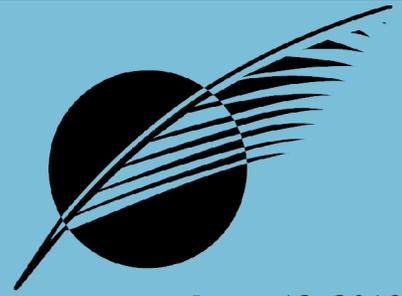


# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION JUNE 13, 2018

## INSIDE TODAY

### PAGE 2

See the breakdown of answers to KPA's survey on how the tariffs on newsprint have affected KPA member operations.

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KPA president Andy Taylor cuts the cable TV cord, but then wonders where everyone gets their news.

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Visit KPA's marketplace.

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Doug Anstaett discusses President Donald Trump's control of how Americans get their news.

## 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.

### JULY 30

Emily Bradbury takes over as KPA executive director.

### DEC. 15

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



A new survey indicates a significant gap exists between journalists and news consumers about the

news business. Above, visitors take in a display at the Newseum in Washington, D.C.

## We journalists need to explain our roles

A key factor in the erosion of Americans' trust of their news media is a failure to communicate — we have a public that doesn't fully understand how journalists work, and journalism that doesn't make itself understandable to much of the public.

This fundamental pattern emerges from a new study by the Media Insight Project. We conducted twin surveys of both the public and journalists, asking each group parallel questions about the public's understanding of journalistic concepts, the public's interactions with journalists, and how all of that affects people's assessment of the news media.

The findings reveal problems of miscommuni-

## How Kansas newspapers look at tariffs

Since the Trump administration announced a 32 percent tariff on imported uncoated groundwood paper from Canada earlier this year, our industry has been rocked by price increases on printing and concern about future newsprint shortages.

Recently, the Kansas Press Association asked members to fill out a survey to be used to convince members of Congress to reverse the new duties on the chief raw material neces-

### Key trends from study

- The public and journalists share some expectations, but the public believes news veers too far into commentary.
- People are confused about some basic news concepts. What is an op-ed? What is attribution?
- Public believes the media should offer more information about news sources.
- News consumers believe organizations should explain their policies better.

See **MEDIA STUDY** on Page 4

sary to produce a newspaper. Thirty-two of our members did just that. So what actions have been taken by KPA members in light of the higher prices?

First, it seems, members have decided to reduce their page counts to offset the increase prices they are being charged.

Second, newspapers aren't filling open positions, hoping the savings on labor will offset the

See **TARIFFS** on Page 2

ANSWER CHOICES	RESPONSES	
Reduced page count	65.63%	21
Reduced publishing days	3.13%	1
Imposed staff reductions	12.50%	4
Not filled open positions	50.00%	16
Planned layoffs not yet executed	15.63%	5
Changed publication size/format/web width	9.38%	3
Outsourced printing previously in-house	0.00%	0
Instituted subscription price increase greater than 5%	28.13%	9
Instituted newsrack/retail sales price increase greater than 5%	18.75%	6
Instituted ad rate increases greater than 5%	25.00%	8
Eliminated donated/public service advertising	31.25%	10
Eliminated vendors	3.13%	1
Closed a title or listed the newspaper for sale	0.00%	0
Other actions?	Responses 34.38%	11
<b>Total Respondents: 32</b>		

# Tariffs

## Continued from Page 1

higher prices being charged for printing.

Not as popular but following behind those two actions are:

- Institution of subscription price increases.
- Institution of advertising rate increases.
- Institution of single copy price increase at newsracks and dealers.
- Elimination of donated newspapers to various recipients.
- Reduction of publication frequency.
- Staff layoffs.

“Newsprint, as we all know, is the single largest expense for newspapers outside of staff salaries,” said Doug Anstaett, KPA executive director. “So a significant increase in printing rates must be offset somehow. This survey shows our newspapers are making adjustments in a variety of areas.

