

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION JUNE 11, 2014

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KPA CALENDAR

JUNE 25-29

International Society of Weekly Newspaper Editors conference, Durango.

JULY 17-18

Technology Academy, KPA office, Topeka, featuring Russell Viers, Adobe products guru.

SEPT. 15-17

ASNE-APME, Chicago. First joint conference of the nation's top editors.

OCT. 2-5

National Newspaper Association annual convention and trade show, Phoenix.

DEC. 15

National Bill of Rights Day.



Russell Viers, regarded as one of the top Adobe Creative Suite experts in the United States, will lead a two-day seminar on PhotoShop, InDesign, Illustrator and other products July 17 and 18 in Topeka.

Viers to lead 'Technology Academy'

Russell Viers is scheduled to lead a two-day seminar in July that will instruct participants on how to use Adobe Creative Suite products to their fullest.

The "Technology Academy" is scheduled for July 17 and 18 in Topeka and is underwritten by a grant from the Kansas Newspaper Foundation.

Participation is just \$99, covers two full days of training and is limited to the first 12 who register.

"Russell has been our most popular speaker in recent years, and most of our members have asked for a more in-depth training session," said Emily Bradbury, director of member services for the Kansas

Press Association. "This is it."

Viers will lead sessions on the most popular Adobe Creative Suite programs, including InDesign, PhotoShop, Illustrator, Bridge and Acrobat XI.

A special hotel rate of \$79 has been secured for Thursday, July 17 at the ClubHouse Inn and Suites, 924 S.W. Henderson Road, which is within a mile of the KPA office where the sessions will be hosted.

A registration form is appended to today's Publisher.

"Don't delay," Bradbury said. "This will fill up fast."

Just six slots remained as of Wednesday.

Media companies challenge secrecy

A southeast Kansas judge has set a hearing for 10 a.m. Friday, July 25 on a motion to intervene to unseal documents in a Parsons quadruple murder case.

Max Kautsch, an attorney representing the Parsons Sun, Montgomery County Chronicle and KOAM-TV in Pittsburg filed the motion May 19 in

the murder case against David Cornell Bennett, Jr. Bennett is charged in the Nov. 25, 2013, murders of a Parsons mother and her three children, ages 9, 6 and 4.

Since the arrest of the defendant on Nov. 26, 2013, motions have been filed to seal almost all documents filed in the case.

Kautsch says in his motion

to intervene that documents "ordinarily" available to the public are sealed and "the public's access to information regarding the progress of this case has been chilled. This case is proceeding in secret."

He argues in his motion that two cases, The Wichita Eagle

See SEALS on Page 5

Working from ‘anywhere’ trend that’s growing popular

I first met Mike Mathes in 2012 when he invited me to visit the North Woods of Wisconsin to speak during an annual retreat for newspaper publishers. The retreat honored Wisconsin publishers who died during the previous year. Prior to that, I had met his brother, Joe, at several association conventions where we often found ourselves on the same programs.

Mike is president of Delta Publications, a group that includes two free publications, Tempo and Verve, and one paid newspaper, Tri-County News, in Eastern Wisconsin. Having worked with both Mike and Joe in the past, I wasn’t entirely surprised when I got an email from Mike, about assisting with a couple of technical challenges.

The first was simple enough. Like many newspapers, Delta’s publications go through the hands of multiple editors and designers before they go to press. And like in many production offices, fonts were an issue. Even though each of the computers seemingly had the same fonts on each computer, InDesign would pop up the dreaded “Font not loaded” message on a regular basis when a file created on one computer was opened on another.

The second challenge was a bit more interesting. Mike mentioned that producing their publications would be much more efficient if he, along with others who sometimes worked away from the office, could connect to the office network from remote locations. He went a little further than that. Not only did they want to connect to their servers, they wanted to be able to work from

home or wherever exactly the same way they did back at the office. This meant if a staff member worked on a desktop at the office, they would have the exact same experience when working from a mobile computer at home.

