country depends on it.

KPA CALENDAR

DEC. 15

We will be celebrating the 225th anniversary of the U.S. Bill of Rights.

JAN. 9, 2017

Opening day, 2017 session of the Kansas Legislature, Capitol, Topeka.

APRIL 7-8, 2017

Kansas Press Association annual convention, Capitol Plaza Hotel, Topeka.

APRIL 20-21, 2017

The annual meeting of the William Allen White Foundation Board of Directors, Lawrence.



Digital Marketing guru Mike Blinder presents at the 2016 Montgomery Family Symposium Oct. 7 at the Adams Alumni Center at the University of Kansas. Blinder's presentation to the 35 partici-

pants concentrated on how to utilize the various digital tools to increase reach for your local advertisers from their print ads to mobile, internet and social media sites.

Ads available on digital effectiveness

Newspaper digital content reaches more millennials (ages 25-34) than any other age group — 97 percent of males and 96 percent of females — and two-thirds of millennials consume newspaper digital content exclusively on a mobile device.

New, customizable ads from the News Media Alliance showcase key research points from comScore that demonstrate the effectiveness of newspapers, including the effectiveness of newspaper digital media for reaching millennials.

NMA suggests we promote newspapers as a preferred digital news media source. Each news-

paper can customize these ads with your newspaper's logo and run the full- or quarter-page ad in your print publications, and use the digital cube ad online.

NMA has made the ads available to all U.S. newspapers in PDF formats for print and a JPEG file for digital.

If you have any questions about the Digital Effectiveness Ads, please contact News Media Alliance communications manager Lindsey Loving.

You can find an example of the print ad on Page 9 of today's Kansas Publisher. All the ads are available for [download here](#).

Help us design our next KPA T-shirt

On Page 8, we introduce the new sign in the front office of the Kansas Press Association.

Board member Andy Taylor suggested we print the First Amendment on a new KPA T-shirt.

It got us to thinking: what should we put on the front?

Got Print!

Journalism Rules!

We Believe in Newspapers!

That's when Emily Bradbury, director of member services, suggested we have a contest to come up with the short phrase for the front of the shirt.

So, please submit your suggestions to her by [clicking here](#) and the winner, chosen after Nov. 1 by the KPA executive committee, will receive a \$50 gift card.

Then, we'll offer the T-shirts for sale online, with any proceeds going to the Kansas Newspaper Foundation.

Today's digital newsroom requires multitasking staff

Meeting reader needs requires editors and reporters to multitask, and challenges are ratcheted up in today's digital newsroom. Everyone is expected to be adept across the spectrum of news gathering – writing breaking news for the web and a more complete story for the print edition, taking and posting photo or video on the web, tweeting about a sports event or city council meeting, updating your Facebook page. I characterize it as organized chaos.

Digital tools can be a great assist in collecting and distributing the news. They should not, however, replace the tried-and-true methods for solid reporting. Best practices remain at the foundation of all effective coverage, no matter the platform. It boils down to setting priorities, then being organized to deliver.

Here are a handful of elements – and accompanying digital tools – for ensuring your news product remains relevant to your readers and advertisers.

Keep a calendar: Identifying news benchmarks for the next several weeks, even for the

next year, helps you strengthen content and target opportunities to generate advertising and promote circulation. Digital tools allow you to share real-time calendars with news and ad staffs. Google Apps has a great calendar and other integrated services like

email and chat for keeping up with what's going on. Share Outlook calendars, too, so editors immediately know the availability of reporters when fielding story requests and scheduling assignments.

Likewise, meet early with individuals in charge of the events to discuss new approaches for coverage. Calendars should be routinely reviewed and communicated to readers. Tools like Basecamp, Mavenslink and a host of other project management tools can help schedule tasks as well

as assign them and follow up. Designating one place to check all your tasks keeps everyone on the same page.

