

CELEBRATING OUR 150TH YEAR!

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION AUG. 21, 2013

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Kansas newspapers appear to be hiring again/Marketplace.

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Doug Anstaett says KPA should think big ... really big!

KPA CALENDAR

SEPT. 12-15

National Newspaper Association 127th annual convention, Phoenix.

SEPT. 19

Free webinar on website development and maintenance. (Schedule on page 10).

OCT. 3, 10

Free webinars on InDesign.

OCT. 4

Western Kansas Mini-Convention, Boot Hill Casino and Resort, Dodge City.

DEC. 15

Celebrate the 222nd anniversary of the U.S. Bill of Rights.



Peter Wagner and his wife Connie talk shop with KPA board member Dan Thalmann at the 2013

annual convention. Wagner will lead sessions at the Western Kansas Mini-Convention Oct. 4.

Mini-Convention packed with new ideas

Want to learn how to find, train and motivate your sales staff? Want some simple steps to jumpstart your newspaper operation?

Need some tips on how to reduce your credit card fees?

How about some advice on storytelling, or upgrading your equipment and software?

You can get all that at this year's Western Kansas Mini-Convention on Friday, Oct. 4 in Dodge City.

Peter Wagner, an Iowa publisher who got high marks at this year's annual convention in Topeka, will headline this year's Mini-Convention at the Boot Hill Casino and Resort.

Company reduces cost, setup fees for photos

MyCapture, an online program that allows newspapers to profit from photos or newspaper reprints, and the Kansas Press Association have agreed to a partnership that will allow KPA member newspapers to receive a discounted rate for using the program.

"We heard from member newspapers who wanted to re-

sell their photographs directly from their website but could not find an easy way to do it," said Emily Bradbury, KPA director of member services. "So I researched what programs were available and entered into a discussion with myCapture that, I hope, will benefit our members.

MyCapture allows a participating newspaper to:

Seamlessly sell photos from your site and galleries via remote commerce.

Publish and sell photos (you choose which ones to sell) from your site, with images housed by the myCapture private-label platform.

Control over what products to offer (choose from over

See **MINI-CONVENTION** on Page 5

See **PHOTOS** on Page 10

What do recent new trends mean for future of newspaper industry?

Over the past 15 years or so, I've worked with newspapers of all sizes. My clients have included some of the biggest newspapers, as well as a few of the smallest papers in North America. I would like to dedicate this column to my friends in the community newspaper world.

So much is going on in our business — and I receive so many messages asking me to write about my thoughts on these events — that I wanted to take one column to explain how I think some of the big “stories” about the newspaper industry particularly effects those of us at smaller papers.



Kevin Slimp

Plain Dealer, Oregonian cut delivery

The Newhouse folks, aka Advance Publications, continue to convert their daily newspapers to non-daily distribution.

I've lost count of the number of Advance papers that have made the move, starting with nine properties in Michigan, then moving through New Orleans, Alabama, Pennsylvania, New York and now, Cleveland.

In July, I took a trip — on my own dime — to meet with media, business and civic leaders in Kalamazoo, Mich., to hear how the loss of a daily paper had affected their community. In a community meeting hosted by the Home Builders of Southwest Michigan, I listened as one attendee after

another spoke up about the negative impact felt after The Kalamazoo Gazette made the now familiar move from daily to non-daily delivery.

On my way to the meeting, I stopped at a supermarket and purchased a copy of the Wednesday edition of the paper. The 20-page edition was filled with one ad, 1/4 page in size. That's not a misprint. Other than a few classifieds and public notices, there was one ad in the entire newspaper, not including house ads.

There were at least two persons in attendance who owned community newspapers in the area. One of these owned a very healthy free newspaper, while the other owned a successful paid weekly paper. Of

particular interest to me was that both were very disappointed with the changes at the Kalamazoo newspaper, but were taking advantage of increased advertising revenues as a result of the changes. Let's face it. Advertisers still need to advertise, even if they've lost their daily paper.

Also in attendance were broadcast media representatives. It was interesting to learn that their revenue had also increased significantly as a direct result, they felt, of the changes at the daily newspaper.

