

# THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY APRIL 8, 2009

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*At the 2008 convention in Junction City, attendees got to attend a redeployment ceremony for soldiers returning to Fort Riley from the Iraq war. This year's line-up includes lots of how-to workshops and panels to help KPA members adjust to the changing newspaper atmosphere.*

## KPA annual convention combines sessions on critical topics, awards

At the 2009 Kansas Press Association convention April 24 and 25 at the Airport Hilton in Wichita, members will have a number of opportunities to hear what is working as newspapers struggle to find their bearings during this downturn.

We've got roundtables and panels on a variety of topics that many of you have said is of interest: blogging, online advertising, ethics, how to use VoteTracker. And Tom Eblen will

give you the straight scoop on just where the newspaper industry is headed. He'll be gentle, but frank, about what we need to do to adjust to the changing realities.

Our keynote speaker on Saturday is Jeffrey Hansler. Even if you've never sold a thing in your life, you'll be inspired after hearing him to go out and sell something. Hansler worked for Apple in its early days, so you know he's sharp.

**See CONVENTION 2009 on Page 8**

## KPA CALENDAR

### APRIL 23

Bud Bruce Memorial Scramble Golf Tournament, Wichita.

### APRIL 24-25

KPA annual convention, Airport Hilton, Wichita.

### SEPT. 23-26

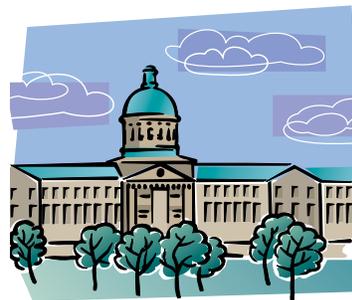
National Newspaper Association annual convention, Mobile, Ala.

## Public notice survives another attack

It looks as if Kansas newspaper editors can breathe a sigh of relief.

The 2009 session of the Kansas Legislature likely will end without any changes in public notice laws, even though two bills sought to either shorten or even eliminate those notices from Kansas newspapers.

Neither bill made it out of the Senate Elections and Local Government Committee,



thanks to work by KPA Legislative Committee members, newspaper publishers and Rich

Gannon, KPA's director of governmental affairs.

The bill to make a technical correction in the serial meetings provisions of the Kansas Open Meetings Act was approved, although it took almost the entire session to make that happen.

"We want to thank everyone who made a telephone call or talked to their local legislator,"

**See BILLS on Page 8**

# Here's a different perspective on how to 'ask for the order'

By John Foust

Chase was talking to me about selling. "Ever since I started my sales career, I've heard that it's important to ask for the order. Most of the sales books I've read – and most of the sales seminars I've attended – preach that successful sales people always ask their prospects to buy. In fact, I wouldn't be surprised if 'ask for the order' is the most frequently quoted sales principle in the world.



John Foust

"I used to buy into that philosophy hook, line and sinker. But through my years of selling advertising, I've come around to a different point of view. Without a doubt, questions are key elements in the sales process. It's crucial to ask relevant questions during the exploratory part of a sales call. We have to ask questions – and listen intently to the responses – as we get to know our prospects and the problems they face in business. We have to stay in step with their thought process, and ask how they see our paper as a viable solution to their marketing needs. But when it comes to closing, I've learned that a directive can work better than a question.

Chase has a good point. When a salesperson has done a good job of identifying needs and solutions, answering objections, and demonstrating the value of purchasing – why in the world should he or she ask for anything? Just come right out and tell them what to do (diplomatically, of course). For example:

Salesperson: In our meeting today, we've seen that The Gazette reaches the audience you want to target, and that our

creative team can put together a campaign that will communicate your message.

Prospect: Yes, I think The Gazette brings a lot to the table.

Salesperson: When would you like to sign the contract to get things started?

Prospect: Just leave the information with me, and I'll let you know.

What just happened? The sales person has asked for the order, but the prospect has backed away. Here's how a different ending could have produced a more positive result:

Salesperson: In our meeting today, we've seen that The Gazette reaches the audience you want to target, and that our creative team can put together a campaign that will communicate your message.

Prospect: Yes, I think The Gazette brings a lot to the table.

Salesperson: That's great news. Since this is a prime time for your business, I know you want to get results from your advertising as quickly as possible. Just put your autograph on this agreement, and we'll get things started.

Prospect: Sounds good. Where do I sign?

