

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION NOV. 14, 2012

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## KPA CALENDAR

### DEC. 15

National Bill of Rights Day.

### MAR. 10-16, 2013

Sunshine Week, sponsored by the American Society of Newspaper Editors.

### MAY 3-4, 2013

Kansas Press Association 150th annual convention, Capitol Plaza Hotel, Topeka.

## KPA quarter-page network ready for action

After receiving feedback from member newspapers, the Kansas Press Association plans to kick off a new Quarter-Page Network in the next few weeks.

"We asked advertising directors and publishers to give us their take on this idea, and it helped shape the final product," said Sara Marstall, KPA advertising director. "I think this new network will help KPA harvest more dollars for our newspapers from large advertisers that have

been going elsewhere for their advertising placements."

The payback to newspapers participating in the new Kansas Quarter-Page Ad Network will be significantly higher than for the existing Kansas Display Ad and Kansas Classified Ad networks, Marstall said.

Newspapers that participate in the Quarter-Page Network will receive 50 percent of the usual rate they allow KPA to charge clients.

"Our goal with the network

is to put more dollars into the pockets of our member newspapers that participate," Marstall said. "While we want advertisers to buy the entire quarter-page network, we know that's unrealistic for some of them. So we'll be able to create regional and custom buys for those advertisers that wish to target their message to a significant number of newspapers."

Marstall said KPA has set

**See NETWORK on Page 2**



One of the panels at the Montgomery Symposium's "Journalists and the Courts" on Friday included (from left) Mike Kautsch, moderator, media attorney

Bill Tretbar of Wichita, Shawnee County Deputy District Attorney Jacquie Spradling and Kansas Press Association legal consultant Mike Merriam.

## Videos will be available from symposium

Those who missed last week's Montgomery Symposium on "Journalists and the Courts" will soon be able to view portions of the seminar online.

"We engaged a videographer for this symposium to create

some training tools for those who couldn't make it to the presentation," said Doug Anstaett, executive director of the Kansas Press Association. "They will be available in a few weeks, broken down into bite-sized snippets that I think will be valuable

to reporters and editors in the future."

Anstaett said it was helpful to have a dialogue that included Supreme Court and Appeals Court judges, attorneys and

**See VIDEOS on Page 3**

# Network

Continued from Page 2

the minimum number of newspapers in the custom buys at 12 newspapers.

“We think this new network allows print to become a better competitor in larger advertising buys,” said Doug Anstaett, KPA executive director. “Even though it’s not at full rate, it will open up doors for us to sell some of our larger clients into more newspapers.”

Marstall said sign-up for the Quarter-Page Network will continue through the end of the year, but she already has a client interested in the idea so she may want to put together something that will run before the first of the year.

If you’re interested, please fill out the net-

work sign-up form that is attached to today’s Kansas Publisher and return it by e-mail to smarstall@kspress.com or by fax to (785) 271-7341.

You may also use the form to renew or sign up for the Kansas Display Ad Network, the Kansas Classified Display Ad Network and the Kansas Online Ad Network.

“We will make this guarantee to our members: we will not come into your communities looking for customers,” Anstaett said. “In fact, if you sell one of your local advertisers into the quarter-page network, you’ll split the commission on the entire buy with KPA.”



Sara Marstall

## Freeland visits colleagues in Costa Rica

Gloria Freeland, assistant professor in K-State’s A.Q. Miller School of Journalism and Mass Communications, traveled to San Jose, Costa Rica recently to meet with faculty members and students in the School of Mass Communication Sciences at the University of Costa Rica.



Gloria Freeland

She consulted with staff from the Technological Institute of Costa Rica (TEC) to explore exchange opportunities.

She also met with K-State alumnus Rodolfo Montes de Oca to discuss how to strengthen the ties between the K-State Alumni Association and its alumni from Costa Rica.

Freeland gave two class presentations, “Community Media in the U.S.” and “The Importance of Diversity in News Stories and Advertising and Public Relations Campaigns.”

“I’m excited about the possibilities we explored for teaching, research and outreach collaborations,” Freeland said.

Her trip was made possible by an international incentive grant from K-State’s Office of International Programs.

