

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION AUG. 19, 2015

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There still are a variety of jobs available around the state.

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## KPA CALENDAR

### AUG. 28

Kansas Press Association district meeting, Iola.

### SEPT. 17

KPA district meeting, Atwood.

### SEPT. 18

KPA district meeting, Garden City.

### OCT. 1-3

National Newspaper Assn. Convention, Saint Charles (Mo.)

### OCT. 16

KPA district meeting, Newton.

### NOV. 6

KPA district meeting, Topeka.

### DEC. 15

National Bill of Rights Day.



Russell Viers (far right) led the second annual Adobe Technology Workshop July 16 and 17 at the Kansas

Press Association office in Topeka. Participants worked with InDesign, Bridge, PhotoShop and Illustrator.

## District meetings: Are you registered?

The Kansas Press Association's first district meeting of 2015 will be Aug. 28 at the Iola Public Library.

So far, 17 people are registered for Iola. Deadline to sign up is 5 p.m. Friday, Aug. 21 to allow time to make arrangements for lunch.

"Because budgets are tight at our newspapers, we've decided to hit the road and try to bring some of our programming right to our members," said Emily Bradbury, director of member services for KPA. The meetings are free.

Subsequent district meetings are planned for Sept. 17 in Atwood; Sept. 18 in Garden City; Oct. 16 in Newton and Nov. 6 in Topeka. All meetings

begin at 11 a.m. and will end by 1:30 p.m.

You can go here to sign up for any of the five meetings at <https://kspress.wufoo.com/forms/r102c8lu03itpxp>

Programming will include sales training, an explanation of what KPA has to offer members, and a discussion of the upcoming 2016 Day at the Legislature. Lunch will be provided through a grant from the Kansas Newspaper Foundation.

"This is an opportunity for ad sales representatives to get advice from one of their own," said Doug Anstaett, KPA executive director. "Amber Jackson, KPA's ad director, has been in their shoes and knows the challenges they face."

## Capital-Journal, KPA win on KORA complaint

The Kansas Corporation Commission provided a \$29,458 cash settlement to its former general counsel over allegations of discrimination under the Americans with Disabilities Act.

The settlement became public following a Kansas Open Records Act complaint filed by the Topeka Capital-Journal and the Kansas Press Association. The Capital-Journal first asked for a copy of the agreement on April 23. The KCC had barred its release, leading to the filing of the KORA complaint.

Mike Merriam, an attorney who represents The

Capital-Journal and the Kansas Press Association, said the KCC's attitude during the process had been "surprising."

"There's no privacy interest for a public employee with a settlement agreement or a severance agreement for a public agency," Merriam said. "(In) the document that we obtained, there is a confidentiality clause. So the parties to that document, the KCC and (Dana) Bradbury, tried to keep it secret."

Merriam said such settlement agreements offered by public agencies are open records under KORA.

# Challenged by big projects? You might expand definition

**B**rainstorm big editorial projects, and the mind-set often focuses on an in-depth series that can take weeks to research and write. The report will be published over multiple days in your print and digital platforms. The projects can energize your staff and deliver substantive content to your readers.

Or, despite your best intentions, projects can get bogged down by your everyday “must” reporting and may never materialize.

That doesn’t mean you should stop aiming for the big projects. It does, however, mean you should expand your definition. Identify opportunities to generate more substantive reports in everyday coverage.

Here’s one list of ways to expand what otherwise may be routine reports.

Annual reports are routinely presented at local government meetings – from a wrap-up of parent advisory council activities to residential and commercial/industrial building permits to public safety statistics. Identify the most compelling highlights. Showcase those in a story accompanied by a sidebar with the overall statistics.

Election coverage is an exhaustive, months-long process. Identify stories beyond the norm, for example: the diary of a first-time candidate; a breakdown of campaign contributions; the inner workings of a campaign committee.

Give attention to second-day stories. Broaden the conversation with individuals beyond those associated with the original report. These stories are also a great way to distinguish your coverage from that of “outside” media. Follow-up stories are especially worthwhile and effective when reporting on sensitive and challenging circumstances that may prompt charges of sensationalism.

