

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION MARCH 12, 2014

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KPA CALENDAR

MARCH 16-22

It's Sunshine Week. Go here to find editorial cartoons, opinion columns, logos, a proclamation and other helpful information: <http://sunshineweek.rcfp.org/toolkit/>. You also can utilize the KPA executive director's column printed on Page 8 of today's Kansas Publisher.

APRIL 11-12

KPA annual convention, Manhattan Hilton Garden Inn. President's Reception and banquet at Flint Hills Discovery Center.



Rick Farrell will be one of the top presenters at the Kansas Press Association annual convention April

11-12 in Manhattan. Farrell will discuss sales and how to aim for the right target in today's market.

'Little Apple' ready for KPA convention

The 2014 Kansas Press Association annual convention in Manhattan is just four weeks away, so KPA members and friends are encouraged to initiate the registration process.

"Livin' It Up in the Little Apple" is the theme of this year's convention. It represents our first trip to Manhattan in more than 10 years.

Lead sponsors this year are Kansas Electric Cooperatives, the University of Kansas and the Kansas Newspaper Foundation.

The deadline for guaranteed KPA rate hotel reservations is

today.

"Please make your reservations as room availability and rates can't be guaranteed after today," said Emily Bradbury, director of member services for KPA.

Rooms have been reserved at the Hilton Garden Inn in Manhattan for Thursday, April 10 through Saturday, April 12 at the group rate of \$99 plus tax. Remember to ask for the KPA convention room rate.

You can book your hotel

Do you have a room?

The deadline for reserving a room at the Hilton Garden Inn in Manhattan at the KPA rate is March 12. Yes, today! You may telephone at (785) 532-9116 or go online to get a room by [clicking here](#).

room online using this link today only: http://hiltongardeninn.hilton.com/en/gi/groups/personalized/M/MANGIGI-KPA-20140410/index.jhtml?WT.mc_id=POG or by calling the Hilton Garden Inn at (785) 532-9116 or emailing Kelli.

See CONVENTION on Page 3

Senate to hear HB 2555 on affidavits

The Senate Judiciary Committee will hear testimony Thursday on HB 2555, which would open to public scrutiny the probable cause affidavits used to support arrest warrants.

These records have been closed in Kansas for more than three decades, even though they are open court records in most

states and are even open in Lyon and Chase counties in Kansas by local district court rule.

Rep. John Rubin, R-Shawnee, led the effort to get the bill through the House on a 110-13 final vote.

Richard Gannon, KPA's director of governmental affairs, and Ron Keefover, president of the

Kansas Sunshine Coalition for Open Government, worked the bill hard to get it out of committee and to the House floor.

Mike Kautsch, professor of media law at the University of Kansas, will give senators a crash course on how the state got to

See BILLS on Page 10

Those who believe print is dead might talk to newspaper editors

Upton Sinclair wrote, “It is difficult to get a man to understand something when his salary depends upon his not understanding it.”

I don’t remember putting off writing a column as long as this one.

Why? Because some people aren’t going to like what I have to say. And I might even talk about you.

There was a time when I was one of the few national figures speaking and writing about the role of “converging media” in journalism. Folks like Jack Lail, Rob Curley and I were spreading the word about the world beyond print.

I remember walking into a room, set up for maybe 200 folks, in Saratoga Springs, N.Y. in the early 2000s and watching the room fill to the brim. Publishers, editors and other journalists were sitting on the floor, standing against the outside walls and squeezing in wherever they could to hear me speak on the relatively new topic, “Converging Media and Newspapers.”

I knew it was an interesting topic, but I was surprised by the crowd. Surprised, that is, until a publisher sitting in the front row asked me a question just before I stepped up to the microphone.

“Are you going to tell us the same thing the luncheon speaker told us?” he asked.

“I don’t know,” was my response. “What did the luncheon speaker tell you?”

“He told us we’re all going to be out of business within five years if we don’t drop print and move everything online.”

I assured him that my presentation would be entirely different. My purpose was to show these industry leaders how to utilize digital tools to enhance their products, not replace them.

Fast forward a few years to 2008. While spending a day with the dean at a major school of journalism, I was surprised by a question early on. He explained he had spent the day before with the head of a major news bureau. In their conversations, I was told, the idea that there would be no printed newspapers left in the United States in 10 years was posed. He asked what I thought.

My answer: “That may be the dumbest

thing I’ve ever heard,” took him by surprise.

“Why do you think that?” I remember him asking.

“Because if there’s not one newspaper left in the United States, I’m going to start one and make a fortune.”

He went on to explain that he agreed with his visitor from the day before. Printed newspapers would not exist, not one, 10 years in the future.

He wasn’t the only one to express that idea to me in 2008. It seemed like there were few of us speaking publicly in support of the print industry. It seemed that a lot of “experts” liked that 10 year mark.

If they were right, you should be making plans to shut down your print plant. I feel sorry for all the newspapers I’ve visited in places like Chattanooga, Tupelo, New York

and other locations where new presses have been installed in the past year or so.

Obviously, all newspapers aren’t going to shut down in the next four, five or even 10 years. The idea seemed preposterous to me and still does. In debates back then, I was called “naive” to think that even one newspaper might exist in the printed form in 2018 or 2019. Let me remind all those experts that if there is one printed paper still in existence on Jan. 1, 2019, I win the debate.

Fast forward to last year. I was speaking at a newspaper conference out west when a hand went up in the audience.

“What did you think about what the speaker said at breakfast this morning?” was the question. He said we would all be out of business in a few years if we didn’t give up on the print model and move our resources to digital.”

