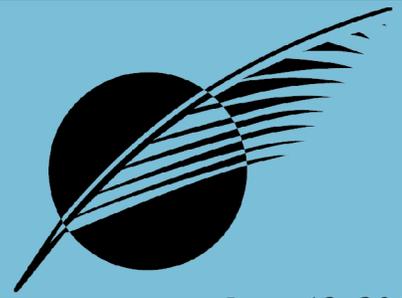


# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

JULY 12, 2017

## INSIDE TODAY

### PAGE 3

John Foust discusses the power of “expectations” for advertisers.

### PAGE 4

KPA president Olaf Frandsen addresses a sensitive subject for newspapers in Kansas.

### PAGE 6-7

KPA’s Marketplace.

### PAGE 8

Doug Anstaett says newspapers best equipped for diverse views.



## KPA CALENDAR

### AUG. 31

KPA Northwest District meeting, Gateway Convention Center, Oberlin.

### SEPT. 1

KPA Southwest District meeting, High Plains Journal offices, Dodge City.

### SEPT. 8

KPA Central District meeting, Andover Public Library, Andover.

### OCT. 5-7

National Newspaper Association 131st annual Convention and Trade Show, Tulsa.

### OCT. 20

KPA Southeast District meeting, Parsons, location to be announced.

### NOV. 10

KPA Northeast District meeting, KPA office in Topeka.

### Retirement reception —

Craig McNeal, middle, former owner of the Council Grove Republican, was the guest of honor at a retirement reception Sunday in his hometown. He is shown with Paul Stevens, long-time Associated

Press executive and three women who have worked with the McNeal family for the past 40 years (from left) Kay Roberts, Christy Jimerson and Becky Evans. Either Craig or his father, Don McNeal, had owned the Republican for more than 80 years.

## Regional meetings set for this fall

The Kansas Press Association will be on the road in the next four months conducting regional meetings for member newspapers.

The dates of the five meetings — from 11 a.m. to 1:30 p.m. — are Aug. 31 in Oberlin; Sept. 1 in Dodge City, Sept. 8 in Andover; Oct. 20 in Parsons and Nov. 10 in Topeka. (Locations are at left).

The meetings will include lunch and attendance is free of charge.

“We use these meetings to bring a training opportunity to our members, but we also like to share what the KPA is all about and the services

we provide to our members,” said Doug Anstaett, KPA executive director. “It’s a great opportunity to network with your colleagues.”

Advertising sales training will be a part of each meeting.

[Go here to sign up](#) for any or all of the events and register as many staff members as you want.

“We appreciate your support of KPA through your membership,” said Emily Bradbury, assistant director of KPA and member services director.

“You’re why we’re here and we couldn’t do what we do without your support.”

## Eblen celebration of life set Aug. 6 at Union Station

A celebration of Tom Eblen’s life is scheduled from 1 p.m. to 4 p.m. on Sunday, Aug. 6, at Union Station in Kansas City, Mo. Eblen died June 10 in Prairie Village after a long illness.

The event will be at 30 West Pershing in the Sprint Festival Plaza. Casual attire is acceptable.

Eblen’s journalism career included stints at the Kansas City Star, Fort Scott Tribune, University Daily Kansan and several other newspapers.

After retirement, he served as news consultant to the Kansas Press Association.

[Go here to read his obituary](#), published Saturday in the Lawrence Journal-World.

# Think your computer is dead? Try using ‘Repair Disk’ option

Convention season has been a lot of fun for me this year. I just returned from visits with associations across the Midwest U.S. and Western Canada and there is a definite intensity brewing among community newspaper publishers. There were more publishers wanting a private moment to discuss their thoughts, and longer lines of folks waiting to talk to me after sessions.

As I entered the ballroom at the Illinois Press Association Convention, I couldn’t help but smile. Scheduled to speak on the topic, “What’s Going on at Newspapers Today,” I had a feeling there would be a need for more chairs and it was inspiring to see every seat filled and more chairs brought into the room as I spoke. Still, a dozen or so folks stood in the back area to hear what I had to say about the mood of the industry.

