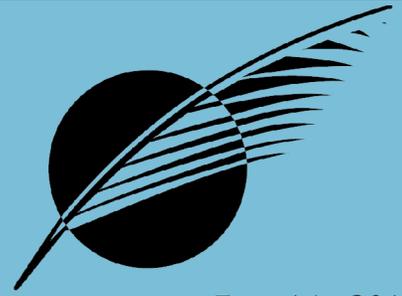


# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

FEB. 14, 2018

## INSIDE TODAY

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Jim Pumarlo urges reporters to get all sides of every story, not just when it's convenient.

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John Foust says testimonials are a sure-fire way to share feedback with your clients.

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KPA president Olaf Frandsen, in his swan song column, encourages his colleagues to hang in there; print is here to stay.

### PAGE 10

Doug Anstaett reflects on 45 years in the newspaper business and how things have changed.

## Sweepstakes winners, photographer cited

Sweepstakes award winners at the Kansas Press Association Awards of Excellence included: Editorial, followed by Advertising:

**Non-daily Division 1** — Linn-Palmer Record, Hugoton Hermes

**Non-daily Division 2** — Marion County Record sweeps both awards

**Non-daily Division 3** — Wichita Business Journal, Miami County Republic

**Daily Division 1** — Leader & Times, Independence Daily Reporter

**Daily Division 2** — Garden City Telegram, Great Bend Tribune.

**Daily Division 3** — Topeka Capital-Journal

**Photographer of the Year**

— Chris Neal, Topeka Capital-Journal (dailies); Fred Solis, The Clarion (non-dailies)



The newest members of the Kansas Newspaper Hall of Fame are (from left) Rudy Taylor, Craig McNeal and Tom Throne. They join 125 others in the state's journalism honor society.

## KPA inducts three into Hall of Fame

Three long-time Kansas publishers were named to the Kansas Newspaper Hall of Fame Feb. 9 at the annual meeting of the Kansas Press Association.

The meeting at the Capitol Plaza Hotel also included recognition for journalists for community service, investigative reporting and career accomplishments.

Rudy Taylor, patriarch of the Taylor Family Newspapers in southeast Kansas, Craig McNeal, long-time owner and publisher of the Council Grove Republican, and Tom Throne, a former publisher at newspapers in Leavenworth, McPherson and Junction City, became the latest Hall of Fame inductees.

## Give KPA your feedback

Tell us what you thought of this year's Kansas Press Association annual convention by [clicking here](#) and completing a Survey Monkey questionnaire.

The Taylor family's newspapers include the Montgomery County Chronicle, The Labette Avenue and The Prairie Star.

He and his wife, Kathy, have worked side-by-side since 1970, when they bought the Caney Chronicle from her father, H.K. George. Andy

See HALL OF FAME on Page 5

## Abernathy to describe news desert study

MANHATTAN — Penelope "Penny" Muse Abernathy will deliver the 18th annual Huck Boyd Lecture in Community Media in April.

Abernathy, a former executive at The Wall Street Journal and The New York Times and Knight chair in journalism and digital media



Penny Abernathy

economics at the University of North Carolina, will present "Saving community journalism from the rising threat of news deserts," at 9:30 a.m. Wednesday, April 11, at the K-State Alumni Center Ballroom.

The lecture is free and open to the public.

At 10:30 a.m., she also will participate in a panel discussion, "Silent 'Signal': Baldwin City adjusts to life without a newspaper." Other

See NEWS DESERTS on Page 7

# Reporters: stick to the basics; present all sides of every story

By **Jim Pumarlo**

Most reporters can likely relate to this scenario. Someone speaks up at a public meeting to unleash criticism about an individual or organization. Reporters have little difficulty presenting a balanced report – recording all sides of the story – if the accused is at the meeting.

But what happens if the individual is not present? And what if deadlines do not permit time to get the other side of the argument?

It's the classic case of a "single source" story. These types of stories are no doubt the easiest to write, and they are the most likely to prompt calls of "foul play" from readers – for good reason.

Consider this editor's note which prefaced a story.

Editor's Note: The following article pertains to a presentation which represented one side of a highly controversial topic. Representatives for the alternative position were not available to contest or counter statements made and statistics shared. As such, that perspective is not a component of this report.

Give the newspaper credit for acknowledging the shortcomings in its report, but say what?

The editor's note – the newspaper's lack of initiative in pursuing and presenting the other side of the story – is rather remarkable in today's 24/7 communications landscape. Multiple avenues are available to get the opposing view from picking up the telephone to sending an email to checking out organization websites.

Blind-sided attacks are a common occurrence in reporting the news. Newsrooms, as the clearinghouse of information in your communities, are often in perfect position to anticipate the circumstances and double down your efforts to present all sides of a story.