I know how easy it is to misunderstand something. So I gave an

honest reply, “I’m sure he didn’t say that.”

It sounded like a Southern church as the entire audience, which was full, started nodding their heads affirmatively and speaking, “Yes, he did.”

I explained that I didn’t know who the speaker was that morning. The publisher of a large daily spoke up, “The speaker was John Paton, CEO of Digital First.”



Kevin Slimp

I do believe that one of our major issues in the past 10 years or so has been listening to ‘experts’ whose main objective is to get us to buy their products.

See SLIMP on Page 5

2013-14 KPA BOARD

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Positions Open

Just a few changes add up to something bigger

During one spring training season, the New York Yankees' Nick Swisher asked baseball icon Yogi Berra for some hitting advice. Yogi told him to take a step toward the plate and a step toward the pitcher. "You're letting the pitch break down on you too much. That's why these guys are getting you out."

"That's it?" asked Swisher.

"That's it," Yogi said.

In his next time at bat – and against the same pitcher – Swisher took Yogi's advice and hit a stand-up double. When he returned to the dugout, Yogi praised him and said, "You see?"

All you have to do is make contact with the baseball. Move up against a breaking-ball pitcher."

Yogi had recognized the problem immediately. While Swisher could hit the fastball, it was the breaking pitch that bothered him. By moving up in the batter's box, he could cut the pitch's distance.

Today's sales managers would be wise to follow Yogi's example of leading by littles. That is, helping people grow one manageable step at a time. Here are some points to keep in mind:

1. Keep it simple. With 10 World

Series championship rings and a plaque in baseball's Hall of Fame, Yogi Berra is a walking encyclopedia of baseball. But it's not his style to clutter a ballplayer's mind with unnecessary information. One simple suggestion – one small thing that Swisher

could do on his next at bat – was all that Yogi needed to mention.

Many managers make the mistake of overloading their staffs with too many instructions at one time. Do it this way, they say. And be sure to do that. And don't forget this other thing. And have it all done by tomorrow.

By seeing immediate results, Swisher boosted his confidence. Yogi knew that asking him to do everything at once would not produce a successful experience.

2. Pay attention. When Swisher asked for help, Yogi didn't have to do an exhaustive analysis of his batting average, on-base percentages or his lifetime record against that particular pitcher. As a student of the game, Yogi had been watching each player carefully throughout spring training – so he could be ready with help at a moment's notice.

Sales managers should do the same. By

Many managers overloading their staffs with too many instructions at one time. Do it this way, they say. And be sure to do that. And don't forget this other thing.

getting to know their people, by studying them from the corner of the dugout, they will be in a better position to offer do-able suggestions.

3. Celebrate success. The best sales managers recognize the accomplishments of their individual

team members. While it's not necessary to throw a party after a big sale (in reality, that strategy could backfire by discouraging those sales people who have not had a big sale lately), it is important to help successful sales people feel good about their successes. Words of praise can go a long way toward helping a manager accomplish the first order of business: building people.

Leadership is not a matter of changing everything at once. It's simply changing one thing at a time – knowing that little changes add up to something bigger.

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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John Foust

Convention

Continued from Page 1

Myers@hilton.com.

"We've changed the schedule to concentrate more of the programming on Saturday, but Friday's line-up will include Russell Viers, one of our more popular speakers in recent years, for a Friday afternoon keynote address that will return attendees much more than their registration fees," Bradbury said.

"Also, we've moved the Awards of Excellence presentation to the luncheon slot on Saturday, both to get more people there but also to allow those who wish an opportunity to attend more program events if that is their choice."

The program on Friday includes Viers' presentation, "Using Creative Suite as a Single Application." Viers is recognized as one of the nation's top experts in Adobe desktop products.



The President's VIP reception and President's Dinner this year will be at the Flint Hills Discovery Center, Manhattan's almost-new museum just a short walk from the Hilton Garden Inn, the convention headquarters. Two new members will be named to the Kansas Newspaper Hall of Fame, and recipients of the Clyde M. Reed Jr. Master Editor Award, the Gaston Outstanding Mentor Award, the Boyd Community Service Award and the Victor Murdock Award will be recognized.

Saturday's program includes the KPA business meeting, presentations by humorist Mike Bova, sales expert Rick Farrell and breakout sessions after the AOE presentations featuring Viers, Farrell, Tom Eblen and Steve Haynes followed by the ever-popular speed topics.

The AOE luncheon will begin at 11 a.m. on Saturday.

"Join us as we celebrate the accomplishments of Kansas newspapers in 2013," Bradbury said.

Attendees who register for the awards luncheon will be eligible to win an iPad Mini.

Registration forms are attached.

Other presenters at KPA convention



Russell Viers



Mike Bova



Tom Eblen



Steve Haynes

Training helps us stay on top of industry trends

Investing in training is integral to business success, and the newspaper business is no exception.

While it may seem inconvenient to leave our busy shops and head out of town to take advantage of training, we have an obligation to stay on top of trends in the industry.

The Kansas Press Association offers a number of great training opportunities year-round, including the KPA Annual Convention next month in Manhattan. Those who attend should leave with a good number of “takeaways” — easy-to-implement ideas with potential for a nice return.



Dena Sattler

Such was the case at the recent Inland Key Executives Mega-Conference, which attracted newspaper editors and publishers from across the nation for three days of ideas on ways to boost revenue, audience and engagement in our print and digital products.

Easy possibilities to generate new income hit home with this editor-publisher, including ideas on the Classified advertising front. Two examples:

■ Try offering a free, value-added used car line ad for car dealers who purchase display advertising. It’s an easy way to beef up the used car classification, and make your products more appealing to car dealers by giving

them more bang for their buck.