In the vendors area at the same convention, I was greeted by Virginia publisher Matt Paxton and Wisconsin publisher Andrew Johnson, both representing the National Newspaper Association. We probably could have talked for hours, but time was limited as I had to lead a session. We continued the discussion, centered around the crucial need for more honest conversations about the state of the industry, during breaks over the next two days.

Like so many places I visit, both Matt and Andrew are at healthy newspa-

pers and weren’t surprised to hear that most of the papers I visit are reporting steady or improved health over the past three years. I have a feeling we will meet together soon to continue that discussion.

Stan Schwartz, editor of Publishers’ Auxiliary was also in the audience in Illinois. At one point, while helping me distribute some materials, he said, “You know what people like? They love your Question & Answer columns.”

Stan knows what he’s doing. If he says readers like Question & Answer columns,

I believe him.

Here are some of the questions I’ve received from readers and friends recently:

## From Janet in Tennessee

Q. I know you’re on the road, but we really need your help. Our production Mac has a white screen and we’ve tried restarting it. Nothing seems to work. Please help.

A. In the old days, Janet, it seemed like restarting a computer fixed most problems. It still fixes some, but in this case it takes a little more work. When restarting a computer doesn’t work, unplugging the computer for several minutes, then restarting, sometimes does the trick.

Both Macs and PCs sometimes need to be unplugged. These are the steps I sent to Janet that got her computer up and running:

Turn off the computer for several minutes, then restart while

pressing the Option+R keys immediately after hearing the Apple chimes. When the computer starts up, you should see the OS X utilities menu. Select “Disk Utility” and click “Continue.” Select your start up disk and click “Repair Disk.” Then reboot your Mac.

## From Mark in Ohio

Q. We have “lost” an important folder of InDesign pages on our Mac server. This is the only thing missing. We do use the Amazon backup service every night. We were using the folder four nights ago, but now it has vanished. Is there

any “back door” way to find this file? Or anything else you can think of?

A. I’m glad you have the daily backup, Mark. As long as the folder is there, you’ve lost a few hours at the most.

My conversation with Mark highlights the importance of running Time Machine, which creates an hourly backup of your Macs, and the importance of having an off-site backup. There are many good



Kevin Slimp

**When restarting a computer doesn’t work, unplugging the computer for several minutes, then restarting, sometimes does the trick.**

**Both Macs and PCs sometimes need to be unplugged.**

## 2017-18 KPA BOARD

**M. Olaf Frandsen**  
President  
Salina Journal  
ofrandsen@salina.com

**Andy Taylor**  
First Vice President  
Montgomery County Chronicle  
chronicle@taylornews.org

**Scott Stanford**  
Second Vice President  
Lawrence Journal-World  
sstanford@ljworld.com

**Travis Mounts**  
Treasurer  
Times-Sentinel Newspapers  
news@tsnews.com

**Sarah Kessinger**  
Past President  
Marysville Advocate  
skessinger@marysvilleonline.net

**Marcus Ashlock**  
Southwest District Director  
Syracuse Journal  
editor@thesyracusejournal.com

**Tommy Felts**  
Northeast District Director  
Ottawa Herald  
tfelts@ottawaherald.com

**Mary Hoisington**  
Northwest District Director  
Great Bend Tribune  
mhoisington@gbtribune.com

**Jason Jump**  
Nondaily Membership Director  
Kingman Leader-Courier  
jjump@kconline.com

**Dena Sattler**  
Legislative Director  
Garden City Telegram  
denas@gctelegram.com

**Nick Schwien**  
Daily Membership Director  
Hays Daily News  
nschwien@hdnews.net

**Robin Clasen Wunderlich**  
Southeast District Director  
Eureka Herald  
news@eurekaerald.com

**Joey Young**  
Central District Director  
The Clarion (Andale)  
joey@kspublishingventures.com

# Expectations can be best friends, or worst enemies

Saundra's experience as a sales manager has given her a unique perspective on client relationships. "Most sales people in the advertising business are taught to discover problems and prescribe solutions to those problems," she said. "Too often, a sales person hears about a problem and says, 'We can fix that. Just advertise with us, and everything will be fine. It'll be fantastic.' I think that's a flawed approach, because it sets unrealistic expectations."