Expand business news beyond store openings and anniversaries, new hires and labor disputes. Jobs consume a great deal of people’s lives. A variety of stories affecting employers and employees can be pursued that are both interesting and substantive.

High school graduations are among the numerous stories written about year after year. Find a distinctive fact about the graduating classes, for example: academic and/or athletic accomplishments; a student who has overcome personal challenges; a young entrepreneur.

Local governments spend months in developing and reviewing budgets, yet many reporters see the materials for the first time when they pick up the agenda packet – or, worse yet – at the meeting when the budget is adopted. Develop a plan to present the budget to readers in a step-by-step and meaningful way.

Newsrooms shouldn’t lose their enthusiasm for pursuing special projects either. Here’s another list of ideas:

Chronicle a day in the life of your community. Think beyond your newsroom to find individuals to help record 24 hours in your community through words and photos on all your platforms. Enlist staff from other departments as well as community members.

Produce a weekly feature of fun things to do in your readership area. Rotate the assignment among reporters.

Profile individuals not regularly in the news. Scan any batch of your newspapers, and it’s a good bet many of the same names and faces appear. Introduce nontraditional newsmakers who are no less noteworthy or interesting for one reason or another. The profile can be used to localize a state or national story.

Set an agenda for the community in the first editorial in January, identifying a handful of key projects or a theme that your newspaper will emphasize during the coming year – for example, supporting funding for a new biking trail or focusing on the need for health care reform. Identify news/editorial packages to advance the theme.

Brainstorm projects as a team. Those who suggest a good idea get first dibs on the story.

If you’re going to put the time and effort into pursuing big projects, don’t forget the most important step: Identify those reports that resonate with your readers. Be proactive in soliciting citizen comments and suggestions for everyday coverage and special projects. Your ultimate goal is to enrich your news product.

All communities have hot spots of conversation. One small-town publisher refers to the five Bs — bars, beauticians, barbers, butchers and bakeries. Place just as much effort to visit these places as you do at the



**Jim Pumarlo**

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# Sometimes, a pregnant pause makes more sense

Brian has been selling advertising for his paper for many years.

“One of the most important lessons I’ve learned was from my wife,” he told me. “One evening, when she was telling me about her day at work, she said, ‘Stop jumping into my pauses.’ She said it with a smile and a pat on my arm, but she was right. Every time she paused, I finished her sentence.”



**John Foust**

“Like a lot of sales people,” Brian explained, “I get revved up when I’m in a conversation. When there’s a lull, I have a tendency to fill up the silence. She taught me the importance of allowing the other person to finish their thought on their own.”

That lesson has helped Brian in his business relationships. His advertisers stay more engaged in conversations, and he learns more about what’s really on their minds.

Here are some ways to deal with pauses:

**1. Bite your tongue.** When the other person pauses, the first thing to do is to resist the temptation to take over the conversation. Simply tell yourself, “This may not be easy, but stay quiet and give them a chance to collect their thoughts.”

**2. Watch your facial expression.** Body language is more powerful than words. Even if you’re silent, you’ll communicate a negative message if you frown or show impatience. Keep a pleasant expression and maintain comfortable, low intensity eye contact.

**3. Nod slowly.** If you’re listening carefully, it will be easy to nod your head. There’s no need to stay in constant motion like a bobblehead doll. Simply show the other person that you’re paying close attention. Think of it as patient eagerness. You’re looking forward to hearing what they’re going to say next – and you’re willing to give them the time they need.

It will be natural to add a subtle “Uh hum.” This is a verbal nod, which means, “I’m with you. I’m paying attention. I care about your ideas.”

**4. Lean forward.** The best leaders are known to instinctively lean forward in their chairs when listening. It’s as if they want to cut the distance the other’s person’s words have to travel before reaching their ears.

Again, this will come naturally if you’re in step with the other person. By leaning forward during a pause, you send another

silent, non-interruptive signal that you are eager to hear what’s next.

**5. Repeat the speaker’s last phrase as a question.** If the other person seems to be genuinely stuck in finding the right words, you can help them verbalize their thought with a simple questioning technique.

Let’s say the other person expresses doubt by saying, “I’m concerned about (pause)...” If you jump in and ask, “What exactly are you concerned about?” that may be too abrupt. But if you repeat, “You’re concerned?” as a question, you can help them think it through.