Preview as well as review: Calendars are the first step in organizing newsrooms. Next, develop a communications plan. Several online forms and input tools make it easy for readers and advertisers to make you aware of what's going on. Use Google



Jim Pumarlo

alerts to keep an eye on news feeds. Take advantage of YouTube and social media to promote events. Preview sports contests with taped videos from coaches. Elaborate on community recognition – citizen of the year, volunteer of the year, city festival royalty – by taping interviews with the candidates and linking to any of their social media accounts.

Digital tools can enhance follow-up coverage, too. Any number of departments or organizations present annual reports – law enforcement, social services, parent advisory councils. Highlight one item in the mayor's "state of the city" speech in the print edition and post the full text on the web. Produce a slide show of the community theater grand

opening or fire hall open house. Provide a personalized tour of a new business via video and/or slide show, produced in cooperation with and paid sponsorship by the business. Instagram and Pinterest might work well for niche audiences – and users who love photos. Consider using Instagram for on-the-fly coverage of fairs, parades and other events. Consider a Pinterest board for the arts and crafts section

of the paper/website where you could showcase events like art fairs. A word of caution: Don't make the web a dumping ground for anything and everything, and make the content easy to navigate.

Expand your reporter corps: Citizen journalists are a great way to supplement diminishing newsroom resources, especially for more in-depth projects. Enlist a panel of individuals who represent a demographic cross-section and have them

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See PUMARLO on Page 5

2015-16 KPA BOARD

Sarah Kessinger

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Dena Sattler

Legislative Director

Garden City Telegram

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Joey Young

Central District Director

The Clarion (Andale)

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Your prospects don't understand ads like you do

In 1990, Elizabeth Newton, a graduate student in psychology at Stanford University, conducted an experiment to measure knowledge and familiarity. One group “tapped” popular songs with their fingers, and another group tried to identify the tunes. When the tappers were asked to predict the number of tunes which would be correctly named, they consistently overestimated. The



John Foust

tappers predicted the listeners would have a 50 percent success rate, but the listeners named only 2.5 percent correctly. That's a huge gap.

This illustrates what some people call the Curse of Knowledge. Once we know something – even something as simple as the melody of a song – it's difficult to imagine not knowing

it. As a result, it can be a big challenge to get in step with someone else when dealing with that topic. It's nearly impossible to teach algebra to someone who doesn't know algebra if you don't remember what it was like to not know algebra.

Curse of Knowledge is a big factor in the world of sales. I recently shopped for a computer at a store where I had bought electronic equipment before. Unfortunately, I got stuck with a salesperson who assumed

everyone knew as much about computers as he did. I repeatedly asked him to simplify his explanations, but he wasn't capable of seeing things from a non-tech's point of view. It was impossible for me to suddenly gain enough knowledge to understand what he was talking about, and it was impossible for him to remember what it was like to not know as much as he knew. The experience was frustrating for both of us, and I eventually had to find someone else to help me.

The business people in your market have varied ranges of ad knowledge – from highly informed to neophyte. Like the old saying, “If you're treating all of them the same, you're treating most of them wrong.” Here are some points to keep in mind:

1. Learn as much as you can. It should be your goal to know more about advertising in general, more about your specific advertising product, and more about each one of your clients and prospects than anyone else in your area. This will give you plenty of reserve power.

2. Listen carefully to find out how much your prospect knows. A sales appointment is not a performance. It's an op-

portunity to get in step with your prospect, so you can tailor the conversation to his or her specific marketing needs – in terms that are clearly understood.

3. Don't assume that you're being understood, just because the other person isn't saying anything. They may be bored, or they may feel unsure in their lack of knowledge.

4. Develop a variety of ways to explain advertising concepts. The good news is that you can prepare explanations and examples in advance. Some should be basic and some should be advanced. And some can be used with all levels.

The business people in your market have varied ranges of ad knowledge – from highly informed to neophyte. So if you're treating all of them the same, you're treating most of them wrong.

You see, it's not just what you know about advertising. It's what you know about communication

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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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. Remember, if you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money. Sell one outside of Kansas (SDAN or SCAN) or do direct placement in other papers and keep half the commission allowed to KPA.