**John Foust**

"A long time ago, I heard that expectations are like icebergs," she explained. "Only 10 percent is above the surface. It's the 90 percent you can't see that can sink your boat."

"The obvious things are above the surface: when the ads run, how much they cost, and copy that has been proofed for typos."

"The hidden expectations – the things below the surface – are their expectations on the results the ads are supposed to generate."

"Expectations can be our best friends or our worst enemies," she said. "When we meet – or exceed – advertisers' expectations, they feel good about our product and want to run more ads. But when the ads let them down, they might move their ad dollars somewhere else."

Saundra went on to say that she teaches her team how to bring hidden expectations above the surface. "Advertisers are going to have expectations whether or not we bring up the subject. The key is to have some control over those expectations. We want our advertisers to understand that an image campaign is not going to make their cash registers ring right away. And we want them to know that a response campaign has to make the right offers in order to create immediate results."

Here are some key points:

1. Ad results drive ad sales. An old friend in the advertising business once said, "When you're catching rabbits, don't move the box." In other words, when an ad strategy produces good results, it makes sense to continue that strategy. On the other hand, if a merchant's ads in a particular media outlet produce disappointing results, he or she may think, "Ads in the Gazette don't work."

When ads start running, there's a lot riding on results.

2. Go for measurable outcomes. The surest way to convey the value of running ads with you is to measure results. It's hard to believe a statement like, "Car dealers get good responses from advertising here." It's more convincing to say, "Ace

Motors ran a two-month campaign with us last year, and they generated x-percent increase in sales over that same period in the previous year."

3. Look for comparisons. On one level, you can compare ad response rates within your own paper. ("When Advertiser A changed from image ads to weekly specials, their response rates increased x-percent.") On a deeper level, you can compare results with other media outlets ("Advertiser B moved their ads from

XYZ Media to us and generated x-percent increase in traffic.")

Selling requires us to manage expectations. That's a good way to melt a few icebergs.

*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](mailto:jfoust@mindspring.com).*

*(c) Copyright 2017 by John Foust. All rights reserved.*

**'A long time ago, I heard that expectations are like icebergs,' she explained. 'Only 10 percent is above the surface. It's the 90 percent you can't see that can sink your boat.'**

## EPPY Award entry deadline approaching

The entry deadline for the 2017 Eppy Awards is Aug. 25. The Eppy Awards, presented annually by Editor & Publisher, honor the best in digital media across 30 diverse categories.

The international contest is in its 22nd year.

There are different categories for small and large operations.

To enter, [click here](#).

## JUNE 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 June.

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) or do direct placement in other papers and keep half the commission allowed to KPA.

**KCAN** — GateHouse Media sold one ad for a profit of \$150.

**KDAN** — Anderson County Review sold two ads for a profit of \$1,650; Oberlin Herald sold one ad for a profit of \$450.

**SDAN** — Anderson County Review sold two ads for a profit of \$225.

**DIRECT PLACEMENT** — Hays Daily News.

# 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.



www.creativeoutlet.com • sales@creativeoutlet.com  
309-690-5324

# Without integrity, there can be no credibility

**W**e probably have all been there before: We have legitimate news, but we are concerned about potential negative reaction from our readers – quite possible tipping the scale into the category of being offensive.

The most memorable universal example would be the U.S. Supreme Court’s decision that same-sex couples have a constitutional right to be married.

When that decision was handed down in June 2015, newspapers in Kansas faced an editorial decision perhaps like no other state.

It wasn’t the breaking news itself. Few, if any, among us would ignore a major Supreme Court ruling like that. The impact of the decision, of course, was nationwide, and caught the attention of the entire globe.

What followed, however, caused some wrenching thought among Kansas newspaper editors and publishers.

Kansas, of course, is a very conservative state. It’s no small wonder why the state Legislature turned dramatically toward the Tea Party five years ago.

Even absent the Tea Party, the conservative viewpoint in our state runs historically deep. And that viewpoint tends to lean away from sanctioning gay marriage.

And there we have it: The question that caused a pause in newsrooms centered on gay wedding and engagement announcements.