So the next time someone pauses in a conversation, put your high-energy sales personality aside. It’s better to ease into the pause than to jump into the pause.

*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).*

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## Pumarlo

Continued from Page 2

city hall, cop shop or courthouse.

Morning roundtables at a coffee shop are an excellent venue. Drop in regularly, and editors will find they’ll develop an informal group of correspondents. Some of those ideas may be exactly those big projects that will energize your staff and provide substantive content for your readers.

It’s a win-win scenario for your newspaper and your community.

*Jim Pumarlo writes, speaks and provides training on Community Newsroom Success Strategies. He is author of “Votes and Quotes: A Guide to Outstanding Election Coverage” and “Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper.”*

*He can be contacted at [www.pumarlo.com](http://www.pumarlo.com).*

## THIS MONTH’S QUESTION



Q. Is the Kansas Press Association planning another printed directory?

A. Yes. We’re working on the 2016 version right now. While we like the convenience of the online directory, the KPA staff believes we gave up a significant revenue source for the association by not having the avenue for sales that a printed directory offers. And, frankly, members still like to have a printed directory at their disposal. If members want to place an ad in the directory, a rate sheet is appended to today’s Kansas Publisher. It has rates for commercial customers; KPA members will get 25 percent off the rates listed except for the back and inside cover rates, which will be at full rate. In addition, all ads will be in full color at no additional charge.

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Lloyd and Sue Huff returned to his hometown of Atwood to take over as co-publishers of the Rawlins County Square Deal 18 months ago.

## Huffs lead Square Deal; seek to ‘pay it forward’

If you were able to look at your job as more of hobby, would you approach it differently?

Lloyd and Sue Huff of Atwood, publishers of the Rawlins County Square Deal, are testing such a theory.

At a time when most are considering retirement, the Huffs, both 60, have embarked on new careers by purchasing Lloyd's hometown newspaper.

It's been 18 months since they made the transition from the Fort Worth, Texas, area to the far reaches of northwest Kansas.

The verdict?

"Busier than ever, but having fun," Lloyd said.

Lloyd's previous life was as a software engineer for Lockheed Martin. His specialty was designing military aircraft, the most recent the F-35. After a 34-year career with Lockheed he had earned the special designation of senior fellow. At one time he managed a staff of 150.

With a degree in environmental studies, Sue has held a variety of jobs, including as a tech analyst with General Dynamics, a lab technician with the Texas Animal Health Commission, and most recently a 10-year stint as a preschool teacher. The couple has three grown children.

By anyone's yardstick, they had earned the right to kick back.

Instead, Lloyd is putting in 55-hour weeks writing stories, taking photos and managing mostly a part-time staff of six,

### Huff named to '50 Kansans You Should Know' list

Lloyd Huff of Atwood was named by Ingram's magazine to its latest list of "50 Kansans You Should Know."

The 2015 Class represents the fifth class of 50 Kansans cited by the magazine.

"Folks in Atwood hardly looked at him as an outsider when he retired and came back to purchase the Rawlins County Square Deal with his wife, Susan," the magazine noted.

and Sue is pounding the pavement selling advertising.

"Everyone wears lots of hats," Lloyd said, describing any small-scale operation to a T. The weekly serves a community of 1,225. In their first year, the Huffs retooled the office with new computers and software and raised the single copy price from 75 cents to \$1.

"We took some flack for that," he said.

The move to Atwood appealed to both Lloyd and Sue, but for different reasons.

For Lloyd, it was a return to his roots and a chance to give back to a community that he views as having given him a good foundation in life. Lloyd put himself through undergraduate and graduate school in computer science at the University of Kansas by returning to Atwood every summer and holiday as a hired farmhand. He views the locals' can-do attitude and strong work ethic as instrumental to his personal development.

"This small town equipped me to pursue a career," he said. "Now, I'm in the give-back phase of my career."

Lloyd said his Atwood roots made for an easy transition to the newspaper business. "In this business it helps to have automatic connections, even though they were somewhat rusty. It had been 41 years since I had last lived here," he said.

For Sue, newspapering was in her blood.

Her maternal grandfather was editor and publisher of the Trinidad, Colo., paper and worked as advertising manager for The Rocky Mountain News as well as various stints with other publications.