KDAN — Anderson County Review, four ads for a profit of \$3,300; Gyp Hill Premier, one ad for a profit of \$450; GateHouse Media, one ad for a profit of \$825; Hillsboro Free Press, one ad each for a profit of \$450.

KCAN — GateHouse Media, two ads for \$300; Times Sentinel, one ad for \$150; Council Grove Republican, one ad for \$150.

SDAN — Anderson County Review, four ads for \$450 in profit.

DIRECT PLACEMENT — Hays Daily News.



THIS MONTH'S QUESTION

Q. I'm curious. When did the Kansas Press Association move to its present location?

A. Planning began in 1984 with Web Hawkins of the Osawatomie Graphic and Bill Meyer of the Marion County Record as co-chairs of a committee. The intent was to stay downtown near the Capitol. But after those plans fell through, ground was broken in February 1987 at 5423 S.W. 7th St. KPA moved into its new home Sept. 1, 1987. That same month, KPA launched its legal hotline.

Introducing

LSA Creative...

a harmony like no other.

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

Access the content you've come to rely on with Creative Outlet and now as LSA, we can help you create customer pitches, circulars/fliers, social media imagery and many other print and digital graphics. LSA Creative is here to assist you when you need to keep your advertising & production in harmony.

CREATIVE OUTLET

www.creativeoutlet.com • sales@creativeoutlet.com
309-690-5324

Newspapers are locally focused, as we should be

Shortly after the August primary, Gov. Sam Brownback's office contacted the Kansas Press Association board to request a meeting.

It was a bit of a surprise considering the governor's recent comments to the media laying part of the blame on the media and poor communication for several Republican election losses in legislative races.



Sarah Kessinger

The governor's invitation was for an informal conversation over lunch, which took place Oct. 6 at Cedar Crest.

It was a cordial meeting. The governor opened by saying he knew many of us disagreed with his policies and that was fine. He primarily sought to share his concerns that his message wasn't getting out there.

We were all ears. He expressed concern that newspapers weren't covering the full picture when it comes to the highly controversial income tax cuts of 2012 and recent economic trends.

While he mentioned the state's urban

newspapers, he didn't indicate that he read or kept abreast of local news in the dailies and weeklies that make up the bulk of KPA's membership.

The response among publishers at the meeting was generally that we had read and printed reports of the governor's remarks and those of his cabinet in defending the cuts but that his promised major job growth was simply not evident in our communities.

Brownback seemed particularly focused on the upward trend in small business formations in Kansas and the fact that tax revenues in September fell below expectations in corporate income tax and sales tax. These reflect, he said, the farm recession and low oil prices and not a failed tax policy.

It was a candid discussion and the governor gave ample time to the board to respond and discuss what we see locally. As business owners and managers, we emphasized the need for strong schools and hospitals in

order to recruit a wider array of business to our communities. Hospitals are struggling mightily right now and want Medicaid expansion. School officials are anxious, waiting on the Supreme Court's ruling and

the Legislature's and governor's response. Newspapers haven't ignored the governor's comments, but we're locally focused as we should be.

Despite differences, it was encouraging that after six years of very little interaction with the Brownback administration, he invited us in to talk. There seemed to be agree-

ment that we would do it again.

KPA plans again to host a Day at the Statehouse during the 2017 legislative session and will try and schedule time with the governor.

Stay tuned for the details.

Sarah Kessinger is editor and publisher of The Marysville Advocate and president of the Kansas Press Association for 2016-17.

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NEWS BRIEFS

Lloyd Gum is the new advertising manager of the Dodge City Daily Globe. He succeeds Nikki Dirks, who moved to Colorado.

Gum grew up in Dodge City and got a degree in marketing and sales from St. Mary's of the Plains.

He worked at the High Plains Journal, Bucklin Banner and Protection Post.

The Garden City Telegram has hired two new advertising sales executives and an education reporter.

The two new advertising sales executives are:

- **Laurie Johnson**, a native Nebraskan, earned her bachelor's degree in journalism from the University of Nebraska at Kearney.

- **Monica Limon**, from Liberal. She is working to complete a bachelor's degree in marketing through National American University.