“This will be an excellent opportunity for our program to strengthen its international ties,” said Louise Benjamin, interim director of the Miller school. “I’m looking forward to our students and faculty working with their counterparts in Costa Rica.”

Freeland teaches News and Feature Writing classes and is the internship coordinator for the Miller school. She is also the director of the Huck Boyd National Center for Community Media. She writes a weekly online column, “Kansas Snapshots,” at [www.kansassnapshots.com](http://www.kansassnapshots.com).

She worked on an English-language newspaper in Costa Rica from 1978-1980, and she was also part of a K-State-University of Kansas delegation to that nation in February 2000. She was a Peace Corps volunteer in Ecuador from 1976-1978.

## 2011-12 KPA BOARD

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## OCTOBER KDAN, KCAN WINNERS

The following newspapers sold either KDAN or KCAN ads in October, 2012.

Remember, if you sell one of these ads, which run in almost 150 Kansas newspapers, you keep half the money. On out-of-state ads, you get half the commission.

**KDANs**

Anderson County Review: three 2x4 KDANs — profit of \$2,475 for placements.

Iola Register: two 2x2 ads — profit of \$800.

GateHouse Media: sold a 2x2 ad — profit of \$400.

Ellsworth County Independent-Reporter: one 2x4 — profit of \$825.

Anderson County Review sold five 2x4 KDANs out-of-state — profit of \$900.

**KCANs**

GateHouse Media sold 24 KCAN ads with a profit of \$3,600.

# How losing a sale could be good for business

“As crazy as it sounds, losing a sale can be good for business,” Gerald told me. “It offers a unique chance to build rapport over a long period of time. And when they conduct another advertising review, I’ll be in a better position than before.”

To put it simply, a sales presentation has three possible outcomes: (1) yes, (2) no, or (3) not yet. The good news — for Gerald and other optimistic sales people — is that “no” can be interpreted as “not yet,” instead of “never.” This means there is hope for a future sale, even when the last attempt wasn’t successful. Rapport is a huge element in turning today’s “not yet” into next month’s or next year’s “yes.”

“Selling advertising is all about relationships,” he said. “When there’s not good rapport, even an existing advertiser will find it easier to drop out of the paper if there’s a bump in the road ahead.”

Dale Carnegie wrote, “If you have a lemon, make a lemonade.” With those words in mind, here are some tips to strengthen rapport after a lost sale:

Step 1: Thank sincerely. Gerald’s strat-

egy is to thank a prospect immediately after a presentation. And if they decide not to buy, he thanks them again — with a handwritten note or an e-mail.

“Unless it is a rare circumstance, I drop the must-buy-from-me persona.

Some sales people say, ‘Thank you, and by the way, you should reconsider this list of selling points,’ but I disagree. That not-so-subtle message is, ‘You made a bad decision, and here’s your chance to correct it.’ That’s no way to build rapport.

“I simply thank them for their consideration, wish them success — and tell them that I am looking forward to staying in touch.”

Step 2: Keep in touch on a regular basis. “OK, now that I’ve told them I’m going to stay in touch, I actually stay in touch,” Gerald explained. “Top-of-mind-awareness is just as important in selling as it is in advertising. People like to do business with people they know.”

Because Gerald is genuinely interested in people, it is easy to learn about their interests. He sends occasional links to articles about favorite teams and hobbies. And he makes sure to chat with them at various networking events around town.

Step 3: Monitor the advertising. “Because I want another shot at their business in the future, I follow their marketing,” Gerald said. “At some point along the way, they may ask for feedback on a particular aspect of their ads. The faster

I respond, the better my chances of being heard.

“That’s an open door to another sales presentation — and maybe a bigger sale than I would have made if they had said ‘yes’ the first time.

The difference is that now we know each other pretty well.”

Gerald has found another benefit.

“I’ve gotten some unexpected referrals,” he said. “People not only like to buy from people they know. They like to refer friends to people they know.”

*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many are using his training videos to save time and get quick results from in-house training. E-mail for information at [jfoust@mindspring.com](mailto:jfoust@mindspring.com).*

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John Foust

**The good news — for Gerald and other optimistic sales people — is that “no” can be interpreted as “not yet,” instead of “never.”**

## Videos

Continued from Page 1

journalists.