In addition, local civic and business leaders, as well as others, shared their concern for a community without a “serious” newspaper.

Bezos bets \$250 million on Post

I didn't plan to write about this. But I've received a bunch of emails and other messages asking me to share what I think about the purchase of The Washington Post by Jeff Bezos.

In a nutshell, I'm optimistic and worried. Like Warren Buffett, Jeff Bezos is a

In a nutshell, I'm optimistic and worried. Like Warren Buffett, Jeff Bezos is a huge name that brings instant attention to an industry that can use some positive public relations.

huge name that brings instant attention to an industry that can use some positive public relations. It's concerning that someone with no significant background in newspapers will take control of one of the most recognized newspapers in the world. At the same time, Aaron Kushner and Eric Spitz had no

previous newspaper experience, yet they've made huge advances at The Orange County Register.

So my hope is that Bezos will follow the examples of Buffett, Kushner and Spitz and invest in ways to improve the newspaper in the long run, rather than seeing it as a cash cow to be dismantled for a quick return. I'm optimistic that could happen.

At the same time, I've been around this business long enough to recognize that the most successful papers are those that are run by people in their communities. The further the leadership is from the community, the less successful the papers tend to be.

See SLIMP on Page 3

2013-14 KPA BOARD

Dena Sattler
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Non-Daily Director
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Andy Taylor

Southeast District Director
Montgomery County Chronicle
chronicle@taylornews.org

Southwest District Director
Position Open

Cluttered ads usually get lost on the page

The Flaw: An advertiser is concerned, because her ad seems to blend in with the others on the page. She says, “There’s a lot of information in the ad, but it gets lost on the page.”

The Fix: The problem starts with her statement that “a lot of information” is a good thing. Like many advertisers, she thinks an ad should be noticed because it is loaded with information, but the opposite is true. A preponderance of information is usually synonymous with clutter. Cluttered ads get lost on the page.

Let's look at five tools that can help an ad break through the clutter:



John Foust

1. White space. An ad layout can be compared to a room in a house. Just because it's possible to put a coffee table on top of a sofa doesn't mean that's a good idea. And just because you can overlap illustrations and copy blocks in an ad doesn't mean that's a smart tactic.

Just like a room should allow plenty of space to walk around the furniture, an ad should allow room for the reader's eyes to navigate the elements.

White space equals drawing power. That

usually means taking something out of the ad to make room for it.

2. Readable type.

Here are some quick rules for print and online ads: Upper and lower case type is easier to read than all-caps. Sans serif headlines are generally bolder than serif headlines. In long copy, serif fonts are easier to read than sans serif fonts. Copy that is flush left (with an equal vertical margin on the left side) is easier to read than copy that is flush right.

3. Graphic hook. When everything in an ad has the same visual weight, it all blends together into one nondescript blur.

To stand out, simply make one element — preferably an illustration or photo — substantially larger than the other elements in the ad. This technique is especially effective when you're working with smaller ads.

4. Color. Because most pages are black and white, it makes sense to use color to attract attention. However, it's important to use restraint. Too much color — like too many graphic elements in an ad — will result in clutter. And that defeats the purpose of using color in the first place.

Too much color will result in clutter. And that defeats the purpose of using color in the first place. We've all seen ads that look like an explosion in a crayon factory.

We've all seen ads that look like an explosion in a crayon factory. So when it comes to color, remember that a little bit is often all you need to stand out.

5. Break the rectangle. Think about shapes. The page is rectangular.

Most photographs are rectangular. Comics are rectangular. Crossword puzzles have multi-rectangles. And the majority of ads are rectangular.

One way to stand out is to break the rectangular pattern — in a unique, non-symmetrical way. Forget about rounding all four corners or putting everything inside a circle. Instead, let a top-to-bottom illustration with a curved left edge serve as the left side of the ad. Or move the top border down to let a design element “extend” above the border.

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.

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Slimp

Continued from Page 2

When newspapers get bought up by large corporations with no historical tie to the industry, it's obviously a concern that they are being purchased simply as a commodity, with no thought to the responsibilities that come with newspaper ownership.

What does this have to do with community newspapers?