Sue's easy smile and congenial manner make her a natural for advertising.

"She's really good at it," Lloyd said. "It's more about visiting than selling."

"She never comes across as desperate to make a sale, which allows her to develop a friendly relationship with merchants. If they want something that day, great. If not, then maybe next week."

A hobby typically taps into a person's natural interests and talents.

Lucky for Sue and Lloyd, it's also their new livelihood.

*Susan Lynn is editor and publisher of the Iola Register and the 2015-16 president of the Kansas Press Association.*



Susan Lynn

## NEWS BRIEFS

### GateHouse offers series on Big 12, SEC

**A**USTIN, Tex. — GateHouse Media's Center for News and Design will provide customers a 15-week series of paginated pages focused on capsules and highlights for three major conferences – the Big 10, SEC and Big 12, plus a paginated page focusing on Ohio State.

The pages feature weekly standings, league leaders, updates on each team and feature stories on the biggest games of the week. Pages are offered in broadsheet and can include advertising positions at the bottom of the page.

Newspapers can purchase a season pass, which provides access to all 15 pages: a preview page before the season starts; weekly pages during the season; a season wrap-up page; and, a bowl preview page. Individual pages are also available for purchase.

You can see samples here: <http://bit.ly/1EJLzC>

## STAFF CHANGES

**Lyle Hoenic** has retired as a printer at The Wamego Times after nearly 60 years of service. He began working for former owner H.O Dendurent in May of 1956 and has worked for Mark Portell since 1980.

**Ryan Falk** has joined the Atchison Globe as a general reporter. He is an Atchison native and a 2015 graduate of Kansas State University.

**Alyssa Boser** is the new society editor at the Norton Telegram. She has lived in Norton since she was 4.

**Rocky Robinson** is a new sportswriter for the Pratt Tribune. He is a graduate of Emporia State University.

## DEATH

### Robert 'Bob' Sigman

**R**obert "Bob" Parker Sigman, 88, passed away peacefully on Aug. 11, 2015, in Olathe, shortly after being diagnosed with cancer.

He was a long-time editorial writer and columnist for The Kansas City Star and the Johnson County Sun. He wrote his last column for the Star in July.

Sigman was born May 29, 1927. He was drafted in May 1945 and served in Korea.

He graduated from the William Allen White School of Journalism at the University of Kansas in 1951.

On June 28, 1953, he married Frances Marie Watts. She died in 1997.

He is survived by two daughters, Anne O'Brien and her husband Paul of Silverdale, Wash., and Amy Sigman of Olympia, Wash., and a step-granddaughter.

A visitation will be held from 6 p.m. to 8 p.m. Thursday, Aug. 27 at Amos Family Funeral Home in Shawnee, at 10901 Johnson Drive.

A celebration of life service will be held at 11 a.m. Saturday, Aug. 29 at Unity Church of Overland Park, at 10300 Antioch Road.

# CREATING JOBS AND PROSPERITY

*How KU benefits the economy*

University of Kansas researchers don't just make discoveries that change the world. They make discoveries that create jobs for Kansans and prosperity for our state.

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## MARKETPLACE

### NEWS

**REPORTER/PAGE DESIGNER** — The Arkansas City Traveler seeks help in the newsroom with reporting and designing pages. Duties include newsroom coverage and writing, for both print and Web; some page design; and occasional photography. Candidates should have basic computer, writing and interpersonal communication skills. We seek people who are motivated and organized, show initiative, and have a good attitude. Familiarity with Adobe In-Design and Photoshop software would be a plus, but is not a requirement. We will train the right candidate. To apply, email [das-eaton@arkcity.net](mailto:das-eaton@arkcity.net) or call (620) 442-4200 ext. 122. Drop off a resume at the Traveler office, or mail one to The Arkansas City Traveler, 200 E. Fifth Ave., Arkansas City, KS 67005. (7-22)

**DIGITAL JOURNALIST** — The Wichita Business Journal is looking for a digital journalist who is passionate about growing audience using compelling content, strategic social media techniques and analytics at an award-winning operation that is part of a great company. Our digital editor is in charge of all the WBJ's digital efforts, from posting blogs to engaging with readers using social media and creating strategies for delivering content. Interested? Check out more information here: <http://acbj.com/careers/detail/acbj.1611> (7-13)