“I certainly better understand why it is often difficult to get information from county and district attorneys. The canons of their profession prohibit it in many cases, Anstaett said.”

Jacqie Spradling, chief deputy district attorney for Shawnee County, asked journalists not to mistake an “I can’t discuss that” answer as anything other than a prosecutor trying to follow the law.

“We really do like you,” she said.

It was evident that most court officials appreciate the role of the media in telling the story of how our legal system works to the public.

Even so, journalists at the event weren’t bashful about bringing up instances when the goal of transparency has not been met.

One specific case that got considerable mention was a murder case in Kingman County, where a number of motions to sup-

press hearings have been closed by a judge concerned that the county’s small population will make it extremely difficult to seat a jury that is not swayed by pre-trial publicity.

Mike Kautsch, along with Pam Fine of the William Allen White School of Journalism and Ron Keefover of the Kansas court system, put together the day’s program.

The University of Kansas and Kansas State University both sent several faculty and student representatives to the event.

Louise Benjamin, interim director of the A.Q. Miller School of Journalism at K-State, said the seminar was helpful to those like her who teach media law.

She said the real life experiences discussed at the seminar would be helpful in showing students the practical application of what they are learning in the classroom.

Anstaett said the videotaping of the seminar was in addition to videostreaming that the court did under Keefover’s direction.

The symposium, in its seventh year, is underwritten by a \$50,000 endowed gift from the Montgomery newspaper family to the Kansas Newspaper Foundation.

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# Here's what IMB means to most of our members

If you're a small newspaper publisher like me, who depends on the U.S. Postal Service for delivery to subscribers, you're unnerved when a notice from USPS lands in your post office box.

One came two weeks ago, advising us that an **Intelligent Mail Barcode (IMB)** would be required on subscriber labels by Jan. 28, 2013 for publishers to claim automation discounts on



**Ben Marshall**

pieces mailed outside the delivery area of the local Post Office — in postal vernacular, the “destination delivery unit.”

The POSTNET barcode on subscriber address labels is currently used by automated scanning equipment at USPS distribution centers to “efficiently” sort periodicals and speed them on their way every-

where outside the local post office's domain at a bargain rate. The gotcha! is that periodicals addressed in this manner must be rigid enough to pass through the automated sorting machinery, known as the “deflection test,” to qualify for the automation discount.

I tossed the notice in the lobby's trash barrel because our Sterling Bulletin consistently fails this test; consequently, we pay a premium price for USPS delivery to areas outside the reach of the Sterling Post Office — more than half of our subscriber base.

Then I reconsidered, realizing that some of our members do have periodicals that will pass the deflection test and might find this information useful.



Dumpster-diving in the post office lobby ensued, followed by numerous emails and telephone calls, to collect some information on the new Intelligent Mail Barcode that will replace the current POSTNET marker in late January.

Here's what I discovered:

The new barcode includes more information than the old POSTNET barcode. Not for our benefit or the subscriber's, mind you, but for the post office's. When a customer in California calls to find out why he hasn't received his rigid newspaper, someone at the post office should be able to explain where in the mail system his newspaper has been lost. Terrific!

(This service, remember, is only available to publishers and subscribers to newspapers that have been read into the delivery system by the postal system's automated scanners. As I understand it, the new barcode functions like package-tracking systems used by UPS and FedEx.)

Floppy paper publishers still won't be able to answer that question without calling the local post office to initiate a trace, because our periodicals weren't read into the system by the sorting center scanners.

Publishers using POSTNET bar codes and currently claiming automation discounts will qualify for the same discounts once they have switched over to the Intelligent Mail Barcode (IMB).

There's no need to wait until Jan. 28, 2013 to make the change, I was told.

In order to obtain an IMB, there's a new requirement:

**See BARCODE on Page 5**

# Fellowship designed to gauge value of aggregated content

By **JENNIFER NELSON**  
*Reynolds Journalism Institute*

After graduating from the Missouri School of Journalism in 1984 to pursue a career in newspapers, alumna Connie Farrow never imagined she'd be returning to campus in 2012 to help newspapers in a slightly different role.