The new education reporter is **Josh Harbour**. He is a 2013 graduate of Garden City High School and is completing an associate's degree from Garden City Community College.

He has worked part-time for the Telegram since 2014 and was a reporting intern this past summer.

Shannon Rettig of Haven is a new advertising representative for Newton Now and Kansas Publishing Ventures.

Rettig received a bachelor's degree from Sam Houston State.

A memorial service for **Bill Brown**, 91, is scheduled for 11 a.m. Saturday, Nov. 12, at St. Peter & All Saints Episcopal Church in Kansas City, Mo.

"Mr. Brown," as he was always known by his students, worked as a newspaper editor and publisher with Harris News Group and was the director of Student Publications and assistant professor at Kansas State University College of Journalism from 1970 to 1986.

He was named the Clyde M. Reed Jr. Master Editor in 2011 and to the Kansas Newspaper Hall of Fame in 2013.

He was president of the Kansas Press Association in 1982.

Memorials are suggested to the church and to Kansas State University.

DEATH

Jim Dunn

James Wilson "Jim" Dunn, former owner and publisher of the Anthony Republican, died Aug. 28, 2016.

He was born Dec. 28, 1937 in Maysville, Okla.

He married Vera Lee Ferguson in 1957. They purchased their first newspaper, the Maysville News, in 1964.

They sold it in 1969 and purchased the Anthony Republican in 1970 and published it until their retirement in 1999. Son Larry Dunn now runs the newspaper and print shop.

Survivors include his wife of 59 years, Vera, and three children: Larry Dunn and wife Bonnie, Anthony; Beverly and husband, Albert Martinez, Wichita; and David Dunn and wife Jennifer, Wichita; two sisters; a brother; 14 grand- and step-grandchildren and 11 great- and step-great-grandchildren.

The funeral was Sept. 1, 2016, with burial following at the Spring Grove Cemetery, Anthony.

Memorials may be directed to the Anthony Community Care Center or the First Baptist Church of Anthony.

Pumarlo

Continued from Page 2

provide online commentary on important topics such as the proposed closing of a school or the months-long election season. Create a Twitter hashtag to host town hall meetings. Online discussions also are an opportunity to introduce issues that may otherwise be shortchanged.

Take advantage of the editorial page: Newsrooms, as a clearinghouse of information, are in perfect position to lead the conversation – and think beyond your role of writing editorials. The web allows immediate exchange among readers. Monitor local social media including blogs, Twitter, Facebook and Instagram accounts, so you can follow, read, react and follow up. Provide links to other websites and blogs, but only after verifying them as credible sources of information or perspective. In a similar vein, you’ll want to set ground rules for social media accounts used by editors and reporters. All of these avenues provide a wealth of information that you can selectively share on your editorial page.

Provide continuum of story in tandem coverage: A city council approves tax incentives for a shopping center after a months-long process that provoked emotions from proponents and opponents alike. A basketball team caps a perfect season with a state championship. A jury convicts a local resident of a triple murder after rumors and legal maneuvers captivate the community for two years. High-profile stories prompt prominent coverage at the various steps, but how many newspapers provide a chronological and comprehensive summary for those who have not followed the stories from beginning to end? Package the stories on the web rather than forcing a tedious archive search. You might even sell coverage as a special section or an e-book. Distribute blasts and alerts through e-mail, Twitter and Facebook, reinforcing that your newspaper is the first source for local news. Tweet key votes at meetings, sporting highlights, noteworthy remarks from speeches, and then promote the detailed print reports. Use live video to augment coverage of a press conference or breaking news. Make sure to look into possible uses for Virtual Reality storytelling in your publication. The New York Times is

in full test mode with this new technology. Today’s media landscape emphasizes open community interaction, but making full use of social media does not happen on its own. Editors and reports must manage these operations, too – the same people who have other responsibilities in collecting and reporting the news.

How can newsrooms identify and celebrate success? Start a conversation with readers. They’ll let you know what’s working and what isn’t hitting the mark, what they like and what they think can be improved. Engaging in dialogue with readers is a win-win proposition for you, your readers and your community.