**MANAGING EDITOR** — The Clarion newspaper needs a new managing editor. This South Central Kansas weekly has won its division on the editorial side at the annual KPA convention the last two years. Short drive to west Wichita amenities. Great working environment. Contact Publisher Joey Young with your resume at [joey@kspublishingventures.com](mailto:joey@kspublishingventures.com) (6-22)

**ASSISTANT EDITOR** - The Salina Journal is looking for an assistant editor with a talent for design and editing to lead a team of six copy editors and page designers and supervise three part-time employees. At the Journal, it is our goal is to produce a news-filled product with a lively front-page design that will entice and engage readers. Staff are encouraged to use alternative approaches in reporting, design and layout, and we encourage great ideas, collaboration and innovation. The ideal candidate will be a resourceful and energetic self-starter with excellent grammar, spelling and writing skills who can work well under deadline pressure. This person will edit

local and wire service stories for style, accuracy, clarity and brevity, write headlines and design and lay out pages. A college degree in journalism or communications is preferred. The Journal offers competitive wages, profit sharing, 401K and health and dental insurance. Pre-employment drug screening required. (5-20)

**REPORTER** — The Beloit Call, a three day a week publication in North Central Kansas, is looking for a reporter to cover meetings, events, write features, take pictures, write sports and assist with layout. An ambitious person could also make commissions for selling advertising. Send resume or call Brad Lowell, 785-243-2424 or email [jbrad@nckcn.com](mailto:jbrad@nckcn.com). P.O. 309, Concordia, KS 66901. Salary commensurate with experience, health care insurance, retirement benefit and six paid holidays.

**FREELANCER** — Journalist/writer with experience in breaking/hard news, features and news narrative looking for freelance work. Journalism degree plus 20 years experience. Reply to [JMcdaniel19714@gmail.com](mailto:JMcdaniel19714@gmail.com). (5/20)

**MANAGING EDITOR** for small daily on High Plains, on I-70. Are you ready to step up? This person will lead a full-time staff of three, plus part-timers, plan and track news coverage, coordinate photo and stories, design and lay out pages, cover some meetings and write some stories, deal with public and online/Facebook pages, generally run the newsroom. Journalism degree preferred, at least two years' newspaper experience. This is a good paper, hoping to get better. Apply to Sharon Friedlander, publisher, [sfriedlander@nwkansas.com](mailto:sfriedlander@nwkansas.com), and Steve Haynes [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com). Colby Free Press/Nor' West Newspapers, Colby, Kan. (785) 462-3963. EOE m/f/h/v (4-30)

**REPORTER/NEWS EDITOR** for award-winning weekly on High Plains. Are you up to the challenge of continuing a strong tradition? Can you do it all? Do you want to learn the news business? This person will plan news coverage, coordinate the work of part-time staff, cover stories and features, take photos, design and lay out pages, post to web pages and Facebook. Journalism degree or some newspaper experience preferred. Will consider two years-plus experience. Pay commensurate with ability and experience. Competitive pay, benefits, location in Northwest

Kansas. Apply to [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com) and [dpaxton@nwkansas.com](mailto:dpaxton@nwkansas.com). The Norton Telegram/Nor' West Newspapers, Oberlin, Kan. (785) 475-2206. EOE m/f/h/v (4-30)

**REPORTER** — Award-winning newspaper in southeast Kansas looking for reporter/writer to cover meetings, events, write features, take photos, assist in page layout. Part time to begin, could lead to full time, with additional work coming from sister publication, The Osage County Herald-Chronicle. Some evening and weekend hours required. Newspaper experience preferred. Send cover letter, resume, published clips and two journalism references to Publisher Catherine Faimon at The Coffey County Republican in Burlington, KS. [faimonc@gmail.com](mailto:faimonc@gmail.com). (4-6)

**MANAGING EDITOR** — The Pittsburg Morning Sun is looking for an editor. We're looking for a hands-on managing editor who can lead by example and motivate a strong news team. Please send a cover letter, resume: [mguthrie@gatehouse-media.com](mailto:mguthrie@gatehouse-media.com).