There are several ways smaller papers can take advantage of the atmosphere created by unrest in larger papers.

First, I'm a firm believer that what hurts our metro papers hurts all of us. We're all better off if our large, visible newspapers, are healthy and growing. It presents advertisers with a negative view of print advertising in general when our large brethren are making moves that cause the world to see newspapers as a “dying industry.”

But like the publishers I met in Michigan, community papers can benefit by

aggressively seeking advertisers in these same areas. Let's face it, the home builders group in Michigan hosted the meeting in Kalamazoo because they feel like they've lost their most precious method of advertising, daily newspapers. While the drop in home delivery can be catastrophic in a metro paper, area community papers can pick up the slack.

It's also the case that, in communities served by metro papers who have decreased home distribution, readers are looking for solid local news. One of the themes I heard time and again in Kalamazoo was that the reinvented newspaper had cut their news staff to the point that there wasn't much real news in it. Community papers can provide the news that readers are looking for.

I had a phone conversation with my friend, Ed Henninger this morning. Ed has

long been a very respected name in the newspaper world. He mentioned to me that he thought the changes in the Newhouse properties would ultimately be a big boost

to community papers, who could pick up the slack in news and advertising.

If I were to wish, I'd wish that other metro papers would invest and improve in ways that the folks in Orange County are finding profitable. But in places where that is

not the case, I would suggest that community newspapers can fill the advertising vacuum by using this opportunity to improve their presence and offer advertisers the resources they are searching for.

Kevin Slimp is a speaker and trainer in the newspaper industry. He can be reached at kevin@kevinlimp.com.

At the same time, I've been around the business long enough to recognize that the most successful papers are those that are run by people in their communities.

Updating KPA's dues structure a challenge for board

When you sit on a board of directors, you're expected to address challenging situations.

The Kansas Press Association board of directors would be no exception. In recent years the board has taken up a number of sticky issues related to public notice, transparency in government and other issues.

Another challenge came recently in a need to address KPA's outdated membership dues structure.

As a board member, it was easy to see the dues structure had been overlooked for years, and was out of touch with the reality of today's newspaper operations.



Dena Sattler

Simply put, some papers were being asked to contribute relatively higher amounts than others, and the rationale for the inequity no longer made sense.

The KPA board also must ensure the association is adequately funded, so it may continue to provide the many services members expect and deserve. Dues are an integral part of that equation.

So, a committee of five board members was charged with taking a closer look at member dues, and working with KPA staff on a more equitable dues structure that would have all members paying a reasonable amount for a membership.

To get there, we vetted numerous options, to include newspaper association dues struc-

tures in place in other states. The task became more daunting than any of us had imagined as we weighed the pros and cons of many possibilities, and how they would affect papers of different sizes throughout Kansas.

Naturally, there was no simple fix. Then-KPA board president Ben Marshall was steadfast in his desire to solve the problem in the most equitable way possible. KPA staff also deserve credit for spending long hours researching a myriad of possible options for the dues committee to consider.

In the end, we arrived at a strategy we believe made the most sense for all KPA members.

Under the new plan approved by the KPA board in May, calculations used to determine annual dues will remain the same for owners of just one newspaper, meaning dues amounts won't change much for them.

The most significant change moving forward applies to groups of weekly newspapers that don't include any dailies.

Weekly group dues would be calculated with the same advertising/circulation formula, with full dues without a cap for the flagship paper plus an additional \$100 for each satellite newspaper beyond the flagship.

Knowing not everyone would be excited if they faced an increase in dues, the board also approved a new opportunity for all papers to be part of an advertising sale that could pay off in a big way.

Under the new dues plan, every member newspaper, regardless of size, would commit to providing up to the equivalent of a full page of advertising for OKPA to sell to a client. Should the statewide placement be sold,

all newspapers would receive full rebate of their annual dues payment. In other words, you'll be contributing space to the advertising program and receive your cash dues payment back as a full rebate.

Quite a deal! And, while the KPA advertising staff will promote the program to potential clients, every newspaper is eligible to make such a sale — and receive a lucrative commission in return. For details, contact Doug, Emily or Sara at the KPA office.