“The price increases we’ve been told about range from 5 percent to 35 percent.”

Because the survey was done anonymously, here are some quotes from a variety of KPA members on how the tariffs are affecting their operations.

• “We may be forced to go to an online only presence or eliminate hard copy papers as an option for readers outside of our local zip code.”

• “Our printer currently has only a five-week supply of paper. We may not be printing in five weeks.”

• “This is serious! We foresee fewer job opportunities at our newspaper.”

• “We operate on a shoestring budget so any price increase affects us negatively.”

• In answer to other actions being taken, respondent answered: “Nor sure what to do as I pretty much do this as a public service rather than for profit now!”

• “If this continues, there will be no choice but to increase advertising and subscription rates. Small businesses depend on advertising and there will be a domino effect if they cannot afford to advertise. This will affect more than newspapers.”

• “I’m seriously considering listing the paper for sale or possible shutdown. We are near break even before the newsprint price increase.”

• “I use the color printing option very rarely now.”

• “We cannot absorb continuing increases in so many supplies we use in the production of our newspapers. Something has to be done to protect us from this unfair treatment.”

• “We may need to close the publication or merge titles into one publication.”

• “We instituted a 5 percent advertising rate increase, plus instruction to carefully monitor donated/public service advertising.”

• “Our special sections are now rolled into the paper, rather than printed in a tab format.”

• “This simply does not make sense. One (U.S. newsprint production company versus an entire industry.”

## 2018-19 KPA BOARD

### Andy Taylor

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chronicle@taylornews.org

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denas@gctelegram.com

### Ned Seaton

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Manhattan Mercury  
nseaton@themercury.com

### Robin Clasen Wunderlich

Southeast District Director  
Eureka Herald  
news@eurekaheald.com

### Position Open

Northwest District Director

# Let's take a new look at an old sales technique

Carla has been selling advertising for many years. She has researched and tried a variety of techniques to answer objections. "Just about everybody knows the Feel-Felt-Found formula," she said. "When a prospect makes an objection – about price, for example – the response is, 'I understand how you feel. Many others have felt the same way. Then they found that our paper offers good value for their investment.'"

"In theory, it's sound," she said. "But most business people have heard it before. As soon as they hear 'I understand how you feel,' they know it's going to be a canned explanation. The key is to avoid the words 'feel,' 'felt' and 'found' and use other ways to say the same thing."

"The phrase that has been the biggest help to me is: 'No one wants to \_\_\_\_\_.' Just fill in the blank after the word 'to' and you've got a great lead-in statement."

Here's a closer look:

**1. I understand how you feel.** The purpose of this phrase is to get in step with others, but it's an overused statement that

can sound mechanical and insincere.

"You shouldn't say you understand unless you really understand," Carla said. "This is where 'no one wants to' comes into play. It's a safe statement that puts me on the same page with the other person. When there's a price objection, I say, 'No one wants to pay more for advertising than they have to.' It's as simple as that. In all the times I've used it, no one has disagreed."

Carla explained that this works with any objection. "No one wants to schedule more ads than they need. No one wants to plan more meetings than they need. No one wants to sign a longer contract than they need. And so on."

**2. Many others have felt the same way.** According to Carla, this phrase is too vague. "It's good to reassure other people, because we want them to know they're not the only ones with that opinion. But this step in the process works better with a specific example. I like to say something like, 'Others have had the same opinion. About a month ago, the XYZ Widget Company was concerned about our rates.' That creates a bridge to the last step – where I talk

about what that advertiser found."

**3. Then they found.** "Here's where you turn that example into a testimonial," Carla said. "Instead of referring to all the advertisers who had that same objection, talk about one advertiser's positive experience. That has more impact."

Put it all together to get something like this: "No one wants to pay more for advertising than they have to. Other people have had the same concern. In fact, XYZ initially had questions about our rates. Then they discovered that we offer more coverage than other media choices.

As a result, their business is up 10 percent over the same time period last year. This comparison chart shows..."

