

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

JULY 18, 2018

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The retiring executive director says farewell, touts the importance of journalism to our republic and thanks those who assisted him along the way.

KPA CALENDAR

JULY 20

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

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. Come and go affair.

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.



Following Doug Anstaett's retirement on July 28, Emily Bradbury will become executive director of

the Kansas Press Association. Anstaett will serve the next year as a KPA consultant and lobbyist.

KPA leadership torch is passed

Emily Bradbury will become executive director of the Kansas Press Association on July 30.

She is just the 10th person — and the first woman — to serve in that role.

She succeeds Doug Anstaett, who will step down after leading the association for the past 15 years. He will assume a part-time, supporting role as KPA consultant and lobbyist.

Bradbury, 40, said she looks forward to the opportunity and the challenge.

She will jump right in to her new responsibilities this Friday when she helps lead the board of directors through a strategic planning session. Mike Matson of Kansas Farm Bureau will serve as facilitator.

She will jump right in to her new responsibilities this Friday when she helps lead the board of directors through a strategic planning session.

She takes over at a time when the press association and its member newspapers are being buffeted by digital competitors, the growth of social media and a changing advertising market.

"There is so much uncertainty in our world and even in our industry about the changing landscape of our business," she said. "But one thing remains the same: what we do matters and is vital to a functioning democracy. We don't take this responsibility lightly, and neither do our members."

Bradbury said the role of KPA is simple: working for members.

She said: "Our association is committed to supporting our members every day. What does that

See BRADBURY on Page 2

Bradbury

Continued from Page 1

look like? That is the question we will be asking our members over the next several months as we examine our association's services and member benefits. We are one of the oldest associations in Kansas and we know that what helped our members 10 years ago may be irrelevant to them now. We are going to examine every aspect of our business to see how we can best support our members going forward. We are excited and hopeful for the future."

Bradbury grew up in Haysville, just south of Wichita. She graduated from Washburn University in 2000 with a B.A. degree in history.

After graduation, she spent two years as the executive assistant to former Kansas Secretary of State Ron Thornburgh.

In 2002, she was named executive director of Kids Voting Kansas, a program KPA still manages on a limited scale.

She moved to her current position of director of member services in 2008 and added the title of assistant director in 2015.

She was named one of Topeka's 30 under 30 in 2005 and was recently named to the Kansas Historical Society Foundation's Board of Directors. She also is a member of PEO International and a member of the William Allen White Partnership Board in Emporia.

Bradbury and her family have experienced a whirlwind last few months as she prepares to take over the reins at KPA.

Her husband Ryan accepted a new position July 1 as superintendent of schools in the Wellsville USD 289 district following nine years as superintendent and high school principal in Madison.

That, of course, necessitated the purchase of a new home and the sale of the one they had in Madison for nine years.

It also required the uprooting of their two children — Kyle, 13, and Cassie, 8 — to new schools and a new neighborhood.

During this same time frame, the KPA board decided to consider marketing the building at 5423 S.W. 7th St. in Topeka because it contains triple the space needed.

"We love our KPA home, but we've either got to become a landlord and fill much of the unused space with tenants or just downsize to something more manageable," she said. "The association doesn't have to move, so we can be selective in this process."

She will be working with three full-time staff members and one part-timer after July 30.

"I have had the pleasure of working with

Doug his entire tenure at KPA," she said. "He taught me about the important role a newspaper plays in its community and the difference we can make by shining the light on transparency issues across the state while serving our members with passion and a sense of purpose."

"I may not have been a journalism graduate from one of our fine institutions here in Kansas, but I learned on-the-job from one of the best."

She also will be joined by Amber Jackson, advertising director since 2014; Lori Jackson, administrative assistant/advertising since 2010; and Judy Beach, accountant since 2017.

Doug Anstaett's career

Anstaett's career began upon his graduation from Kansas State University in 1973.

All the newspapers he served were at one time members of Stauffer Communications, Inc., a Topeka-based media company.

