

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION JULY 20, 2016

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## KPA CALENDAR

### SEPT. 22-24

National Newspaper Association 130th annual Convention & Trade Show, Franklin, Tenn.

### OCT. 7

Montgomery Family Symposium, University of Kansas, featuring Mike Blinder.

### APRIL 7-8, 2017

Kansas Press Association annual convention, Capitol Plaza Hotel, Topeka.

## Blinder to lead digital sales seminar

One of the world's leading trainers in digital marketing will be the headliner at the Montgomery Family Symposium Oct. 7 at the University of Kansas.

Mike Blinder will discuss trends in the digital arena but also will provide participants with ideas they can take home and implement immediately.

"We're excited that Mike has agreed to join us for this year's seminar," said Doug Anstaett, executive director of the Kansas Press Association. "He is one of the most highly sought after experts in this field."

The symposium is sponsored through an endowed fund in the Kansas Newspaper Foundation from the Montgomery newspaper family in 2005. Proceeds from the \$50,000 gift are used each year to defray speaker expenses.

Cost to attend the one-day training event will be \$75 for KPA members and \$150 for others.

To sign up online for the event, [go here](#).

"We suggest that those who are interested not put this off and risk missing out," Anstaett said.

Blinder was a well-known radio and television talent in Maine, but moved out from behind the microphone and camera to excel in media sales.

He was quick to realize the importance of the newly emerging internet phenomenon, and soon launched the Internet Sales Division. His career has grown exponentially since then, and Mike is now in high demand as a sales consultant for some of the world's most respected media groups.



Nationally-known digital marketing guru Mike Blinder will headline the Montgomery Family Symposium Oct. 7 at the University of Kansas.

## J-W staff reduced under new owners

### By the Journal-World staff

Ogden Newspapers Inc. on Monday hired 61 staff members as part of its acquisition of The World Company's media assets, including the Lawrence Journal-World.

General manager Scott Stanford will serve as the newspaper's publisher. Other hires include managing editor Chad Lawhorn, sports editor Tom Keegan, KUsports.com editor Matt Tait and advertising director Kathleen Johnson. Senior reporter Peter Hancock will continue covering the Legislature from the Journal-World's Statehouse bureau in Topeka.

The Journal-World's newsroom will remain the largest newsgathering team dedicated to Lawrence,

Douglas County and the University of Kansas.

"I'm thrilled that we have the opportunity to keep intact most of our talented newsroom staff, including Chad, Tom and Peter while also making every effort to expand local news and sports coverage under our new ownership," Stanford said. "Ogden Newspapers has an array of resources and experience in helping its newspapers implement strategies to broaden the scope and depth of community news coverage."

"We're going to have even more local news, find more stories to be told here in Lawrence. You're going to see more community photos and more

See JOURNAL-WORLD on Page 4

# When you're asked for advice, popular answer doesn't cut it

**D**oggone that Joey Young. And doggone that Al Cross, too. While we're at it, doggone the managing editor of that daily in Tennessee and the journalist from the metro paper who kept me up last night.

I should have known better. After several long days, punctuated by late-night car shopping for my son who had a "fender bender" two weeks ago, the necessity of a good night's sleep could not be overstated.

It's my own fault. After more than 20 years of column-writing, visiting newspapers and sticking my nose in just about every crevice of the journalism world, I should know better than to get online at night when I need sleep.

It started innocently enough, when I shared a blog post by Joey Young, a young publisher in Kansas. The post titled "Editor & Publisher Is Starting To Get It: Invest In Your Print Product," sounded so much like a column I wrote three weeks ago I couldn't help but take a peek.

Joey is starting to get noticed, and for good reason. I remember when he came to me three or four years ago at a newspaper convention in Des Moines and asked if we could spend some time discussing his plan to get into newspaper publishing. He was convinced others weren't making smart moves and newspapers attract a significant number of readers and make a profit, if given the chance. He asked for my advice and he took copious notes.

It's not unusual for publishers to ask my advice. Over the past year, conventions have begun scheduling "20 Minutes with Kevin" sessions, where I visit one-on-one with publishers who schedule a block of time. In most cases, time runs out before I get to all the publishers.

At a press association convention in South Dakota a couple of months ago, a very successful young publisher who wasn't able to get a spot on the one-on-one schedule pulled me to the side and asked

a very direct question about an important part of his publishing operation.

