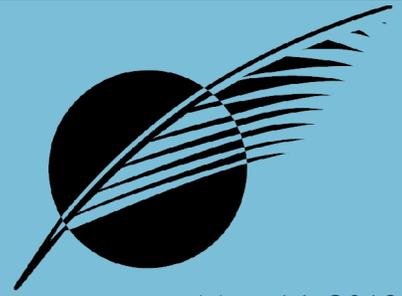


# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION MAY 16, 2018

## INSIDE TODAY

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Kevin Slimp believes the industry is ready to shed the pessimism and look to the future with some confidence.

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KPA president Andy Taylor shows how a leaf blower might be needed to blow out the cobwebs in our industry.

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Kansas newspaper publishers are looking for editors, advertising reps, designers and more.

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Doug Anstaett asks why it is so difficult for public officials to fully embrace transparency as a way of governing.

## KPA CALENDAR

### JULY 20

Kansas Press Association Board of Directors annual retreat, KPA office, Topeka. All day.

### JULY 20

Retirement reception for Doug Anstaett, KPA executive director, 3 p.m. to 4:30 p.m., KPA office, 5423 S.W. 7th, St., Topeka.

### DEC. 15

The 227th anniversary of the ratification of the U.S. Bill of Rights.



*The Kansas Press Association building at 5423 S.W. 7th in Topeka is for sale. The KPA board decided to look for new quarters that more accurately*

## KPA ponders selling building, relocating

By Andy Taylor, KPA president

The Kansas Press Association headquarters in Topeka may be in a state of change. The KPA executive board recently agreed with a recommendation from KPA executive director Doug Anstaett and incoming executive director Emily Bradbury to put the office building at 5423 S.W. 7th St. on the local real estate block.

Why?

The KPA office simply has too much room for the current services and programs. Built in the late 1980s for a staff of more than 10 people, the

*ly reflect current staff size and space requirements. Possible new locations include the downtown Topeka area, where KPA was until the late 1980s.*

building contains 7,000 square feet of space.

However, the five-person KPA staff of 2018 uses only about 2,000 square feet, which leaves the office largely cavernous and unused. That translates to high operational costs, including a hefty property tax bill that requires almost \$16,000 per year.

Anstaett and Bradbury said that in their discussions with a Topeka real estate firm, the KPA office has potential for being a prime location for another association or business. The agents,

See KPA BUILDING on Page 4

## Moran joins colleagues in tariff opposition

*PRINT Act would suspend new duties; requires study of effect on industry*

Kansas Sen. Jerry Moran has joined a number of other senators supporting legislation that would protect publishers and printers from harmful tariffs.

The bipartisan group of 10 senators has introduced S. 2385, the "Protecting Rational Incentives in Newsprint Trade Act of 2018," or the "PRINT Act."

Paul Boyle, senior vice president for public policy at the News Media Alliance, said the

PRINT Act would suspend new tariffs currently being imposed on imported uncoated groundwood paper from Canada, which is the primary source of newsprint and other paper used by domestic newspapers, book publishers and commercial printers.

The measure was introduced by Sens. Susan Collins (R-ME) and Angus King (I-ME)

See PRINT on Page 5

# It's time to move from pessimism to seeking solutions for the future

It's been a whirlwind of a week for me, beginning in Knoxville, where I caught a flight for a "quick trip" to Winnipeg, before heading home for a couple of days, then heading to Sioux Falls, S.D., and Lincoln, Neb.

On Saturday night, as I prepared to make my journey home, my plans were waylaid by a blizzard which shut down the Minneapolis airport, transforming my two-day visit to Winnipeg to five days. With my return flight rescheduled for Wednesday, there was no time to make it home to Tennessee, then back to Sioux Falls, where I was scheduled to meet a client on Thursday morning.

This column is about my trip. Not the weather, although understanding how my schedule was altered plays an important role in understanding what happened during those 10 days.

At some point in the recent past, I realized I had spoken at 60 of the 63 press associations in North America over the past 20 years. With so many trips to so many places, it's only natural I would become friends with some of the folks I meet along the way.

What stood out to me during my 10-day journey has been the number of incredibly deep conversations I've had with publishers and government officials in the U.S. and Canada about the importance of what we do at newspapers. They were not superficial conversations.

As I visited the legislature of Manitoba (you have time for things like that when you can't leave a country), at the invitation of Greg Nesbitt, a former publisher and member of the legislature, I saw faces I recognized from the audience during their convention banquet on Saturday night.