Missouri-based American Newspaper Digital Access Corporation (ANDAC) wants to help newspapers take advantage of technology to harness the value of their online content before they lose it to pirates who try to resell it.



**Connie Farrow**

To help test its business model, ANDAC Chairman Andy Waters recruited Farrow as their project manager to aggregate newspaper content of all types — create new products based on that content — and return

value back to the newspapers in support of journalism. She'll spend this academic year developing and testing the concept as a 2012-2013 Reynolds Fellow at the Donald W. Reynolds Journalism Institute at the Missouri School of Journalism.

ANDAC is made up of a handful of newspaper publishers and state press associations from Missouri, Kansas and Iowa. They joined together to address industry issues created by changing technology. Among them: third-party vendors are capturing news content and reselling it as archival material for their own profit; tear sheets continue to cause a bottleneck in the smooth transition of advertising publishing; and governments are looking to pull public notice advertising from newspapers and publish them instead on government-controlled websites.

Farrow is focusing her fellowship on public notices. Her goal is to create a central database for all of the public notices published in newspapers across the state of Missouri.

If the project is successful, the hope is to expand the service to the rest of the country.

Traditionally and statutorily, newspapers have been the distribution center for public notice advertising providing “vital information to the public” through an independent and verified publication. However, bills in numerous state legislature have threatened to move public notices to government-controlled websites. Doing this would hurt more than newspaper revenue, Farrow said.

“The purpose of public notices is to provide transparency and accessibility to citizens about the inner workings of their government, so they can exercise their constitutional right to be heard. Newspapers are the best source for public notice delivery because they serve as independent watchdogs for fraud and incompetence by government and private interests,” she said. “Publishing public notices in newspapers also ensures that they will be audited and

**See FARROW on Page 4**



## Using technology to save time —

Tech guru Russell Viers was a huge hit at the Western Kansas Mini-Convention Oct.

18 in Hays. Here, he discusses how the use of technology can streamline the produc-

tion process, freeing up staff time to work on writing, selling or other tasks.

## Bar codes

Continued from Page 4

The publisher must obtain a Mailer ID Number at [ribbs.usps.gov](http://ribbs.usps.gov) that will be included in the Intelligent Mail Barcode issued exclusively to his publication. The process is explained and the application is taken at the ribbs website.

I would like to say the application process doesn't require much time. However, comma, I was walked through the steps by a knowledgeable pro at Interlink, the Bulletin's circulation management software provider, and I obtained my Mailer ID number in a matter of minutes. (I am, by nature, cranky and impatient; whether I could have accomplished this task on my own, is a matter for further discourse.)

☐ My Interlink helper then walked me through the process of changing my POSTNET barcode over to the Intelligent Mail Barcode and proved to me that it would print out on the Okidata dot-matrix printer we use to print subscriber labels at the Bulletin.

(An earlier myth circulating in the industry implied that an ink-jet printer would be required to generate the labels. I learned,

however, that programmers are writing code that will allow many popular dot-matrix printers to generate IMB address labels in advance of the January deadline.)

☐ Once the Mailer ID Number is incorporated into the circulation management software, process of creating labels won't change as long as the software recognizes the printer used to generate the labels.

Those who print addresses directly onto publications should ensure their printer's addressing equipment software has been updated to accommodate IMB labeling.

Ask your provider.

I did not contact other circulation management software providers for information on their transitions to the Intelligent Mail Barcode, assuming that they are all working toward the same goal — providing software solutions that enable their clientele to incorporate the Mailer ID, Intelligent Mail Barcode and label generating functions into their respective circulation management systems.

Those using circulation management systems other than Interlink should first obtain a Mailer ID number from USPS and contact your provider for transitional instructions and label-printing compatibility.

Final notes:

In response, press associations have created their own websites where public notices can be uploaded after they are printed in the newspaper.

However, this has its limitations, she said: "ANDAC's vision is that a database of content from across the United States is exponentially more valuable than content on a

☐ I have been told by the postal service that publishers of periodicals that can't qualify for automation discounts will not be penalized if they choose not to change over to the Intelligent Mail Barcode or continue to use the POSTNET barcode.