"I want your advice on something, and I want to know what you really think." I could tell he had given serious thought about the question before posing it to me.



Kevin Slimp

He asked how much emphasis should be given to the digital side of his newspaper. I could tell he really wanted to know my thoughts.

I paused, making sure I was giving him solid advice, then told him what I would do.

"Then that's what I'll do!" he responded.

I take it very seriously when a young or veteran publisher asks my advice. It's easiest to give the popular answer. But the popular response isn't always the best response.

So when Joey Young asked my advice in Des Moines, I didn't take him lightly. Little did I know he would, in just a few

years, run multiple successful newspapers, both free and paid. Now I notice groups ask Joey to sit on their panels and speak with his fellow publishers about how he created successful, loved and profitable products.

I won't spend any more time writing about Joey's blog, other than to

let you know it can be found at [newspaper-disruptor.com](http://newspaper-disruptor.com). Some won't like it, so tread carefully. Joey doesn't have anything to sell you. He will just share what is working so well for him in Kansas.

Now on to Al Cross. After posting a link to Joey's blog on my blog, I heard from Al Cross, who became familiar with Joey's rise in the community newspaper world a while back. Most of you know Al, but for those who don't, he is the director of the Institute for Rural Journalism and Community Issues at the University of Kentucky.

I suppose it's only natural, since Al and I both grew up in the mountains of

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# Salespeople: start by setting some realistic goals

**D**erek placed more ads in the paper than anyone else on the sales team. Low volume clients suddenly increased their expenditures. And large clients started running even bigger ads. Revenue was rolling in.

Then it all fell apart. First one advertiser, then another, complained about invoicing. Quickly it became evident that Derek had been placing ads in the paper without permission. His scheme worked for a while, because some of his clients didn't check records carefully. At first, the paper rationalized that refunds were a cost of having a high-energy sales person with a poor eye for details.

Then they realized that the problem was deeper than that, and eventually had to let him go. Justice prevailed, but that wasn't the end of the story.

The accounting department worked overtime to clean up the mess. And the ad department hired a replacement.

But in an inexplicable act of greed and stupidity, the ad manager gave the new person a goal that was 10 percent higher than the pre-refund amount generated by Derek. In other words, the new person would have to produce

more revenue than a crook.

Although this is an extreme example, it illustrates the fact that some managers need a better understanding of what it takes to set realistic goals. If you are involved in the goal-setting process, here are some points to keep in mind:

**1. Fairness is in the eye of the beholder.**

If a sales person feels a goal is unfair, it is either (1) truly unfair or (2) you need to do a better job of explaining how you arrived at the goal.

**2. Goals impact morale.** When a person makes progress toward a goal, morale soars and she can be self-motivated to work even harder. On the other hand, when a person finds

himself falling short week after week, he can get discouraged and say, "What's the use?"

**3. Morale is contagious.** Although sales people spend a big part of each day working independently, they are part of a team. When there are problems, they are often likely to talk to each other than to the boss.

**4. Consider multiple factors when setting goals.** Across-the-board increases are common, but inherently out of touch with reality. Let's use the 10 percent figure at

Derek's paper to illustrate. If you're looking for an overall 10 percent increase, see that figure as an average. Some accounts could project a 5 percent increase and others could project 15. It's like the old management saying, "If you're treating everyone the same way, you're treating most of them the wrong way."

**5. Use the S.M.A.R.T. formula.**

This technique has been around for a long time — and it has helped a lot of ad managers set meaningful goals. It represents goals that are (1) Specific, (2) Measurable, (3) Achievable, (4) Relevant, and (5) Time-sensitive. Wise managers get each sales person's input in each



**John Foust**

**Quickly it became evident that Derek had been placing ads in the paper without permission. His scheme worked for a while, because some of his clients didn't check records carefully.**

area for each account.

Derek's replacement lasted less than a year. With realistic goals, the story could have had a different ending.

*John Foust has conducted training programs for thousands of newspaper advertising professionals. E-mail for information at [jfoust@mindspring.com](mailto:jfoust@mindspring.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 one outside of Kansas (SDAN or SCAN) or do direct placement in other papers and keep half the commission allowed to KPA.

Also, tell your potential clients their ad will have a readership of approximately 1 million with either program.

**KDAN** — Rawlins County Square Deal, one ad for an \$825 profit; Hays Daily News, one ad for an \$800 profit; Anderson County Review, two ads for a \$1,650 profit.