His first job was as a reporter for the Pittsburg Headlight-Sun, which later became the Morning Sun. Ken Bronson, long-time Kansas newspaperman, was publisher in Pittsburg at the time.

A year later, he transferred to Topeka to cover agriculture and rural development for the Capital-Journal.

In 1977, he was named editor of the Nevada Daily Mail in southwest Missouri.

Eighteen months later, he was chosen as the one of the first two participants in the Stauffer Management Training Program. He went to the Grand Island (Neb.) Independent and trained under publisher and mentor David Beliles.

In December of 1981, he was named general manager of the Brookings (S.D.) Register, where he served for nearly six years before an opportunity arose back in Kansas.

In August, 1987, he transferred to the Newton Kansan, where he served as editor and publisher for 16 years.

While in Newton, he won three first place awards in the William Allen White Editorial Excellence Contest sponsored by the Inland Press Association (1992, 1999 and 2002).

He had won the same award in Brookings in 1987.

In 1992, he also won Inland's sweepstakes award, given to the editorials judged best among all circulation categories.

He joined KPA in January 2004.

He and his wife of 45 years, Lucinda, have two daughters, Beth (Russ) Iversen and Ashley (Matt) All, and seven grandchildren: Olivia and Sebastian Iversen and Helena, Thomas, Penelope, Silvia and Georgia All.

The Anstaetts plan to spend time traveling and tending to their farm near Lyndon.

2018-19 KPA BOARD

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Southeast District Director

Eureka Herald
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Position Open

Northwest District Director

Don't forget the importance of thinking small

You may have heard about Volkswagen's initial ad campaign. At a time when big gas guzzlers were the norm on the roads, a European car-maker had the seemingly impossible job of convincing North American consumers to buy smaller cars. With direction from the Doyle Dane Bernbach ad agency, one of their first print ads featured a small photo of the VW Beetle, surrounded by a sea of blank space.

The headline read, "Think small," and the text explained the benefits of a car with easy maintenance and good gas mileage. Sales sky-rocketed and VW became a marketing sensation. Years later, Advertising Age magazine named it the best ad of all time.

Little things make a big difference. We all know what a typographical error can do to a message. A misplaced comma can throw an advertised product's price off track by thousands of dollars. A misspelled name in an obituary can cause heartache and bitterness for a grieving family. And rushed – or neglected – proofreading can result in mistakes that are ridiculed for years.



John Foust

I remember seeing a full-page ad for a local furniture store. Art and copy were provided by a national manufacturer, with room for each store that used the ad to insert its own logo and address. But in this instance, the bottom of the ad read, "Name of Store, Address, City." The ad had made it all the way through the placement process, without anyone catching the error. A make-good wouldn't have captured the same audience, because the ad appeared in a special section.

Details matter. A sales person sits across from three people at a conference table.

Introductions are quickly made, but the sales person doesn't write down the names.

Or the sales person receives a business card from each person, but doesn't place the cards in left-to-right order on the table. Then in the middle of the presentation, he or she calls someone by the wrong name. That kind of mistake can doom a sale.

Have you ever wondered why airlines send luggage to the wrong airports? Maybe the problem starts at check-in. Each airport has a three-letter code. Get one letter wrong, and a suitcase ends up in Orlando (MCO) instead of Kansas City (MCI). Or

it goes to Boston (BOS) instead of Boise (BOI). Or it lands in Mendoza, Argentina (MDZ) instead of Harrisburg, Pennsylvania (MDT).

We hear a lot of talk these days about "thinking big" and "shooting for the stars." Those are good things. But along the way, I encourage us – all of us – to tighten our focus. Let's remember the importance of the day-to-day details of our work and

our relationships with others. Let's make sure every ad – and every ad schedule – is checked for errors. Let's make sure to arrive on time for appointments. Let's leave the best parking spaces for customers, when we visit an ad-

vertiser's place of business. Let's take time to say, "Thank you."

Let's think small.

Let's remember the importance of the day-to-day details of our work and our relationships with others.

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.