■ Consider a redesign of Help Wanted ads. Instead of the usual straightforward job listing, build standing display ads that feature businesses, and change those ads as necessary to include updated job listings. This approach does as much to promote the business as its employment opportunities, and results in sales of bigger ads — eighth-, quarter- and half-page ads should be the goal.

Inland presenters also addressed important industry trends and developments.

Native advertising has become a hot topic as newspaper companies seek additional sources of digital revenue. For those who don’t know about the newer advertising option, it’s the digital version of what we’ve long known as “advertorial” content.

Advertisers interested in native ads want the same look and feel as news content in the digital format, with a way to pull readers to their advertising message.

We all need to understand the potential of native advertising (also known as sponsored content), and whether it’s a fit for our operations.

Some markets already are using native advertising to drive new revenue from local

advertisers. Odds are it’s something we’ll all offer at some point.

In another presentation exploring national advertising trends, editors and publishers were challenged to consider whether their papers were best positioned as newspaper companies or media and marketing companies.

As a newspaper company, the focus would be on the core product, with digital revenues

less than 10 percent of total ad sales. A media-marketing firm would feature a separate digital division pursuing new dollars, with digital revenues hitting 25 percent to 50 percent of total ad sales.

We all should determine our best path.

Among the recommendations as we tackle the fast-changing

Recommendations to tackle the fast-changing media landscape include: Recruit younger staff members and listen to them. Be aggressive, clear marketers, and build new products around user intent.

media landscape: Recruit younger staff members and listen to them. Be aggressive, clear marketers, and build new products around user intent.

Expect to hear more on such trends in our industry, as well as ideas on ways to improve content and sell more advertising during the KPA Annual Convention April 11-12 in Manhattan.

Leave with a couple of solid revenue-

See SATTLER on Page 10

NEWS BRIEFS

Sauber, Haynes participate in NNA Foundation project

A Kansas State University senior and a northwest Kansas newspaper publisher will be among those taking part in the 2014 class of the National Newspaper Association Foundation News Fellows program in March.

Jena Sauber, a senior at K-State, and Steve Haynes, co-owner of Nor’West Newspapers, headquartered in Oberlin, will participate in the program. Sauber will be a fellow, while Haynes will serve as a mentor.

The program was begun a year ago to advance the cause of news literacy. Senior journalism students are invited to Washington, D.C., for a two-day program of intense briefs and enterprise reporting on a topic of national interest. This year’s topic, supported by funding from the Ethics and Excellence in Journalism Foundation in Oklahoma City, is “Government Surveil-

lance: National Security, Privacy and Transparency.

Sauber’s participation is sponsored by the Kansas Newspaper Foundation.

Other students and sponsors are: Joseph M. Adgie, Valdosta State University, Georgia Press Association; Jonece L. Donigan, University of Mississippi, Mississippi Press Association; Averi Haugesag, University

of North Dakota, North Dakota Newspaper Association; Robert Dean Korth, University of Nebraska, Nebraska Press Association; Aaron Lee, Roosevelt University, Illinois Press Association; Polo Rocha Ocampo, University of Wisconsin, Wisconsin Newspaper Association; Catherine Sweeney, Oklahoma State University, Oklahoma Press Association.



THIS MONTH’S QUESTION

Q. March Madness is upon us. What are the rules again for using trademarks such as MM, Super Bowl, Road to the Final Four, etc? What about Jayhawk, Wildcat and Shocker logos?

A. Avoid them, unless you have a signed agreement with the owner of the trademark. Universities, CBS, the NCAA and many more defend their trademarks with high-priced attorneys. With the Internet, it’s not that difficult for them to discover misuses of their property. As we’ve seen with many of them, they aren’t too sympathetic when confronted with infringement situations. Go here for more information: <http://www.broadcastlawblog.com/2009/05/articles/remember-fcc-public-file-obligations-when-running-issue-advertising/>

Slimp

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It was then that I made a statement that has been quoted over and over again since then. “OK. Let me give each of you a piece of advice. I don’t care who you are listening to. You may be in Sunday School, listening to your teacher, on your sofa, listening to a politician, or at a convention, listening to an ‘expert’ give a speech. Wherever you are, I want you to ask yourself something: ‘How will that speaker benefit financially if I follow his or her advice?’”

There was an immediate, stirring round of applause from everyone in the audience.

Fast forward to five days ago. I received this email from David Wells, advertising director for Tennessee Press Service: “Thought you would be interested in this article. I am amazed that people in our own industry believe print is dying. If anything, from my desk, I see community newspapers getting stronger.”

It was the text of a January, 2014 address by John Paton to the Online Publishers Association, a group that includes a number of newspaper representatives as board members, although most come from digital and broadcast media groups.

Basically, the address boils down to a couple of main points, as I read it. First, that using data from three major newspaper companies, Digital First shows greater profitability using its strategy than the other two companies.

Trust

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daily routine to be prepared for the workday ahead.

It is for these reasons, to name merely a few, why newspapers are an invaluable tool and platform for advertisers. A study released in January revealed that 63 percent of adults in North America trust newspaper ads – outpacing every other form of paid advertising, from magazines to television to radio to online.

It is important for newspapers to sustain a meaningful relationship between the physical and online products that we offer. Our combined assets open the door to new avenues for new revenue streams and new offerings for advertisers.

Newspaper media companies that innovated in this way have witnessed success, with digital-only circulation revenue growing by 275 percent and revenue from bundled subscriptions seeing a six-fold increase. Building on the strength of print ads, newspapers can leverage that trust to advertisers and consumer.