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



## THIS MONTH'S QUESTION

**Q.** With all the changes announced in the past few months for Kansas newspapers, how many weeklies and dailies are now part of the state's newspaper landscape? Do you notice any particular trends?

**A.** Those represented by KPA include 28 dailies, 167 non-dailies, 26 college and high school publications and seven Spanish language newspapers.

The trends appear to be an ongoing reduction in the number of newspapers we consider dailies (four publications per week or more) and a precipitous decline in the number of presses operating in the state.

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# Aussie newspapers strive to make a difference

It was midwinter as I headed to a conference center a few weeks ago at the University of Melbourne in southeast Australia.

Rain was lightly falling and a 50-degree breeze prodded me to quicken my step. I'd just come from 100-degree days in the Northern Hemisphere, way up there in my hometown of Marysville, Kan.



**Sarah Kessinger**

on the other side of the planet.

ISWNE (Debate rages about how to pronounce this acronym) was founded on the principle that newspapers are critical to the concept of community and editorials, in particular, are a key voice, a drum-beat constantly prodding, provoking and encouraging the community to serve itself and others well.

We were joined by 30 Australian "country" newspaper editors and reporters, who shared perspectives and concerns about the future of print journalism and excitement and apprehension about the future of online news publishing.

"When so many folk around the world are struggling with the speed of change during our global technological revolution, others in the media sector are struggling with the new forms of instant 24/7 media,"

conference co-host Barry Wilson wrote afterward in summing up discussions.

Wilson is a retired weekly publisher who lives in Kiama, New South Wales.

He and a colleague lined up a dynamite mix of speakers who told us about publishing in a country with no First Amendment, no free press guarantees, but where many journalists have a great desire to editorialize on local, state or national issues in hopes of making a difference for their towns and shires.

"Australia, we've got a long, long, long way to go, but let's start," said Dr. Kristy Hess, a leader of community and local media research at Deakin University.

"In the digital world complacency is our enemy. We must celebrate and recognize the power of the local press and use it for the good of our communities," Hess said.

As in the United States, concern abounds as Australian newspapers increasingly are purchased by large publishing corporations, some with little interest in the community aspect of their purchases and a lot more interest in what cash they might produce.

But just as in this country, there remain holdouts, the independent, family-owned papers that hope to keep a craft alive.

Australia's rural press association,

known as Country Press Australia, offers "cadetships," or internships, to young people to learn on the job while receiving training in media law, editing, solid research and other mechanics of the profession.

After a three-year cadetship with some classes in those years, a journalist can become certified to work as a professional.

With the growing cost of college, this gives students a chance to develop a career they might not be able to afford through a traditional university journalism school.

Considering U.S. university tuition is sky rocketing, it might be something we in the States should consider trying as well.

Aussie journalism, while tending toward the British trademark sensationalism at the national newspaper level, has some really

dedicated publications at the community level.

It was good to know and comforting to think that deadlines, punctuation debates, sweat over stories and interest in serving their communities are just as vital to folk in a land Down Under.

*Sara Kessinger is editor and publisher of the Marysville Advocate and 2016-17 president of the Kansas Press Association.*

## Journal-World

Continued from Page 1

community contributions from our readers."

On June 17, the Simons family, owners of The World Company, announced the sale of the Journal-World to Ogden, a diversified media company based in Wheeling, W. Va., that owns and operates 40 daily newspapers stretching from Jamestown, N.Y., to Maui, Hawaii. In addition to the Journal-World, the sale includes The World Company's other media assets: weekly newspapers in Shawnee and Tonganoxie; more than a dozen websites, including KUsports.com, LJWorld.com and Lawrence.com; and Sunflower Publishing, the company's niche publications division.

The staff changes take effect Aug. 1, when Ogden is expected to take ownership of the Journal-World. An Ogden representative met individually with The World Company's 91 employees on Monday to discuss the changes. The World Company offered severance packages to employees not hired by Ogden.

Among those not hired by Ogden were several longtime Journal-World journalists, including sports reporter Gary Bedore, opinion page editor Ann Gardner, photo chief Mike Yoder and photographer Richard Gwin.