It's hard to object to that strategy, isn't it?

**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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**John Foust**

**'Instead of referring to all the advertisers who had that same objection, talk about one advertiser's positive experience. That has more impact.'**

## DEATH

### DICK BUZBEE

The funeral service for Dick Buzbee, former editor and publisher of The Hutchinson News and Olathe Daily News in Kansas, has been set for 1 p.m. on Saturday, June 23 at Trinity United Methodist Church in Hutchinson.

He died June 6, 2018, from brain cancer. He was 86.

He began a 35-year career in journalism with the Harris Enterprises newspaper group after leaving the Navy and worked in

Chanute, Kan.; Burlington, Iowa, and then in Olathe and Hutchinson.

He was born Aug. 16, 1931, in Fordyce, Ark. He received degrees in journalism and political science and a naval commission from the University of Arkansas and the University of Missouri.

He married his wife, Marie, in 1955 and they had four sons. He is survived by his wife, a brother, two sisters, two sons and 10 grandchildren.

To read the full obituary, [go here](#).

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 309-690-5324



## THIS MONTH'S QUESTION

**Q.** I understand there will be a strategic planning session at the July Kansas Press Association Board of Directors meeting? Are you looking for input?

**A.** Absolutely. KPA's board will be looking at strengths and weaknesses, opportunities and threats as it charts the future direction of the association. If you have suggestions, please share those with Emily Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com), who is the incoming executive director. She will share them with the board at the retreat.

# Newspapers relevant in a multi-platform society

This week, the Taylor family literally severed the cord on its television viewing.

My wife and I chose to cut our cable television service entirely. It's expensive, the programming is lousy, and our hectic schedule forbids us from watching much television (except for the KU basketball season).

Plus, we need to save money to pay for our teenage daughter's braces. Busy schedules and our daughter's straightened teeth — two big reasons to cut the cable TV cord.

So, our entertainment and news gathering is solely devoted to using our laptops in the evening and, of course, reading newspapers.

Honestly, the house is quieter without the television on ... and time seems to move a bit more slowly, which is needed in our helter-skelter pace.

I posted a quick quip about "cutting the cable cord" on my Facebook page last week. After reading comments from my friends about their own experiences without cable television, I made a startling — and sobering — discovery: where on earth are my friends getting their news?

While I wish everyone had the decency and smarts to have a local newspaper in their living room, I realize such a wish is pure folly. At the least, I would wish people could tune in to their local news each day to get



Andy Taylor

the latest details about local events. News delivery via cable television has always been a guarantee — thanks to the major news networks, plus the local TV stations on the cable roster.

However, if the growing spectrum of a cable-less world is relying solely on Facebook and Netflix for their information, and if they are choosing to not read a newspaper, then their world is like Genesis 1:2 . . . their world is without form.

My greatest fear always has been a world in which people have chosen not to be informed. It's downright scary to read many social media comments in which questions are asked, such as "Does anyone know who is on the local school board?"

"Has anyone heard whether Coach Smith is returning to the school district next year?" or "Does anyone know the telephone number to the local recreation center?"

Most of those questions can be answered with some simple web surfing. But a growing population is simply unable or unfit to collect information — due to their own choosing.

As a result, they live in a vast chasm of information emptiness. Their idea of information collection is to ask Siri, or ask a fellow information-less friend via Facebook.

Newspapers have always been there to answer those questions. Somehow, we have allowed ourselves to get pushed away — or, in some cases, absorbed — by the growing

noise of an information world.

We need to change our tune.

Newspapers are still a constant source of information (among the oldest information legacies in existence). We are still relatively cheap (75 cents or \$1 for a single copy). We have longevity (your newspaper should sit by your recliner for several days). We have answers (face it: we are the know-it-alls of our towns). And, we are the only legitimate news outlets that still give a hoot about our

communities (do you think Fox or CNN is going to cover your school board's upcoming budget hearing?) And, for those ambitious newspapers that have delved into the digital world, newspapers are more than relevant in a multi-platform society.