Unless I missed it, the names of the other two groups aren’t mentioned. But I could make a pretty good guess who they are. And, frankly, I’m sure they’re not doing well financially.

But what if we replaced those groups with newspapers whose circulation has grown significantly over the past couple of years? Because, as I’ve written about in several recent columns, those metros are out there. And there are more of them than listening to John Paton would lead you to think.

And what about the non-metro papers? Are they falling by the wayside into oblivion? From where I’m sitting, and I visit a lot of newspapers, they’re not.

Back to Paton’s address to the Online Publishers Association. Four lines stood out to me: “Acknowledge print is dying. Accept it and plan for it. Newsrooms are not dying. Just print.”

This was especially interesting, David told me, because Tennessee Press Service has had a significant increase in print advertising sales over the past two years.

I posted a request on my Facebook page, followed by a lot of publishers and editors in our industry, and asked if they’d take 10 minutes to help me with some research. I got about 20 affirmative responses, about half from newspaper editors and publishers, in a few minutes. I sent the full text of Paton’s address to each of them and asked them to tell me, in one sentence, the theme of the address.

Myra Griffin, a 28-year-old editor from Houston, wrote, “He is saying that print is dead.” She went on to write, “If we keep

Technology has ignited endless opportunities for our product and industry. Throughout the digital revolution, newspaper media has saturated every format imaginable – from desktop to laptop, mobile to tablet, and now social to app – and our audience numbers have skyrocketed.

Through the transformation, the perception that newspapers have shed readers is simply not true – in fact, we have more readers than ever who are using new technology to access our content in different ways.

Readers know that when they read newspaper-generated content they are reading the most valuable and trusted source of information. As the consumer desire for trusted, immediate intelligence grows, the role of media and journalists will continue to progress and strengthen our worth.

Nearly three-quarters of adults in this country read newspapers, whether in print or online or both.

The impact of newspapers has not waned and continues to strengthen. The way forward for newspapers in 2014 is maintaining the balance to provide readers the content they need, how they want it.

listening to people like this, students won’t go to school for journalism. It’s a doomsday speech.”

Wayne, publisher of a daily newspaper in Florida, wrote, “His message was ‘Follow me or perish. I have all the answers.’”

Charlie Langford, publisher in Mississippi, wrote, “I don’t agree with what he wrote. Abandoning print is not in our future.”

Don’t get me wrong; I don’t have all the answers. But I do believe that one of our major issues in the past 10 years or so has been listening to “experts” whose main objective is to get us to buy their products. That’s why I don’t take gifts, eat meals, or accept jobs from companies that sell to the newspaper industry. And believe me, I’ve been offered a lot of gifts, meals and jobs.

And this is why I thought so long — and asked so many industry friends for advice — before writing this column. I think John Paton has every right to say what he says. He might even believe it. So do all these other “experts” I see on stage at newspaper conventions. I don’t have a problem with them selling their products. They’re trying to make a living like the rest of us.

But I want to remind you to look at each “expert” objectively and ask yourself how they will benefit if you follow their advice.

Oh my. My inbox is going to be full in a few days.

Kevin Slimp is a speaker and trainer in the newspaper industry. He can be reached at kevin@kevinslimp.com.



MARKETPLACE

NEWS

COPY EDITOR — Do your friends consider you a word nerd or a language maven? Are you a stickler for correct grammar, punctuation and usage? Do you like to organize and categorize? Do you hate it when you see a misspelled word, a misused semicolon or a stray apostrophe? Are you passionate about clarity, consistency and accuracy in reporting? Do you have the ability to juggle multiple tasks and with a smile on your face? High Plains Journal, a nationally recognized weekly farm and ranch magazine, is seeking a production/copy editor. This person will help manage the flow of copy through the editorial department, including editing copy, writing headlines and cutlines, and tracking deadlines, photos and stories. In addition, the production/copy editor will proofread and approve pages before print. The desired candidate will be organized and deadline-oriented, as well as possess an exceptional attention to detail — without being a curmudgeon. Experience in workplace organization is required. Ideally, the successful candidate will have experience in the production of a newspaper or magazine and be well versed in agriculture. This is a full-time position located in Dodge City, Kan. Benefits include paid vacation, health insurance and 401k and working with some cool people. Does this sound like your kind of job? Submit a letter of application and resume by April 10, 2014 to: Holly Martin, editor, High Plains Journal, PO Box 760, Dodge City, KS 67801 or send email to: hmartin@hpj.com

Full-time general NEWS REPORTER (focus on crime and county) sought for small-town, five-days-a-week newspaper. Expected to be a good writer, take own pictures, use InDesign for layout, have Internet competence. Web design, content management systems added benefit. Evenings and weekends required. Team player, courteous, cooperative, reliable, professional for five-person office. Send letter, clips, resume, references to zaccaria@winfieldcourier.com. (3-6)

FULL TIME WEBMASTER & PHOTO PROCESSOR — Responsible for uploading news content, photos and advertising to website on a daily basis. System utilizes Blox CMS format through townnews.com. Experience with this process very beneficial along with knowledge of Mac hardware and software, including Photoshop. Work Monday through Friday late afternoons and evenings. Benefits include paid vacation,

profit sharing, some health insurance paid. Mail your resume to Winfield Daily Courier, PO Box 543, Winfield, KS 67156 or email your resume to Publisher Lloyd Craig at lloyd@winfieldcourier.com (3-5)