**ENTERPRISING** community journalist needed at award-winning weeklies near resort lakes. Great place to start. Fully paid benefits. Details at <http://marionrecord.com/job/>

### ADVERTISING

**ADVERTISING SALES** — Accepting resumes for a self motivated, goal driven individual to join our Sales Team. Established client base with the opportunity to develop new clients for both print and on-line business. Competitive pay and full company benefits. Current driver's license is a must. Send resume/application to the Great Bend Tribune, Diane Lacy-Trostle, Ad Manager, 2012 Forest, Great Bend, KS 67530 or email [dlacy@gbtribune.com](mailto:dlacy@gbtribune.com). (2-17)

### DESIGN

**GRAPHIC ARTIST** for award-winning 5-day daily newspaper in Southeast Kansas. The successful candidate will be proficient in the use of Adobe Creative Suite in a Mac based system, and be able to manage two company websites. This full time position is located in Parsons, Kansas, and comes with a competitive compensation and benefit package. Please

## MARKETPLACE

email resume and samples of your work to [pcook@parsonssun.com](mailto:pcook@parsonssun.com) by Friday, July 10. No phone calls please.

### NEWSPAPERS FOR SALE

Respected 128-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady subscription, advertising, annual sales approximately \$140,000. Will include building and property in sale. (785) 341-7573 after 5 p.m. MST.

### PRESSROOM

**PRESS OPERATOR** — Are you dependable? Like working with your hands? Enjoy learning how things work the way they do? Have an ability to fix things? Then you may have the abilities we're looking for. The ideal candidate will have previous mechanical experience and a demonstrated ability to work well with others and can work flexible hours, including nights during the week. Prior newspaper press experience a bonus but not mandatory. The Nevada Daily Mail and Nevada News is located within easy driving distance of Kansas City, Joplin, and Springfield. We're part of Rust Communications, a family newspaper company. Interested applicants should contact Chris Jones, production manager, by calling 417-667-3344 after 4 p.m., or via email at [cjones@nevadadaily-mail.com](mailto:cjones@nevadadaily-mail.com) (7-14)

**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

Great opportunity. Established Central America online daily seeks new owner-publisher. Info: [manager@crbusiness.biz](mailto:manager@crbusiness.biz) (2-13)

For much less than you think, you can take charge of your online future. Let The Hays Daily News' Pixel Power Haus take your newspaper to the next level, whether you are considering your first website or looking to retool your existing one. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

### MISCELLANEOUS

**WANTED** — Muller Martini 227 inserter hoppers, turning station, 310/20 stacker parts/equipment, or compatibles from inserting equipment or mailing machine. Call James at (620) 792-1211.

**FOR SALE** — 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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Kansas Sunshine Coalition  
for Open Government  
[ronkeefover@gmail.com](mailto:ronkeefover@gmail.com)  
(for questions on cameras in the courtroom and other issues involving the court system in Kansas)

## JULY 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 July 2015.

Remember, if you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money. Sell one outside of Kansas (SDAN or SCAN) and you get to keep half the commission allowed to KPA.

Make an ad placement into another newspaper and share the KPA commission.

Ask advertisers: "How would you like for your classified ad to appear in 140 additional newspapers for just \$300 more?"

- KDAN — Anderson County Review, two ads for a profit of \$1,650; Ellsworth County Independent-Reporter and Salina Journal, one ad each for a \$400 profit.
- SDAN — Anderson County Review, two ads for a \$375 profit.
- KCAN — GateHouse Media, 16 ads for \$2,592 in profits.
- Ad Placement — Hays Daily News, profit of \$576.58.

# Who will tell the stories if newspapers don't?

A recent vacation allowed my wife Lucinda and me a few days off and a chance to return to a city where I served as newspaper publisher during the early- to mid-1980s.

After the annual Newspaper Association Managers meeting in Minneapolis, we took off for South Dakota, where I cut my teeth as a young publisher at The Brookings Register.

First, however, we visited old friends in Reliance, S.D. Noel Hamiel was a colleague in those days, serving as publisher of The Yankton Press & Dakotan. Both the Brookings newspaper and the one in Yankton were, at the time, part of the Kansas-based Stauffer Communications, Inc. family of community newspapers.