He had tried, with very limited success (OK, not much success at all) to use tools

like LogMeIn and Dropbox to accomplish the task, but those, while good products, don’t allow what Mike and his staff wanted. They didn’t want to take control of a computer at the office — which I do on a daily basis, but not for this purpose — or simply transfer files back and forth. Mike wanted the freedom to be able to work at home or on the road with no limitations.

I could tell this was important to Mike, and the more I thought about it, the more it seemed like something that could be accomplished remotely, without making a trip to Wisconsin.

I recruited my friend, John McNair, an IT guru at The University of Tennessee, and three weeks later, we met at my home and began the work of creating a remote office for Mike and his staff. Fortunately, Delta has a very competent staff person, Klaudia Schnell, who worked with us from the Delta offices in Wisconsin while we worked in Tennessee.

Creating the remote office was basically a four-step process. First, we used LogMeIn to get access into each of the computers and the server at the Delta offices in Wisconsin. While inside the server, we noted information that would

be needed to create a DNS entry which would allow Mike and others to access the server remotely.

Next, we used a service to create a DNS entry for the Mac Mini server from Apple. DNS is the component of the Internet which converts human-readable domain names (kevinlimp.com) into computer-readable IP addresses (66.18.125.171). It

does this according to DNS zone files that reside on the server and tie a domain name to an IP address.

Once we had a DNS, John took control of the router at Delta and opened up a port (Geek note: AFP uses port 548), which



Kevin Slimp

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An advertising lesson from Tombstone, Ariz.

One of the most memorable ads I've seen was a billboard on Highway 80 north of Tombstone. I was in southern Arizona on business and had some free time to make a side trip to the town where the Earp brothers and Doc Holliday had their famous gunfight in 1881 with the group known as the "Cowboys" at the OK Corral.



John Foust

The billboard promoted the Tombstone Motel with the simple line, "Rest in peace."

That's a phrase that wouldn't work for any other business with any other name in any other town. But for a motel in an Old West town named Tombstone — with the main attraction being the site

of a gunfight which has been the subject of movies and books — the line seemed entirely appropriate.

I didn't spend the night in Tombstone and I've never met anyone who has stayed at the Tombstone Motel, so I can't speak for that establishment. All I know is that — years after the trip — I still remember that billboard. I mention it here, because it illustrates some important principles of advertising:

1. Billboards can teach us a lot about

advertising. Newspaper and billboard advertising face the same basic challenge of being readable and attracting attention at a glance. As you drive, you have a few seconds to read a roadside sign in its entirety. And as you turn the pages of a newspaper or scan a web site, you have only a few seconds to decide if a particular ad is worth further reading.

If a message doesn't communicate at a glance, it will miss the mark.

2. The best ads are targeted. Tombstone is a tourism destination. It's a safe guess that a large number of out-of-towners traveling to Tombstone are planning on visiting the OK Corral, the Boot Hill cemetery and various buildings which have been preserved as they were when Wyatt Earp was Marshall.

It's smart to appeal to those travelers' knowledge of what made Tombstone famous. And it's smart to place the sign on the road leading into town.

3. Uniqueness is an advantage. In the environment of Tombstone, Arizona, "rest in peace" does not appear offensive at all. Sure, it's a little corny.

But the slogan is not likely to generate outrage among consumers. On the other

hand, can you imagine "rest in peace" in an ad campaign for Hilton or Marriott?

I think it's safe to say the Tombstone Motel adopted a slogan that was uniquely theirs.

The billboard promoted the Tombstone Motel with the simple line, 'Rest in peace,' a phrase that wouldn't work for any other business ...

4. The best messages are simple. Obviously, "rest in peace" had a double meaning. While acknowledging the town's well-known background, it suggested a reason to stay at the Tombstone Motel. With the

combination of the headline and the motel's logo, that simple sign communicated: (1) a clearly stated consumer benefit (rest), (2) a connection to history (the Old West), (3) the advertiser, and (4) the location (which was part of the advertiser's name).

All of that was communicated in just a few words. In a few seconds.

That's a worthy objective for all advertisers.

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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Slimp

Continued from Page 2

allows a remote user to "forward" from the router to the server if they have the necessary credentials. For whatever reason, we kept entering that number wrong for port forwarding and finally, on the fourth try, entered the magic number and - BOOM - we were connected.