DESIGN AND DIGITAL EDITOR — Do you have a flair for creative page design, as well as the digital savviness and skill to manage web and social media content? If so, The Garden City Telegram is looking for a design and digital editor who has the ability to handle both for our daily newspaper in southwest Kansas. Previous experience as a copy editor and page designer at a daily newspaper, preferably with InDesign, desirable, but will consider recent graduates. Knowledge of AP Style required. Experience with and working knowledge of digital content management systems and social media also preferred. Writing and reporting skills preferable as this position could include some writing. Experience with video production and editing also preferable, or at least the willingness to learn. Spanish speaking skills a plus, but not required. 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 (2-12)

MANAGING EDITOR — The El Defensor Chieftain, a weekly community newspaper in Socorro NM, is looking for its next ME. We are searching for a high-energy community newspaper journalist; a hands-on, business savvy, newsroom leader; a person filled with passion for the role a small newspaper can play to propel a community forward; a well-rounded content creator, capable of photography, tight copy editing, page design, editorial writing, and moderator of local forums, with a can-do, problem solving attitude and a kind and supportive management style. Digital journalistic know-how is a plus. Interested applicants should have a bachelor's degree in journalism or related field, and minimum of 5 years of progressive experience in a community newspaper newsroom. Please send cover letter, resume, and 5-8 samples of your writing, page design, and photography to: Rockford M Hayes, Vice President of

Community Newspapers, rhayes@numberninemediainc.com or El Defensor Chieftain, Attn: Rockford M. Hayes — ME Search, 200 Winkler SW, Socorro. NM 87801 (2-1)

WANTED: SPORTS WRITER passionate about local sports to energetically be a part of a two-person department in covering high school and college programs that are perennial state and national contenders. This full-time position is responsible for daily multimedia sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation, and most importantly, a desire for excellence. Weekend and evening hours required. If this is you, please send letter, clips, resume and references to Managing Editor Dale Hogg, 2012 Forest Ave., Great Bend, KS 67530. (1-29)

CHIEF COPY EDITOR — The Hays Daily News, located in Hays, Kan., is seeking to fill the position of chief copy editor. The applicant must show a knowledge of InDesign, PhotoShop, Illustrator and social media. The position will require a tight schedule of paginating numerous pages for the daily paper, as well as some special sections. Must be willing to work on tight deadlines daily while juggling many other aspects of the job. Copy editing expertise and the willingness to help develop story ideas for reporters is a must. Seeking someone who can create attractive, effective front-page layouts, and carry that same design throughout the rest of the print edition. This candidate also will help move the HDN into a new age of social media and delivering the product through many different avenues — not just the print edition. Must be willing to work as part of a strong team and add to the growing resume of products the HDN offers. Job is demanding, but rewarding. The Hays Daily News has been named the Kansas Press Association Sweepstakes Award winner three of the last four years in its division. Salary is based on experience, and position is open until filled. Send cover letter and resume to: The Hays Daily News, % Nick Schwien, managing editor, P.O. Box 857, Hays, KS 67601 or email cover letter and resume to: nschwien@dailynews.net (1-8)

ADVERTISING

Now accepting applications for **DIGITAL ADVERTISING SALES** in Southeast Kansas. Ideal candidates will be self-starters with outgoing, positive personality. We seek

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MARKETPLACE

people who are hard-working, dependable and creative. Sales experience helps, but not required. Preference given to candidates with sales experience in competitive environment. Full-time positions have great earning potential (salary+commission). paid mileage and health insurance benefits. Part-time, commission-only opportunities could be available. Send letter of interest and resume to pcook@parsonssun.com (1-20)

Now accepting applications for DISPLAY ADVERTISING SALES in Chanute, Kansas. Ideal candidates will be self-starters with outgoing, positive personality. We seek people who are hard-working, dependable and creative. Sales experience helps, but not required. Preference given to candidates with sales experience in competitive environment. Full-time positions have great earning potential (salary+commission). paid mileage and health insurance benefits. Part-time, commission-only opportunities could be available. Send letter of interest and resume to shanna@chanute.com (1-20)

PRINT/DIGITAL SALES MANAGER – Self starting individual who will cultivate clients, sell the value of print and digital advertising and increase sales for two newspapers and a very successful TMC publication. Minimum requirements: journalism degree or related field or professionally equivalent experience. Salary plus commission. Group health care plan available. Send resume to Brad Lowell, publisher, Concordia Blade-Empire and Beloit Call, Box 309, Concordia, KS 66901 or jbrad@nckcn.com. (12-19)

NEWSPAPERS FOR SALE

Respected 128-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady subscription, advertising, annual sales approximately \$140,000. Will include building and property in sale. (785) 341-7573 after 5 p.m. MST. (11-2)

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

HOW TO SELL STUFF — Target content

to the readers you love most – your local merchants and advertisers! Get 8 free weeks of “How To Sell Stuff,” written by The Anderson County (Ks) Review’s King of Ch-Ching – Dane Hicks. Local business owners/managers will race for a copy of your paper each week to read the next amazing sales idea written just for them. “How To Sell Stuff”’s weekly message of top-notch, “ah-hah” style sales tips is designed for modern main street businesses (think of it as Bill Murray meets Guerilla Marketing), and directs all followups to YOUR newspaper’s sales department. What better way to start a sales dialogue with your clients? First 8 weeks columns up front and free, stay on for \$10/month, pay as you go, cancel anytime. Email Dane at dhicks@garnett-ks.com.

WANTED — Muller Martini 227 inserter hoppers, turning station, 310/20 stacker parts/equipment, or compatibles from inserting equipment or mailing machine. Call James at (620) 792-1211.

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

FOR SALE — 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.

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

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Our obligation doesn't stop at the voting booth

I'll leave the "climate change" argument to the scientists. That, after all, is their bailiwick.