More information about the new dues structure will be released soon.

The issue of a revamped dues structure received much attention in the past year. That said, all involved with KPA know dues are but one piece of a healthy revenue picture.

With that in mind, KPA staff and board members continue seeking new and innovative ways to generate income needed to sustain the organization, and at the same time help member papers pull in more income.

One recent area of emphasis would be a concentrated push toward stepped-up digital initiatives newspapers must embrace to survive and thrive. Also, the staff is doing more to encourage KDAN and KCAN placements that are proven winners for participating newspapers and KPA, among other initiatives.

As always, we welcome your input. KPA, after all, is your organization.

Dena Sattler is president of the Kansas Press Association for 2013-14 and editor/publisher of the Garden City Telegram.

Reynolds to host Journalytics Summit

The Reynolds Journalism Institute is hosting a Journalytics Summit on Thursday, Sept. 26 in Columbia, Mo.

At this free seminar, attendees will learn how to make small changes to improve their digital initiatives.

Adobe SiteCatalyst and Google Analytics are widely used, but by only using the limited scope of those analytics, many organizations miss out on potentially thousands of dollars every month.

At the Journalytics Summit, you will learn from digital experts how to turn numbers, data and analytics into more en-

gaged readers and higher revenue for your organization, sponsors and advertisers.

Journalytics Summit presenters are:

- Amy Sample, PBS.
- Michael Halbrook, Adobe.
- Robyn Tomlin, Digital First Media's Project Thunderdome.

Matt Booher, Empower MediaMarketing.

Outbrain (Visual Revenue), Chartbeat and Parse.ly will share case studies.

Join us in the Fred W. Smith Forum at the Reynolds Journalism Institute at the Missouri School of Journalism.

The seminar is free, but space is limited.



Mini-Convention

Continued from Page 1

updates on the association's activities.

A packet of information will be sent out soon with hotel rate information.

If you have questions, please contact Emily Bradbury, KPA member services director.

Here is the tentative schedule:

9:30 a.m. to 11 a.m. — "You Can Enjoy a Positive, Profitable, Long Lasting Future at Your Community Newspaper," with Peter Wagner.

11 a.m. to noon — "Finding, Training and Motivating Your Local Sales Team," with Peter Wagner.

Noon — Lunch and presentation by Sara Marstall, KPA advertising director, "How to Expand Your Clients' Reach Through KPA's Trade Desk."

1 p.m. to 2 p.m. breakout — "Avoiding Credit Card Fee Gotcha's!" with Mike Higgins, a new KPA partner.

1 p.m. to 2 p.m. breakout — "The Craft of Storytelling," with Steve Haynes.

2:15 to 3:15 p.m. breakout — "Upgrading Doesn't Have to Be a Budget

Breaker," with Ron Fields, KPA technology consultant.

2:15 to 3:15 p.m.

breakout — Emily Bradbury, KPA member services director, will discuss changes in the AOE contest, convention, membership requirements and the dues structure.

Fees are \$75 for the first KPA member and \$65 for others from the same newspaper. Non-member fee is \$100. The fees include lunch and refreshments.

Sleeping rooms are available at the Hampton Inn and Suites next to the conference center at the KPA rate of \$109.

Call (620) 225-0000 by Sept. 26 to make reservations and ensure availability.

The room rate includes a full breakfast.



Steve Haynes



Ron Fields

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Moxleys leave \$1.2 million in Sterling community trust

Max and Icee Moxley, former owners of the Sterling Bulletin, left a \$1.2 million endowed charitable trust that will generate operating funds for civic, educational and charitable organizations in the Sterling community.

After more than a year of negotiations with the Internal Revenue Service, a portion of Max Moxley's estate — the Max Lowell Moxley and Sarah Charlene Moxley Testamentary Trust — has received a 501c3 designation.

Annual earnings of the fund will be used to underwrite civic, school, cultural and other charitable programs and projects with a focus on senior citizens.