Visiting with the leader of one of the political parties in Manitoba, we discussed the crucial importance of a free press, and even talked about some recent decisions made across Canada which could have disastrous consequences to a free press. He ripped off a piece of paper and gave me his email address and phone number. We plan to keep in touch.

When I eventually made it to Sioux Falls, I was greeted with an overnight storm which measured close to a foot of snow. While most of the city was tucked in their warm homes, I took off to visit



**Kevin Slimp**

newspaper friends in the Sioux Falls area. Once again, our conversations turned serious, sharing concerns about a shortage of newsprint, the effects of venture capitalists on our industry and other matters.

Throughout these discussions, I noticed a common thread. Not a single person seemed panicked about everything happening in our industry. The newsprint shortage is surely temporary. I even connected some friends in the U.S. with paper plants in Canada while I was there. The venture capitalists will eventually fire their last employees, sell their remaining buildings and get out of the way. Scenes like we saw in Denver, Chicago, Knoxville and San Diego over the previous week seemed to energize everyone in the newspaper business, even folks who work at those papers.

In Winnipeg, I met Darrell, who has been starting papers in small towns in Winnipeg. I connected him with Joey, who has been doing the same thing in Kansas.

In Nebraska, I had a three-hour conversation with Rob Dump, one of my favorite community publishers, as we drove to Lincoln together for the Nebraska Press Association convention. In Lincoln, the conversation continued as I met with Rob and his wife, Peggy Year, another of my favorite publishers, as we shared our concerns and dreams about our industry for more than three hours.

Here's what I learned during my 10-day trek to Manitoba, South Dakota and Nebraska. In the 25 years I have been consulting with newspapers, I can't remember a time when there was so much interest in what is happening in our industry among publishers, and so many people who are determined to change course from the pessimism of the past few years to doing whatever it takes to steer our industry in a positive direction.

Life many of you, I believe there is no freedom without a free press.

Like many of you, I've got my sights set on a future dedicated to protecting that freedom.

Dominoes are falling. I, for one, can't wait to see where they land.

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

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# Here's a sales principle that bears repeating

Carl is a marketing manager who has been on the receiving end of hundreds of media presentations. He knows a thing or two about effective sales techniques: "Most of the time, I'm the point person to gather information about advertising options. I frequently need to pass information along to others in the company. Usually there's a written proposal, but that doesn't tell the whole story."



**John Foust**

"To make fair decisions, I need to share the key points I hear," he continued. "It's important for sales people to provide me with solid, repeatable product information."

The best presentations make those printed proposals come to life."

Be repeatable. That's a strong recommendation from Carl. Here are some ways to accomplish that in a sales presentation:

**1. Keep it simple.** This is the first rule for just about every type of communication, because we are bombarded with more messages than ever before. The simple messages have sticking power, while the complicated ones get lost in the crowd.

I'm reminded of the Telephone Game, an old school child's game which demon-

strates how a message can change as it is relayed to others. People sit or stand in a line or circle. The first person whispers a phrase to the second person, who whispers it to the third. And so it goes, until the last person announces the message as he or she heard it. Unless it is simple, the ending message usually bears only a faint resemblance to the initial words.

To make things clear and repeatable, eliminate technical terminology and use language that is easy to understand.

**2. Make it visual.** We think in pictures. That's why it's natural for us to have a better memory for

visual images than for words. The more vivid the image, the easier it is to repeat to others.

A sales person once told me about using a Venn diagram in a presentation. She drew three overlapping circles on her legal pad. One circle represented the print edition of her newspaper, one represented their online product and one represented other media being used by the advertiser. The segment where all three overlapped indicated those times when all three had to be carefully coordinated to work together. It was a clear visual image which gave the advertiser a

repeatable sales point.

**3. Make it personal.** Cookie-cutter presentations are a waste of time for everyone – especially prospects. Of course, there are standard things which should be included in every presentation, but each one must have a stamp of individuality. A presentation should be about the prospect and no one else.

A person's favorite topic of conversation is himself or herself. And a decision maker's favorite topic is the decision. To make a presentation personal, show the other person – and his or her company – how they can benefit from

the ideas you are proposing. Talk about results from their unique point of view.

Without a doubt, if you create repeatable sales points, you'll increase your chances of making that big sale.

*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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## Sales promotion continues: 'Cash In'

To encourage newspaper advertising sales staffs to sell display and classified ads through the Kansas Display Ad and Kansas Classified Ad networks, the Kansas Press Association has initiated a new incentive program called "Cash In."