Most of the staff changes at the Journal-World are unrelated to the newsroom. Ogden provides corporate support to its newspapers



**Scott Stanford**

for accounting, human resources, web design, information technology and other business support services. Some support functions will be based in Topeka, where Ogden Publications, publisher of Mother Earth News, Utne Reader and other niche magazines, is located.

Ogden Publications will absorb Sunflower Publishing, which publishes Lawrence Magazine, Best of Lawrence, Topeka Magazine, Kansas Magazine and other titles.

Staff levels at The Shawnee Dispatch were reduced to accommodate a change in publication schedule back to once a week on Wednesdays from twice per week now. No staff changes were implemented at the Tonganoxie Mirror.

# Slimp

## Continued from Page 2

Kentucky and Tennessee, we went around several twists and turns during our conversation, agreeing that Joey and his newspapers have a great future. Our thoughts then turned to our newspapers closer to home.

With 1 a.m. approaching, I summed up my thoughts: “Al, I just care so much about these newspapers.”

I wasn’t surprised by Al’s response, “I care about these newspapers, too.”

## Turning Things Around in Canada

During a recent trip with my best friend to Western Canada, I was pleasantly surprised to hear from so many newspaper friends who learned I was in the area. In town after town, they welcomed us. A few drove hours to take us to dinner. Some brought gifts of local books, maps and homemade jams and gins.

My old friend, Roger Holmes, is a living newspaper legend in Canada and a graduate of the Institute of Newspaper

Technology (newspaperinstitute.com), which I direct in Tennessee. I could write a dozen columns about his groundbreaking work, including developing the first affordable direct-to-plate system for community newspapers way back before anyone was giving much thought to direct-to-plate.

Not realizing we would be driving through his home of Wainwright, Alberta, we made a stop to visit his newspaper. Peter, his son and general manager of Star News Publishing, was the first to see us coming as he peered through the large windows.

He rushed out to meet us, took us through the facility, then called several of the staff together.

“Do you know who this is?” he asked them. “This is the guru of the newspaper industry. This is Kevin Slimp!”

What a welcome.

No wonder everyone says Canadians are nice.

I learned I missed Roger because he was in Moose Jaw, looking over the daily paper there, which he had just purchased. He didn’t stop with Moose Jaw, appar-

ently.

Peter explained they had purchased two dailies, one major weekly, six small community weeklies and a number of specialty products in Alberta and Saskatchewan from one of the large national corporations, allowing these papers to operate locally. He showed me their newest press and we looked over their print products.

It’s no wonder I feel so much enthusiasm concerning our industry. About the time I start to get discouraged by something going on in the world of journalism, it’s time to hit the road and be reminded of the great things taking place in our business.

Joey Young gives us all hope. So does Roger Holmes. So does Peter Holmes. So does the young publisher in South Dakota and the managing editor in Tennessee. It’s

becoming increasingly obvious Al Cross and I aren’t the only ones who care.



Joey Young

**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

### NEWS

**SPORTS WRITER-EDITOR** — Award winning northwest Kansas daily is seeking a full time sports writer-editor. We cover four high schools and a community college, and the candidate will also cover some news stories. Design experience in pagination using Adobe InDesign is desired. We are a small office and work as a team to produce our daily and sections. We offer competitive wages and health insurance. Send resumes and samples of articles to [sfriedlander@nwkansas.com](mailto:sfriedlander@nwkansas.com). (7-14)

**COPY EDITOR** — Dynamic journalist to be a copy editor at an award-winning newspaper and robust website in a Midwest capital city. The Topeka Capital-Journal is the No. 1 news source in northeast Kansas thanks to dozens of energetic journalists. If you're the right candidate, you'll be a skilled wordsmith with an eye for cutting-edge design. You'll be a strong communicator who can question holes in stories. Versatile, enthusiastic recent college graduates will be considered. Send resume and references to managing editor news editor Clay Wirestone at [clay.wirestone@cjonline.com](mailto:clay.wirestone@cjonline.com). (6-30)

**REPORTER** — Times-Sentinel Newspapers is seeking a full-time or part-time reporter for our community newspaper group. We prefer experience with one or more of the following: general assignment reporting, sports, design experience in Adobe CS, photography, proofreading. Immediate opening. Send cover letter resume and clips to Travis Mounts, managing editor, [news@tsnews.com](mailto:news@tsnews.com). For more information call (316) 540-0500. Position is based in our office in Cheney. Times-Sentinel Newspapers publishes the following papers: The Times-Sentinel, Conway Springs Star & Argon Argosy, Haysville Sun-Times, WestSide Story, East Wichita News. (6-23)