**Doug Anstaett**

After I headed back to Kansas to become publisher of The Newton Kansan in 1987, Noel headed for Mitchell to be publisher of the Daily Republic. He has since retired.

During our visit, Noel and I sparred about politics because we lean in opposite directions. While we're in different places on the political spectrum, it was fun to discuss the issues of the day with someone for whom I continue to have a great deal of respect.

As would be expected, neither of us con-

vinced the other to switch sides.

Next, we headed for Brookings, a college community and the home of South Dakota State University.

The newspaper is still at the same location. I suppose I shouldn't be surprised, but there isn't a single staff member remaining who was there when I left in 1987. The industry has changed, as we all know, and people have either retired or left for greener pastures elsewhere.

The building my company allowed me to find and remodel from a former grocery store into a modern newspaper office (at that time, anyway) is showing some wear, but the community appears to be bustling.

In Brookings, we met up with friends Keith and Cherie Jensen

and David and Sherry Bordewyk. Keith was South Dakota Newspaper Association executive director when I was there in the 1980s; David is the current executive director and was formerly at a weekly newspaper.

The Anstaetts and the Jensens played golf together again, with the same result: they schooled us as usual.

We also spent a delightful couple of hours

with Richard and MaryJo Lee. Richard was head of the journalism department at SDSU while I was there. It was as if we hadn't missed a beat.

What's the point of all this? Well, it's been 28 years since I left Brookings. Newspapers have changed significantly since then, but the need for good journalism hasn't.

We didn't have computers then, at least nothing like we use today, but we had the "bug" for digging up stories, fighting cor-

ruption, featuring the interesting people in our communities in stories and being the community's dominant source of information.

It's no different today. Communities dealt with conflict back then, and they still do. Bad things happened back then, and they still do.

What hasn't changed is this: we still need newspaper staffers to collect those stories, write them in an interesting way and provide the information the community needs to function.

I was reminded just how much I miss that.

*Doug Anstaett is executive director of the Kansas Press Association. He was a newspaper publisher for 21 years.*

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**What hasn't changed is this: we still need newspaper staffers to collect those stories, write them in an interesting way and provide the information the community needs ...**

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## NEWS BRIEFS

### Newton Now debuts

A new weekly newspaper debuted in Newton last week.

Newton Now is owned by Kansas Publishing Ventures and is published by Joey Young, who also owns The Clarion in Andale and majority interest in The Hillsboro Free Press.

Other staff members include Adam Strunk, Wendy Nugent, Clint Harden, Bruce Behymer and Shelley Plett.

### Help us ID participants

The picture on Page 1 of last month's Kansas Publisher from a KPA convention in the early 1990s includes several members who are now in the Kansas Newspaper Hall of Fame, several past presidents, a number of former publishers and some who are still actively practicing the newspaper craft in Kansas.

We asked for your help in identifying those in the picture and got some great assistance, but we're still missing a number of names. Please send an e-mail to dan-

staett@kspress.com if you find someone you know — and we'll try to put a name with every face in the picture. The picture is appended to this month's Publisher.

Here is a list of those we've been able to identify, starting with the newest names that have been confirmed: Jim Dunn, Bonnie Dunn, Jim Clemens, George Pyle, JoAnne Harper, Jackie Witherspoon, Eric Meyer, Dennies Anderson.

Here are those who were previously identified: Tom Eblen, Paul Stevens, Murrel Bland, Joe Relph, Kurt Gaston, Les Anderson, Ned Valentine, Kurt Kessinger, Howard Kessinger, Webster Hawkins, Schmitt Hawkins, Tom Throne, Bud Bruce, Marcella Bruce, Bill Meyer, Emerson Lynn, Nancy Anderson, Doug Anstaett, Dick Clasen, Gerald Hay, Clarke Davis, Carter Zerbe, Lolita Zerbe, Tom Bell, Jim Logback, David Seaton, David Furnas, Gary Dickson, Diane Boyd, Bob Boyd, Mike Kautsch, Paul Jones, Anne Charles, Dale Worley, Vivien Sadowski, Tonda Rush and Bob Latta.