Currently, if a newspaper staff member of a participating Kansas newspaper sells a network ad, the newspaper and KPA split the income equally.

"We're throwing in an added incentive for our members in April, May and June,"

said Amber Jackson, KPA advertising director. "Not only will the newspaper get its usual 50 percent share of every sale they initiate, but we're sweetening the pot to include an additional payment to the person who sells the ad. That payment will come from KPA's share of the sale."

There has been considerable interest from newspaper staff members in the program, so please share with your salespeople.

A brochure explaining the rest of the details is once again appended to the Publisher.

*Introducing*  
**LSA Creative...**  
 a harmony like no other.

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

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

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 309-690-5324

## THIS MONTH'S QUESTION

Q. Just curious. With a new executive director coming on board soon, could you tell me the names of all the executive directors that have served the Kansas Press Association through the years?

A. We sure can. O.W. "Ol" Little was first, in 1923, and was called field secretary. He was followed by Ralph Baker, J. Howard Rusco, Larry Miller, Forrest Inks, Don Fitzgerald, David Furnas, Jeff Burkhead and Doug Anstaett. On Aug. 1, a new name will be added to the list: Emily Bradbury.

# Isn't it time to turn our focus to today, future?

The current state of the newspaper industry was best symbolized in the Montgomery County Chronicle last week ... in the form of an electric leaf blower.

This Kansas Press Association president joined his parents, Rudy and Kathy Taylor, in discarding of several decades of bulky newspaper files — some dating back to the 1910s — due to free disposal services made available through a citywide clean-up project.

Every newspaper office in America has a room cluttered with those large books — most of which are collecting grime and simply disintegrate into dusty, yellowed fragments when pulled into the light.



Andy Taylor

Thankfully, the digitization of newspaper pages have rendered those newspaper files largely useless.

Plus, few people want to handle those large files ... simply because of the dirty mess they leave behind.

That's why the Taylors gladly pitched several dozen books into the landfill last week.

In the final stroke of cleaning that room in the rear portion of the Montgomery County Chronicle in Caney, my mother used an electric leaf blower to force away that fine dust and specks of old newspapers that had littered the floor.

I couldn't help but see the symbolism as it relates to today's newspaper environment.

We live in a media culture that clings to historic legacies. Our offices have framed copies of front pages from our local past. We love speaking of our newspaper genealogy as if it were some sort of intriguing DNA code to a community's history. Our physical buildings usually are the anchors of Main Street. And, we love to talking about our place in history as if it were a God-granted institution.

That's all fine ... if we really think that stuff from yesteryear is interesting to others.

However, our readers and advertisers don't give a flip about our place in history.

They want results for today. I don't blame them.

On July 20, your Kansas Press Association board and staff are conducting a day-long retreat to set goals for the coming years. This retreat is being led by Mike Matson, a former journalist who now offers leadership knowledge via the Kansas Leadership Center and Kansas Farm Bureau. There is one thing that the Matson and the KPA board and staff will make clear at the retreat: our discussions will focus on today and tomorrow, not

yesterday and yesteryear.

We are in the midst of an advertising climate that demands freshness ... and a considerable infusion of revenue. We are facing uncharted waters with our readership, or what is left of it. And, the constraints imposed by printing increases

and continued postal delivery problems leave us in a state of utter uncertainty.

That's why we need to put our collective eyes on survival. That means a renewed emphasis on our future ... and removing those ridiculous, self-imposed barriers that keep us from being relevant.

I believe that retreat will awaken us

... and make us stronger and better. Your Kansas Publisher will keep you posted on the results of that retreat.

Until then, feel free to rethink your newspaper's place in your specific corner of the world. More than likely, you'll discover a harsh reality: that the clutter within your galaxy in nothing more than a fog that keeps you from peering into next week ... and next month.

Mom's leaf blower is at your service.

*Andy Taylor is editor of the Montgomery County Chronicle and 2018-19 president of the Kansas Press Association.*

## KPA building

Continued from Page 1

like all real estate agents, say the building should sell quickly. We shall see. Stay tuned.

The building is listed at \$439,500, and we believe the sale will provide the association with at least \$400,000 to reinvest after costs of the sale are deducted. Earnings from that investment could be used to underwrite the programs offered by KPA.

Anstaett has calculated that moving would result in savings per year of approximately \$36,000, including the elimination of property taxes, maintenance and repairs, most utilities, expenses for lawn care and snow removal and some insurance costs. Those savings would be used to cover a lease, should KPA decide to move.