A simple brainstorming session at a staff meeting can reveal additional opportunities for broader coverage.

The more voices in a story, the more balanced a report. Coverage of public affairs affords ample opportunities for including multiple voices.

A school board is prepared to act on a recommendation to switch from half-day to all-day kindergarten; the packet of materials accompanying the agenda details the reasons. A preview of the meeting is a chance

to provide "pro" and "con" arguments including interviews with a variety of individuals. Follow-up reports on a variety of board actions present similar opportunities.

Review other everyday coverage in your newspapers.

A community's selection of a "citizen of the year" is an automatic feature story – usually a one-on-one sit-down with the honoree. Inject some flavor to the story by including comments from other individuals.

A big-box retailer comes into a town with great fanfare. A sidebar is appropriate to capture the sentiments of those who believe existing local retailers will be helped or hindered.

Most items in police blotters are sufficiently summarized in a few sentences. On occasion, take the time to quiz police on some incidents, and the circumstances can lead to an interesting story.

Tracking down all the voices – all the perspectives – of a story is just the first step, however. Two other points are important in the spirit of fairness.

No. 1, give the opposing voices equal prominence. Court proceedings are a great example. In other words, don't put the prosecutor's arguments on page one and bury the defense's rebuttal on jump page. Readers' attention is limited on the web, too; present the opposing viewpoints in the first few paragraphs.

No. 2, don't be afraid to hold a story if it means delivering a more complete – and more fair – report. That's especially the case with nondaily newspapers where it can be a few days to a week before readers receive the "other side." In these cases, the web is a great friend. Newspapers can wait a few hours to pursue all the voices and still deliver a timely report.

Seeking and incorporating the many varied – yet pertinent – voices in a story is not always easy. It can take time and hard work – solid journalism that benefits the newspaper and readers alike.

**Jim Pumarlo** writes, speaks and provides training on *Community Newsroom Success Strategies*. He is author of "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper." He can be contacted at [www.pumarlo.com](http://www.pumarlo.com).



**Jim Pumarlo**

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# Solicit testimonials from satisfied customers

Testimonials can be convincing elements in advertising campaigns. Will Rogers once said, “Get someone else to blow your horn and the sound will carry twice as far.” It’s true that happy customers’ statements can be more credible than many of the things advertisers say about themselves.



**John Foust**

Not all testimonials are created equal. I’m sure you’ve seen ads with testimonial quotes like this: “Golf City is a great resource for golfers. Their inventory is outstanding. They do repairs on all types of clubs. And they offer a wide selection of package deals on local courses. I recommend them highly.”

This quote represents a nice try, but it’s like a flat stone skimming across the water. It touches down several times, but there’s no depth. A better strategy would be to produce three different testimonials – one for each point in the quote – and add a little more depth to each one. For example:

Quote 1: “Golf City has an outstanding inventory of golf clubs and equipment. I’ve always found exactly what I’m looking for, whether it’s a new set of irons or a pair of golf shoes.”

Quote 2: “Golf City does a great job with repairs. They recently regripped my clubs, and it’s like having a brand new set.”

Quote 3: “Golf City offers excellent golf packages on local courses. With their combination deals, I have been able to play some of the best courses in the area for much less than the regular cost.”

How do you get tightly focused quotes like this? It’s all in the questions you ask. Instead of asking “What’s your opinion of this company?” and hoping the subject will say something usable, it’s better to go into the interview with a strategy. In the case of Golf City, you know you want separate quotes on inventory, repairs and package deals. So you create a progression of questions which are designed to narrow the quote to something which will support the ad’s message. It works like this:

Question 1: “Thank you for taking a few minutes to talk to me about Golf City. What do you think of them?”

Question 2: (After a positive response to that open-ended question, ask about something specific. It helps to have advance information from your advertiser.)

**Will Rogers once said,  
‘Get someone else to blow  
your horn and the sound  
will carry twice as far.’  
It’s true.**

“I understand that you just upgraded to a new set of clubs. What was your experience with that?”

Question 3: “What would you say to people who are thinking about going to Golf City for new clubs?”

Three single-focus testimonials are better than one that covers all three areas

at once. So talk to three different people about three different features of Golf City – and you’ll have material for a series of ads. Include a photo and a name with each quote, and the campaign will

have the ring of authenticity. You can run one quote per ad and even feature all three in a larger ad.

Then “rinse and repeat” with three more customer interviews. That’s using the power of testimonials.

*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 [john@johnfoust.com](mailto:john@johnfoust.com).*

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## Frandsen

**Continued from Page 4**

in our communities. And we have a long way to go before readers give up on those qualities.

Keep the faith. You are respected and essential, and your customers know it, even if they don’t tell you that very often.