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.



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

That’s why we proudly support the Kansas Press Association.



MARKETPLACE

NEWS

SPORTS REPORTER — Five-day-a-week newspaper in south-central Kansas seeks a sports reporter. We recently merged two newspapers into one and cover seven high schools, a community college and an NAIA university. Strong writing skills are a must. Photography and design skills (InDesign) are a plus, but we will train the right candidate. Good position for recent college grad or someone breaking into the field of sports coverage. Send resume and clips to sports editor Joey Sprinkle at sportseditor@ctnewsline.com. (8-31)

COPY EDITORS/PAGE DESIGNERS

— The Hutchinson News is seeking copy editors/page designers for its universal desk. Includes designing news, sports and feature pages, along with editing stories for print and digital. Send inquiries to Ron Sylvester, managing editor: rsylvester@hutchnews.com (8-26)

MANAGING EDITOR — Kansas Publishing Ventures is looking for a managing editor to work at the Herington Times. Plenty of control and editorial autonomy. Chance to dive deep and really get to know a community. Contact Joey Young: 316-712-2125 or joey@kspublishingventures.com (8-26)

SPORTS EDITOR/REPORTER — Seeking a sports editor to join an aggressive weekly news team in south central Kansas. Coverage includes one of the top high schools in the state. Helpful skills beyond superior writing include in-game social media, web posting, photography, video editing and web management. Job may include some general reporting as well. Forward email and qualifications to jeff@derbyinformer.com. (8-9)

REPORTER - Journalist with diverse writing experience wanted to serve as chief reporter for outstanding Army community newspaper. Report on news, features, education, sports, military training and more in this thriving community, known as the "Best Hometown in the Army." Stable, full-time position in an upbeat, professional environment with benefits through GateHouse Media. Demonstrated writing skills and journalism degree or equivalent required. Knowledge of the military a plus but not necessary if possess willingness to learn. • The Fort Leavenworth Lamp consistently places at national military

and state journalism competitions and is considered one of the nation's top military newspapers. • Local reporting on topics of national and international importance garners wide exposure as many other publications use Lamp stories and photographs. • An additional perk of this position includes the chance to team with and learn from some of the best professionals in the industry, including a news-savvy, talented editor and an innovative, award-winning photojournalist. • The Lamp reporter position is also one of few journalism jobs where employees can make plans and keep them, as most assignments are scheduled and reasonable. CONTACT/SEND RESUME AND CLIPS TO: Sandy Hattock, Leavenworth Times/GateHouse Media general manager, shattock@leavenworthtimes.com, (913) 682-0305 and Bob Kerr, Fort Leavenworth Lamp editor, editor@ftleavenworthlamp.com, (913) 684-1729. (7-5)

COMMUNITY NEWS EDITOR — The St. John News needs an editor who is community-minded, independent and devoted to news gathering and reporting for a demanding audience both in print and online. It's the perfect job for someone who likes to do it all — from photography to writing to page design and social media — with the support of a larger organization. The salary is competitive. The benefits are excellent and include BCBS, prescription card, 401(k), flex benefits and more. To apply, contact Conrad Easterday, publisher, The Pratt Tribune, 320 S. Main, Pratt, KS 67124 or e-mail ceasterday@dodgeglobe.com. (8-8)

EDITOR/GENERAL MANAGER — Award winning weekly newspaper in Gothenburg, Neb., looking for an editor/general manager to deliver top-notch local coverage and manage staff. Candidates must have a thorough knowledge of news writing and editing for print. We can train for the general manager position. Candidates must have excellent leadership skills and the willingness to become part of an active community. A community newspaper background is essential. Interested candidates should send a resume and work samples to Scott Wood at swood@ntin.net (7-26)

SPORTS WRITER-EDITOR — Award winning northwest Kansas daily is seeking a full time sports writer-editor. We

cover four high schools and a community college, and the candidate will also cover some news stories. Design experience in pagination using Adobe InDesign is desired. We are a small office and work as a team to produce our daily and sections. We offer competitive wages and health insurance. Send resumes and samples of articles to sfriedlander@nwkansas.com. (7-14)