Last week, the KPA board viewed a prospective office site in downtown Topeka.

It is much smaller (about 1,800 square feet total) but is in a good location near the state capitol. No deals have been signed ... and the KPA staff and board are studying several other options in the downtown area.

Should these other options not work out, the KPA can stay where it is. But it makes sense to be taking a close look at how we utilize our assets for the benefit of our members.

Now, for a little history. The present building was completed and opened in September of 1987.

The association previously had a presence in the downtown area in the basement of a building at 7th Street and Jackson, just a block north of the Capitol building.

Before that, KPA had shared space with the Chamber of Commerce in the Hotel Jayhawk nearby.

Your Kansas Publisher will keep the KPA membership aware of changes to the association's future office plans.

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**... We need to put our collective eyes on survival. That means a renewed emphasis on our future ... and removing those ridiculous, self-imposed barriers that keep us from being relevant.**

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## Public notices

Continued from Page 8

example of bare bones info in some notices, giving no hint of why or who ran this," he says.

Where to look for public notices? Your own newspaper is a good source for public notice advertising, but if your paper is not the newspaper of record in your town or if other newspapers in your city or county run notices, then turn to them.

Often public notices are required to be posted at the courthouse or town hall and you can read them there as well. Another resource is the statewide public notice website operated by your state newspaper association (kansaspublishers.com). Some notices seem insignificant, but one thing might lead to another until you have an important story that can be spun off into columns, editorials and even award-winning journalism.

# Tariffs

## Continued from Page 1

introduced S. 2385. They are joined by Sens. Moran, R-Kan.; Roy Blunt, R-Mo. Shelley Moore Capito, R-West Va., Deb Fischer, R-Neb., Johnny Isakson, R-Ga., Doug Jones, D-Ala., Claire McCaskill, D-Mo., and Roger Wicker, R-Miss., as co-sponsors.

The legislation also would require the Department of Commerce to review the economic health of the printing and publishing industries. Newspapers and printers across the United States have told Congress that the new import tariffs – as high as 32 percent – would jeopardize the viability of the industry and threaten to decimate the U.S. paper industry’s customer base.

Many local newspapers and printers that use uncoated groundwood paper have experienced price increases and a disruption in supply since preliminary countervailing and antidumping duties were assessed earlier this year. Even as the Commerce Department investigation is ongoing, the duties are already being

collected on imports, causing immediate economic harm to printers and publishers. A final Commerce Department decision is expected on Aug. 2.

The new PRINT Act legislation would pause both the preliminary and any final duties while the department completes its study.

In introducing the legislation, Collins noted, “The U.S. printing and publishing industry is facing an unprecedented threat from crippling new import tariffs imposed on Canadian uncoated groundwood paper — better known as ‘newsprint’ — which is used by newspapers, book publishers and commercial printers. As a senator representing one of our nation’s leading papermaking states, I have consistently fought for actions to ensure a level playing field for the domestic papermaking industry.

“In this case, however, one domestic mill owned by a venture capital firm appears to be taking advantage of trade remedies to add to its own bottom line, putting thousands of American jobs at risk.”

How serious is the newsprint situation in Kansas?