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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 outside of Kansas (SDAN or SCAN) or do direct placement in other papers and keep half the commission allowed to KPA.

A flyer is appended to today's Publisher with the details on a special for ad sellers

KDAN — Marysville Advocate, one ad for \$380 profit; Oberlin Herald, one ad for \$450 profit; Great Bend Tribune, one ad for \$900 profit; Rural Messenger, five ads for \$1,380 profit; Anderson County Review, two ads for \$1,650 profit.

KCAN — GateHouse Media, two ads for \$300 profit

SDAN — Anderson County Review, one ad for \$112.50 profit.

DIRECT PLACEMENT — Hays Daily News.



THIS MONTH'S QUESTION

Q. I enjoyed the recent story about the use of drones in news coverage. Is there more information out there?

A. Funny you should ask. We just got this heads-up from the Reynolds Journalism Institute at the University of Missouri about an upcoming program with tips and tools called "Drone Storytelling: How to Get Started" by Matt Borowick.

[Click here to read the story.](#)

Introducing

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

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

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309-690-5324

Anstaett's legacy: level-headed, calm, collected

This month marks the finale to the journalism odyssey of Doug Anstaett, the Kansas Press Association's capable and respected director since 2004.

Ever since he graduated from Kansas State University in 1973 with a journalism degree, he has been dipping his pen in his veins and bringing insight to Kansas and to the newspaper community.

So, let's talk about the man who has spent more than 45 years as a friend and ambassador to the Kansas newspaper industry.

The first words that come to my mind when talking about Doug are "level-headed." He has refused to be bombastic, loud or pompous (in today's political-media environment, such even-keel behavior is refreshing). His approach to most issues is the same: calm and professional. One person can approach him with a loud concern, such as, "Doug, my newspaper just experienced a 50 percent printing increase ... what should I do?" while another person would approach him one minute later with the exclamation, "Doug, my newspaper just won the Pulitzer Prize ... when can we celebrate?"

Doug's response to both issues would be similar. He would pause for a few seconds of skeptically-trained pondering, reveal the crinkled brow that makes his eyebrows bend with his iconic look of concern, and then offer his cool-yet-collected assessment.

As KPA's voice at the state capitol, He undoubtedly had those many moments when he had ample cause to throw his hands in the air or slam his batter's helmet to the tile floor. Yet, he refused to expose a

look of frustration in front of the lawmakers ... just as he also refrained from gloating whenever any bill's vote successfully favored the newspaper industry.

In today's topsy-turvy tumult of the journalism industry, we should grateful for his God-given ability to be a consistent and constant source of level-headed professionalism. We live in an amped-up world where the immediacy of emotions are expected, where stretching the field of combat beyond the goal posts is preferred, and where conversations require a person to wear the colors of specific political jerseys.

He would not bend his personal ethics or his professional conduct toward the ways of the world.

Attaboy, Doug!

Just think about what has transpired in our industry since He's arrival as director in 2004. The commercialization of the internet was less than 10 years old, smart phones had not been created, the average age of most newspaper readers was between 45 and 55 years of age, the U.S. Postal Service still had one sectional sorting center in each zip code region, and many Kansas main streets were still figuring out how to contend with the world of online shopping.

Today, we face unimagined challenges: from the ever-evolving world of retail advertising (which has been severely dented by the growing ease of online shopping) to the constant heartaches of poor postal delivery (which has been slowed to a crippled turtle's pace, thanks to the combining of regional sorting centers) to the hurtful newsprint tariffs that have gobsmailed the newsprint industry (which can be squarely

blamed on the Trump's poorly-handled trade war antics).

What we are facing today are a series of challenges that have quickly pushed us to the edge of the cliff. Many of us feel like Wile E. Coyote as we overshoot our target and find ourselves over the cliff.