The endowed holdings are comprised of stocks and bonds with a current value of approximately \$1.2 million. One hundred



Max Moxley



Icee Moxley

See **MOXLEY** on Page 9

THIS MONTH'S QUESTION

Q. Why is it important participate in the KPA's classified, display and online advertising networks?

A. It is important because this is the main source of revenue KPA utilizes to pay for services offered to members from the tech and legal hotlines to legislative lobbying services, KanFocus and much more. But more than that, it is a great way to introduce your local ad clients to "large spread" ad campaigns through the effective medium of the newspaper and a much-needed source of revenue when a participating newspaper sells a network ad and retains a 50 percent commission!

MARKETPLACE

ADVERTISING

ADVERTISING MANAGER — Monthly publication serving the senior market in the Wichita area seeks an energetic person to join our team and manage our small staff. Unique position in a non-profit environment. Five years print advertising or equivalent sales experience, well-developed prospecting and cold-calling skills, knowledge of Microsoft Office, database and design software and a positive attitude. Base salary plus commission; limited benefits. Send cover letter, resume and salary requirements to: Active Aging, 125 S. West St., Ste 105, Wichita, KS 67213 or email to bfunke@activeagingonline.com. Applications accepted through Aug. 15. (7-17)

AD SALESPERSON: As an Account Executive with The World Company you serve as the primary client contact for selling advertising for Lawrence Journal-World, LJWorld.com, KUsports.com, Lawrence.com, LawrenceDeals.com, our four community newspapers, websites and digital products. As a key member of our sales team, you will sell clients a platform of products including print and digital advertising, social marketing packages, and event marketing sponsorships. If this job sounds intriguing, please send your cover letter and resume to hrapplications@ljworld.com. (7-3)

SALES MANAGER — The Bourbon County Review in Fort Scott seeks an individual to oversee its sales associates, door-to-door sales and telemarketing. Competitive pay, bonus plan, excellent working environment and paid holidays and vacation. Submit resume to jdhandly@handhgroup.com

GRAPHIC ARTIST — The Bourbon County Review in Fort Scott seeks graphic artist to become a part of our team. Responsibilities include building ads and doing page layout. Experience in InDesign, Illustrator and PhotoShop a must. Submit resume to jdhandly@handhgroup.com

NEWS

MANAGING EDITOR — The Kingman Leader-Courier, a 100-plus year old weekly newspaper is seeking a Managing Editor. We seek someone that loves and understands the importance of community journalism. Please email resume and samples to jjump@kcnonline.com. (8-12)

PUBLISHER — NPG Newspapers is hiring a publisher in Warrensburg, Mo. The successful candidate will manage our Warrensburg operation which includes the award winning Monday-Friday Star-Journal, website and a weekly shopper. We are looking for strong leadership skills, financial acumen, sales experience, an understanding of marketing print and digital initiatives and a customer first approach. Primary responsibility is to

expand, lead and direct the organization to exceed sales revenue, marketing and budgetary goals. We utilize the development of advertiser solution skills through the ProMax consultative sales methodology. We believe in community journalism and the importance of local focus and involvement. Headquartered in St. Joseph, News Press and Gazette Co. has been family owned and operated since the 1950s. Still going strong in the newspaper business, the NPG family has grown to include internet, broadcast, commercial printing, and data center hosting spanning several states. The company's successful steps toward diversification in both mature and emerging communications businesses have provided a solid foundation for growth. We are an Equal Opportunity Employer and provide a competitive benefits package including life, disability, health, dental and vision insurance, along with a PTO plan and a generous 401(k) retirement plan. Successful candidate will need to pass pre-employment background and drug screenings. Send resume to - Lee Sawyer, COO NPG Newspapers Inc., 825 Edmond St., Saint Joseph, MO 64501 lee.sawyer@newspressnow.com (8-9)