But I do know this about the weather: we could still use more sunshine — in government at least.

Despite the fact that we've hardly ever met a politician who didn't wholeheartedly embrace "transparency" — at least at election time — the road to truly open government is filled with potholes, roadblocks and far too many orange traffic cones.

If you've been following Edward Snowden's revelations about the National Security Agency's penchant for invading the privacy of Americans, as well as potential terrorists, you've got to conclude government is watching us far more closely than we are watching it.

The Kansas Press Association still must fight each year during the annual legislative session to open up another door or close another loophole so that citizens can know more about what their government is doing.

March 16 to 22 is set aside this year to sing the praises of transparency.

It's called Sunshine Week.

You should call it a week to proclaim your "right to know."

Because without citizen involvement and scrutiny of those we have elected to office, we've only done half of the job.

I spoke recently to the Topeka-Shawnee County League of Women Voters about open government laws in Kansas.



Doug Anstaett

The League has a slogan that really explains what our system of self-government in the United States is all about: "Democracy is not a spectator sport."

How true.

If we think our visit to the voting booth every few years is all need to do to fulfill our role as "citizen," we're sadly mistaken. It actually is only the beginning. Our system of government requires our active participation.

We pride ourselves on the concept of self-government.

That word "self" is the key. We govern ourselves.

We don't bow to or take orders from a king, or a dictator.

Our "citizen legislators" make the deci-

sions that affect the lives of those around them.

We elect our neighbors to represent us, but our obligation doesn't stop there.

If we think our visit to the voting booth every few years is all need to do to fulfill our role as 'citizen,' we're sadly mistaken. It actually is only the beginning.

We must remain vigilant because open government requires probing eyes and curious minds.

Ronald Reagan said, when confronted with arms reductions talks with the Soviets in the 1980s: "Trust, but verify."

We should require no less of ourselves as we participate in our government.

The only way we can make it more open is to pay attention.

Trust, but verify.

That means attending meetings.

That means keeping ourselves informed.

That means asking questions.

They say it takes two to tango, but it takes far more to make our representative system of government to work.

It requires your involvement.

Be "that" person.

Doug Anstaett is executive director of the Kansas Press Association and a 41-year veteran in the news business.

Newspaper ads rate high on trust with buyers

By **Caroline Little**, *President and CEO, Newspaper Association of America*

Over the past year, newspapers have transformed.

We told the world that we were going to evolve, adapt and remain essential. We have done just that. Not only are newspapers still delivering on that promise, they are thriving as innovation and new ideas drive our success – across all platforms.

While much of our recent success has been attributed to digital initiatives, it is very clear to me that our readers need to be reminded of the critical balance that newspapers must strike between print and digital.

The past year marked a significant moment in the transition for the newspaper industry. We improved our products, reconstructed our business models and created new revenue streams. Newspapers have invented new ways to engage with readers.

The beauty of newspapers is that we are there every day of every week of every month with a tremendous product, in print, online and on mobile, to our millions upon millions of eager consumers. When we gather for our annual NAA mediaXchange conference next month in Denver, we will discuss the way forward to better serve our readers. And it's not only print,

only digital or only mobile – it's the balance among them.

Newspaper audiences are undeniably massive and diverse. Research suggests that our content audience on all platforms each week is larger than the audience over the course of a month for Google, Facebook, Yahoo, YouTube, and others. While digital news is a growing and emerging market for our companies, we cannot rely solely on it to reach all of the consumers that are seeking news.

Studies reveal the 169 million U.S. adults that read content from newspaper media each week and 144 million of those consumers read a physical copy. It is clear that many of our readers still choose to read the newspaper for many reasons. For some, it is a matter of necessity, like those who take a subway to work with no cell service. For CEOs, executives and businesspeople, the printed paper is part of the

See **BILLS** on Page 5

FEBRUARY 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 February 2013.

Remember, if you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money. Sell one outside of Kansas (SDAN or SCAN) and you get to keep half the commission. Make an ad placement into another newspaper in Kansas or elsewhere and share the KPA commission.

- SDAN — Out-of-State Network: Anderson County Review placed four ads and retained \$720.
- KDAN — Anderson County Review, two ads placed, retained \$1,650; GateHouse Media, one ad placed, retained \$400; Hays Daily News — one customized ad placed, retained \$210.
- KCAN — GateHouse Media, 17 ads placed, retained \$2,550.
- DIRECT PLACEMENT — Hays Daily News, two placements, retained \$130.59.

THE KANSAS PRESS ASSOCIATION & SECOND STREET PARTNER TO HELP YOU SELL YOUR PHOTOS ONLINE

- Sell photos using Second Street's industry leading technology
- Earn a monthly profit check, while providing your readers a service
- Receive a 10% discount, pay only \$60/month, no start up fees



To learn more about Second Street's services, contact Benjamin Beaver at ben@secondstreet.com or 314.880.4908.

secondstreet.com

Bills

Continued from Page 2

where it was, what it should do to correct the situation and a point-by-point refutation of objections from prosecutors to the proposal.

Other written testimony will come from Olaf Frandsen, editor and publisher of the Salina Journal and chairman of the KPA Legislative Committee, and Doug Anstaett, executive director of the Kansas Press Association.

Anstaett plans to contrast two cases — one in Missouri and one in southeast Kansas — in his oral testimony Thursday.

His prepared remarks show that in the case of 10-year-old Hailey Owens of Springfield, Mo. girl who was kidnapped and murdered on Feb. 18, the probable cause statement was released fewer than 24 hours after an arrest was made in the killing, providing details of what happened.

Probable cause statements are open in Missouri, and in almost every other state.