Doug Anstaett, KPA executive direc-

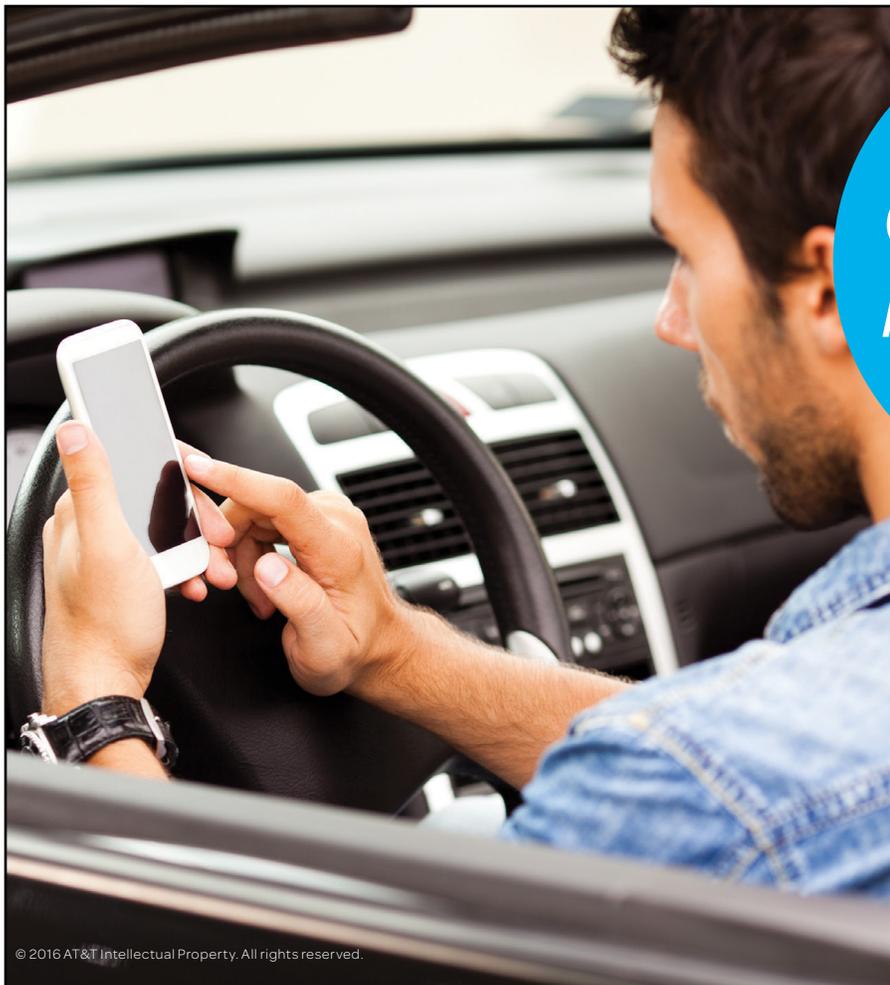
tor, surveyed a few members and found increases from 10 to 30 percent in what printers are charging their customers.

“This virtually wipes out the profit most newspapers are making and paves the way for more layoffs and disruption in our industry,” he said. “These tariffs are absolutely counterproductive and will cost jobs in communities across our nation.”

David Chavern, President & CEO, News Media Alliance, said: “Publishers already face economic headwinds due to the migration of advertising from print to digital. We simply cannot absorb extra costs from import taxes.

“Newspapers will close or be forced to raise prices for readers and advertisers. ... These tariffs are killing jobs and high-quality news in local communities.

Susan Rowell, publisher of the Lancaster (S.C.) News and president of the National Newspaper Association, added: “Applying tariffs like a tax to industries simply to penalize struggling businesses does not enhance jobs. It takes opportunities away. If you want to silence a free press, take away the newsprint. That is what is happening now, and it is simply wrong.”



Get the message

At AT&T, we believe there’s only one thing to know about texting and driving – just don’t do it. Not ever. The AT&T “It Can Wait” program is dedicated to sending only one message: No text is more important than your life.

AT&T is a proud supporter of organizations like the Kansas Press Association.



## MARKETPLACE

### 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. Price reduced to \$25,000. Call 620-626-0840 or email [earl@hpleader.com](mailto:earl@hpleader.com)

### PRODUCTION

**DISTRIBUTION MANAGER** — This position reports directly to the publisher and will be responsible for directing all aspects of the company's circulation/distribution operations, marketing efforts, and driving overall viewership. Necessary skills in communications, positive coaching and motivation, customer service, organization/coordination, computers including Microsoft Office and social media, and knowledge about local geography with ability to read maps are required. Preference will be given to a candidate with proven leadership in the publishing industry. This is a full-time salaried position with benefits for a small Kansas community publication with home delivery Tuesday-Friday and Sunday. Please send your resume and cover letter to [mhoisington@gbtribune.com](mailto:mhoisington@gbtribune.com) or Mary Hoisington, Great Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530. (5-1)

**PRESS OPERATOR** — Accepting resumes for Press Operator at progressive, family-run newspaper in Weatherford, Okla. Experience with Goss Community press helpful. Attractive compensation and re-location packages. Contact Phillip Reid at 580-772-3301 or email resume to [Phillip@PhillipReid.net](mailto:Phillip@PhillipReid.net). (3-27)

**PART-TIME PRESS OPERATOR** — The Great Bend Tribune is seeking a part-time press operator to join our printing team. The ideal candidate will have previous web press experience, including print of process color and press make-ready. Good work ethics along with mechanical skills and ability to react quickly to print related problems. We are willing to train the right person. Job requirements include: • Current valid driver's license with clean driving record, ability to pass a written fork lift test and train on lift; • Color vision and depth perception; • Ability to lift a minimum of 75 pounds; • Ability to read and comprehend written and/or oral

English instruction along with ability to communicate effectively with team members. To submit a resume with references or request an application contact [jaudus@gbtribune.com](mailto:jaudus@gbtribune.com).