See the difference? By asking permission in the first example, the sales person has given the prospect a reason to delay the decision. The second example provides a clear action step. It says "do this" instead of "will you do this?"

"The secret," Chase concluded, "is to build a strong case for your product, get agreement – then just tell them what they need to do next."

**John Foust** has training videos for ad departments. E-mail him at [jfoust@mindspring.com](mailto:jfoust@mindspring.com)

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## KPA BOARD

**David Powls**

President

Holton Recorder

[holtonrecorder@embarqmail.com](mailto:holtonrecorder@embarqmail.com)

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[macsentinelpub@sbcglobal.net](mailto:macsentinelpub@sbcglobal.net)

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[kenneth.knepper@thekansan.com](mailto:kenneth.knepper@thekansan.com)

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Kansas City Star

[gbranson@kcstar.com](mailto:gbranson@kcstar.com)

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Nondaily District Director

Anderson County Review

[dhicks@garnett-ks.com](mailto:dhicks@garnett-ks.com)

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[neweditor@sbcglobal.net](mailto:neweditor@sbcglobal.net)

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[news@coffeycountyonline.com](mailto:news@coffeycountyonline.com)

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Central District Director

Sterling Bulletin

[bmarshall31@cox.net](mailto:bmarshall31@cox.net)

**Brad Lowell**

Northwest District Director

Concordia Blade-Empire

[bladeempire@nckcn.com](mailto:bladeempire@nckcn.com)

**Dena Sattler**

Southwest District Director

Garden City Telegram

[denas@gctelegram.com](mailto:denas@gctelegram.com)



## THIS MONTH'S QUESTION

Q. I understand KPA is working on a new web site for the Kansas Newspaper Foundation. Will I be able to make online donations?

A. Yes. We're putting the finishing touches on a new site that will include the Kansas Newspaper Hall of Fame, information about the various KNF programs and an opportunity to make online donations to KNF as well.

# Slimp

Continued from Page 4

given me in the past. I need your advice again. I'm having a difficult time finding a free or cheap image compressor that I can use to reduce the size of images that I have already compressed in Photoshop. Can you point me in the right direction?

A company called iRedsoft used to sell a shareware program called MacImageResizer that was a nifty tool for reducing the size of JPEG images significantly for Web sites. A free version was available at the time, which allowed you to resize images after looking at a pop-up ad for the paid version. iRedsoft no longer sells this utility, but I found the free version still available for download at <http://www.tucows.com/preview/206512>. It works like a charm to reduce the size of JPEG images.

## From Sandy in Tennessee:

Hey Kevin,

I've got a question for you, as usual. I am looking at purchasing two Mac Pros for the office, plus a Mac Pro laptop. I noticed there is about \$500 difference between a Mac Pro 2.8 GHz quad core Xeon processor and a Mac Pro two 2.8 GHz quad core Xeon processor. Is it worth paying the extra money for the two quad core processor for laying out pages?

Sandy, let me make your day. You don't need either of the Mac Pro desktop

computers. I've been to your office and seen how your computers are used. Mac Pros are awfully nice, but they're probably overkill for designing pages. Your designers will be just as happy with iMacs (go ahead and get the larger monitor version, since you'll have money to spare) and you'll save about \$1,500 on each computer. Oh, feel free to send any leftover cash as a donation to the Institute of Newspaper Technology.

## From Lis in Indiana:

Hey Kevin,

Using CS3 InDesign, we seem to be having a lot of trouble with drop shadows in our ads. The background colors are blocked out or boxes appear around elements with special effects. Any idea what is causing this? We use AdTracker which converts EPS files into PDF. Could this be the problem or is it a setting in InDesign? Thanks for your help.

There are lots of techniques you can use to keep this from happening, Lis. Here's what I've found works very easily, plus you will only have to learn one new step. Go ahead and create your ad in InDesign as you have been. When you're finished, select the entire page and copy it (Edit>Copy). Next, go to Photoshop and create a new document. You won't have to be concerned with the size. Photoshop will create a document with the same specifications as the page you copied in InDesign. Set the resolution to 200 in Photoshop when creating the new file. With the blank

file open in Photoshop, select Edit>Paste. You'll see your InDesign ad, drop shadows and all, pasted onto the Photoshop document as a "smart object." It will look like it has an "x" going through it. Double click on the smart object and save the file as an EPS file. Finally, run the EPS file through Acrobat Distiller and you'll have an ad with special effects, but no unwanted lines.