With that, I now officially end my stint as president of the Kansas Press Association, and the monthly columns I tried to piece together with my thoughts and soap box-like

screeching. My replacement, Andy Taylor, is a person of high moral character and integrity, and frankly, a better writer with a lot more to say than I.

I am looking forward to his thoughts in this space each month, and I hope you are too.

Thank you, all, for giving me the opportunity to serve.

*Olaf Frandsen served as president of the Kansas Press Association until last weekend. He is editor and publisher of The Salina Journal.*

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**a harmony like no other.**

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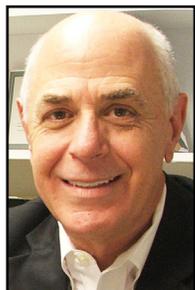
### THIS MONTH’S QUESTION

Q. I really enjoyed the partnership between the Kansas Press Association and the Kansas City Star Town Hall on “Why So Secret, Kansas?” Are more of these planned?

A. We hope so. The response to these has been phenomenal and gratifying, especially from ordinary Kansas citizens. We did discuss after last Thursday night’s Town Hall keeping the ball rolling with other projects. The Star folks are up for it, we’re up for it, so stay tuned.

# Readers are still passionate about print product

Consider this from a CNBC report this week:  
*The newspaper printing presses may have another decade of life in them, New York Times CEO Mark Thompson told CNBC on Monday.*



**Olaf Frandsen**

*"I believe at least 10 years is what we can see in the U.S. for our print products," Thompson said. He'd like to have the print edition "survive and thrive as long as it can," but admitted it might face an expiration date. "We'll decide that simply on the economics," he said. "There may come a point when the economics of [the print paper] no longer make sense for us."*

Thompson may be exactly right – for the New York Times and other major metro dailies. But I remain a firm believer – even at the risk of ridicule from colleagues and customers alike – that local, community-based daily and weekly newspapers are in it for the long haul.

As long as we remain essential to the communication and education arm of the communities in which we live, serve and survive, people – customers – will continue to pay for that service.

A few months ago, the Salina Journal opted to discontinue daily home delivery to western Kansas, west of Hays, a service we had provided for decades, all the way to the Colorado border.

The economics, as Thompson noted, made it impossible to continue with home delivery, but to offer same day mail delivery to those customers, most of whom accepted that change.

There were hundreds of subscribers, however, who were not happy. They let us know that reading the newspaper every morning was not just a nice hobby they didn't want to give up. Rather, they pleaded that it was essential to have that information to start their day, every day, and to wait for the mail to be delivered to their homes was just unacceptable.

They were passionate about that. And they begged for a reconsideration, even offering to pay significantly more money each month just to get that paper on their doorsteps at 7 a.m. rather than wait until noon, or 1 p.m. or sometimes later in the day, depending on mail delivery times.

**(Readers) begged for a reconsideration, even offering to pay significantly more money each month just to get that paper on their doorsteps at 7 a.m.**

We had to stick to our decision because we could no longer afford to lose money on that home delivery service. But the impassioned pleas from readers, who have come to depend on the newspaper, as they have done for years, was an eye-opener.

I suspect that same scenario would be true in almost every newspaper market in Kansas, be it daily or weekly.

We have woven ourselves into the fabric of our individual communities, and that makes a significant difference.

We are communicators, educators, entertainers, partners, friends and, yes, leaders

See FRANDSEN on Page 3

**KU**

**Apply for the Burton W. Marvin News Enterprise Award**

The William Allen White School of Journalism and Mass Communications is now accepting entries for the Burton W. Marvin News Enterprise Award. Newspapers distributed in Kansas are encouraged to submit up to two entries demonstrating enterprise in reporting. Deadline is March 27, 2018.

Details and how to apply can be found at [bit.ly/marvinaward](http://bit.ly/marvinaward)

WILLIAM ALLEN WHITE SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS

# Hall of Fame

## Continued from Page 1

Taylor and Jenny Diveley, their son and daughter, are now heavily involved in the family's newspaper operations. They also have another son, Matt, and six grandchildren.

Taylor was named the Clyde M. Reed Jr. Master Editor in 2015.

Throne, a 1972 graduate in photojournalism from the University of Kansas, began his career as a photographer at the Junction City Daily Union and returned there more than 30 years later as its general manager.

During his career, he served as managing editor and later as publisher of the McPherson Sentinel. He also served as publisher of the Leavenworth Times before moving back to Junction City.

He was active through the years in the Kansas Honors Program sponsored by the KU Alumni Association and in 2010 received the Mildred Clodfelter Alumni Award for this work.

He also was past president of the KPA, serving from 2004 to 2005. He and his wife, Pam, have a daughter, Sara, and a grandson.