John and I literally "high-fived" on the spot. The four hours had been a complete success.

After a break for lunch, I met with Klaudia online and we discussed a couple of possibilities for fixing the font issues. She had already been experimenting with moving entire font lists from computer to computer to eliminate the issue. While we

were together, we looked at a quicker approach, which involves moving particular fonts to the InDesign Fonts folder, which also worked. We took turns, her in the Delta office and me at my home on Log-MeIn, moving files back and forth until we were both confident that the process would work. Klaudia volunteered to continue that process after we finished our conversation.

I realized that many of the folks who read this column are of the small, community breed of newspapers who often think such technological advances are beyond their scope or budget.

I heard from Mike this morning and copied this excerpt from his email to me:

"As a follow up to last week's work, I am producing my Tri-County News layouts this morning from home, accessing our server with

ease from the remote location. You have done an awesome job! Thanks to you and John.

"I will also confirm that we have the font issue solved! Thanks, Klaudia.

"If I didn't love my co-workers so much, I might never have to report to the office again!"

At first, I didn't plan to write about the work with the Delta group. But after more thought, I realized that many of the folks who read this column are of the small, community breed of newspapers who often think such technological advances are beyond their scope or budget.

There seemed to be around 15 to 20 folks involved in the newspaper production at Delta. I've worked with papers as small as two staff persons, including the publisher, who felt chained to their desks because they needed to be there late at night, getting stories written and pages designed. By taking on this project - which was completed from start to finish in one day, without the expense of flying a consultant in — Mike's group now has that ability.

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

KPA board will have a chat about credential issue

The Kansas State Track & Field Championship Meet is one of the premier prep sporting events in Kansas. With all classifications of schools represented at the meet, which was May 30 and 31 at Wichita State University, and 20,000+ fans present to cheer the athletes on, the event is a spectacle to behold.

Naturally, newspapers and other media are well-represented at the meet, since it is the culmination of a lot of hard work by local student-athletes.

It can be a very busy couple of days for a reporter trying to provide comprehensive coverage of local schools for newspaper readers. In my four small schools alone, I had 56 athletes to attempt to photograph.

In my rural setting, I've gotten to know all of these athletes over the years and I look forward to seeing them perform and documenting their successes.

As a small newspaper, however, I don't have a sports reporter to cover this event; along with my duties as publisher, I also serve as sports reporter and photographer. I was fortunate to have another staff member who normally does bookkeeping and pagination who was willing to take pictures, too.

There was some discussion and complaints leading up to this track meet about problems with the issuing of press passes for the state track meet and other KSHSAA-hosted sporting events, where a few parents have acquired press passes through a buddy at the local newspaper (who otherwise would not have attended), but in all honesty, they have no intent of taking pictures for that local newspaper.

They're on the field for personal photos and to coach their kids, which is not allowed under KSHSAA rules. Most of the

GateHouse newspapers merge design services at Newton plant

The Newton Kansan has become the hub for expanded design and advertising services for the GateHouse newspapers in south-central and southwest Kansas.

The ad services team works with the staffs of the McPherson Sentinel, Wellington Daily News, Pratt Tribune, Dodge City Globe, St. John News, Butler County Times-Gazette and Kiowa County Signal to create ads.

"Newton has really become the center hub of what we do," said Randy Mitchell, Kansan publisher and regional director for GateHouse.



Dan Thalmann

photographers on the field are legitimate, but we've all seen the people with either no camera or a small pocket point-and-shoot camera that obviously aren't there for the right reasons. They get in our way, they roam where they're not supposed to, they cheer when they're not supposed to and they make things harder on photographers and reporters who have a job to do. Then, because of the abuse, when KSHSAA works on issuing press passes for events, we might have to work harder to prove we need that extra press pass.

The communications director at KSHSAA wants to work with the Kansas Press Association to see if there is a way to resolve these issues with illegitimate photographers, while still providing us with the opportunity to give fantastic coverage of local prep sports.