## From Debbie in Arkansas:

Hi Kevin,

I desperately need some help. My computer is really slow. I'm afraid I'm going to lose it and throw it out the window one day! I'm using a PowerBook G4 and running Leopard (OS X.5). It takes around 7-8 minutes for Quark to open. The print dialog box takes around 2 minutes to open when I'm printing for the first time. Everything is basically slower than it should be. Do you have any suggestions?

I'd go with your first instinct, Debbie, and throw the PowerBook out the window. I could ask you how much RAM you have on the computer and suggest that you could add more, but I'm guessing this PowerBook has served its purpose. The alternative would be to remove the Leopard operating system and reinstall an earlier OS.

*Kevin Slimp is a speaker and trainer in the newspaper industry. He can be reached at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).*

## Anderson paper selected for symposium during NNA's 123rd annual convention

A paper by Les Anderson of Wichita State University is among those selected for presentation Sept. 25-26 in Mobile, Ala., at the 15th annual Newspapers and Community-Building Symposium,



**Les Anderson**

The symposium is co-sponsored by the Huck Boyd National Center for Community Media and the National Newspaper Association Foundation and scheduled during the NNA's 123rd annual convention.

"The symposium is a good opportunity for journalists and journalism educators to share ideas and research relevant to community newspapers," Gloria Freeland, director of the Huck Boyd Center, said.

Anderson's paper is titled "Bridging the digital gap in newspapers." His presentation is scheduled for 3:30 p.m. to 4:30 p.m. Friday, Sept. 25.

Anderson is associate director of the Elliott School of Communication, Wichita State University. He is a past president of the Kansas Press Association and currently chairman of the Board of Trustees of the Kansas Newspaper Foundation.

Other presentations will focus on "The College/Community Connection," "Building Reader Connections" and "Connecting to Readers in a Digital Age."

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# InDesign allows you to ‘flip’ pages on web site

By Kevin Slimp

**W**ow! My email is full of questions from readers these days. Some days I just can't respond to all of them, so let me take a crack at a few of them here.



Kevin Slimp

**From Lisa in South Dakota:**

Hi Kevin,  
We are trying to build a Web site for our community guides. What program do I need to create documents with pages that flip on Web sites?

There are lots of services available online to accomplish this task, Lisa. I've

found them ranging in cost from \$5 (US) per page up to \$10,000 (US) for an application that creates this effect for you. However, if all you're looking for is a way to create an online document with pages that flip, you can do that in InDesign CS4. It's as easy as opening the InDesign document and exporting it as a Flash (SWF) file.

**From Alyse in Pennsylvania:**

Hello Kevin,  
I have a problem that I'm sure you can help me solve. I need to convert publisher

files to PDF. Is there any software out there that can do this on a Mac? Your wealth of knowledge on this subject is most appreciated.

I like that "wealth of knowledge" bit, Alyse. Thanks. The easiest way to accomplish this task would be to use PdfOnline.com. This is a free service which allows you to upload your Publisher file and receive the corresponding PDF in your email within a few minutes. I've used it several times and it works very well.

**From Laura in Tennessee:**

Hi Kevin,  
I am attaching an ad that's causing problems. On the screen, it appears fine, goes through the preflight fine and the page proof looked good. When it was sent to the imagesetter, it printed black spots where the prices were supposed to be. Can you advise?

My first guess was right, Laura. When I checked the properties of this PDF file, I saw that it was created when someone exported the ad from InDesign using the PDF Export Presets. As often happens

when PDFs are created this way, some of the fonts were converted to CID fonts. There are lots of printing issues related to CID fonts and you've encountered one of them. You can fix this particular file by opening it at a resolution of 1000 in Photoshop, then saving as an EPS.

Run the EPS file through your distiller, with your downsampling set to 600 (instead of the usual 200) and the file will be fine.

**From Becky in Tennessee:**

We just purchased a Lacie backup drive. When I go to the network to access the new drive, some of the InDesign files show up as TextEdit files.

This happens on some, but not all, of the computers. I was wondering if you know why this is happening.

Yes I do, Becky. Thanks for asking.

**From Terry in Oklahoma:**

Hi Kevin,  
Thanks for the great advice you've

**See SLIMP on Page 3**

## DEATHS

**M**ickey Lynn, 78, died Monday morning (April 6, 2009) at her home in Iola.

She was born Sept. 9, 1930, to Nell Watson and Walter William Killough in Elk City, Okla. The family followed her father's career with International Harvester to Des Moines, Ia., and Melbourne, Australia.