Whether paid or unpaid, there was deep angst among some of us on whether we would print them.

I recall one Kansas newspaper owner/publisher – a man of deep integrity and self-responsibility – asking colleagues whether they had thought through the question.

In a deeply conservative community, readers likely would revolt if gay wedding and engagement announcements all the sudden started to appear in print. And making readers angry is not a good fit for business.

So, what had others decided to do, he asked?

I responded two years ago, and I would offer the same thought today:

*I understand the reluctance to further erode a customer base, which makes this a tough business decision.*

*From a journalistically ethical viewpoint, however, the Salina Journal would gladly accept such an announcement without hesitation. While it might hurt business, I think that would be temporary. And the Journal is not going to be the moral judge and jury for something that is entirely legal, nor will we foster gender discrimination for fear of making someone*

*angry.*

*Where do you draw the line? If you have an all white community, would you not publish an announcement about people of color? Or an interracial announcement? What if someone wanted it published in Spanish? Would you say no because too*

*many in your community speak English only?*

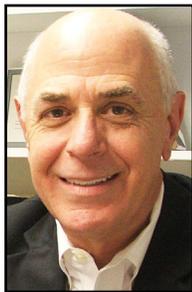
*Once the precedent is established, what about anything, at all, from a gay person? To be consistent, would you no longer publish an announcement about a business promotion from someone you knew to be gay, because they are gay? The list can go on and on.*

*I supposed were I standing on a soapbox I would declare that it is not my job to*

*judge, but only to report accurately, fairly and without bias. A same-sex wedding or engagement announcement falls squarely into that category.*

The point here is that if we don’t maintain our integrity, we really have no credibility, either.

**Olaf Frandsen** is editor and publisher of *The Salina Journal* and current president of the Kansas Press Association.



**Olaf Frandsen**

---

**Kansas, of course, is a very conservative state. It’s no small wonder why the state Legislature turned dramatically toward the Tea Party five years ago.**

**Even absent the Tea Party, the conservative viewpoint in our state runs historically deep.**

---

## NEWSMAKERS

### Kelly Mirt new publisher, VP of advertising at Eagle

**T**he Wichita Eagle has named as its new publisher a man who started his career with the newspaper.

Fifty-nine-year-old Kelly Mirt will return as publisher and vice president of advertising for the Eagle and Kansas.com.

The Wichita Eagle reported Wednesday that Mirt comes from another McClatchy Co. newspaper, the Charlotte Observer in North Carolina.

He has been vice president at the Observer since January 2012. He brings 35 years of experience as an advertising executive at nine newspapers in seven states.

His first job after graduating in 1980 from the University of Kansas was at the Eagle. Over five years he worked his way up from

advertising representative to assistant retail sales manager.

Mirt begins his Wichita job in late July.

**Samantha “Sam” Dean** is a new graphic artist at the Independence Daily Reporter.

She will work with newspaper and advertising layout.

**Paige Farrington** is a new multimedia sales executive for the Morning Sun in Pittsburg. She is a recent graduate of Pittsburg State University.

**Vickie Moss** is the new managing editor of the Osage County Herald-Chronicle.

She has 20 years’ experience in the newspaper industry and previously worked in Ottawa and Garnett.

### Looking for house ads? We’ve got them for free

**Y**ou’re always looking for filler ads. Right?

Well, we’ve got a whole bunch of them, professionally done just for us, and their available at the Kansas Press Association website.

We’ve got an entire series of ads designed around the “Keep Reading” campaign.

We’ve got house ads promoting keeping money in the local economy.

We’ve even got ads that appeal to millennials and digital content.

These ads were designed by professionals and can add a little pizzazz when you need a small or even a large space filled.

To access the ads, go to the KPA website at [kspress.com](http://kspress.com) and go to Ad Retrieval.

Better yet, just [hit this link](#) and you’ll automatically be directed to the page.

# NMA calls on Congress to allow online negotiations

The News Media Alliance – representing almost 2,000 news organizations – has called on Congress to allow publishers to negotiate collectively with dominant online platforms. The objective is to permit publishers to have concrete discussions with the two dominant distributors of online news content, Google and Facebook, on business model solutions to secure the long-term availability of local journalism produced by America’s newsrooms.