☐ Publishers of half-folded newspapers that can't qualify for automation discounts might consider quarter-folding their periodicals. Depending on the weight of the newsprint and the capability of their printers to quarter-fold, some might qualify for these discounts. And,

☐ Even though the Sterling Bulletin will gain no automation discounts by changing over to the new bar code, it was important for us to go through the exercise to understand the process.

As our guru at Interlink told me, "You might as well make the transition. Nobody knows what the postal service will come up with next to make the 'mailing experience' more costly or cumbersome. Having an Intelligent Mail Barcode might help alleviate some of the pain."

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

## Farrow

Continued from Page 4

verified that they meet statutory rules, and archived in one easily accessible location."

Newspapers and press associations have fought back, but the threat remains.

state-by-state basis. It would be of value to a lot of different entities to be able to collect information from one source."

Farrow said, "I still have ink in my blood. Thinking that I could have a part in creating new revenue streams that would help make newspapers more viable is what really intrigued me about this fellowship."

## IN THE NEWS

### William Samuel ‘Sam’ Clester

**B**ELLE PLAINE — William Samuel “Sam” Clester, former publisher of the Belle Plaine News, died Friday, Nov. 9, 2012. He was 72 and had been fighting cancer.



Sam Clester

Mr. Clester was born and raised in Belle Plaine, was a graduate of Wichita State University and honorably served as a Specialist 5 in the U.S. Army.

He worked as a police officer in Wellington, then found his career in the printing and paper industries

which led him to reside in Houston, Los Angeles and Kansas City.

In 1979, he moved back to Belle Plaine to become publisher of the Belle

Plaine News. He retired in 2010.

He was a former member of the Kansas Press Association Board of Directors.

He was president of the Belle Plaine Chamber of Commerce and was instrumental in establishing Belle Plaine’s annual Tulip Time Festival.

He is survived by his wife of 38 years, Carolyn; his son Maj. Wm. Grant (Theresa) Clester; his daughter Shana (Amy) Scott, daughter of Carole Zenner Clester; a sister, Lexie Hamblin, Derby, and four grandchildren.

A memorial service is set for 2 p.m. Nov. 19, 2012 at the Belle Plaine United Methodist Church, 124 E. 10th Ave.

Flowers may be delivered to the church that Monday morning or memorial donations may be made to Harry Hynes Memorial Hospice, 313 S. Market, Wichita, KS 67202 or the Shriners’ Plane of Mercy.

### Linda Elaine (Hendrickson) Frantz

**L**inda Elaine (Hendrickson) Frantz, former co-publisher of the Jetmore Republican and Syracuse Journal, died Nov. 5, 2012 in Colorado Springs.



Linda Frantz

She was born Nov. 4, 1943 in Montezuma to Harold and Lois (Hamilton) Hendrickson. She graduated in 1961 from Montezuma High School, attended St. Mary of the Plains College and graduated in 1969 from Kansas State Teacher’s Col-

lege in Emporia.

She could usually be found on a Friday night at the local football or basketball game taking pictures and reporting on the games while she and husband Jim

Frantz published the Republican and Journal. They also published the Southwest Kansas Senior Beacon.

Linda was preceded in death by her parents. She is survived by husband Jim, daughter Sandra Frantz-Moody of Woodland Park, Colo.; son Brad and Melanie Frantz of Burlington, Colo.; five grandchildren and one great-granddaughter; sisters Rita Sherman of Wichita, Marsha Davis of Haysville, and brother Alan and sister-in-law Victoria Hendrickson of Las Vegas.

A memorial service to celebrate Linda’s life was Saturday, Nov. 10, 2012 at the Highland Bible Church in Woodland Park. There was no burial as Linda wished to be cremated and have her ashes scattered in the Colorado Rockies that she loved so much.

Mountain Memorial Funeral Home was in charge of arrangements.

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### THIS MONTH’S QUESTION

Q. When the KPA celebrated its 140th anniversary in 2003, the association published a history book. What’s on the radar for this coming year’s 150th anniversary?

A. Well, not enough has changed in the past 10 years to update the book. However, we do have a video in production that we will debut at the convention. We are visiting six Kansas communities and trying to find out just how important newspapers are in today’s society. Stay tuned!