McNeal, along with his father Don McNeal, published the Council Grove Republican for a combined 82 years. He sold the newspaper this past year.

He earned a degree in business administration from Kansas State University, then completed military active duty before returning to K-State for graduate study in journalism.

He was a staff member of the Republican for 52 years and became the sole owner in 1985. The Republican is still one of the few remaining dailies in a city of its size.

He was well-known in Council Grove for his support of swimming and formation of the Council Grove Swim Club. He was a four-year letterman in swimming at K-State and coached swimming for more than 30 years. He is a past recipient of the National Outstanding Service Award from United States Swimming.

Other awards presented included:

- Ann Gardner, former editorial page editor of the Lawrence Journal-World, who was presented the Clyde M. Reed Jr. Master Editor Award.

Gardner was described by her former publisher, Dolph Simons, Jr., as "fearless in expressing her opinions in her editorials,"

was "meticulous in her research" and "represented the newspaper and her responsibility in a professional manner."

- Joe and Rita Relf, long-time owners of the Wilson County Citizen in Fredonia, who were presented the Gaston Outstanding Mentor Award.

They have involved many of their children in the family newspaper operation for the past 58 years and attended more than 50 consecutive press association conventions through their years as publishers.

- Tim Carpenter, a reporter for the Topeka Capital-Journal, who was winner of the Murdock Award, given annually for outstanding journalistic efforts aimed at local issues.

Carpenter's three-part series called "Toxic Leadership" focused on an inquiry into the leadership of the Kansas National Guard.

Carpenter reported on a multifaceted internal inquiry led by two Kansas National Guard officers into alleged malfeasance within the Kansas National Guard that identified evidence of racism, enlistment fraud, sexual assault, retaliation against troops, promotion manipulation and subterfuge of

See SPECIAL AWARDS on Page 8



*Believe.  
Do.*

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.**



# Here are KPA's special award winners for 2018



*Clockwise from left: Joe and Rita Relph (seated) of the Wilson County Citizen were presented the Gaston Outstanding Mentor Award. They are shown with (from left) daughter Meredith Odell, granddaughter Stephanie Wilson, daughter Patricia Gross and granddaughter Jillian Johnson; Connie and David Powls accepted the Boyd Community Service Award for the Holton Recorder staff's work on the newspaper's Purple Heart Series and help with the community's \$25,000 fund-raising drive for a monument to honor military veterans in Jackson County; Tim Carpenter, a Topeka Capital-Journal reporter, pictured with former Winfield Courier publisher David Seaton, won the Murdock Award for his investigative series headlined "Toxic Leadership," about problems with the Kansas National Guard; and Ann Gardner, former editorial page editor of the Lawrence Journal, was presented the Clyde M. Reed Jr. Master Editor Award honoring her outstanding career in journalism.*

## News deserts

Continued from Page 1

panelists will be Jay Wachs, founder of Briar Cliff Media in Lawrence and entrepreneur behind Baldwin City Radio, and Jeannette Blackmar, executive director of the Baldwin City Chamber of Commerce. Steve Smethers, associate professor of journalism and mass communications, will moderate. The panel is also free and open to the public.

Kyle Bauer, owner and general manager of KCLY-FM and KFRM-AM in Clay Center, and Chris Walker, publisher of The Emporia Gazette, will be honored as Huck Boyd Community Journalists of the Year at the luncheon following the panel discussion. These awards are given by the Huck Boyd Center and the Huck Boyd National Institute for Rural Development.

Abernathy's lecture, the panel discussion and the luncheon are sponsored by the Huck Boyd National Center for Community Media in the A.Q. Miller School of Journalism and Mass Communications.

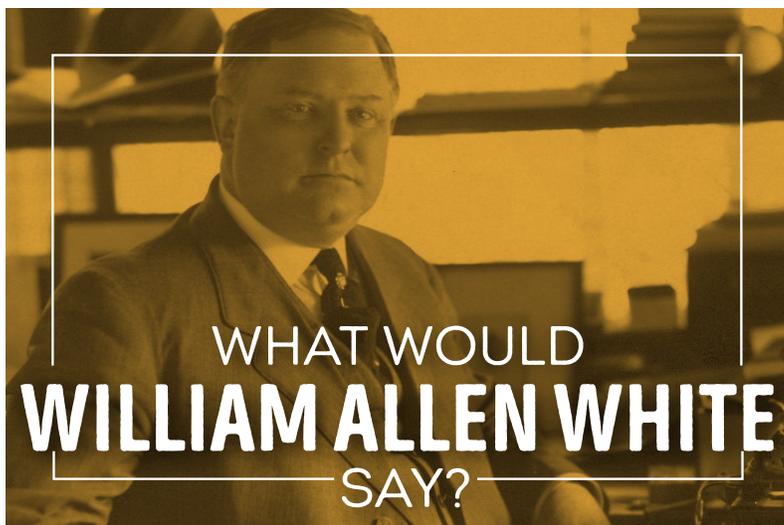
"McDill 'Huck' Boyd was a great believer in preserving small towns and small-town media, and this lecture series in his name helps highlight the importance of community journalism in Kansas and across the nation," said Gloria Freeland, director of the center and assistant professor in journalism and mass communications.