### ADVERTISING

**GROUP ADVERTISING DIRECTOR** — The Emporia Gazette has an opening for a person who can fill the role of Group Advertising Director. We are looking for a person who can successfully lead staff and sales teams in multiple locations. This person will oversee sales of daily and weekly newspapers covering communities in Emporia, Abilene, Chase County, Madison, and St. Marys, Kansas. Key duties include: managing and motivating an inside and outside sales team with an emphasis on developing and growing newspapers, magazines, and digital products. This person must have the ability to work productively in a team setting. Send cover letter, resume with references to Publisher Chris Walker by e-mail at [walker@emporia.com](mailto:walker@emporia.com) (put Sales Director in the subject line). (5-10)

**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

**NEWS EDITOR** sought to help lead 11 at state's best mid-size non-daily (2018 KPA sweepstakes, news and ads). Coordinate reporting, edit copy, design pages, produce enterprising features in county seat between resort lakes. <http://mnks.us/job>. (5-10)

**REPORTER** — Whether you're a recent college graduate looking to get a start in the business, or a seasoned veteran looking for a new challenge, The Dodge City Daily Globe is looking for a bright, eager and multimedia savvy reporter to join its staff. Ideal candidates will have sharp reporting skills, the desire to go beyond superficial coverage for news and features, the ability to make complex stories relevant for readers, a web-first mentality and experience with multimedia and social

media in news coverage. Experience at a daily newspaper a plus, but recent graduates ready to hit the ground running will be considered. Some evening and weekend work is required. The Globe, a daily newspaper in southwest Kansas owned by GateHouse Media, offers a generous salary and benefits package, and is an Equal Opportunity Employer. To apply, send résumé, cover letter and work samples to: Vince Marshall, managing editor, The Dodge City Daily Globe, 705 N. Second Ave., Dodge City, KS 67801. For more information or to express interest in the position, send e-mail to: [vmarshall@dodgeglobe.com](mailto:vmarshall@dodgeglobe.com).

**WANTED** - The Abilene Reflector-Chronicle is seeking a part-time person for the newsroom. Being a small hometown daily newspaper, the first priority is professional news and feature reporting with photography and coverage of local government. Staff is also required to layout and design pages in InDesign. Some weekend and night hours. This is an opportunity for a self-starter. Contact Tim Horan at [editor@abilene-rc.com](mailto:editor@abilene-rc.com). (4-3)

**EDITOR** — The active age, a non-profit monthly senior publication, needs an experienced editor, proficient in Mac-based InDesign or willing to learn, to assign/edit stories, oversee finances. Send resume, cover letter telling why you're interested to [fran@theactiveage.com](mailto:fran@theactiveage.com). (3-21)

**EDITOR** — Award winning group of weekly newspapers in Nebraska seeks an editor to deliver top-notch local coverage and page design. Candidates must have a thorough knowledge of news writing, editing and page design for print. Candidates must have willingness to become part of an active community, a strong work ethic and thrive in a small team environment. A community newspaper background is essential. Interested candidates should send a resume and work samples to [wesnermedia@gmail.com](mailto:wesnermedia@gmail.com).

**WANTED** – Creative individual as a full-time paginator/graphic designer. Job involves laying out pages, working with graphics and photos, and updating the Web site. Involves evening and weekend work. Must be reliable, quick but accurate, and

## MARKETPLACE/CONT. FROM PAGE 6

have a keen eye for design and sense for details. If this fits you, please send letter, portfolio, resume and references to Dale Hogg, managing editor, Great Bend Tribune, 2012 Forest Ave., Great Bend, Kan., 67530, or tohdogg@gbtribune.com. (2-27)

**MANAGING EDITOR** — The McPherson Sentinel seeks a full time managing editor to lead the print and digital efforts of our news team. The overall responsibility is to lead the newsroom in developing and producing five quality newspapers each week, as well as additional projects. You will work in a friendly office in beautiful downtown McPherson with a fun group. The managing editor assists reporters in achieving The Sentinel's news objectives. Assigns coverage, offers advice, resources and guidance in their projects while designing newspaper layout. Knowledge, Skills and Abilities: requires good organizational and time management skills along with the ability to work well with people. Ability to find and correct grammar/writing issues a must. College degree or comparable work experience preferred. Apply to: steve.lundblade@thekansas.com or call Steve directly at 316-804-7740. (2-23)