However, in Parsons, the public and the media are still waiting — more than three months later — for even cursory details about the murders of a mother and her three

children there in late November.

The local prosecutor has turned that case over to the Kansas Attorney General's Office, which has not released even routine details about the killings, such as how the victims were murdered, why prosecutors believe their suspect is the perpetrator and what led them to him.

"These two cases are textbooks illustrations of why this law has got to be changed," Anstaett will testify. "The public and the press must be able to closely scrutinize how law enforcement and the judicial system perform their duties."

Another bill the KPA is following closely is SB 10, a bill to bring greater clarity to what can be charged for public records and one that limits charges on routine requests, passed out of the Senate 33-7 and is awaiting House action.

That bill would spell out what could be charged for records, that certain records would have to be provided free of charge and that agencies would have to become more proactive in assisting members of the public and the press in narrowing their requests to cut costs.

That hearing is scheduled for 9 a.m. Wednesday, March 19 in the House Federal and State Affairs Committee, Room 346-S.

Sattler

Continued from Page 5

generating ideas, and you'll easily cover the investment in the annual convention.

For one, everyone should take away worthwhile tips and advice from Russell Viers, who will be back after previous, successful KPA appearances. The popular presenter always is on the cutting edge of technology, with ideas on how to streamline and otherwise improve creative services and design work.

Other featured speakers will offer alternative sales strategies intended to get us out of our rut, and ways to move forward with better websites and social media opportunities.

Add in more good training intended to improve our products and boost business operations — from writing better editorials and becoming better storytellers, to technology tips and even crisis management — and it's easy to see how a trip to the April convention promises to pay off.

See you in Manhattan.

Dena Sattler is editor and publisher of the Garden City Telegram and president of the Kansas Press Association for 2013-2014.

CREATING JOBS AND PROSPERITY

How KU benefits the economy

University of Kansas researchers don't just make discoveries that change the world. They make discoveries that create jobs for Kansans and prosperity for our state.

24 active startup companies

159 active license agreements for **commercial use** of KU inventions

\$12 million in licensing revenue

\$275.2 million in externally sponsored research expenditures, including **\$250 million** from sources outside Kansas

\$9 million in corporate-sponsored research funding

29 corporate tenants in the Bioscience & Technology Business Center at KU, including **Garmin** and **ADM**

KU
THE UNIVERSITY OF
KANSAS

KPA ANNUAL CONVENTION, APRIL 11-12 @ HILTON GARDEN INN, MANHATTAN

LIVIN' IT UP IN THE LITTLE APPLE



SPONSORED IN PART BY THE FOLLOWING



A Touchstone Energy® Cooperative 

THURSDAY, APRIL 10

6 p.m.

KPA BOARD OF DIRECTORS MEETING

FRIDAY, APRIL 11

9 A.M. - 9 P.M.

REGISTRATION AND CONTEST DISPLAY

9 A.M.

KNF TRUSTEE MEETING

11:30 A.M.

PAST PRESIDENT'S LUNCHEON

3 - 5 P.M.

USING CREATIVE SUITE AS A SINGLE APPLICATION WITH RUSSELL VIERS

Most creatives have an application they rely on the most, be it InDesign, Photoshop or Illustrator. Used individually one can do great things...but use all three as the Creative Suite, magic happens. Not only can one work faster and smarter, but by tapping into each application's strength, coupled with the integration power of the Suite, new design potential comes to life. See when, and when not, to use the applications in Creative Suite for various purposes. See how the new Adobe Touch Apps are starting to change the way we work remotely and in groups as well.

6-7 P.M.

PRESIDENT'S VIP RECEPTION AT THE FLINT HILLS DISCOVERY CENTER (additional fee)

7 P.M.

PRESIDENT'S DINNER AT THE FLINT HILLS DISCOVERY CENTER (additional fee)

Enjoy a sit-down dinner as we recognize this year's recipients of the KPA special awards. We'll also induct new members into the Kansas Newspaper Hall of Fame.

9-11 P.M.

PRESIDENT'S HOSPITALITY RECEPTION

Join KPA President Dena Sattler for a reception celebrating her year as KPA president.



Russell Viers is a Transition Expert in the publishing world. Since 1997 he has helped newspapers and magazines adapt to changes in the industry. Russell is always on the leading edge of the technology, empowering his customers to reap the benefits of transition, instead of incurring the expense of falling behind. Russell is an Adobe Certified Instructor.



Richard Farrell is the president of Tangent Knowledge Systems, an international sales training and development firm based in Chicago. He has been featured on PBS, NBC, The Wall Street Journal, Businessweek, and INC. He has an upcoming book, "Selling has Nothing to do with Selling."



Mike Bova spent seven years in the newspaper business. He was an Account Executive for Gannett, an Advertising Director for Eagle Newspapers in Syracuse, and the Publisher of M3P Media's Madison County Courier. Mike has 20-plus years of sales, marketing and management experience.

SATURDAY, APRIL 12

7 A.M. - 6 P.M.

REGISTRATION AND CONTEST DISPLAY

7:30- 8 A.M.

BREAKFAST AND ANNUAL MEETING

Join us as we address KPA business and elect representatives to the KPA Board of Directors.

8 A.M. - 3 P.M.

SPONSOR TRADESHOW

Join us as we thank our annual convention sponsors by visiting with those who choose to attend the KPA Convention.

8-9 A.M.

“HUMOR AND MARKETING... LAUGH AND LEARN” WITH MIKE BOVA

This session is going to be eye opening. You will learn how your website ranks among the websites of the world, who your competition is, how to better optimize your website in order to achieve Top Ten Google rankings, how to get more traffic to your website, how to best utilize social marketing tools like Facebook, Twitter and YouTube and more.