Consumer demand for immediate, reliable information is growing but the current online distribution systems are distorting the flow of economic value derived from good reporting. Google and Facebook dominate online news traffic and consume the bulk of digital ad revenue. Because of this digital duopoly, publishers are forced to surrender their content and play by their rules on how news and information is displayed, prioritized and monetized. These rules have com-

moditized the news and given rise to fake news, which often cannot be differentiated from real news.

Antitrust laws are intended to address the injury inflicted by dominant monopolistic companies. Yet when it comes to the media, existing laws are having the unintended consequence of preventing news organizations from working together to negotiate better deals that will sustain local, enterprise

**See ALLIANCE on Page 8**

## Slimp

**Continued from Page 2**

cloud backup services out there, and most cost approximately \$5 (US) per month per computer or even less if you subscribe for an entire network of computers.

### From Ken in Manitoba

Q. What’s the best way to backup our email? If we ever lose it, we’d be in a bind.

A. If you take a look at Mark’s question, you’ll find your answer. It’s impor-

tant to use Time Machine or some other local backup, in addition to an off-site backup. Many cloud (off-site) systems offer both off-site and local backups (to a USB drive or other device). Carbonite (carbonite.com) is one of many such systems.

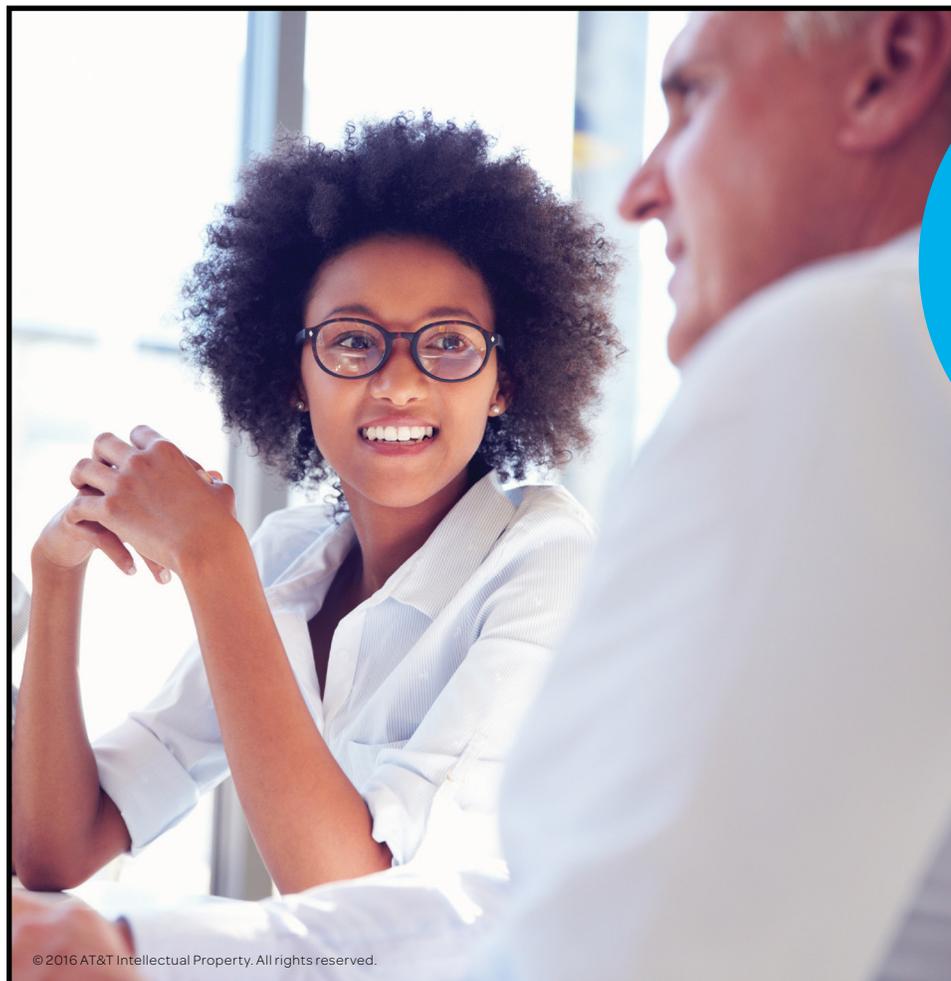
### From Buddy in Georgia

Q. I’d like to pick your brain for a moment. Many of our printing customers are having a similar problem: black text printing on all four plates. Do you have any suggestions to help with this issue?