I hope to start this discussion with the KPA board this week and go from there. If you have input on this topic, I'd like to hear it. You can email me your thoughts at editor@bluevalley.net.

Related to this topic and associated with the state track meet, I have another role that is pretty important to me, too — father of two state track athletes (both of whom ran on a 4x100 meter relay that won gold in girls' class 1A, I am proud to say.) And my staff member who helped me take pictures of those 56 athletes (we got all but one) also happened to be a mother of a state pole vaulter.

My parental status, combined with me wearing a state track T-shirt for my

daughters' school on Saturday, caused an interesting discussion about whether this should be allowed.

Should I be allowed on the field as a reporter, who also happens to have two daughters on the field? If I wear a "state track" T-shirt emblazoned with my kids' school name and colors, am I somehow compromising my ability to properly cover the other schools in my county? Did I step into an ethical dilemma that compromised my professionalism? Was it a conflict of interest?

I posed the question to a weekly newspaper email forum and received a variety of responses, but there was no definitive majority of opinion. Some said school colors should never be worn, while others felt it was okay, especially in a community journalism setting.

Bill Reader, associate professor at the E.W. Scripps School of Journalism at Ohio University, and co-author of "Moral Reasoning for Journalists" captured my thoughts on the topic best.

"People sometimes talk about 'general ethical standards' as if any such things really exist. Journalism is far too varied and diverse a practice for that, and when you think about all the different cultures around the world, it actually can seem a bit of arrogant silliness to presume a 'one size fits all' approach to such matters.

"Conflict of interest is one of the most difficult and nuanced of issues in journalism ethics, and what would be considered a strict no-no at a big daily or major network

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See KSHSAA on Page 5



THIS MONTH'S QUESTION

Q. Any plans yet for the Montgomery Symposium this fall?

A. We're still working on the program with Pam Fine of the University of Kansas. We're trying to schedule renowned newspaper designer Mario Garcia. Garcia Media is a global media consulting firm with more than 30 years of experience working with media companies on their designs. Garcia is most noted in our industry for his groundbreaking work on newspaper design. Because design now must work on print, web and mobile applications, his presentation would likely focus on how newspapers could modernize and coordinate their entire design effort across all platforms. We're shooting for Oct. 9 at KU.

Seals

Continued from Page 1

Beacon Company v. Owens (2001) and Kansas City Star v. Fossey (1981) both stated a presumption of openness in criminal cases.

In Owens, the court concluded that records and proceedings may be closed “only if the dissemination of information from the pretrial proceeding and its record would create a clear and present danger to the fairness of the trial, and the prejudicial effect of such information on trial fairness cannot be avoided by any reasonable alternative means.”

In Fossey, the Kansas Supreme Court adopted the American Bar Association’s Fair Trial and Free Press Standard 8-3.2 and held the standard would “govern the closure issues in future cases.”

Kautsch argues that under that standard, a trial court may close a pretrial hearing and seal a record only if (1) The dissemination of information would create a clear and present danger to the fairness of the trial, and (2) the prejudicial effect cannot be avoided by reasonable alternative means, including continuance, severance, change of venue, change of venire, intensive voir dire, additional preemptory challenges, sequestration of the jury and admonitory instructions to the jury.

The Fossey decision also made clear a decision to close proceedings or seal records requires a hearing.

Vietnam photo project kicks off; 12 pictures found by newspapers

The effort to help collect a photo of every soldier who paid the ultimate sacrifice during the Vietnam War continues to be fruitful.

The Kansas Press Association has joined a nationwide effort among press associations to help collect a photo of every soldier who gave the ultimate sacrifice. KPA is asking newspapers to help locate pictures of the 265 missing photos of Kansas soldiers.

“We’ve received 12 pictures from Kansas newspapers so far,” said Emily Bradbury, director of member services at KPA.

Kansas newspapers and others providing pictures so far include the Derby Informer, Eureka Herald, Fort Hays State University, Garden City Telegram, Harvey County Independent, Hays Daily News, Kingman Leader-



Norman Leikam, one of the Vietnam vet pictures.