She attended the University of Melbourne where as a freshman she met Emerson Lynn Jr., who also was a student there as a Rotary Fellow. They were married Jan. 27, 1950.

They returned to the United States and first lived in Wichita where Emerson worked for the Wichita Beacon as a gen-



Mickey Lynn

eral reporter and then farm editor.

In 1951, they moved to Humboldt, where they published the Humboldt Union. Mickey kept the Union's books and worked as a reporter, while also raising their children. For one legislative session, she ran the entire operation while Emerson worked as an Associated Press intern covering the Legislature.

In 1958, they bought the Bowie (Texas) News, also a weekly newspaper, and continued the tradition of small town journalism. In 1965, they moved to Iola and purchased the Iola Register from his uncle, Angelo C. Scott.

Mickey served on the boards of the Ecumenical Christian Ministries for the Regents Universities, Iola Housing Authority, Girl Scouts, and as a deacon and elder of First Presbyterian Church. The church recognized her as its "Woman of the Year" in 2007.

She was an avid gardener and volun-

teer, excellent cook and gracious host. She set a beautiful table and bore the standard for entertaining.

She traveled the world with her husband and had a keen interest in politics and world events.

Other survivors include her children, Emerson K. and his wife, Suzanne, of St. Albans, Vt., Michael J. and his wife, Beverly, New Haven, Conn., Angelo S., Middlebury, Vt., and Susan Lynn and her husband, Dr. Brian Wolfe, Iola; 13 grandchildren; a brother, Walter W. Killough, Kaneohe, Hawaii, several cousins and a multitude of friends.

Family visitation is 5 p.m. to 7 p.m. Thursday at Waugh-Yocum & Friskel Chapel in Iola.

The funeral service is at 3 p.m. Friday at Iola's First Presbyterian Church. Burial will be in Highland Cemetery in Iola.

Memorial gifts are suggested to Friends of Bowlus in care of the funeral home.



## AP's Ferguson inducted into Hall of Fame

*Lew Ferguson, second from right, former Topeka correspondent for the Associated Press, was inducted into the Oklahoma Journalism Hall of Fame recently. Some of those who helped him mark the occasion were (from left) retired Topeka AP correspondent Elon Torrence; Paul Stevens, AP Vice President/Central; Libby Quaid, AP education writer from Washington, who began her career working for Ferguson; Ferguson, and Oklahoma AP chief of bureau Lindel Hutson, who was inducted into the OJHF a year ago.*

## DEATHS

Services for Mark Luman Miller, 65, who died Thursday, March 19, 2009 in Manhattan were April 3 in Belleville.

He was born Oct. 4, 1943, in Belleville, the son of Merle Monroe Miller and Erma Ann (Schmedemann) Miller.

He was a 1961 graduate of Belleville High School and graduated with a Bachelor of Arts degree in technical journalism from Kansas State University in 1965.

Upon graduation he was commissioned through K-State Army ROTC as a second lieutenant in the Signal Corps.

He was married to Diane Marie Hertlein on July 17, 1965. They were the



**Mark Miller**

parents of two daughters, Deborah Diane and Nicole Marie.

Lt. Miller was called to active Army duty in 1966 in the height of the Vietnam War. He graduated from U. S. Army Signal Officers Basic course in Ft. Gordon, Ga. Later, he was assigned to combat duty in Vietnam as a platoon leader and then as a company commander from 1966-67, receiving the U. S. Army's Commendation Medal. Upon returning home he continued his military service as a company commander in the U. S. Army Reserves at Ft. Riley. He left active military duty with the rank of captain.

As a youngster he worked for the Belleville Telescope, owned by his father, and in 1967 returned permanently to join his father in ownership and management, eventually assuming ownership.

During this time the Telescope acquired newspapers in Belleville and Washington, Kan., and Superior and Hebron, Neb., and the Farmer Stockman of the Midwest.

Throughout his life he enjoyed auto racing and was an active member of the committee which manages the Belleville High Banks race track from 1972 until his death.

He was preceded in death by his wife Diane, and his parents.