**PAGE DESIGNER/COPY EDITOR** — The Salina Journal seeks an experienced journalist with strong news judgment and design and copy editing skills to join the copy desk. The successful candidate will possess: • sharp editing skills and the ability to edit on deadline for accuracy, clarity, style, readability and potential legal problems; • the ability to design creative, attractive news and feature pages on deadline and to design special projects; • good communication skills; • the ability to work well with a team. Working knowledge of Adobe InDesign is a plus. The Salina Journal offers competitive wages; profit sharing and 401K plans, and health and dental insurance. Pre-employment drug screen required. Interested candidates should send resume and a cover letter to Sharon

Montague, Executive Editor, P.O. Box 740, Salina 67401 or by email to [smontague@salina.com](mailto:smontague@salina.com). (6-23)

**WRITER-EDITOR** — The Ellsworth County Independent/Reporter is seeking a writer-editor with energy, strong writing skills, a sense of curiosity and a love of small towns. The successful applicant will write hard news stories and features and take photos for this award-winning newspaper in one of central Kansas' most progressive and vibrant communities, located between two lakes in the beautiful Smoky Hills. The individual must routinely cover evening meetings and must be able to work as a member of a team in a small office. Experience in photography, computer pagination, and social media is a plus. Newspaper or related experience preferred. Salary, mileage allowance and excellent benefits package. Send resume, samples, references and salary expectations by July 15 to [ldenning@indyrepnews.com](mailto:ldenning@indyrepnews.com) or mail to Linda Denning, 304 N. Douglas Ave., Ellsworth, KS 67439. (6-15)

**EDITOR** — Join the Wellington Daily News. Will write, design pages, take photos and post daily to web and social media. Competitive salary and benefits packaged offered. Respond with clips, resume and references to [cjanney@butlercountytimesgazette.com](mailto:cjanney@butlercountytimesgazette.com) (4-25)

### ADVERTISING

**SALES PROFESSIONALS** — Located in Topeka, Kansas, The Capital-Journal is the oldest and largest media outlet in Northeast Kansas and the area's most trusted source of news. We are looking for confident, passionate sales professionals who are excited about meeting with lots of customers and creating print and digital solutions that meet and exceed our clients' expectations by delivering the right results at the right time. If you are looking for a company where you can build a successful career and where your efforts make a difference and will be supported, look no more. Previous sales experience is preferred but we will train the right candidate. Compensation includes a competitive base salary plus commissions. To apply, submit a cover letter and resume to [HR@CJonline.com](mailto:HR@CJonline.com)

**CREATIVE SERVICES TEAM LEADER** — The Hutchinson News is seeking a dynamic leader to head our creative services team. The right candidate must have exceptional creative and technical skills and have the skills necessary to inspire a staff. A degree in graphic and digital design or equivalent experience is a must, must be knowledgeable in Adobe Creative Suite,

Flash, Dreamweaver, video production and website development. This key position will be responsible for the organization and training of the creative team along with facilitating the production of daily advertising and creative work for the print and digital advertising products, coordinating the layout of the daily paper and special sections. If you are passionate about design, well-organized, a strong leader, work well under deadlines and have excellent communication skills, you may have what it takes to lead our team. Position reports to the Marketing Solutions Director. Benefits include: 401(k), profit sharing medical, vacation and more. Send cover letter, resume and 3 non-returnable samples to: Jeanny Sharp, Marketing Solutions Director, The Hutchinson News, 300 W 2nd Ave PO Box 190 Hutchinson, KS 67504-0190 or [jsharp@hutchnews.com](mailto:jsharp@hutchnews.com) (5-31)

**SALES MANAGER/MULTI-MEDIA SALES EXECUTIVE** — Position available in Dodge City, KS. We are a sophisticated, multi-media, local news organization and a leader in delivering local content to consumers and local marketing solutions to businesses. We are well positioned to meet, adapt and excel in the future of delivering local content and business services through a variety of media options. Our company is looking for a true sales leader that can help us continue to evolve, grow and deliver custom solutions to local businesses. This person will be responsible for growing advertising revenues through both the management of other sales team members and the development of their own book of accounts, using a consultative sales approach for both print and digital solutions including newspaper, specialty publications, direct mail, digital display, SEO, PPC, social media, mobile, website development and local services. Candidates must have sales experience and preferably management experience as well; media experience would be helpful but is not required. Compensation includes a competitive base salary plus commissions. We offer Health, Dental, Vision, Flexible Spending Accounts, Life Insurance and 401(k). To apply, submit a cover letter and resume with salary expectations to Lee Bachlet, Senior Group Publisher, GateHouse Media [lbachlet@gatehousemedia.com](mailto:lbachlet@gatehousemedia.com). An Equal Employment Opportunity Employer. (5-19)