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 contact Greg Kearney gkearney@gmail.com or call (785) 251-3581. (1-18)

**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, and Steve Haynes at steve.haynes@nwkansas.com EOE/M/F/D/V (1-4)

### NEWSPAPERS FOR SALE

For Sale: 141-year-old weekly newspaper in Hanover, Kansas. Owner died unexpectedly after 50 years of editing/publishing the paper. Official City Newspaper. Steady subscription. Call (785) 337-2242 for more information. (4-11)

Rawlins County Square Deal weekly newspaper in northwest Kansas. Official city, county and school publication. Only newspaper in county. Strong subscription 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 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. (6-14)

Respected 131-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady subscription, advertising, annual sales approximately \$140,000. Will include building and property in sale. (785) 341-7573 after 5 p.m. MST. (6-1)

## KPA OFFICE STAFF

### Doug Anstaett

Executive Director  
danstaett@kspress.com  
(785) 249-1108

### Emily Bradbury

Assistant Director and  
Member Services Director  
ebradbury@kspress.com  
(785) 213-8524

### Judy Beach

Bookkeeper  
jbeach@kspress.com

### Amber Jackson

Advertising Director  
ajackson@kspress.com

### Lori Jackson

Administrative Assistant/Advertising  
ljackson@kspress.com

## KPA CONSULTANTS

### Peter Cook

Advertising Sales, Marketing  
(620) 717-4191  
pjc1946@hotmail.com.

### Max Kautsch

Legal Hotline, Media Law  
(785) 393-5520  
maxk@kautschlaw.com

### Mike Kautsch

Media Law, KU School of Law  
mkautsch@ku.edu

## FRIENDS OF KPA

### Ron Keefover

Retired, Kansas Court System  
President  
Kansas Sunshine Coalition  
for Open Government  
ronkeefover@gmail.com  
(for questions on cameras in the  
courtroom, the court system and  
KORA-KOMA)

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

**KDAN** — Jetmore Republican, two ads, profit of \$760; Ellsworth County Independent-Reporter, one ad, \$450 profit; Rural Messenger, three ads, \$750 profit; Anderson County Review, two ads, \$1,650 profit; Rawlins County Square Deal, one ad, \$450 profit.

**KCAN** — GateHouse Media, three ads, \$450 profit.

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

**DIRECT PLACEMENT** — Hays Daily News.

# Why is it difficult to fully embrace transparency?

Is it possible that public officials have a different interpretation of transparency than those of us practicing the profession of journalism — and the public that relies on our work?

What else could account for this interesting juxtaposition recently in Topeka:



**Doug Anstaett**  
technology firm?

In the same week, Gov. Jeff Colyer gathered supporters at the Statehouse to sign bills increasing government openness while another of his executive branch secretaries was trying to explain why it made perfect sense to award a no-bid, \$48-million contract to a Canadian

Through my 45 years in the newspaper profession and as a close observer of the legislative process, this two-faced, inconsistent approach to the business of government has always baffled me.

Colyer has hung his hat on transparency since the first week he ascended to the state's highest office.

He ceremoniously signed four executive orders directing those who worked in the executive branch of Kansas government to start doing things more openly.

It was a breath of fresh air after seven years of obfuscation and outright disdain for conducting business in the open when

Sam Brownback was governor.

Colyer, of course, served for those seven years as Brownback's second-in-command.

Still, there was hope that this new approach would be something he could exploit against his challengers in the gubernatorial race, and especially against his No. 1 Republican challenger, Secretary of State Kris Kobach.

Kobach, while attractive to those far right of center in Kansas, has nonetheless built up a reputation with moderate Republicans, Democrats and Independents as someone who likes to think he's the smartest person in the room.

He has shown himself to be sloppy with the facts, capped off by his agreement with President Trump following the 2016 election that the president would have won the popular vote if not for millions of fraudulently cast ballots by "illegal immigrants."

And Kobach's recent lackluster performance going head-to-head against attorneys from the American Civil Liberties Union and his subsequent contempt of court citation exhibited even more arrogance to Kansans.

The Colyer administration's gaffe on

the IT contract erased his opportunity to distance himself from the one who many regard as the leading candidate in the race. The question is the coming days and weeks will be: "Will the governor be able to recover his own fumble?"