Abernathy, a journalism professional with more than 30 years of experience as a reporter, editor and senior media business executive, specializes in preserving quality journalism by helping the news business succeed economically in the digital environment. Her book, "Saving Community Journalism: The Path to Profitability," published in 2014, is based on five years of research, involving more than two dozen newspapers around the country. This research became the foundation for the University of North Carolina's Center for Innovation and Sustainability in Local Media, which works with news organizations to investigate and develop new business models and tools.

Most recently, Abernathy was the author of a major report, "The Rise of a New Media Baron and the Emerging Threat of News Deserts."

Before moving to the business side of the industry, Abernathy was a newspaper reporter and editor at several daily newspapers, including The Charlotte Observer, The Dallas Times-Herald and The Wichita Eagle-Beacon. She was inducted into the North Carolina Journalism Hall of Fame in 1998. She has MBA and a Master of Science from Columbia University and a Bachelor of Arts from the University of North Carolina, Greensboro.

To become a patron of the Huck Boyd Lecture in Community Media series or for information about luncheon tickets, please contact Gloria Freeland at [gfreela@k-state.edu](mailto:gfreela@k-state.edu).



The Populist Movement and its accusations of a dishonest media didn't start with Donald Trump. All the way back in 1896, a journalist named William Allen White was fighting similar claims while penning biting editorials about socialism, free speech and racism from his little newspaper in Emporia, Kansas.

Truly, the namesake of the KU School of Journalism and Mass Communications was a man who was not afraid to speak up. And speak up he did – with an articulate, warm, commonsense approach that earned him a Pulitzer Prize in 1923.

In this era of fake news, alternative facts and accusations of a dishonest media, his story needs to be heard and remembered.

To celebrate the 150th Anniversary of his birth in Emporia, Kansas, award-winning film maker and KU professor, Kevin Willmott has been enlisted to put together a film on the life of this Kansas legend.

A short synopsis of the film can be seen at: [wawfilm.org](http://wawfilm.org)

But the film can't be produced without your help. Funding for the film is solely through donations. The goal is to raise \$200,000 in the next few months and have the film produced in time for the 150th Anniversary celebration in April, 2018.

Make a donation now by writing a check to:  
**KU Endowment Journalism/WA White Film**  
 Send to: **KU Endowment, PO Box 928, Lawrence, KS 66044-0928**



Find out more about the film and how you can help at [wawfilm.org](http://wawfilm.org)

## MARKETPLACE

### MANAGEMENT

**GENERAL MANAGER** — The Hays Daily News is looking for a general manager to lead a professional team of sales, circulation and news executives. The 6,000-circulation, 5-day daily in central Kansas outsources production and printing in nearby Salina. The qualified candidate will have experience in the newspaper sales arena, a strong managerial background, be knowledgeable in all aspects of digital sales and content presentation and possess an innovative approach to newspaper advertising sales. Competitive salary with benefits associated with GateHouse Media LLC. Resumes may be sent to Regional Vice President Grady Singletary at [atsingletary@gatehousemedia.com](mailto:atsingletary@gatehousemedia.com). An Equal Opportunity Employer. (11-17)

### ADVERTISING

**MARKETING SALES CONSULTANT** -High Plains Journal is looking for a Marketing Sales Consultant, responsible for developing and executing a business plan to achieve sales goals within an assigned territory including print, digital and custom content solutions. [www.hpj.com/jobs/](http://www.hpj.com/jobs/) (1/3)

**WANTED** - Advertising salesperson to sell advertising from home. Strong niche publication with loyal advertiser following. Please call 620-966-7557.