**ADVERTISING DIRECTOR** — The Garden City Telegram, an award-winning, seven-day-a-week morning newspaper serving a dynamic, diverse community in southwest Kansas, is seeking applications for an advertising director. The ideal candidate will be an

## MARKETPLACE CONT. FROM PAGE 6

innovative thinker experienced in creating new revenue streams and implementing successful strategies, with the ability to motivate and empower a sales team in display, classified and digital sales. The advertising director also manages the Print Plus division, which produces brochures, banners and other marketing materials for clients. Candidates should be goal-driven, organized and detail-minded. The exceptional candidate will have experience in newspaper and digital media sales — including management experience — and success in growing revenue across multiple platforms. Competitive pay based on sales performance. Full benefits package. Please submit a letter of application and resume to: Dena Sattler, Editor-publisher, The Garden City Telegram, P.O. Box 958, Garden City, KS 67846, or e-mail [denas@gctelegram.com](mailto:denas@gctelegram.com). (5-9)

### NEWSPAPERS FOR SALE

Weekly newspaper — Caldwell Messenger for sale in Caldwell, KS. Building included. Family owned since 1980. Asking \$50,000. Prefer to sell by Aug. 30, 2016. If interested, please contact Erika at (316) 258-9697. (7-18)

138- and 126-year-old weekly newspapers in south-central Kansas near Kansas Star Casino covering two smaller cities. One is official county legal publication. Each official publications of its town and school district as well as some townships. Farm communities with progressive thinking and friendly relaxed atmosphere. No competing newspapers. Motivated. Call (620) 488-3695 after 5 p.m. or email [shayleencasteel@yahoo.com](mailto:shayleencasteel@yahoo.com) for more information and to make offer. (6-14)

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

### 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).

### DIGITAL MEDIA

**DIGITAL EDITOR** - The Wichita Business Journal is looking for a turned-on, energetic professional to take charge of its digital platforms. The Digital Editor is responsible for the day-to-day management of all online content and owns the execution of the online content strategy across multiple platforms and products, including Web, email, mobile and social media. It is mandatory that the candidate thrive in a breaking-news culture and has demonstrated content programming experience in an online environment. Submit materials to Bill Roy, [broy@bizjournals.com](mailto:broy@bizjournals.com). See more about the position at <http://acbj.com/careers/detail/acbj.1774>.

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

### MISCELLANEOUS

**FOR SALE** — Vanguard Model 1958, Serial BF 103, Last used December 2015. It worked well at that time. It has two units, but we've only used them separately. Buyer will need to dismantle and move it! \$4,000; ATF Chief 17, Model 11.17, \$300; ATF Chief 215 Model 2.15. Used mostly to print envelopes & two part forms, \$150; MGD Duplicator 20, \$100; Argyle 23 Process Camera Model G23, \$50 in 2012; Photostat Whitin Masterlith Duplicator Model 1115 Perforator, \$100; NuArc FT40UP Ultra-Plus Flip-Top Platemaker, \$175 in 2015; free negatives and plates, various sizes. Call Linda Foster (785) 413-0349 or email at [thewholeisgreater@gmail.com](mailto:thewholeisgreater@gmail.com) (1-8)

**FOR SALE** — Hamada 800 DX w/spray unit, electrostatic unit, 3M dampening sleeves; LOG Etronics Film Processor Model #LL2218, 196-264 volts, single phase, 15 amps; Brown Ultra-lite 1500 plate burner; 2 Nu-Arc light tables; 1950 Anniversary Edition Heidelberg Windmill press, very good condition. Nor'west Press, Goodland, Kansas. Call 785-899-2338.

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# Facts still matter; don't be swayed otherwise

**N**oted Washington Post investigative reporter Carl Bernstein spoke at a Kansas Press Association annual convention in Lawrence in 2005.