However, we are grateful for having Doug stand by us, still doing his usual, quiet pondering. In his typical ways, his calm demeanor has been a reassuring voice ... even as the tips of our toes have moved closer to the edge of that cliff. He has brought us back to reality, offering tips and advice, plus a note of reassurance

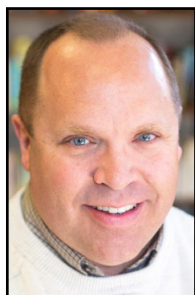
of our place in the world. To those of us who have felt that push toward tumbling down the mountainside, we feel indebted to Doug for pulling us back to safety.

He isn't going out to pasture just yet. He'll still handle the KPA's lobbying efforts during each session of the Kansas Legislature session. And, he'll keep his fingers still warm to the keyboard as he produces the Kansas Publisher newsletter, while offering advice to our incoming director, Emily Bradbury (by the way, Emily brings her own unique blend of leadership resources to the helm ... and we are downright excited to have her assume the mantle of KPA director on July 30).

For now, Kansas newspapers this month should offer a note of praise and thanks for his leadership and friendship to the industry.

Each Kansas newspaper has a quiet-and-resilient friend in Doug Anstaett.

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



Andy Taylor

He has refused to be bombastic, loud or pompous. His approach to most issues is the same: calm and professional.

Advertising Law Guide updated with FAQs

Max Kautsch, the Kansas Press Association's Legal Hotline attorney, has updated and adapted the KPA Advertising Law Guide into a more compact, frequently asked questions format.

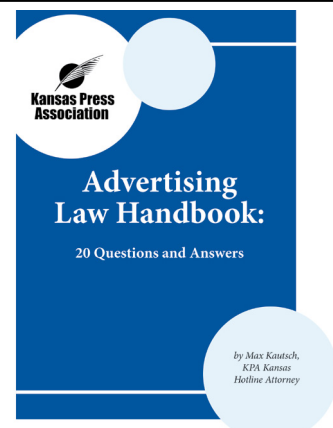
The new streamlined guide can be accessed at the KPA website under Member Services, Media Law Library, or by [clicking here](#) and includes a number of links to more information.

"We found that there were a handful of questions that continue to come up in the advertising law arena, so we tried to make the answers

more quickly accessible," said Doug Anstaett, KPA executive director. "In addition, the guide is digital and can be updated at any time when another a new issue becomes important to our members."

This is the fourth edition of the guide initiated by John Stauffer Jr., in 1986 and then updated in 1998 and 2006 by Mike Merriam.

Anstaett encourages KPA members to take a look at the FAQ guide and contact Emily Bradbury or Max Kautsch if they have suggestions for additional topics.



Security expert tells how to protect your staff

Editor's note: Randy Van Dyne, executive director of the All Hazards Training Center at the University of Findlay, Ohio, has those tips for improving security. To read more, [go here](#).

By Randy Van Dyne

Following the recent tragedy at the Annapolis Capital Gazette, here are a few important steps local news organizations can take now to improve overall security for your staff and your facilities.

1. Make sure you communicate and work with your local law enforcement agencies (LE) and get in the habit of routinely sharing all of your questions and concerns with them.

For example, it is my understanding that although there was some initial communication between the Annapolis paper and local officials in 2013 about concerns with the perpetrator, there was a lack of follow-up – by either the paper or LE. That seems unbelievable, but probably more common than you think.

Local LE may be able to do or suggest something that helps you prevent a tragedy. Look at them as an ongoing resource.

2. Don't fall into the trap of getting active shooter training for everyone in your organization and thinking you are prepared.

Far too many organizations believe that when they collectively know what to do when someone shows up with a gun, they are completely prepared. There is a lot more you can/must do to help prevent incidents from ever occurring.

3. If I could give one piece of advice that can help you prevent workplace violence now and in the future, it is to implement a proven violence prevention program.

Contrary to public opinion, virtually no one makes a sudden decision to show up one day at a workplace to begin shooting. The motivation of almost all violent perpetrators is to get revenge against those that they feel have harmed them. This is called targeted violence and assailants plan their attack, sometimes for months. Potential perpetrators can be employees, former employees, customers/readers, neighbors, activists, or anyone with reason to get even with a particular organization, its owners, its employees, or even what it stands for.