**AD SALES:** 133-year old newspaper in northwest Kansas needs ad salesperson. Commission or salary plus commission. For more information, email [sentinel@ruraltel.net](mailto:sentinel@ruraltel.net) or call 785-675-3321. (9-29)

### NEWS

Tired of all the Trump cartoons? Try local Kansas cartoons instead. 4-5 cartoons per week delivered daily to your email can be used in print and online. Cartoons are customized with your paper's name. Low monthly costs for dailies and weeklies, samples at [drawing-attention.blogspot.com](http://drawing-attention.blogspot.com) contact Greg Kearney [gkearney@gmail.com](mailto:gkearney@gmail.com) or call (785) 251-3581. (1-18)

**REPORTER** — The Salina Journal is looking for a talented reporter with a knack for finding and writing great stories. In our newsroom, storytelling involves more than putting words on paper. Our reporters use video, timelines, graphics and other tools to complement their storytelling, and they employ alternative story formats when warranted. The ideal candidate for this position will be a resourceful and energetic self-starter who can manage multiple assignments and write in a style that will bring stories to life

for readers. In addition, the candidate will be savvy with social media and be willing to work as part of our team to present information in the most effective way. The Journal offers competitive wages, 401K and health, dental and vision insurance. Pre-employment drug screening required. Send resume and three samples of work to Executive Editor Sharon Montague, Box 740, Salina, KS 67402-0740, or by email to [smontague@salina.com](mailto:smontague@salina.com). (1-3)

**NEWS EDITOR** - The Osage County Herald-Chronicle has an opening for a full-time news editor with management experience. Knowledge and proficiency of AP style is preferred. Excellent opportunity to work with award-winning staff at 3,500 circulation weekly in Osage City. Position includes covering governmental and school board meetings, writing features, editorials, editing and proofreading copy, taking photos and managing the day-to-day influx of emails. Experience with page layout on Mac-based Adobe InDesign is a plus. Some evening and weekend hours. Send resume with cover letter to Chris or Catherine Faimon, [faimonc@gmail.com](mailto:faimonc@gmail.com), or P.O. Box A Burlington, KS 66839. All inquiries kept confidential. (12-28)

**EDITOR** — Award winning weekly newspaper in Nebraska seeks an editor to deliver top-notch local coverage and manage staff. Candidates must have a thorough knowledge of news writing and editing for print. 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 [toscottwesner@hotmail.com](mailto:toscottwesner@hotmail.com) (12-21)

**MANAGING EDITOR** – The Atchison (Kansas) Globe seeks a well-rounded journalist with multimedia skills to lead print and digital efforts for the 2,300-circulation twice-weekly and [atchisonglobenow.com](http://atchisonglobenow.com). We prefer a college degree with a concentration in journalism or communications and three to five years of practical experience. To apply, send a letter of introduction, resume, references and examples of your best work. Please mention you are applying for POSITION 1102 ME. Apply to [careers@npgco.com](http://careers@npgco.com) or send your materials to Human Resources, News-Press & Gazette Co., 825 Edmond, St. Joseph, MO 64501. (11-8)

**WRITER/DESIGNER** — Immediate open-

ing for enterprising feature writer/page designer at award-winning Flint Hills weeklies. Salary to \$27,500 includes health insurance and potential student loan forgiveness. Details at <http://mnks.us/job> (11-7)

**REPORTER WANTED** - Dodge City Daily Globe has an opening for a news reporter in its four-person newsroom. Contact publisher Conrad Easterday ([ceasterday@dodgeglobe.com](mailto:ceasterday@dodgeglobe.com)) and/or editor Roger Bluhm ([rbluhm@dodgeglobe.com](mailto:rbluhm@dodgeglobe.com)) with resume and clips. We hope to move quickly to fill this opening. (8-2)

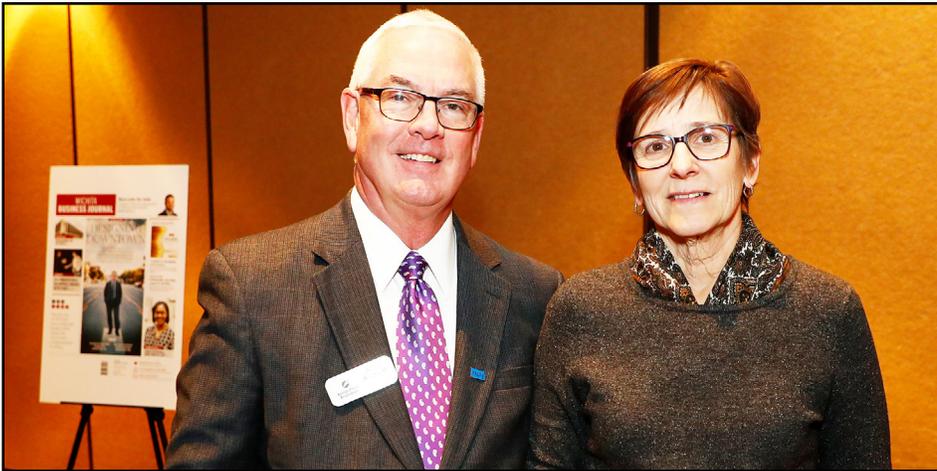
**SPORTS EDITOR** — Award-winning western Kansas daily needs someone who loves sports to cover community college and 4A high school, co-ordinate coverage of smaller schools, create dynamic, interesting sports pages and engage the community. College town on I-70, close to Denver, great hunting, biking, trails, great sports. This might be the one for you. Benefits. Contact Sharon Friedlander, publisher, at [sfriedlander@nwkansas.com](mailto:sfriedlander@nwkansas.com), and Steve Haynes at [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com) EOE/M/F/D/V (1-4)