9-9:15 A.M.

BREAK

9:15 - 10:45 A.M.

“SELLING HAS NOTHING TO DO WITH SELLING” WITH RICK FARRELL

Most sales organizations are very good at a game no longer being played. They have perfected the ability to consistently hit the target; the problem is it is the wrong target in today's new economy. The way customers buy, select suppliers, build relationships and view sales people has dramatically changed with the internet. Yet most sales organizations continue to sell as if they were in a quaint Norman Rockwell painting. Learn about alternative sales strategies for your sales team that help minimize commoditization, reduce long selling cycles and decrease rampant sales force inefficiencies.

10:45 - 11 A.M.

BREAK

11 A.M.- 12:45 P.M.

AOE AWARDS LUNCHEON

Join us for a celebratory luncheon that honors you and your newspaper's accomplishments in 2013. Everyone who attends will be eligible to win an Apple iPad Mini! You must be present to win!

1 - 2 P.M.

BREAKOUTS

“AN UPDATED LOOK AT THE CAPOTE BOOK” WITH TOM EBLER

A Pulitzer Prize-winning Wall Street Journal reporter fits the latest revelation into a new context — storytelling at its best.

“SIMPLE TYPE TRICKS TO ADD EXCITEMENT TO YOUR DESIGNS...WITH NO EXTRA EFFORT” WITH RUSSELL VIERS

“GOOD TO GREAT STORYTELLING” WITH STEVE HAYNES

Need to attract and hold readers? Want to know how to make every inch in the paper count?

Sharpen your storytelling skills, clarify your word choices and give some thought to how you make every inch of copy in your paper the best it can be.

“NEW BUSINESS DEVELOPMENT AND UP SELLING” WITH RICK FARRELL

Learn how to look different and sound different with new prospects. Learn how to qualify and determine if they have probable intent and a true motivation to change or buy. Learn how to ask better questions with existing clients to determine which ones are likely candidates that you can upsell.

2 - 2:15 P.M.

BREAK

2:15 - 3:15 P.M.

DAILY AND NONDAILY ROUNDTABLES

Take a few minutes to network with your fellow newspaper people at this annual favorite.

3:15 - 3:30 P.M.

BREAK

3:30 - 4:30 P.M.

SPEED TOPICS - PICK YOUR TOP 4!

1. CRISIS MANAGEMENT - WHAT DO I DO WHEN.....?

2. FREE BACKUP WITH KPA MEMBERSHIP - LEARN HOW!

3. PUBLIC NOTICES - HOW TO KEEP THEM IN YOUR NEWSPAPER

4. THE IMPORTANCE OF LOCAL EDITORIALS

5. HOW A SMALL NEWSPAPER CAN GO DIGITAL

6. KPA TRADE DESK - HOW IT CAN HELP YOU PUT MORE MONEY IN YOUR POCKET

7. ASK THE MEDIA LAW ATTORNEY

REGISTRATION FORM

CONTACT INFORMATION

Newspaper/Company _____ Contact Person _____
 Address _____ City _____ State _____ ZIP Code _____
 Area Code/Phone _____ Fax _____ E-mail _____

Name of Attendee Print clearly for name badges and check box if first time attendee.	Registration Fees please check one	President's Banquet \$50 per person	\$25 if not registered for full or Sat. convention Sat. Breakfast free w/ registration	\$25 if not registered for full or Sat. convention AOE Awards Luncheon free w/registration	Speed Topics free w/registration	Total Fees
<input type="checkbox"/>	<input type="checkbox"/> Full registration - \$130 <input type="checkbox"/> Friday only - \$70 <input type="checkbox"/> Saturday only - \$100	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
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PAYMENT INFORMATION

Check enclosed (made payable to KPA)

Please invoice me at the address above or send e-invoice to the following email:

Charge to Visa, MasterCard or American Express
 Credit Card # _____
 Expiration Date _____
 V-Code (three-digit code on back of card) _____
 Cardholder's Name _____

Corporate Card (billing address as listed above)

Personal Card (please provide billing address below)

Street Address _____
 City, State _____ Zip _____

TOTAL AMOUNT

Registration Fees

Convention registration fees include admittance to all sessions on the day(s) for which you have paid a registration fee. Additional fees, indicated on the registration grid at left, may apply for some special activities and meals. Discounts for multiple registrations from the same newspaper apply, and are listed on the grid at left.

Late Registrations

Registrations received after Wednesday, April 2 will be accepted as space permits. Late and on-site registrations will be assessed a \$20 late fee.

Nonmembers

Rates listed are for KPA members. For nonmember rates, please call the KPA office at (785) 271-5304.

Refunds and Substitutions

Refunds will be issued on changes and cancellations received by 5 p.m. Wednesday, April 2. Substitutions will not be allowed on registrations.

How to Register

Mail: 5423 SW 7th, Topeka, KS 66606
 Fax: (785) 271-7341
 E-mail: ebradbury@kspress.com

Overnight Accommodations

Sleeping rooms are being held for KPA convention attendees at the Capital Plaza Hotel until March 12. For reservations, call (785) 532-9116 and mention the Kansas Press Association Room Block. The room rate is \$99/ plus tax per night. Or, you may book online at http://hiltongardeninn.hilton.com/en/gi/groups/personalized/M/MANGIGI-KPA-20140410/index.jhtml?WT.mc_id=POG.

Registrations are requested no later than Wednesday, April 2.

Questions? Contact the KPA office at 785-271-5304 or ebradbury@kspress.com