A. Yes, Buddy, I do. Most folks see a

file like this and think the problem was caused by using “registration” instead of black in the text. That’s usually not the case. This happens primarily when the text has been converted to RGB. This can happen in two places, but usually happens when converting the file to PDF. Check the settings in either InDesign or Acrobat and make sure nothing is set to convert to RGB. The safest setting is “Leave Color Unchanged.”

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



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

### MANAGEMENT

Main Street Media Inc. is currently seeking an Assistant Group Publisher for 27 weekly newspapers in Kansas, Missouri and Nebraska. Based in Russell, KS, birthplace of Bob Dole, Main Street Media is seeking someone with a basic understanding of the industry as well as someone willing to “rollup the sleeves” and work. The right candidate will have the opportunity to not only work up to the top managerial slot, but will also have the opportunity to become part owner. If you’re the right one and ready to join our team, send your resume to: Frank Mercer, PO Box 513, Russell, KS 67665 or [fmercer@mainstreetmedia.us](mailto:fmercer@mainstreetmedia.us).

### NEWS

**FULL-TIME PAGINATOR/GRAPHIC DESIGNER** — Job involves laying out pages working with graphics and photos and updating the web site and social media. Involves some weekend and evening-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 [tohdogg@gbtribune.com](mailto:tohdogg@gbtribune.com). (5-30)

**DEPUTY NEWS EDITOR** needed to split time between editing copy, designing pages and writing human-focused lifestyle features for locally owned, quality-focused weeklies with newsroom staff of nine on edge of Flint Hills. Details at <http://mnks.us/job>. (5-30)

**NEWS EDITOR** — The Cowley CourierTraveler is looking for a news editor to help lead a nine-member newsroom providing compelling and quality journalism for its readers in south-central Kansas. The CourierTraveler is a new publication based on the merger of established dailies in Winfield and Arkansas City, Kan., in July of 2016. These are exciting times as we reach deeper and broader in our coverage of the region. The news editor works out of the Ark City office with the editor to coordinate coverage, and to paginate the front and other daily pages, as well as special sections. This position requires solid news judgment, good headline writing and editing skills, and command of AP Style and InDesign. Please contact David A. Seaton at (620) 442-4200, ext. 122, or [daseaton@ctnewsonline.com](mailto:daseaton@ctnewsonline.com). (4-24)

**NEWS EDITOR** — The Osage County Herald-Chronicle has an opening for a full-time news editor with management experience. Knowledge and proficiency of AP style is referred. Excellent opportunity to work with award-winning staff at 3,500 circulation weekly in Osage City. Position includes covering governmental and school board meetings, writing features, editorials, editing and proofreading copy, taking photos and managing the day-to-day influx of emails. Experience with page layout on Mac-based Adobe InDesign is a plus. Some evening and weekend hours. Send resume with cover letter to Chris or Catherine Faimon, [faimonc@gmail.com](mailto:faimonc@gmail.com), or P.O. Box A, Burlington, KS 66839. All inquiries kept confidential. (4-4)

**REPORTER** — The Abilene Reflector-Chronicle is seeking a news reporter to cover government and school meetings, events in Abilene and Dickinson County, courts and other stories as assigned. Applicant must have a degree in journalism or public affairs or a degree in English with experience writing for publication. Send resume to [editor@abilene-rc.com](mailto:editor@abilene-rc.com) or bring it to the newspaper office at 303 N. Broadway in Abilene. For more information, call the editor at (785) 263-1000. (3-15)