### KORA-KOMA session set

The Kansas Attorney General's Office and the Sunshine Coalition for Open Government will offer a free training session on Kansas open records and open meetings laws in Topeka next month, Attorney General Derek Schmidt announced.

The training session will be from 1 p.m. to 4 p.m. Tuesday, Sept. 1 in the Memorial Hall Auditorium, 120 S.W. 10th Ave.

Those wishing to attend should register on the attorney general's website at [www.ag.ks.gov](http://www.ag.ks.gov) or call (785) 296-2215.

For the past several years, the attorney general's office and the Sunshine Coalition have provided a week of training about open government laws at locations throughout the state. A new law passed earlier this year places formal responsibility on the attorney general's office to provide and coordinate training on Kansas open government laws as well as to step up enforcement of violations.

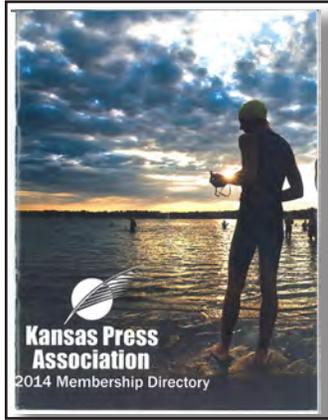
Schmidt will announce additional training opportunities at other locations later.



# 2016 Kansas Press Association Advertising Order Form Media Directory and Resource Guide

## 2016 KANSAS MEDIA DIRECTORY

All ads are full color - No Extra Charge!

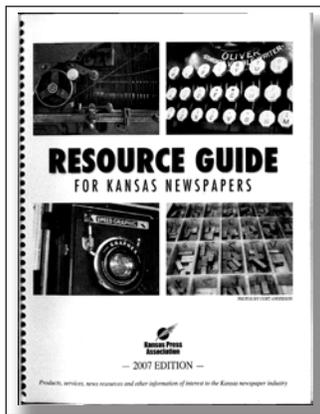


Ad Size	Dimensions	Rate*
<input type="checkbox"/> Full Page Inside	7.75" x 10"	\$650
<input type="checkbox"/> Inside Cover	7.75" x 10"	\$750
<input type="checkbox"/> Back Cover	7.75" x 10"	\$1000
<input type="checkbox"/> Half-Page, Vertical	3.75" x 10"	\$550
<input type="checkbox"/> Half-Page, Horizontal	7.75" x 5"	\$550
<input type="checkbox"/> Quarter Page	3.75" x 5"	\$425
<input type="checkbox"/> One Sixth Page	3.75" x 2"	\$300
<input type="checkbox"/> Calendar of Events	2.5" x 2"	\$285

**RUN THE SAME AD IN THE MEDIA DIRECTORY AND THE RESOURCE GUIDE AND GET 50% OFF\* THE GUIDE RATE!**

## RESOURCE GUIDE

All ads are full color



Ad Size	Dimensions	Rate*
<input type="checkbox"/> Full Page Inside	7.75" x 10"	\$550
<input type="checkbox"/> Inside Cover	7.75" x 10"	\$600
<input type="checkbox"/> Back Cover	7.75" x 10"	\$750
<input type="checkbox"/> Half-Page, Vertical	3.75" x 10"	\$400
<input type="checkbox"/> Half-Page, Horizontal	7.75" x 5"	\$400
<input type="checkbox"/> Quarter Page	3.75" x 5"	\$300
<input type="checkbox"/> One Sixth Page	3.75" x 2"	\$200

\*Pick-Up Must Be Same Ad | NO CHANGES

Pick-up from Directory     New Ad Copy for the Resource Guide

## Ordering Information

Company \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Authorized by \_\_\_\_\_ Signature \_\_\_\_\_

Title \_\_\_\_\_ Special Instructions \_\_\_\_\_

**FAX TO:** 785.271.7341 | **EMAIL TO:** Amber Jackson at [ajackson@kspress.com](mailto:ajackson@kspress.com)

**MAIL TO:** Amber Jackson, 5423 SW 7th St., Topeka, KS 66606

**Questions?** Call Amber at 785.271.5304 or 316.516.3016

\* All rates are Net

Space  
Deadline:  
Friday, Sept. 4,  
2015

Materials  
Deadline:  
Friday,  
Oct. 16, 2015

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