KSHSAA

Continued from Page 4

would be a ridiculous bit of over-reaching at the community level. Likewise, some of the things community journalists often consider to be taboo on ethical grounds — such as reporting about suicides, showing dead bodies in photos, hounding/harassing a grieving family just to ‘get a quote,’ etc., is often considered ethically defensible at larger media. The issue becomes especially murky when personal relationships mix with professional duties, such as when a family member runs for town council or serves as a volunteer leader — at big papers, the conflicted journalist simply takes a ‘hands off’ approach and hands off the coverage to a colleague, but at a small paper with only one or two staff members, that is not always possible. And, of course, there is the issue of publisher/editors who do EVERYTHING, including selling ads, promoting the paper via local events, etc.

“If a newspaper only covers one school district, then there is a lot of benefit to showing ‘school pride’ when covering

games and really not too much liability. If the paper covers two or more districts, then, obviously, more neutrality is warranted. And applying the ‘standards’ of covering professional and D-1 college athletics to high school and youth sports also can get carried away; there is much less harm to a paper’s reputation if it shows support for a team of local kids, right?

“If you think ‘neutrality’ is crucial even in a small town, fine. But please don’t assume that those who proudly wear their local school colors when covering games

are doing anything wrong.”

I do avoid cheering for my kids or my local teams while working on the sidelines — I believe that action should be reserved for the bleachers. This is not easy for a proud parent, but it is appropriate.

I do avoid cheering for my kids or my local teams while working on the sidelines — I believe that action should be reserved for the bleachers. This is not easy for a proud parent, but it is appropriate.

I doubt usage of school colors by reporters will be included in any talks with KSHSAA, but again, a good discussion on the topic between KSHSAA and KPA is warranted.

Dan Thalmann is editor and publisher of the Washington County News and Linn-Palmer Record and president of the Kansas Press Association for 2014-15.

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MARKETPLACE

NEWS

MANAGING EDITOR - The Dodge City Daily Globe is seeking a managing editor who excels at producing news for a multi-media audience. The successful applicant will be able to ensure the stories everyone expects and break the stories no one saw coming. Experience in the position is a plus, but consideration will be given to reporters who are ready to take the next step. Extra consideration will be given to applicants who are fluent in Spanish. The position offers a competitive salary and excellent benefits with the opportunity to advance within the GateHouse Media organization. Send cover letter, resumé and samples of your work to: Publisher Conrad Easterday, 705 N. Second Ave., Dodge City, KS 67801, or ceasterday@dodgeglobe.com. (5-30)

PAGE DESIGNER/COPY EDITOR AND COPS/COURTS REPORTER — The Hutchinson News, Hutchinson, KS., needs to fill two positions – page designer/copy editor and cops/courts reporter. If you are interested in either of these two positions please contact managing editor Mary Rintoul. (See contact info below.) The News is the flagship paper of six Harris family-owned newspapers. It is known for its news coverage and award-winning designs. Salary is negotiable. The News offers a competitive benefits package that includes a 401(k) and health insurance.

A journalism degree is preferred for both positions. The page designer needs to have a working knowledge of InDesign. Designers should submit a resume, cover letter, two references and two examples of their page designs. Courts/cops reporting candidate should send a cover letter, resume, two references and two examples of their writing. Please submit these materials to Mary Rintoul, managing editor, The Hutchinson News, PO Box 190, Hutchinson, KS 67501-0190 or email them to mrintoul@hutchnews.com. For additional information, please contact Rintoul at 620-694-5746. (5-20)

SPORTS REPORTER/EDITOR — Full-time sports reporter/editor for small-town five days a week daily paper. Must love local sports. Coverage focuses on small towns, one college. Weekends and evenings required. Expected to be a good writer, take own pictures, lay out pages using InDesign, have Internet competence. Team player, courteous, cooperative,

reliable professional for five-person office. Send letter, clips, resume, references to zaccaria@winfieldcourier.com. (4-15)

REPORTER — The Wichita Business Journal is looking for a savvy, multi-platform journalist who can cultivate sources, break news and produce impactful centerpiece stories that create and further business community discussion. More at <http://acbj.com/careers/> (3-25)

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)

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)