Let's not think that our need has been written off to the growing trend toward Netflix, Hulu and Facebook. Somehow, newspapers have got to be in the mix. And, we've got to pound that issue by being strong advocates for our towns and, more importantly, strong salesmen for our products.

Information is vital. Newspapers matter. We've got to make sure we're married to both ideals — even when we are brave enough to jump ship from other traditional news boats.

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

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**While I wish everyone had the decency and smarts to have a local newspaper in their living room, I realize such a wish is pure folly.**

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## Media study

Continued from Page 1

cation, as well as opportunities. They highlight shared ideals: for example, the public and journalists want the same things from the press — verified facts, supplemented by some background and analysis. But they also reveal dissatisfaction: many Americans think what they see in the news media looks largely like opinion and commentary — not the carefully reported contextualizing they hoped for.

Moreover, the public is confused by some basic concepts of news. Half do not know what an "op-ed" is. More than four in 10 do not know what the term "attribution" means, and close to 3 in 10 do not know the difference between an "editorial" and a "news story."

Journalists we surveyed think the public has an even lower opinion of journalists, are

less able to grasp basic concepts, and are more passive in their news consumption.

The good news is that progress seems achievable. In addition to shared ideals, the survey finds a substantial desire on the part of both journalists and the public for more transparency. Despite the fact that the individual journalists we surveyed say they are aware of, and even overestimate, the level of the public's misunderstanding of their craft, the broader news industry still has to act on that knowledge — through steps such as transparency, labeling, eliminating jargon, and letting the public participate in the news.

The public is especially interested in

hearing more about sources and individual story decisions. For example, even though a majority of Americans understand what

anonymous sourcing is, most also think that even their favorite news organizations should better explain their use of unnamed sources.

People also generally are more frequent, deeper, and more active news consumers than journalists give them credit for. And the public trusts their favorite sources of news and individual reporters

more than journalists think they do.

The bottom line: The public is ready for a relationship with more understanding and trust.

[To read more, go here.](#)

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**Journalists we surveyed think the public has an even lower opinion of journalists, are less able to grasp basic concepts and are more passive in their news consumption.**

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## Sattler cited for outstanding editorial writing



Dena Sattler

**D**ena Sattler, Southwest Kansas Publisher for GateHouse Media, was among winners in the 2017 Best of GateHouse contest.

Sattler won the “Editorial Writer of the Year” competition among The Telegram’s peer newspapers in the U.S.

GateHouse Media owns more than 600 publications across the United States, and publishes the most daily newspapers in the nation.

Sattler was honored for a series of editorials written in 2017 that appeared in The Telegram. Judges said Sattler’s award-winning editorials “effectively deliver criticism without flinching or equivocating.” Editorials submitted

criticized then-Gov. Sam Brownback for his handling of problems involving the Kansas National Guard; called on Kansas State University President Richard Myers to step up his objection to campus carry; and called out federal lawmakers for attempting an end-around on health-care reform similar to a move in Kansas that resulted in devastating income-tax cuts.

The contest sought editorials that ask critical questions, advocate on behalf of community interests and promote transparency. The Telegram competed against daily newspapers with newsrooms of up to eight staff members.

## Karst, McQueen take leadership positions in Hays

**T**wo long-time Hays Daily News employees recently have been promoted to leadership roles.

Mary Karst, advertising manager, also now will serve as the general manager.

In the newsroom, McQueen has been promoted to managing editor.

Karst will continue to serve as advertising manager, and McQueen also will continue as sports editor.

The two have a combined 60 years of experience, with Karst beginning work as a typesetter in the composing room at a young age. She worked her way up the ranks in

the composing room and was promoted to advertising sales, later becoming manager. She even worked for a time as the company’s information technology coordinator.

“I feel like my experiences and everything I’ve learned in the 42 years I’ve been with The Hays Daily News is going to help me hopefully be a good leader into the future,” Karst said. “And the fact that GateHouse Media now being our parent company, we have access to some resources that will really help us move into the digital world.”