## JOB OPENINGS/FOR SALE

### CIRCULATION

#### STATE CIRCULATION DIRECTOR

— Harris Enterprises Inc., a privately-held Kansas newspaper group, is seeking a dynamic circulation innovator to direct its consolidated circulation department for five newspapers, four of them daily. The director will coordinate operations managers at each site, maintain or improve service metrics, direct sales and retention activities, and manage or create usable, functional databases that combine print and digital customers and maximize circulation revenues. Requirements include a marketing or business management degree or similar and five to seven years circulation management experience. Previous experience as a multi-newspaper circulation director is preferred. The position will be based in Salina, Kan. Benefits include competitive salary, medical insurance, 401(k) and profit sharing. E-mail resume and references to: M. Olaf Frandsen, Editor & Publisher, Salina Journal ofrandesen@salina.com. No phone calls, please. Deadline for applications is Nov. 12, 2012. Harris Enterprises is an equal opportunity employer

### NEWS

**REPORTER** — Journalist wanted to serve as chief reporter for Fort Leavenworth Lamp. Report on news, features, education and more. Stable, full-time position in an upbeat, professional environment with benefits through GateHouse Media. Demonstrated writing skills and journalism degree or equivalent required. Send resume, cover letter, and writing samples to Dale Brendel, general manager, Leavenworth Times, at dale.brendel@leavenworthtimes.com.

#### 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 resume 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.

#### 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@nckcn.com, Box 309, Concordia, Kansas 66901.

**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

**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.

### PRODUCTION

#### EXPERIENCED PRESS MANAGER

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

### 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.

### MARKETING

High Plains Journal is seeking a **MARKETING ASSISTANT**. Contact sfarlee@hpj.com for more details. This is an entry level position located in Dodge City.

#### 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

# ‘Daddy, why are those people yelling at each other?’

**Editor’s note:** *To lighten things up after the recent election campaign, I’m republishing a column I wrote in 1984 following the Democratic National Convention.*

“Daddy, what are those people doing with those signs?” our 6-year-old daughter Bethany asked.

“They’re waving them to show support for their favorite candidate,” I told her, straining to hear the speaker’s words over her chatter.

“What do the signs say?” she asked.

“Some of the signs say ‘Jackson,’ some say ‘Mondale,’ and some say ‘Hart.’ They want people to vote for them for president.”

“I thought Ronald Reagan was president,” she said.

“He is president now. Those people want to replace him with someone they like a lot better.”

“Why do they want to fire him? Isn’t he doing a good job?”

“They don’t think so.”

“Daddy, look at that funny hat,” she giggled, pointing at a woman wearing a hat filled with campaign buttons and other convention paraphernalia. Bethany thought she looked ready to go trick-or-treating.

“Who’s that?”

“That’s Dan Rather. He’s a newsman



**Doug Anstaett**

and he’s telling us what is happening at that big meeting?”

“Who’s the other guy?”

“He’s Walter Cronkite. He used to do what Dan Rather is doing.”

“Why did he quit?”

“He decided he wanted to slow down and retire, kind of like Grandpa Anstaett. But he likes to come back and help on important events like this.”

“Dad, why are those people arguing and pointing fingers at each other?”

“They disagree about which person would make the best president.”

“I thought you said it wasn’t nice to point.”

I could tell she was having difficulty understanding what it was all about. So was I.

“Look at that big beach ball, Dad,” she chuckled.

“Yeah, I see it. The people at the meeting like to have fun some of the time, too.”

She ran off to play but returned in a few minutes with more questions.

“Why is that man yelling and waving his arms?”

“He’s not yelling. That’s just how he speaks. He’s a preacher, you know, like at our church.”

“Our preacher is nice. He doesn’t yell!”

“I know.”

“Daddy, I’m hungry. Can I have a graham cracker with peanut butter on it?”

“Sure,” I said, only half hearing her request. Later, she came bounding down the

stairs with her latest invention.

“What are they doing now?”

“Well, the man just got done speaking and they’re really happy about what he had to say.”

“Then why are they crying?”

“They’re crying because they like what he said.”

“I don’t cry when I’m happy,” she said.

“You will when you grow up.”

She seemed more confused now than ever.

“Bethany, a woman is going to run for vice president with Mr. Mondale. Isn’t that exciting?”