**MANAGING EDITOR** — needed for award-winning daily on I-70 in western Kansas. The Colby Free Press needs a leader to take its news department to the next level. Are you ready to step up, face new challenges? Supervise news staff, page design and community coverage. Close to Denver, great outdoors, biking, trails and hunting. Benefits. Contact Sharon Friedlander, publisher, at [sfriedlander@nwkansas.com](mailto:sfriedlander@nwkansas.com), and Steve Haynes at [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com) EOE/M/F/D/V (1-4)

**REPORTER NEEDED** now for western Kansas twice-weekly, near lake with state park and federal reservoir, great hunting, fishing hiking, biking. Cover city and county, schools and more, features and creative coverage. Help with page design, learn the craft of newspapering. Pay competitive, based on experience, plus benefits. Contact Dana Paxton, general manager, at [dpaxton@nwkansas.com](mailto:dpaxton@nwkansas.com), and Steve Haynes at [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com) EOE/M/F/D/V (1-4)

### NEWSPAPERS FOR SALE

Rawlins County Square Deal weekly newspaper in northwest Kansas. Official city, county and school publication. Only newspaper in county. Strong subscription



*This was the 15th and final Kansas Press Association convention for KPA executive director Doug Anstaett and his wife, Lucinda. He will retire July 31.*

## MARKETPLACE/CONT. FROM PAGE 6

and advertising base and supportive community. Sale includes building, up-to-date equipment and software, archives and active e-paper. Call 817-805-3600 or [emaileditor@squaredealnews.com](mailto:emaileditor@squaredealnews.com) for more information. (7-5)

136 year old weekly newspaper in southeast Kansas. Owner wishing to sell publication, which he has owned for 39 years. Steady subscription base, located in historic Kansas town. Inquire through KPA by emailing [danstaett@kspress.com](mailto:danstaett@kspress.com). (6-14)

The Elkhart Tri-State News in southwest Kansas has been published since 1892 and is the official publication of two cities, two school districts and Morton County, Kan. Owner is moving out of the area. Can sell with or without real estate. Please call (620) 309-1148 for more information. (4-17)  
Respected 131-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady subscription, advertising, annual sales ap-

proximately \$140,000. Will include building and property in sale. (785) 341-7573 after 5 p.m. MST. (6-1)

### MISCELLANEOUS FOR SALE

**FOR SALE** — Atlas offset press. 2 quad units and four mono units with folder, roll stands and all electrical equipment needed for operation. Also includes bay window to print full color on both sides of one web, plate bender and punch. Comes with conveyor belt and count-o-veyor. \$45,000. Call 620-626-0840 or email [earl@hpleader.com](mailto:earl@hpleader.com)

**FOR SALE** - ECRM Newsmatic CTP. 2008 model. Very well kept and lightly used (about 12 plates per day, six days per week for two years). CTP fully functional with all software and RIP. Bought a second newspaper and used the one that came with it. Comes with Kodak plate processor, but it needs a couple pumps we used on other machine. Paid \$140,000. Will take \$32,000. Call 620-626-0840 or email [earl@hpleader.com](mailto:earl@hpleader.com).

## KPA OFFICE STAFF

### Doug Anstaett

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### Mike Kautsch

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## FRIENDS OF KPA

### Ron Keefover

Retired, Kansas Court System  
President  
Kansas Sunshine Coalition  
for Open Government  
[ronkeefover@gmail.com](mailto:ronkeefover@gmail.com)  
(for questions on cameras in the  
courtroom and the court system)

## JANUARY 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 January.

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, two ads for a \$1,650 profit.

**SDAN** — Anderson County Review, two ads for a \$225 profit.

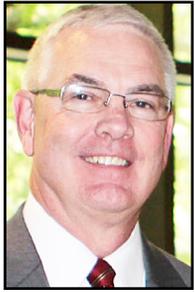
**KCAN** — GateHouse Media, two ads for \$300 profit; Anthony Republic, two ads for \$300 profit.

**DIRECT PLACEMENT** — Hays Daily News.

# The tools have changed; mission is the same

The first day I walked into the Pittsburg Headlight-Sun office in 1973, old manual typewriters, mounds of copy paper and paste pots lined the desks in the newsroom.

Underwoods, Royals and maybe an Olivetti or two were in use.