He is survived by his daughter Debbi Diane Drewry, son-in-law Chris, and grandsons Benedict Luman and Samuel Pio of Redondo Beach, Calif.; and his daughter Nicole Marie Miller, grandson Jacob Michael Vestweber and granddaughter Amanda Nicole Vestweber of Manhattan. Other family survivors include a brother, Monte Miller, Manhattan, and a sister, Margo Laubhan, Pratt.

Services were April 3 at St. Edwards with a U. S. Army military salute and inurnment in Belleville Cemetery.

Memorials are suggested to the American Cancer Society or the Mark Miller Educational Scholarship for Journalism in care of Tibbetts-Fischer Funeral Home.

## KPA OFFICE STAFF

**Doug Anstaett**  
Executive Director  
danstaett@kspress.com

**Emily Bradbury**  
Member Services Director  
ebradbury@kspress.com

**Richard Gannon**  
Governmental Affairs Director  
rgannon@kspress.com

**Becca Gray**  
Advertising Placement Director  
rgray@kspress.com

**Nicole Schings**  
Advertising Sales Director  
nschings@kspress.com

**Victoria Singer**  
Accountant  
vsinger@kspress.com

**Rachel Willis**  
Education Director, KPA  
Executive Director  
Kids Voting Kansas  
rwillis@kspress.com

## KPA CONSULTANTS

**Fred Hunt**  
Interim Technology Consultant  
(785) 628-1081, Ex. 147  
fhunt@dailynews.net

**Tom Eblen**  
News-editorial  
Community Newspaper Tuneups  
teblen@sunflower.com

**Mike Kautsch**  
Media Law  
University of Kansas School of Law  
mkautsch@ku.edu

**Michael Merriam**  
Media Law  
Legal Hotline  
merriam@merriamlaw.net

## FRIEND OF KPA

**Randy Brown**  
Executive Director  
Kansas Sunshine Coalition  
for Open Government  
Wichita State University  
randy.brown@wichita.edu



# Web site can protect franchise; don't give all your content away

By Gary Sosniecki

I cringed when I saw a publisher friend's new web site.

That's because my friend is giving away his entire newspaper, page by page, on the Internet.

Why would anyone pay 50 cents for his newspaper when every word can be read free online?

Metro newspapers have closed in Denver and Seattle, others are in bankruptcy, and part of the blame rests with Internet strategies that removed the incentive for readers to buy their print editions.



**Gary Sosniecki**

Every newspaper needs its own web site if for no other reason than to protect its franchise as the community's purveyor of news and advertising. And until the masses are willing to pay for online content, which won't happen anytime soon, access to that web site needs to be free.

But giving away all the content of your core product is foolhardy if you still want readers to buy that core product.

What's the solution?

Community newspapers should strive for a balance between print and online. Your web site should have enough content that you can sell advertising to support it and, hopefully, make a profit. But it should complement your newspaper, not compete with it.

Yes, some content will be duplicated. A community newspaper's web site should

include a couple of stories from your front page, an editorial, obits and some local sports. But don't give away too much.

Instead, post content that you don't have room for in your newspaper: Extra photos from your school coverage. Columns from your legislators. Full text of speeches. Church sermons. Consumer tips from your university's extension service. Reader-submitted photos.

Remember to post online updates between your print editions: Death notices. Sports scores. Boil orders. School closings. Candidate filings. A few paragraphs of breaking news after a fire, traffic accident or school-board meeting, always promoting that a full report can be found in your next print edition.

Learn how to post video clips. It doesn't take much expertise or fancy equipment to upload highlights from a football game, city-council meeting or news conference to your web site.

In effect, make your web site a separate product from your newspaper while creating reader and advertiser demand for both.

If, as my publisher friend did, you choose to do an e-edition – posting full-page pdfs of your newspaper online – make sure that it's password-protected so readers can't access it without a subscription.

Otherwise, the only readers your print edition will have are those without Internet access.

And that number shrinks every day.

*Gary Sosniecki is a regional sales manager for Townnews.com. He may be reached at gsosniecki@townnews.com.*

# Lynn family gave him ‘break of a lifetime’

**T**wenty-five years ago, the publishers and owners of The Iola Register daily newspaper, provided one of their employees with an opportunity of a lifetime.

I was on the receiving end of the opportunity when Emerson and Mickey Lynn, who owned the operated The Register, offered me the position of managing editor of the neighboring weekly Yates Center News, which they owned at the time with their son.



**David Powls**

I can still remember when, at a Sunday afternoon gathering at his home, Emerson asked me to meet with him at The Register office later that day. I had no idea what Emerson wanted to talk about. In fact, I was nervous about the meeting and worried I had done something wrong.