Karst is a lifelong Hays resident and knows the community well, which she said

also will serve her well in her new role.

While The Hays Daily News has been transitioning for several years to expand its online presence and digital offerings, Karst said further innovation will be a major priority for the future.

“I feel like the community really needs to understand we’re so much more than just a printed newspaper anymore,” she said.

McQueen began work at The Hays Daily News as a sports reporter in 2000, after earning a journalism degree from Dodge City Community College. He most recently served as sports editor.



*Believe.  
Do.*

When a community works together, nothing is impossible. That’s why we strive to connect people with good jobs, create opportunities for all, advance education and promote the responsible use of our technology.

**That’s why we proudly support the Kansas Press Association.**



## MARKETPLACE

Use the information below to review open positions in journalism in Kansas and elsewhere or to find miscellaneous items for sale, including newspapers. For KPA members, the first 35 words are free. Ads run for 60 days online unless renewed. To place an ad, [click here](#).

### 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)

**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

**SPORTS EDITOR —** The Chanute Tribune is seeking a sports editor, located two hours from Kansas City, Joplin, Tulsa and Wichita. Experience in writing, paginating InDesign and digital photography preferred. Contact [stu@chanute.com](mailto:stu@chanute.com)

**MANAGING EDITOR —** Kansas Publishing Ventures is looking for a multi-talented journalist to fill the managing editor position at the Hillsboro Free Press. The editor will be just the second editor in the history of the newspaper and will have an opportunity to shape the early history of a newspaper in Marion County. Please contact Publisher Joey Young at: [joey@kspublishingventures.com](mailto:joey@kspublishingventures.com) if interested. (6-4)

**SPORTS REPORTER —** The McPherson Sentinel is seeking a sports reporter. Experience writing for a professional or student publication preferred. Candidate

must be an independent and capable writer with competence in digital photography, videography and social media-driven storytelling. Experience with InDesign is a plus. Please email: [mkepfield@mcphersonsentinel.com](mailto:mkepfield@mcphersonsentinel.com) (5-18)

**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). (4-10)

**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)

**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 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 [toadhogg@gbtribune.com](mailto:toadhogg@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](mailto:steve.lundblade@thekansas.com) or call Steve directly at 316-804-7740. (2-23)

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

### NEWSPAPERS FOR SALE

For Sale: 141-year-old weekly newspaper in Hanover, Kansas. Owner died unexpectedly after 50 years of editing/publishing

## MARKETPLACE/CONT. FROM PAGE 6

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)

Respected 133-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Motivated seller. Will include building and property in sale or sell business only. Asking \$105,000. (785) 341-7573 after 5 p.m. MST. (5-29)

### 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 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. (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.

**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

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

## 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. 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.

Right now, we have a promotion where the seller of a KDAN or KCAN can reap some additional cash. A flyer is appended to today's Publisher with the details.

**KDAN** — Rural Messenger, two ads for \$1,000 profit; Anderson County Review, two ads for \$1,650 profit; Rawlins County Square Deal, two ads for \$900 profit; Marysville Advocate, one ad for \$380 profit.

**KCAN** — GateHouse Media, one ad for \$150 profit.

**SDAN** — Anderson County Review, two ads for \$450 profit.

# There's no greater role than 'public watchdog'

I spoke to my own Topeka South Rotary Club a couple of weeks ago about the rise of fake news and what we can do about it.

Actually, I went in rather skeptical about what response awaited me. We have a diverse group by gender and age (yes, I'm now one of the "old guys"), but club



**Doug Anstaett**

members certainly don't all think alike.

Frankly, there were a couple of members who I assumed would be loaded for bear.

I was pleasantly surprised.

No one threw fruit or vegetables at me.

No one rolled their eyes, but I must admit my eyesight isn't what it

used to be and the speech was delivered in a banquet hall at the Washburn University Alumni Center.