**SPORTS EDITOR** — The Pratt Tribune is seeking a sports reporter who knows how to score with both print and online audiences. Join a positive team to help our media outlet in south-central Kansas grow. Great opportunity to join one of the fastest growing media companies in the United States. Will report on winning high school and college teams in Pratt County and the surrounding area. The successful candidate will be able to generate story ideas, cover games write features and columns and become a local hero to sports fans. Photography skills a plus but will train. Position offers a competitive salary and great benefits package. Contact [ceasterday@dodgeglobe.com](mailto:ceasterday@dodgeglobe.com) with clips resume and references. (3-9)

**SPORTS EDITOR** — Award-winning western Kansas daily needs someone who loves sports to cover community college and 4A high school, co-ordinate coverage of smaller schools, create dynamic, interesting sports pages and engage the community. College town on I-70, close to Denver, great hunting, biking, trails,

great sports. This might be the one for you. Benefits. Contact Sharon Friedlander, publisher, at [sfriedlander@nwkansas.com](mailto:sfriedlander@nwkansas.com), and Steve Haynes at [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com) EOE/M/F/D/V (1-4)

**MANAGING EDITOR** — needed for award-winning daily on I-70 in western Kansas. The Colby Free Press needs a leader to take its news department to the next level. Are you ready to step up, face new challenges? Supervise news staff, page design and community coverage. Close to Denver, great outdoors, biking, trails and hunting. Benefits. Contact Sharon Friedlander, publisher, at [sfriedlander@nwkansas.com](mailto:sfriedlander@nwkansas.com), and Steve Haynes at [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com) EOE/M/F/D/V (1-4)

**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)

### PRESSROOM

**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

**GENERAL SALES/BUSINESS DEVELOPMENT** — \$1,000 SIGNING BONUS.

## MARKETPLACE/CONT. FROM PAGE 6

Some sales reps like a comfortable chair. If that's you, DO NOT apply. Some sales reps think of a million things to do besides make sales calls. If that's you, DO NOT apply. Some sales reps like to show off their tattoos and nose rings. If that's you, DO NOT apply. You SHOULD apply if you're a manic multi-tasker, if you get an obsessive compulsive buzz from finding sales where no one else can, if you can think outside the box, if you want to be a part of something new and big and if you like MONEY. Experience helps, but if you're a real KILLER you know it and so will we. This is NOT a job for just anyone. Our company is moving to a new level in a new arena and we're investing in the premium people capital to get us there. Contact Dane Hicks at The Anderson County Review, dhicks@garnett-ks.com.

### NEWSPAPERS FOR SALE

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)

The Western Times weekly newspaper for sale. Located in Sharon Springs, KS. Established in 1874 and still going. Newspaper has hard copy and online edition with a 1,200 count circulation and a strong community following. Sale comes with Main Street building the newspaper is currently located in. Asking price \$100,00 but willing to negotiate. Call Sunny Henderson 785-852-4900 or email: westerntimes@wbsnet.org for information. (6-1)

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)

The Elkhart Tri-State News in southwest Kansas has been published since 1892 and is the official publication of two cities, two school districts and Morton County, Kan. Owner is moving out of the area. Can sell with or without real estate. Please call (620) 309-1148 for more information. (4-17)

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)

### 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. \$45,000. Call 620-626-0840 or email earl@hpleader.com

FOR SALE - ECRM Newsmatic CTP. 2008 model. Very well kept and lightly used (about 12 plates per day, six days per week for two years). CTP fully functional with all software and RIP. Bought a second newspaper and used the one that came with it. Comes with Kodak plate processor, but it needs a couple pumps we used on other machine. Paid \$140,000. Will take \$32,000. Call 620-626-0840 or email earl@hpleader.com.

## KPA OFFICE STAFF

### Doug Anstaett

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

### Emily Bradbury

Assistant Director and  
Member Services Director  
ebradbury@kspress.com

### Judy Beach

Bookkeeper  
jbeach@kspress.com

### Richard Gannon

Governmental Affairs Director  
rgannon@kspress.com

### Amber Jackson

Advertising Director  
ajackson@kspress.com

### Lori Jackson

Administrative Assistant/Advertising  
ljackson@kspress.com

## KPA CONSULTANTS

### 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 and the court system)



## THIS MONTH'S QUESTION

Q. Now that Richard Gannon is retiring, what is the plan for next year's legislative session?

A. Doug Anstaett and Emily Bradbury will be sharing the responsibilities. Unfortunately, the KPA budget currently doesn't leave us room for a separate director of governmental affairs — at least for now. Doug will cover the day-to-day activities of the Kansas Legislature and Emily will pitch in when extra boots on the ground are needed. Of course, they will appreciate editors and others around the state keeping a close watch as well.