The motivation of almost all violent perpetrators is to get revenge against those that they feel have harmed them. This is called targeted violence and assailants plan their attack, sometimes for months.

Potential perpetrators move through the steps of a process called the “targeted violence continuum.” First comes ideation. They convince themselves that they must get even. Next, they plan how they might carry out the idea, selecting a date, a location, a weapon, or a target list. Then, the assailant prepares: They locate a gun, make sure they have plenty of ammunition, and choose a time to attack when they can be certain the targeted individuals will be at the workplace. Working through this continuum takes the

See **SECURITY** on Page 8



Get the message

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

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



MARKETPLACE

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](#).

MANAGEMENT

PUBLISHER — Publisher needed for twice-weekly newspaper in Alliance, Nebraska. Family-owned for generations, affiliated with the Seaton group. Beautiful Sand Hills setting. Debt-free operation. Pay commensurate with experience, with an opportunity for ownership. Contact Ned Seaton, nseaton@themercury.com. (7-2)

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 (put Sales Director in the subject line). (5-10)

NEWS

REPORTER — You: A talented and capable writer with a curious mind, a passion for telling the stories of the people of Vernon County, an appreciation for rural life, attention to detail and pride in a job well done. You're comfortable behind a camera. You're a self-starter, and a multi-tasker. Layout and design experience a plus. Us: An award-winning daily newspaper with opportunities for the right candidate to stretch your wings as a writer and a journalist. The Job: This is an hourly, entry-level position, and the pay scale reflects this. Hours are mostly afternoons and evenings, with some weekend and occasional morning assignments required. Reporters produce copy daily and take their own photos. Reporters are expected to generate story ideas and to develop an assigned beat; this position reports on health, county schools, county and state politics, feature stories and

covers breaking news as needed. Degree preferred. To Apply: Send a cover letter, resume and three writing samples to: Publisher, PO Box 247, Nevada MO 64772. Applicants also may bring materials to the Nevada Daily Mail offices at 131 S. Cedar St., Nevada; or send materials via e-mail to lharter@nevadadailymail.com, with "Reporter" in the subject line. (7-2)

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. (6-19)

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 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: mkepfeld@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. (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. (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. (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 to dhogg@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.

MARKETPLACE/CONT. FROM PAGE 6

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

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 relocation 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.

NEWSPAPERS FOR SALE

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

Rawlins County Square Deal weekly newspaper in northwest Kansas. Official city, county and school publication. Only newspaper in county. Strong subscription and advertising base and supportive community. Sale includes building, up-to-date equipment and software, archives and active e-paper. Call 817-805-3600 or emaileditor@squareddealnews.com for more information. (7-5)

136 year old weekly newspaper in southeast Kansas. Owner wishing to sell publication, which he has owned for 39 years. Steady subscription base, located in historic Kansas town. Inquire through KPA by emailing danstaett@kspress.com. (6-14)

Respected 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)

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

KPA OFFICE STAFF

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Thanks to all who lifted me up during my career

In nine days, I'll walk out the door at the Kansas Press Association for the final time as executive director.

The decision to retire this year is the right one, but when you've spent your entire working life either in a newspaper office or working on behalf of those who continue to toil in the trenches and churn out the printed



Doug Anstaett

word, the thought of changing gears comes with some trepidation.

While I'll be giving up the title and the responsibilities, I'll never lose the passion for journalism, for open government, for informing the public and for trumpeting the profession's watchdog role in American society.

My 45-year career didn't just happen. There were bosses and mentors along the way who helped guide me to opportunities and who taught me by example how to write, then later how to run a newspaper, participate in the community and deal with controversy.

First, I have to thank the late Ken Bronson, one of the sharpest minds ever in our business.

After I pestered him for months as I neared graduation, Ken hired me for my first job as a reporter at the Pittsburg Headlight-Sun, and he helped me transfer just a year later to the morning and evening newspapers in the capital city, the Topeka Daily Capital and the Topeka State Journal.