Of course, it was quite a coup to land one of the two Post reporters credited with breaking the news of the Watergate scandal during the Nixon presidency.

Bernstein, one of my heroes in the industry, explained the goal of journalism in a handy, quotable way: "I think all good reporting is the same thing — the best attainable version of the truth."

Think about that: the best attainable version of the truth.

In our profession, we rely on our sources to tell us the facts of a situation. We don't (or at least very seldom) report from a first-person perspective. We have to find someone who was there, is aware of what happened or is speaking on behalf of the participants.

In other words, we have to rely on others to tell us the facts.

The lines are being blurred more and more every day by social media and other often unreliable sources of information.

One need only look at politics for proof that "truth" is often in the eye of the beholder. We've seen this attitude on display

in our city halls and county courthouses, at the statehouse in Topeka and certainly at the federal level in Washington, D.C., as well.

Today, newspapers are bombarded by critics who don't like our "best attainable version of the truth." In fact, there is a growing trend for supposedly intelligent human beings to reject facts in favor of opinions.

We always have tried to separate fact and opinion by having editorial pages.

Our news pages, we say, are for us to display, as Bernstein argues, "the best attainable version of the truth."

But other pages, clearly marked "Opinion," "Op-Ed," or "Our View," are for our writers and those from outside the newspaper's staff to express personal observations about the happenings in our society.

Earlier in my career (you know, back in the Dark Ages before the advent of social media), we used to give equal space to those with differing views. If we had an editorial with which someone took issue, we provided the space necessary for them to state why we were wrong. It might be a day or two after the editorial ran, or even much longer. Right or wrong, they had

that right, and we defended it vociferously.

Now, however, those of you in the trenches get instant, 24/7 feedback. If you publish something that offends another's sensibilities, they can fire up a Twitter barrage or a Facebook storm that dwarfs what letters to the editor used to show up.

And here's another difference: we have to deal with those who don't believe the "facts."

Like one of the legislators said during the Kansas Open Meetings Act investigation of the get-togethers at Cedar Crest: "I know what you say the law is, but this is what I believe."

Now, "beliefs" are substituted for facts; in fact, they seem to be interchangeable for

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**Now, 'beliefs' are substituted for facts; in fact, they seem to be interchangeable for many folks these days.**

**No ... they are not. Facts are facts.**

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many folks these days.

No ... they are not.

Facts are facts. It's our responsibility as journalists to make sure there is a bold line between facts and opinions.

Even when you are under the gun from critics, keep in mind that "the best attainable version of the truth" is always the goal. You can't do more than that.

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



**Doug Anstaett**

## NEWSMAKERS

### Coffman chosen to lead Wichita Eagle news staff

**S**teve Coffman is the new executive editor for the Wichita Eagle. He succeeds Sherry Chisenhall, who transferred to the Charlotte (N.C.) Observer.



**Steve Coffman**

Coffman, 52, has been executive editor and director of content and audience development at the Jackson Sun in Jackson, Tenn.

He served under the Eagle's current president and publisher, Roy Heatherly, in Jackson.

Coffman led the Jackson newspaper's transition into a digital-first news organization.

He has a bachelor's degree in journalism

from Lock Haven University in Pennsylvania.

He and his wife, Jean, a middle school teacher, have two sons.

### Race for Space update

**T**he Kansas Press Association's attempt to attract more political advertising from federal and statewide campaigns attracted some interest, but it appears many clients are waiting for the general election to make their moves.

Amber Jackson, KPA advertising director, said interest was fairly high when she presented the idea to candidates and organizations, including those working on the Supreme Court retention issue. But many of them decided to wait until closer to November to utilize newspapers.

"We did get an ad to run the week of July 24, but I have had a few say that they want to buy for the general," Jackson said.

### Online network update

**A**lmost 50 newspaper websites have signed up for the Kansas Press Association Online Advertising Network.

"We're still shooting for more sites to give us the kinds of page views that will make it attractive for prospects," said Amber Jackson, KPA advertising director.

Jackson said those who want to participate should make their plans known soon so they can be part of the kickoff in the next few weeks.

The plan is to be able to deliver about 3 million page views per month in the network, which would support four separate ads rotating in the one ad space being set aside for the network by participating newspapers.

Email Jackson at [ajackson@kspress.com](mailto:ajackson@kspress.com) to get more information