SENIOR GROUP PUBLISHER — GateHouse Media has an immediate opening for a seasoned Senior Group Publisher with a proven track record of revenue and ebitda results to lead its daily, weekly, shopper and digital operations in MO, KS, IA, and NE. The position will be based in Independence, MO. In addition to developing the revenue, digital and competitive strategy for this multi-state media group, we want your ideas for new product development and market expansion. We have an extensive portfolio of commercial printing jobs as well. Our ideal candidate will be an inspiring leader who much prefers being outside of the executive office and has superb internal and external communication skills. The candidate prefers frequent, transparent, in-person communication to the occasional memo. We are looking for someone who has very advanced editorial philosophies, consumer marketing techniques, advertising ideas and understands value creation. Travel is an important portion of the position. Position offers an excellent salary plus a full range of benefits. GateHouse Media is one of the largest publishers in the U.S., and owns 79 daily and 257 weekly newspapers in 21 states, as well as more than 405 locally focused websites. Please send cover letter, resume and salary history to: Gary Funkhouser, Regional Director, Human Resources, gfunkhouser@gatehousemedia.com. (8-7)

NEWS REPORTER — The Winfield Daily Courier is hiring a News Reporter (full-time) for a small-town, six-days-a-week newspaper. General news coverage. Expected to take own pictures, use InDesign for layout, have Internet competence. Web design, content manage-

ment systems added benefit. Evenings and weekends required. Team player, courteous, cooperative, reliable, professional for 5-person office. Send letter, clips, resume, references to zaccaria@winfieldcourier.com. (8-6)

FEATURE WRITER — Do you love covering the arts, entertainment, music, theater, food, fashion and other feature topics? Are you fascinated by how to use new media to tell stories and engage audiences? Then you should write for the Lawrence Journal-World! The Lawrence Journal-World is hiring a feature writer to produce multiple centerpieces and inside stories weekly for the newspapers features sections: A&E, Food, Going Out, CheckOut and WellCommons sections and contributing regularly to company websites such as Lawrence.com. The stories will range from profiles of local and national arts celebrities and in-depth stories on arts trends and issues to regular features on local restaurant and fashion offerings. Details are available at job.the-worldco.info. Apply online at jobs.the-worldco.com and include a cover letter, resume and link to your portfolio. (8-6)

COPY CHIEF — The Lawrence Journal-World is hiring a copy chief to lead the daily operations of its cutting edge, dynamic newsroom. This position reports to the managing editor. This is a coveted opportunity to work with a first-rate journalism team engaging the local community with a variety of digital and print tools. We are seeking an experienced copy editor with a history of success in digital and print media to manage the news copy desk. Visit jobs.the-worldco.com for more information and to apply online. EOE (7-30)

Wanted: Full-time NEWS REPORTER. Photography, video, editing, design and social networking skills preferred. Respond to Cristina Janney, McPherson Sentinel, P.O. Box 926, McPherson, KS 67460 or email cjanney@mcphersonsentinel.com. (7-24)

EDUCATION REPORTER — The Garden City Telegram is seeking an education reporter. This person primarily will cover the local school district and community college in a town of about 30,000 in southwest Kansas. We're looking for someone who possesses strong reporting skills and the ability to dig deep and go beyond superficial coverage. But print is only one part of this position, as ideal candidates also will have the ability to help us deliver the news from multimedia platforms, or at least the desire to learn. Ideal candidates will have experience at a daily newspaper and knowledge of AP style, but recent college graduates will be considered. The Telegram, a daily newspaper that is part of the Harris Group, offers a generous salary and benefits package, a chance to work with an outstanding staff and opportunity for advancement. The

See MARKETPLACE on Page 7

MARKETPLACE

Telegram is an Equal Opportunity Employer. To apply, send résumé, cover letter and work samples to: Brett Riggs, managing editor, The Garden City Telegram, 310 N. Seventh St., Garden City, KS 67846. For more information or to express interest in the position, send e-mail to: riggs@gctelegram.com (8-9)

COPY EDITOR — The Lawrence Journal-World is hiring a copy editor to work with an award-winning team of editors, designers, photographers and reporters on the night copy desk. We are seeking a copy editor with a keen eye for errors of style and substance who can edit and lay out stories on deadline and write creative, engaging headlines. Each digital and print news article and feature story must be edited for accuracy, clarity, completeness, objectivity, grammar, spelling, organization, readability and style. Must be available to work nights and weekends. To apply, submit a cover letter and resume to hrapplications@ljworld.com. EOE (7-11)