“Where are they running to?”

“No, I mean she and Mr. Mondale are going to try to beat President Reagan. Maybe you can grow up to be president or vice president some day.”

“Daddy, Ashley just spilled grape Kool-Aid all over the kitchen floor!”

Still glued to the TV, I said, “That’s nice, dear.”

“Daddy, can we turn to something else? This is boring.”

“There’s nothing else on.”

She rubbed her eyes: “Then I’m going to bed. I’m tired.”

“Me, too, just as soon as Dan and Walter explain to me what this all means.”

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



## Market/Jobs

Continued from Page 7

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.

**AD SALES POSITION** — The Marysville Advocate is seeking an enthusiastic, enterprising person to lead the sale of advertisements and marketing for this 4,600-circulation weekly in northeast Kansas. The position is full time with benefits. Please send a resume, samples of work and three references to editor Sarah Kessinger at [skessinger@marysvilleon-](mailto:skessinger@marysvilleon-line.net)

[line.net](mailto:skessinger@marysvilleon-line.net) or mail to 107 S. 9th St., Marysville, KS 66508. For more information on salary and job duties, call 785-562-2317.

### MISCELLANEOUS FOR SALE

**KANSAS 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](mailto:denas@gctelegram.com), or call (620) 275-8500, extension 201.

### REVENUE IDEAS

**BOOST YOUR REVENUE** — Invest 6 minutes of your time to watch these online tutorials about your newspaper’s newest non-advertising revenue stream. Solavei cuts your cell phone bill with unlimited 4G voice, text and data service and pays you to sign up your readers. Just run house ads and promote it like you would any product you sell. Watch these videos, then call me to get started. Worth the risk, because you risk nothing. Dane Hicks, publisher, The Anderson County Review. Click videos here: Solavei 6-Minute Overview: <http://vimeo.com/48049267>; Solavei Overview Vision Presentation: <http://vimeo.com/46908223>; Compensation Plan Overview-Solavei: <http://vimeo.com/46411570>.





# Kansas Newspaper Networks

*Bringing newspapers together from across Kansas to provide economical advertising options to support YOUR Press Association.*

## Kansas Newspaper Networks do **MORE** than just support **YOUR** Press Association!

- More advertising content!
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- No special ad sections required!

Please initial beside each network your newspaper would like to participate in, sign the bottom of the sheet, and fax / email back to KPA . If you are presently participating in any of these networks your participation is not canceled due to not initialing below. Open Enrollment for the Kansas Newspaper Network will begin January 1, 2013 and will take place every six (6) months. Once you sign up you will be contracting to participate in the network(s) indicated. If you should choose to un-enroll you may do so during any open enrollment.

**ALL ADS SHOULD BE INTERMINGLED WITHIN THE NEWSPAPER- NO SPECIAL SECTIONS REQUIRED!**  
Ads should be run on day of publication for weekly newspapers and on Thursdays for daily publications and will be checked weekly.

\_\_\_\_\_ KCAN (Kansas Classified Advertising Network)—Space for approximately 300 words per line ad. 15-25 ads per week. 50% commission when newspaper sells the ad. Rebate distributed from pooled money (20% of each sale) among participating newspapers based on circulation.

\_\_\_\_\_ KDAN (Kansas Display Advertising Network)—Space for combination of 2 col x 2 inch and 2 col x 4 inch ads. Five (5)-10 ads per week. 50% commission when newspaper sells the ad. Rebate distributed from pooled money (20% of each sale) among participating newspapers based on circulation.

\_\_\_\_\_ KOAN (Kansas Online Advertising Network)—Space for a Leaderboard (728x90), Medium Rectangle (300x250), or Skyscraper (120x600) ad. One (1)-five (5) ads per month. 50% commission when newspaper sells the ad. Rebate distributed from pooled money (50% of each sale) among participating newspapers based on page views.

\_\_\_\_\_ Large Space Network (Quarter Page Network)—Space for approximately a quarter page ad (per your newspapers specifications). One (1)- three (3) per week. 50% commission when newspaper sells the ad. Newspapers that participate in the Quarter-Page Network will receive 50 percent of the usual rate they allow KPA to charge clients.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Newspaper: \_\_\_\_\_