ADVERTISING

GENERAL MANAGER/ADVERTISING — The Parsons Sun is seeking a dynamic, multimedia advertising General Manager. This is an ideal position for someone who wants to be outside working with sales reps to help their customers develop effective advertising campaigns. We are seeking a general manager with an expertise at new revenue generation utilizing new media as well as managing the two daily newspaper sales staffs, classifieds and a strong commercial printing business. Strategic planning and creative thoughts will be critical for the right candidate. The Parsons Sun and its sister paper, The Chanutte Tribune, are five-day daily papers in SE Kansas. We offer a competitive salary with a performance bonus plan as well as health care benefits. Interested candidates should send resume to: brucewallace03@gmail.com.

SALES PROFESSIONALS — Located in Topeka, Kansas, The Capital-Journal is the oldest and largest media outlet in Northeast Kansas and the area's most trusted source of news. We are looking for confident, passionate sales professionals who are excited about meeting with lots of customers and creating print and digital solutions that meet and exceed our clients' expectations by delivering the right results at the right time. If you are looking for a company where you can build a successful career and where your efforts make a difference and will be supported, look no more. Previous sales experience is preferred but we will train the right candidate. Compensation includes a competitive base salary plus commissions. To apply, submit a cover letter and resume to HR@CJonline.com

ADVERTISING DIRECTOR — The Garden City Telegram, an award-winning, seven-day-a-week morning newspaper

Help us plan next KPA convention

Emily Bradbury, director of member services at the Kansas Press Association, would like to have your ideas as she begins preliminary preparations for the 2017 KPA annual convention, scheduled for April 7 and 8 in Topeka.

Have a favorite speaker you'd like to hear? What about a panel discussion of an important issue? Maybe you'd like to make a suggestion about the Awards of Excellence contest.

"We value highly the feedback from our members and want to make this convention program the best ever," Bradbury said. "We've got three signed up so far and could use a number more."

The teleconference will be at 3 p.m. on Thursday, Oct. 13.

Special instructions to join the call will be sent to those who sign up.

If you would like to participate in the teleconference, [click here to sign up](#).

MARKETPLACE CONT. FROM PAGE 6

serving a dynamic, diverse community in southwest Kansas, is seeking applications for an advertising director. The ideal candidate will be an innovative thinker experienced in creating new revenue streams and implementing successful strategies, with the ability to motivate and empower a sales team in display, classified and digital sales. The advertising director also manages the Print Plus division, which produces brochures, banners and other marketing materials for clients. Candidates should be goal-driven, organized and detail-minded. The exceptional candidate will have experience in newspaper and digital media sales — including management experience — and success in growing revenue across multiple platforms. Competitive pay based on sales performance. Full benefits package. Please submit a letter of application and resume to: Dena Sattler, Editor-publisher, The Garden City Telegram, P.O. Box 958, Garden City, KS 67846, or e-mail denas@gctelegram.com. (5-9)

THE TULSA WORLD — TOP NOTCH OUTSIDE SALES SUPERVISOR/MANAGER — Do you believe in products and services that grow businesses? Do you understand the power of marketing and can you communicate these benefits to customers? Are you a leader who inspires? Join our team. Extremely competitive salary and benefit packages. Contact Celia M. Armstrong, Regional HR Director, Our Tulsa World, 918.581.8507 — or Celia. armstrong@tulsaworld.com (8-25)

PRESSROOM

PART-TIME PRESS OPERATOR — The Great Bend Tribune is seeking a part-time press operator to join our printing team. The ideal candidate will have previous web press experience, including print of process color and press make-ready. Good work ethics along with mechanical

skills and ability to react quickly to print related problems. We are willing to train the right person. Job requirements include:

- Current valid driver's license with clean driving record, ability to pass a written fork lift test and train on lift;
- Color vision and depth perception;
- Ability to lift a minimum of 75 pounds;
- Ability to read and comprehend written and/or oral English instruction along with ability to communicate effectively with team members.