To my delight, Emerson and Mickey had decided to offer me the management position. I had only worked for The Register as sports editor for about a year. As I recall, all of my worldly possessions could

fit in a Pontiac Firebird and I was already in debt – I had a college student loan to pay off.

Six months later, the Lynns offered to sell the newspaper to me. But that was not all. They offered to finance the deal. The newspaper property that the Lynns sold to me included a home within 56 steps out the back door of the newspaper office building. So they, in effect, financed my first home, too.

They loaned me enough operating capital for the first month, assured me they would help me learn the double-entry bookkeeping system, taught me how to sell advertising space and showed me how the newspaper could make enough revenue to pay all the monthly bills, meet payroll, plus the monthly business loan payment.

For a 24-year-old, this was the luckiest break of a lifetime. I thought that then. I know that as a fact now. With my wife, Connie, soon joining me in the business, we got off to a good start. As a wedding gift, the Lynns gave us a little ceramic cookstove with enough cash inside to purchase a new, real one. Mickey knew the one inherited with our home needed to be replaced.

This story is being retold now because

Mickey Lynn, age 78, of Iola died on Monday. Over the years, a prediction that Emerson made for me early in our business relationship has come true.

One Sunday afternoon in 1984, when Emerson was in Yates Center at the newspaper office teaching me how to do newspaper bookkeeping, and I was getting tired and feeling a bit overwhelmed by all of my new responsibilities, Emerson look at me and said, “I know how you feel, but trust me, you can do this (own and operate the newspaper). And some day, you’re going to feel like you’re part of our family.”

I do, in a way, feel like I am part of the Lynns’ extended family. Although we sold The Yates Center News 14 years ago and moved on to The Holton Recorder, we have kept in touch with the Lynns and they were always there for us when we had a newspaper issue to discuss.

It would take another complete newspaper page to start a summary of the positive impact that Mickey Lynn had on The Register and the Iola/Allen County community. Suffice to say, we will never forget her or the opportunities she provided us.

*David Powls is president of the Kansas Press Association for 2008-09. He and his wife, Connie, own the Holton Recorder.*

## MARKETPLACE

### News

Six-day daily in south-central Kansas trying to strengthen its Web presence seeks a solid journalist. We need someone to focus on photography and video but also write stories, lay out pages and react to breaking news when needed. Most duties involve photography and video, but a variety of skills are required. Please send resume or inquiries to James Jordan, news@arkcity.net, 200 E. Fifth Avenue, Arkansas City, KS 67005 (620) 442-4200 ext. 121. EOE.

GateHouse Media is looking for aggressive circulation managers to fill openings in several of our Midwest newspaper properties. We are a nation-wide company with over 250 properties coast-to-coast. We offer full time positions and a full slate of benefits to qualified individuals. Send resume and references to Gary Mehl, Regional Manager, GateHouse Media, Inc., P.O. Box 926, McPherson, KS 67460. The Beloit Call, a three day a week publication in Mitchell County, has an immediate opening for a sports writer-general assignment reporter. This is an excellent

career opportunity for someone who is a self-starter and has sound writing skills. Email resume to Brad Lowell or call him at (785) 243-2424 or Barbara Axtel at (785) 738-3537.

Editor and general manager sought for a 9,000-circulation free weekly mailed newspaper. Applicants should have knowledge in news as well as advertising. Great pay and benefits. Send resume to Tom Throne, general manager, Montgomery Communications, 222 W. Sixth St., Junction City, KS 66441, or email t.throne@dailyu.com.

Wanted — Full-time area beat reporter to cover several colorful small communities and the spaces in between. Must be self starter, energetic, hardworking and able to establish good working relationships with a wide variety of sources. Excellent writing skills a must and photography skills a plus. This is a great opportunity for a reporter to cover a wide range stories and meet a wide range of interesting people. If this fits you, please send letter, clips,

resume and references to Dale Hogg, managing editor, Great Bend Tribune, PO Box 228, Great Bend, Kan., 67530, or to dhogg@gbtribune.com.

Wanted, energetic sports writer/editor to cover high school sports and lay out daily sports pages for the Junction City Daily Union. Position requires self-starter who can cover games, take phoned-in game information, write sports advances and features with little guidance from managing editor. Photo skills a plus but not required. We will train. Email resume, clips and salary expectations to m.editor@dailyu.com.