And no one blocked my departure, so I guess the presentation was a success.

Since TSR is a fairly good cross-section of our community, from age and by gender, it gave me an opportunity to gauge just how we newspaper people are perceived these days.

Oh, we certainly have our detractors, those who are convinced we have an agenda and use our newspapers to promote it.

And there are many more who believe our political views are on the opposite side

of the spectrum from theirs.

But I'm enough of an optimist to believe that the average citizen still agrees that we've got to have a strong, free and aggressive news media in America if we are to continue to root out corruption, help right wrongs, honor those who are positive influences and to call to the carpet those who are not.

A recent study indicated that the presence of a newspaper in a community, in fact, is a chief factor in making sure government runs efficiently. You've like heard about the study.

As reported in *Politics & City Life*, the working paper made public last month indicates that when local newspapers close, it's bad for cities and taxpayers.

Chang Lee, an assistant professor of finance at the University of Illinois at Chicago, said in cities without newspapers, or those who had more than one newspaper and then lost one, projects simply cost more money.

How could that be?

Well, the researchers found, when a newspaper closes, lenders become more wary about loaning money and start charging higher rates.

"If you lend somebody money ... and

you're afraid they might not pay you back or they might default on their loans, then you're going to ask for a higher interest rate," one of the researchers noted.

After a newspaper closure, the researchers "found a higher likelihood of government inefficiency. Specifically they found that both the number of government employees per capita and government employee wages went up."

Is that because no one was watching?

Think about it: one of our most important jobs as newspaper editors and publishers is the watchdog role. No one can do that job like we can.

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Sometimes, however, we all start to wonder if it's all worth it and whether readers really value what we provide to them each day or week.

If this study is any indication, they certainly should value what we do.

Yes, it's a tougher business than ever before. But the importance of what we do will continue to be crucial to our country's survival and prosperity.

You can bank on that.

*Doug Anstaett is executive director of the Kansas Press Association and a 45-year veteran of the newspaper industry.*

## NEWS BRIEFS

### Plan to buy former Journal-World facility dealt setback

A plan for a local development group to buy the former Lawrence Journal-World printing plant at the northern entrance to downtown and eventually win city approval to build a conference center and hotel has been dealt a setback.

The development group led by Lawrence businessmen Mike Treanor and Doug Compton unexpectedly backed out of the deal just prior to it becoming finalized in May.

The property, which stretches from Sixth and Massachusetts streets to Sixth and New Hampshire and also includes property on the east side of New Hampshire Street, is back on the market.

That may allow out-of-town developers who specialize in conference and convention centers to become involved, or it might draw developers who are interested in developing something different at the site.

The property is owned by the Simons family, the former owners of the Journal-World. Dan Simons said prospects for redevelopment of the site remain strong.

"With this property, you really have the largest, single ability to redevelop in downtown Lawrence in the city's history," Simons said.

### Strunk serving summer internship at Newton Now

Ray Strunk has joined the staff of Newton Now as an intern for the summer. He is a junior at Wichita State University, majoring in journalism.

He will cover general news, breaking news, government meetings and write features. He is the son of Chris and Lisa Strunk, who own the Ark Valley News.

## DEATH

### GEORGE MEDLEY PAINE, JR.

George Medley Paine, Jr., 85, former owner of the Oswego Independent, died May 17, 2018, in Phoenix, Ariz.

He and his wife, Joan George Paine, bought the Independent in 1971. He won the Kansas Press Association sweepstakes award for weeklies in 1973.

After suffering a brain aneurysm in 1975, they retired from publishing and moved to Caney. They moved to Arizona in 2001.

After graduating from St. Francis High School in 1951, he enlisted in the U.S. Air Force. He was honorably discharged in 1956.

He earned his B.S. degree in education from Pittsburg State in 1960 and taught English and journalism.

He is survived by his wife and son, Edward, both of Phoenix.

He was the uncle of Andy Taylor, KPA president.



# **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**