To submit a resume with references or request an application contact jaudus@gbtribune.com.

NEWSPAPERS FOR SALE

Respected 131-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady subscription, advertising, annual sales approximately \$140,000. Will include building and property in sale. (785) 341-7573 after 5 p.m. MST. (9-14)

DIGITAL MEDIA

For much less than you think, you can take charge of your online future. Let The Hays Daily News' Pixel Power Haus take your newspaper to the next level, whether you are considering your first website or looking to retool your existing one. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

MISCELLANEOUS

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. Nor'west Press, Goodland, Kansas. Call 785-899-2338.

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FRIENDS OF KPA

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Kansas Sunshine Coalition
for Open Government
ronkeefover@gmail.com
(for questions on cameras in the courtroom and the court system)

Newspapers: still the source for factual information

Readership of newspaper content has gone up dramatically over the past several years as subscriber numbers have faltered.

Why? you ask.

Well, not for all the right reasons, of course.

Companies that make money aggregating information from newspapers have had a field day over the years stealing the content we've paid reporters, photographers and others to produce.

I suppose we should be flattered that "our" content is so highly in demand that others find it prosperous to steal it, repackage it and act as if it is their own creation.

Interestingly, while the paid subscription numbers at a good portion of our newspapers have gone down, more newspaper content is being consumed by Americans than every before because it is available not only in print, but also online and on smart phones.

The downside of this is the growth of the Internet, social media and other digital innovations has not been good for those of us who believe in "authoritative journalism," the kind we produce.

It's ironic that the "mainstream media" — newspapers and some radio and

television stations — are often vilified by the right and the left, yet our content continues to be the source of 90 percent of the information they use as the basis for their ranting and raving.

And they don't even say thank you!

It's even accurate to argue that the growing coarseness of our civil discourse in America has coincided exactly with the proliferation of cable news networks only interested in stories that reinforce their political views and blogs and other "the-facts-be-damned" sites that prey on those who are looking only for information that makes their cause or candidate look good and yours look bad.

Our second president, John Adams, once said: "Facts are stubborn things; and whatever may be our wishes, our inclinations, or the dictates of our passion, they cannot alter the state of facts and evidence."

Of course, John Adams wasn't living in the 21st century.

Today, when we cannot even agree on what is fact and what is fiction, we are expected to make "informed" decisions on the future of our nation.

Too many among us have decided we

have the facts and the other side doesn't. And it has divided us like never before.

Our kind of journalism, the kind that checks out sources and double-checks the facts, is still in high demand, even though we continue to have stones thrown at us from all angles.

Whether the polls say we're believed or not, we've got to continue doing what we do because of system of government depends on it.

Eventually, I hope, we'll all come to our senses.

Some day soon, I hope, our citizens will understand there cannot be 10 versions of the facts.

While that day seems far away now, we know we can't keep going down this path without some serious consequences.

So, keep doing what you're doing.

Keep digging hard to get to the bottom of the story, because we cannot as a profession abandon our principles just because so many others already have.

It's a tough job, and we've got to do it.

Doug Anstaett is executive director of the Kansas Press Association and a 43-year veteran of the journalism profession.



Doug Anstaett

The 'mainstream media' — newspapers and some radio and television stations — are often vilified by the right and the left, yet our content continues to be the source of 90 percent of the information they use as the basis for their ranting and raving.



New sign adorns KPA front office

A new sign now greets visitors to the Kansas Press Association office in Topeka. The sign includes the KPA logo and the words to the First Amendment to the U.S. Constitution. It includes the date the Bill of Rights was officially adopted, Dec. 15, 1791, as well. KPA office staff already has received compliments on the new sign and even a few questions about what those five individual freedoms mean to the citizens of the United States. You might be surprised to hear that even after years of delivering packages, mail and other supplies to our office, most people still don't know exactly what the "press association" does. We fight for the fundamental right of all citizens to freedom of expression and for our industry's right to be free from governmental coercion.



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