ADVERTISING

MULTI-MEDIA SALES EXECUTIVE — Searching to fill outside sales position for established website and print products. Includes service and growth of existing accounts and new relationships. Email cover letter, resume and salary expectations to: ceasterday@dodgeglobe.com. (5-20)

CREATIVE SERVICES MANAGER — The Garden City Telegram is seeking a Creative Services manager to oversee the paper's graphic arts staff and operations. Responsibilities include managing workflow; coordinating special projects, print and digital ad design and other marketing design work; and meeting daily deadlines. The successful candidate will have experience in graphic arts programs, including

Adobe Creative Suite, and especially Photoshop and InDesign. Knowledge of Illustrator is helpful but not required. The Telegram, a daily newspaper in southwest Kansas and part of the Harris Group, offers a generous salary and benefits package. The Telegram is an Equal Opportunity Employer. To apply (email only), send resume and cover letter to: Advertising Director Robin Phelan at rphelan@gctelegram.com. (5-19)

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

Tired of not being able to update your website? Do you hate the design, but have no one on staff who can alter it? Have your eyes widened in shock when hearing what a new website might cost? Relax ... The Hays Daily News' Pixel Power Haus is your solution. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

MISCELLANEOUS

FOR SALE — Harris 1973 press. Cottrell model V-15A. Good condition. Price negotiable. Contact Sarah Kessinger, The Marysville Advocate, Marysville, Kan., 785-562-2317.

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.

NEWS BRIEFS

Glasco, Delphos newspaper has new management

Brad Lowell of Concordia will take over management of the Glasco Sun-Delphos Republican in Cloud County with the June 17 edition. Stephannie McAlister has been named editor of the newspaper. Lowell owns the Concordia Blade-Empire and the Beloit Call as well. Nancy Gibbs was the former editor.

Guinn ends 14-year stint with Taylor Newspapers

Tammy Guinn, who has been a staff writer and bookkeeper for Taylor Newspapers the past 14 years, has moved to Springfield, Mo. with her new husband. She began her career with the newspapers in August 2000 in the Chetopa office but later moved to Oswego to do various jobs for all three Labette County newspapers, which were merged to become Labette Avenue in 2007.

“After we closed the Chetopa office, she started driving to Oswego to work for us, serving as paginator, billing clerk for all three Taylor newspapers, circulations systems manager, writer and computer wizard,” said Rudy Taylor, owner.

She and Nicolas Raue were married May 23 in Branson.

Former teacher joins Mirror ad staff

John Robison, a former teacher in the Basehor-Linwood and Tonganoxie, has joined The Mirror as its new advertising representative.

Robison succeeds Jade Sparks, who accepted a new position as real estate multimedia account executive with the Lawrence Journal-World, the parent company.

Robison spent the last seven years as owner and artistic director of the Roving Imp Theater, an improvisational comedy theater in Bonner Springs.

Curtis new reporter at Junction City Daily Union

Kalyn Curtis is a new reporter at the Junction City Daily Union.

Curtis graduated from Indiana University-Purdue University (IUPUI) in 2012 with a journalism degree.

She is married to Sean Curtis, a former Marine infantryman turned Army Operating Room Specialist, which brought her to Fort Riley.

Her first job was at a broadcast station in Bryan/College Station in Texas.

Wiggins joins Abilene ad staff

Ashley Wiggins is a new advertising representative for the Abilene Reflector-Chronicle. Wiggins has a degree in human services from Upper Iowa University.

Her husband, Dallas, is stationed at Fort Riley.

Atchison Globe names news editor, sports editor

Logan Jackson has been named news editor for the Atchison Globe. He succeeds Katy Moore, who has left the state to pursue other opportunities. Adam Gardner will succeed Jackson as sports editor.

MAY 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 May 2014.

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 allowed to KPA.

Make an ad placement into another newspaper in Kansas or elsewhere and share the KPA commission.

- KCAN — Anthony Republican and the Junction City Daily Union sold one ad each and profited \$150; GateHouse Media sold 16 ads and profited \$2,544.

- KDAN — Hays Daily News, Gyp Hill Premiere and Marion County Record sold one ad each and profited \$400 each; Anderson County Review sold two ads and profited \$1,650.