### For sale

Three rolls of Konica Minolta 30” wide x 200 ft. long graphic arts imagesetter film. We changed imagesetters and can’t use these rolls. This is VR-100E, Spec 306 film. Buy these three and we’ll give you two partial rolls of the same film for free. For more information, call David at The Holton Recorder, 1-785-364-3141. This film lists for \$248.80 per roll.

# Are newspapers going to survive? Absolutely!

Everywhere I go, someone wants to talk about the newspaper industry and its troubles.

“What’s going on?” they ask.

“Are you going to be able to survive?”

“I don’t know what I’d do without my paper!”

Yes, we’re in the midst of a severe downturn. Colleagues are being laid off or asked to accept wage concessions.



**Doug Anstaett**

Yes, a number of newspaper companies are going to have to reorganize before this is all over.

And, yes, some newspapers will go under while others will need to change the way they deliver the news to the reading public.

But this crisis will pass at some point in the near future.

The really interesting part of this “crisis” is that there are such a large number of newspapers that are either doing just fine or having good years despite the turmoil in the industry.

So, when I speak for the Kansas Press Association, I’ve got to qualify what I say with several caveats.

The answer to questions about our

ability to survive run the gamut from “It depends” to “Absolutely.”

There is no cookie cutter answer that will apply to all situations.

If your newspaper is doing well, count your blessings. Not all are.

What we need to do is come together later this month at our annual convention and share the ideas that work, warn our friends about the ones that don’t work and try to come up with a plan

to make it through this recession to the day when the economy strengthens to the point that consumers are willing to spend money again.

We’re getting closer to that point every day.

What we — and the public — need to remember is that most of the news in the world still originates from the keyboards of newspaper, radio and television reporters around the world.

Bloggers have their place, but they cannot supplant the need for good reporters and good editors.

They serve a need, but not the one that we serve best.

Our communities need us, not just for the news, but also to lead. They need us to

continue to scrutinize what public officials do and to question those actions when it is necessary.

They need us to cheerlead for the good things that will make our communities better.

They need us to write about the citizens in our community and what they are doing to make the world a better place.

No one can do that better than we can.

No one.

Do we need to reinvent ourselves?

Yes, to a point.

But it’s not the news that is changing ... it’s the way we provide that news to people.

There is still a place for the printed word, and always will be.

There is also a place for the printed word distributed electronically as well.

Community newspapers are going to survive because there is still a strong demand for what we do.

The only way to keep the demand strong is to continue to do our best to meet the needs of our communities.

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

**What we — and the public — need to remember is that most of the news in the world still originates from the keyboards of newspaper, radio and television reporters around the world ...**

## Convention 2009 is in Wichita

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He’ll teach you the skills you need to reach and influence the decision-makers.

Hansler was our lead presenter at last October’s Advertising Conference, but you can rest assured that this dynamic pep talk on advertising sales will be chock full of bigger and better tips that will translate right to the bottom line.

Steve Buttry of the Cedar Rapids Gazette will lead a fairly extensive discussion of journalistic ethics in the internet age. Are the rules different on the internet? Yes they are, and Steve will explain how.

Rudy Taylor and his Taylor Family colleagues will tell you how that southeast Kansas company is surviving — and thriving — in the age of internet news.

Tony Berg of the Lawrence Journal-World will lead two sessions on online advertising and Kevin Yowell will explain how to use VoteTracker to keep your local legislators on their toes.

Of course, we’ll have the traditional Friday night President’s Banquet and the Awards of Excellence on Saturday night, times when we recognize the excellent work being produced by our staff members. We look forward to seeing you on April 24 and 25.

The registration brochure is attached to today’s newsletter.



**Jeff Hansler**



**Steve Buttry**

## Bills

Continued from Page 1

said Gannon. “It made a difference.”

The KPA is also working to fix a situation that arose late in the session involving a change to the Kansas Open Records Act.

Senate Bill 87, approved by both houses, would make an unacceptable change in an exception to KORA for information on safe houses.

The language approved went way beyond the intent of the legislation, which was to protect victims of sexual abuse, domestic abuse and stalking from being victimized once again by those who abused them in the first place.

At a meeting on Wednesday with representatives of a number of interested parties, language was agreed to that would fix the problem.

Gannon will be working to find a bill to amend or on the possibility of an entirely new bill to address the issue. We’ll report on any progress as it is made.