# ‘Marketplace of ideas’ is the best approach for us

*“But the peculiar evil of silencing the expression of an opinion is that it is robbing the human race ... posterity as well as the existing generation; those who dissent from the opinion, still more than those who hold it. If the opinion is right, they are deprived of the opportunity of exchanging error for truth; if wrong, they lose what is almost as great a benefit, the clearer perception and livelier impression of truth, produced by its collision with error.”*

— “On Liberty,” John Stuart Mill

Sometimes, we have to look to the past to make sense of the present.

The United States, a nation founded on revolution and consecrated with the blood of our ancestors, finds itself today in a rather peculiar spot.

We don’t particularly cherish all the freedoms we’ve come to enjoy. Perhaps, I should rephrase what I just wrote: We don’t particularly like those we disagree with enjoying the same freedoms we do.

How did we as a nation devolve to the point that we preferred to censor speech we disagreed with rather than tolerate it?

John Stuart Mill was an English philosopher, political economist and civil servant most active in the mid-1800s.

His statement above resonates with me today because I believe the answer to speech we disagree with is not to curtail that speech, but to encourage even more.

As Mill argued, the only way we can truly grow intellectually is to be “enlightened” by those with different views. Sometimes we are right; sometimes we are wrong. But both sides can benefit.

One could argue, I guess, that we’ve always had this problem with opinions that differ from our own.

But our obsession with filtering what we see and hear has become a national embarrassment.

I’m guilty of it, and so are most Americans.

We nod our heads in agreement when we see the latest

meme that fits right in with our preconceived notions. We think the worst in every situation involving the “other side,” yet we downplay the significance when it’s our side that is in the hot seat.

We’ve got to stop this.

Our newspapers must always reflect a balance of thought, even if some people find such views abhorrent.

As Mill so accurately related, when we silence the expression of an opinion before it is even made, we deprive our audience of the kind of information that can help them confirm, or alter, their way of thinking.

“To refuse a hearing of an opinion, because they are sure that it is false, is to assume that their certainty is the same thing as absolute certainty. All silencing of discussion is an assumption of infallibility,” Mill also wrote in “On Liberty.”

Newspapers always have been more adept at presenting opinions from various parts of the political spectrum because our audiences are, by design, not homogeneous.

We have liberal, moderate and conservative readers, so it behooves us to make sure the columnists we use reflect the left, center and right.

If we don’t have columnists, then we have to make sure we encourage letter writers from all over the spectrum to share their opinions in our newspapers.

While cable and even network television can hide behind an audience, we cannot and be true to our calling.

The “marketplace of ideas” approach is the best for our newspapers.

Expose readers to a variety of thoughts and opinions, then let them be the judge.

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

**Newspapers always have been more adept at presenting opinions from various parts of the political spectrum because our audiences are, by design, not homogeneous. ... Our columnists should reflect that diversity.**



Doug Anstaett

## Alliance

Continued from Page 5

journalism that is critical to a vibrant democracy. News organizations are limited with disaggregated negotiating power against a de facto duopoly that is vacuuming up all but an ever-decreasing segment of advertising revenue.

“Legislation that enables news organizations to negotiate collectively will address pervasive problems that today are diminishing the overall health and quality of the news media industry,” said David Chavern, President & CEO of the News Media Alliance.

“Quality journalism is critical to sustaining democracy and is central to civic society. To ensure that such journalism has a future, the news organizations that fund it must be able to collectively negotiate with the digital platforms that effectively control distribution and audience access in the digital age.”



### A fond farewell —

*Richard Gannon leaves the Kansas Press Association at the end of July after almost 14 years as director of governmental affairs. He and his wife, Martha, have built a new home near Alma, Colo., and will be moving from Topeka. We wish them Godspeed and a wonderful retirement.*