We're not just picking on Republicans. Former Gov. Kathleen Sebelius, after her election in 2002 and before taking office, formed some advisory committees to look at all phases of Kansas government. While she didn't lose a lawsuit that challenged the confidential nature of those study groups, she, too, missed an opportunity to — as she had campaigned

— open the blinds and the file cabinets of government to the people.

Government must take place in the sunshine. Secrecy never works; it only invites public cynicism. Why is this so hard for public officials to learn?

Maybe another candidate will rise to the top this fall who really embraces transparency as the best — and, in fact, the only — option.

For those who love the sunshine, it would be a dream come true.

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

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**Maybe another candidate will rise to the top this fall who really embraces transparency as the best — and, in fact, the only — option. For those who love the sunshine, it would be a dream come true.**

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## Don't ignore public notices; report on them

Public notice journalism is an art, and Jim Lockwood, award-winning city government reporter for the Scranton Times-Tribune, is living proof.

But he promises that with practice, any reporter can become an expert in ferreting out important news articles from public notice advertising and keep readers in the know.

Lockwood's three Rs of public notice journalism.

☐ **Read them.** They are right under your nose, in your own newspaper, and there is really no excuse not to read them.

☐ **Report on them.** You will see something in public notices that will spark your curiosity. When that happens, dig a little deeper and report on what you find.

☐ **Reference them.** Don't be afraid to attribute information in your article to the public notice you are reporting on. Just treat it

like any other source and write, "according to a public notice published in this newspaper." This type of attribution adds transparency to your reporting and helps readers understand the importance of publishing notices in newspapers.

Be an early bird: Lockwood advises daily newspaper reporters to read their paper's public notices first thing in the morning. Sometimes they announce meetings, hearings and other events and initiatives taking place that same day. "Don't wait until 5 p.m. or you might miss something important," he said. Weekly newspaper reporters shouldn't dally either.

Penetrate the legalese: Often lawyers write public notices using legal terms, and they are hard for readers to comprehend.

"The more you read them, the better you'll get at understanding them," Lockwood says.

"You'll learn the patterns and you will be able to get to the point quicker." Sometimes the "nut graph" that tells you what the notice is really about will be the third line from the bottom. "They always bury the lede."

Exercise your curiosity: Sometimes getting good public notice stories comes from old-fashioned shoe leather reporting. Lockwood recalls seeing a notice advertising a hearing on condemned and abandoned property, which consisted of two boats and a trailer. It listed the date and time for the sale at the county courthouse and nothing else (see the actual notice below). His curiosity piqued, he dug a little deeper and discovered the notice was a poorly worded announcement that someone had a tax lien and had been required to liquidate their boat and trailer. "This is an

See PUBLIC NOTICES on Page 4



# **Kansas Press Association**



*You are cordially invited to the*

## ***Retirement Reception***

*in honor of*

### **Doug Anstaett**

**Join us as we celebrate Doug's 15 years of leadership on  
behalf of the newspapers of Kansas.**

***Friday, July 20***

***Kansas Press Association Office***

***5423 SW 7th St., Topeka***

***3 - 4:30 p.m.***

***Program at 3:30 p.m.***

***Come and go!***

# CASH IN!



**KPA is implementing a  
NEW sales reward program!**

This new program will reward a salesperson of a KPA member newspaper (in good standing and current advertising network participant) with cash for selling ads into our KDAN & KCAN program April, May and June 2018!

		Total Cost	KPA Gets	Newspaper Gets	Salesperson Gets
<b>KDAN</b>	<b>2x4</b>	<b>\$1800</b>	<b>\$900</b>	<b>\$900</b>	<b>\$100</b>
<b>KDAN</b>	<b>2x2</b>	<b>\$900</b>	<b>\$450</b>	<b>\$450</b>	<b>\$50</b>
<b>KCAN</b>	<b>25 words</b>	<b>\$300</b>	<b>\$150</b>	<b>\$150</b>	<b>\$25</b>

**GET PAID EVERY WEEK!**  
**Sell ads every week, get paid for each week.**

Rules and restrictions - This program will take affect 04/02/2018 and run through 06/30/2018. Sales reward program is good for any salesperson that works for a network participating newspaper, in good standing with KPA. Rewards will be paid on any new client. (New client is any customer that has not run an ad in the KPA networks or direct ad placement within the last calendar year.) Salesperson must send ad directly to KPA along with payment address.

For more information please contact:

**Amber Jackson,**

KPA Director of Advertising

at **785-271-5304** or **ajackson@kspress.com**



**Kansas Press  
Association**