In 1977, I dropped by Ken's office in Topeka after he had been named vice

president for newspapers at Stauffer Communications, Inc., telling him I was ready to become an editor.

He quickly set up an interview with the publisher of the Nevada (Mo.) Daily Mail, Ben Weir, Sr., who hired me on the spot, flattering me with a whopping \$10-a-week raise.

Just over a year later, I ran into Ken at a Kansas-Missouri AP meeting in Kansas City. He once again went to bat for me and named me as one of the first two participants in a new management training program.

That process sent me to the Grand Island (Neb.) Independent to train under publisher David Beliles. What luck!

I spent more than two years doing everything from running the press to selling advertising to learning about newspaper distribution and how to keep the books, but my most meaningful lessons were learned in the office of the publisher.

Dave taught me about temperament, lessons I used throughout my career in difficult situations, and he did that by example.

One day in the early 1980s, a local advertiser called and read him the riot act. I could tell the language was blue because Dave's face was quite red. He tried his best to resolve the complaint, but the caller told him to go to hell and slammed down the phone.

Without a word to me, Dave calmly took

a piece of paper out, rolled it into his office typewriter and typed the following (I can almost remember it word for word):

"Dear Alvin," he wrote. "You have just told me to go to hell and my inclination is to answer in kind, but since we are both Rotarians, I'm going to try one more time to explain how we can make this right."

I was amazed. That lesson and others

guided me from that day forward: no matter how difficult the situation, you should always remain calm in the face of adversity.

I've often described it as "staying mellow."

I've tried throughout my career to be that person.

A journalist could not have asked for two better mentors in his life: Ken Bronson and David Beliles.

My hope is that along the way, the lessons they taught were passed along to those who worked for and with me.

Thanks to all of you for this unique privilege to serve the newspapers of Kansas. Thanks to past KPA president John Montgomery for leading the process that led to my stint here and to the board members who so faithfully supported me along the way.

Please extend the same courtesies to my able successor, Emily Bradbury, who I know will do an amazing job.

Doug Anstaett is executive director of the Kansas Press Association.

That lesson and others guided me from that day forward: no matter how difficult the situation, always remain calm in the face of adversity.

Security

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perpetrator some time, but eventually they reach the last step, implementation, and carry out their plan.

Learn to take advantage of the time provided to set up a network of information gathering on potential internal and external violence perpetrators, and determine how best to intervene before they reach the implementation stage.

To gather intelligence, you must teach workers what to report and exactly whom to report it to. You are looking for certain behaviors such as unusual moods, change in moods, threatening or strange writings, text messages, Facebook postings, verbal comments, etc. Make sure your system constantly gathers all the information it can. This is an

ongoing program. Don't implement it for a few months and let it lapse. You never know when a potential workplace violence issue may become a threat to you.

Next, establish a "threat assessment management team." Team members should include representatives from your security group, your human resource department and your management or administration. Important outside team members include local LE and local mental health agencies. Local LE can provide you with information that is more community based.

Is the person in question a bad actor in the community? Local mental health provides you with a perspective you need, but probably don't have on your own. The team is charged with collecting the information and determining how to best proceed — on a case-by-case basis. Is the person of concern just having a "bad day" or is there something

deeper going on?

The ultimate goal is to intervene before the potential perpetrator moves through to the final stage of the continuum. Many times, the issues causing their feelings are resolvable. There may be mental health or other underlying issues to contend with. Law enforcement may have to step in. Your organization must be proactive to prevent the occurrence of workplace violence.

This can be done by using programs such as the one we teach called Threat Assessment Management (TAM) that was developed by the U.S. Secret Service.

For more information, their website is www.secretservice.gov/protection/ntac/. Implementing TAM programs isn't difficult with assistance from outside organizations that have the necessary experience.

Contact us at 1000 N. Main Street, Findlay, OH 45840 or (800) 521-1292.

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
KDAN	2x4	\$1800	\$900	\$900	\$100
KDAN	2x2	\$900	\$450	\$450	\$50
KCAN	25 words	\$300	\$150	\$150	\$25

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**



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!