**Doug Anstaett**

We typed up our copy, used editing pencils to mark up the pages and a straight-edged ruler to initiate the “cut and paste” process.

The smell of glue wafted through the newsroom.

A long story might involve four to six or even more pages pasted together in one long string.

Once the editor was done with it, it headed for the typesetters, often men and women who could type 100 or more words a minute, almost entirely error-free.

In those days in Pittsburg, we had a staff of about eight in the newsroom, including my first manager editor, the late John Beal, someone in the slot laying out pages and checking the AP wire, a sports editor and three or four reporters.

While in Pittsburg for that one year, we installed a new Goss Urbanite press and changed our newspaper’s name to The Morning Sun.

Next, I headed for the Topeka Capital-Journal, where the sports staff was as big as our entire newsroom staff in Pittsburg.

We had a Pulitzer Prize winner in the

photography department, Brian Lanker, and a host of top rated photographers including Carl Davaz, Bern Ketchum, Jeff Jacobsen and Jim Richardson, among others, led by world-renowned photo editor Rich Clarkson.

They shot on Kodak film and “PhotoShopped” their pictures by hand in the darkroom.

Computers were still almost 20 years away from invading newsrooms.

Crusty old editors barked their commands and copy boys like Martin Hawver ripped stories from typewriters and sent them to editors or to the typesetters.

Editors were demanding. If they didn’t think your story was complete, they sent you back to work on it.

We produced two different newspapers each day — the Topeka State Journal for afternoon publication and the Daily Capital for delivery in the morning.

Many reporters and sportswriters smoked cigarettes, cigars and pipes in the newsroom, and we thought nothing of it.

AP greets Lew Ferguson and Elon Torrence did their work just off our newsroom in Topeka.

When big news happened, the wire service machines would sing and bells would ring.

Today is really no different, even though the processes are. We still create an entirely

new product every day, then start on the next one as soon as the first is put to bed.

We still produce journalism, the lifeblood of a democracy and the craft that sets us apart from totalitarian regimes around the world.

Our theme at last week’s Kansas Press Association annual convention — “Real

News Is Still Our Business” — still defines the difference between 24-7 commentary on most cable channels and our industry’s 24-7 quest for verifiable facts.

We practiced journalism then, and we practice it now.

The tools are different and the resources are tighter

than ever, but the ultimate goal, to find the truth, is still our mission.

I’ve had a fun career. It started in journalism, and it will end soon after 14-plus years working closely with those of you who practice that craft every day.

As I’ve told my staff members at KPA, I love my job, but there was no better job in the world for me than in reporting, editing and then leading daily newspapers from 1973 to 2003.

I’m proud of the job we do.

And I’m proud to call myself a journalist.

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

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**We practiced journalism then, and we practice it now.**

**The tools are different and the resources are tighter than ever, but the ultimate goal, to find the truth, is still our mission.**

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## Special awards

Continued from Page 5

the investigation.

- The Holton Recorder, honored with the Boyd Community Service Award for its continuing project to recognize all Purple Heart recipients in the community.

After plans for a “Purple Heart Memorial” monument were announced in 2015, the Recorder starting writing feature stories about those vets with the hope of learning more about local military heroes.

The series not only helped with the \$25,000 fund-raising drive, it revealed 160 Purple Heart vets in the community, nearly twice what was originally believed.

- Heather Hollingsworth was presented the Kansas AP Staffer of the Year Award. Hollingsworth, a 1997 graduate of Kan-

sas State University, previously worked at the Topeka Capital-Journal.

She was cited for her outstanding work in the Kansas/Missouri AP bureau.

- Doug Anstaett, executive director of the Kansas Press Association since 2004, was recognized for outstanding service by the KPA Board of Directors. Anstaett will retire on July 31, of this year.

He began his career as a reporter at the Morning Sun in Pittsburg. He reported for The Topeka Capital-Journal before being named editor of The Nevada Daily Mail in Missouri.

He was chosen to participate in the Stauffer Communications Management Training Program in 1979 and trained under publisher David Beliles at the Grand Island Independent in Nebraska.

His first job as publisher was at the Brookings Register in South Dakota.

After more than five years there, he was named editor and publisher of the Newton Kansan, where he served for more than 16 years.

While in Brookings and later in Newton, he won four first place awards in the William Allen White Editorial Excellence Contest, winning in 1987, 1992, 1999 and 2002. He won the overall sweepstakes award in that competition in 1992.

He was named editorial page editor of the Capital-Journal July 1, 2003, but left there in January of 2004 to become executive director of KPA.

He and his wife, Lucinda, who will retire from the Kansas State Treasurer’s Office in early 2019, plan to travel, work at their farm south of Lyndon and spend more time with their grandchildren.

He and Lucinda have two daughters and seven grandchildren.