- SDAN — Anderson County Review sold two ads and profited \$360.

- Ad Placement — Hays Daily News upsold three ads and profited \$136.56.

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So, how are you handling reader conversation?

The June issue of Editor & Publisher takes on a subject that was dear to my heart when I was a newspaper publisher: how to engage the community — and keep the conversation as civil as possible.

Now, I realize a lot has changed in the newspaper landscape since I sat in the publisher's chair. I left the Newton Kansan on July 1, 2003 after 21 years as an editor and publisher.

The Internet has become much more pervasive in American society. The telephone is now called a mobile device. And social media were only ideas then.

I didn't have an anonymous call-in line at the Kansan. Other newspapers had gone that route, but my firm belief during my "hands-on" career was that readers and others should own their opinions.

Letters were signed; letter writers were called to verify authorship.

Then we entered a new era. Anonymous conversations on every subject were now in vogue, so a number of newspapers added answering machines dedicated to opinions from the community.

When the Internet gained traction,

newspapers added the ability for readers to engage in the conversation by commenting on stories, again anonymously, at least at first.

But what many of them discovered was that the tenor of comments was often hurtful, almost always judgmental in nature and rarely promoted civil discourse.

It created a conundrum for our business.

Gretchen A. Peck described it this way: "From the outside looking in, it may appear to non-newspaper folks that the industry is abandoning some of its principles — free speech, open conversation, introspection, cynicism."

I'm not against pointed, even nasty, comments about community issues and happenings. I printed hundreds of letters containing such language over the years, provided the letter writer included his or her name and confirmed authorship.

But at least the newspaper's readers knew who had written the letter.

Many of you are probably struggling with this dilemma: how to engage the community and retain that audience but also guarantee

some sense of civility in the process. You want to provide that avenue before someone else steals it from you, if they haven't already.

Poynter's Andrew Beaujon, senior online reporter, understands the dilemma: "What you generally get is people arguing about who's more stupid, so I certainly understand the dismay. I also understand the promise of comments, but I think it's a promise that's rarely been met."

But, he continues, "As a writer, it's gratifying to me that people are reading and thinking about what I'm saying ... Even if I hate what they have to say, I love it. I think that commenting, in a weird way, is an act of love."

OK, I was with you until that comment. So, what should you do?

I can't answer that one for you.

Your own tastes, your community's level of engagement, your audience's needs, all have to come into the equation.

Pick up E&P and read how others have handled it.

You just might find your answer.

Doug Anstaett is executive director of the Kansas Press Association.



Doug Anstaett

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**





KPA Technology Academy with Russell Viers

9 a.m. to 4:30 p.m. | July 17 & 18 | Topeka

The Adobe Creative Suite - lots of tools but lots to learn. Russell will take you through the most popular programs (InDesign, Photoshop, Illustrator, Bridge and Acrobat XI Pro) and give you time saving techniques that you can take back to your newspaper and use immediately. The 2014 KPA Technology Academy is limited to the first 12 who register. Most Adobe training costs hundreds of dollars for one session. You will only pay \$99 for two full days of training (breakfast and lunch are included).

Technology Academy Registration - July 17 & 18

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

Attendees: 1. _____ 2. _____
\$99 per person, includes breakfast and lunch both days

Payment Method: Check enclosed Invoice me Charge to credit card
Card No. _____ Exp. Date _____
Security Code _____ Billing Zip Code _____

Lodging

A special rate of \$79 has been secured for lodging the night of Thursday, July 17 at the ClubHouse Inn and Suites located at 924 SW Henderson Rd (less than one mile from the KPA office). Please call (785) 273-8888 and reference the Kansas Press Association group rate.

Note:

This class will be taught using lecture tools. You may bring your own computer with Adobe Creative Suite, however, computer issues will be dealt with before or after class as to not hinder the progress of the class.

Return registration to KPA, 5423 SW 7th, Topeka, KS 66606 or fax 785-271-7341

Questions? Contact Emily Bradbury at 785-271-5304 or ebradbury@kspress.com