COPY EDITOR/PAGE DESIGNER — The Garden City Telegram is seeking a copy editor/page designer who can make good copy great, has a knack for designing engaging, attractive pages, and possesses the ability to take a lead role on the copy/design desk — and can do it all on tight deadlines. Previous experience as a copy editor and page designer at a daily newspaper preferred as the person in this position will be asked to juggle working with reporters, editing copy, laying out pages and occasional writing assignments. Knowledge of AP Style is required, and experience with InDesign is preferred. The Telegram, a daily newspaper in southwest Kansas and part of the Harris Group, offers a generous salary and benefits package and a chance to work with an outstanding staff of reporters and editors. The Telegram is an Equal Opportunity Employer. To apply, send résumé and cover letter to: Brett Riggs, managing editor, The Garden City Telegram, 310 N. Seventh St., Garden City, KS 67846. For more information or to express interest in the position, send e-mail to: riggs@gctelegram.com (8-9)

ENTERPRISE REPORTER — The Lawrence Journal-World is hiring an enterprise reporter to cover a wide variety of assignments including breaking news, investigative reporting and feature stories. This role requires the foresight to recognize important stories and the energy to react immediately, capturing and posting the event for in-depth stories for the daily paper as well as long-term features. We are seeking a well-rounded reporter with a history of success in print and digital media. To apply, submit a cover letter, resume and link to your portfolio to hrapplications@ljworld.com. EOE (7-11)

REPORTER — If you're looking to put yourself in a position to advance your career,

come join our family newspaper team. We have a proven reputation of award-winning journalism and placing our reporters at larger newspapers. We're seeking a talented and motivated journalist who can produce well-crafted, clean copy and lots of it. Fast-paced daily newspaper environment for a general assignment reporter who likes variety. Photo skills useful. Knowledge of Internet reporting, page layout helpful. We're located in southeast Kansas within easy driving distance to Kansas City and Pittsburg. Apply to Publisher Floyd Jernigan at fjernigan@ftribune.com. (7-9)

PRODUCTION

Experienced PRESS OPERATOR needed: The Junction City Daily Union is seeking a dependable, mature individual to join our operation. The right candidate will serve as team leader and help oversee press and mail-room staff for either our day or night shifts. We publish two daily newspapers, two weekly newspapers and multiple commercial print publications each week. Experience should include working on a Goss Community, 6 unit press and insert equipment. Must be mechanically inclined, detail oriented and able to assist in performing regular maintenance on equipment. If interested, please email G.Malsbury@thedailyunion.net. EOE

NEWSPAPERS FOR SALE

114-year-old county seat weekly newspaper in SE Kansas for sale. The newspaper is qualified to publish legal advertising and has a strong display advertising base with unlimited potential. Paper has grossed around \$70,000 to \$80,000 over the past three years with an absentee owner. No real estate involved, but building currently housing newspaper can be rented. Small house (needs some TLC) is also included in sale. Great for add-on for a chain or a young couple. Asking price is \$30,000. Serious inquiries only. Contact newzboy3@yahoo.com.

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. (4-2)

CIRCULATION/DISTRIBUTION

CIRCULATION SALES AND DISTRIBUTION MANAGER — The Daily Union in Junction City, Kansas seeks an experienced individual to lead the day-to-day circulation sales and distribution efforts for our group of newspapers in and near Junction City. This position oversees our distribution coordinators, a part-time telemarketing sales rep and reports directly to the publisher. The responsibilities include an active role in telemarketing and door-to-door sales, dealer and single copy sales/collections and kiosk sales. Other duties

include recruiting and contracting independent contractors. Must be willing to work a flexible schedule. We offer a competitive salary, bonus plan and excellent benefits including medical, dental, 401K plan, paid holidays and vacation. Please submit resume to: T.Hobbs@thedailyunion.net. (2-14)

DIGITAL MEDIA

The Hays Daily News' Pixel Power Haus wants to give you control over the directory residents use to find information about the businesses that make up your coverage area. BizLink is a searchable database of businesses and organizations that provides considerable upsell opportunity for newspaper seeking new revenue streams. You've seen expensive "subscription-based" models ... try one that works with your budget. Call Patrick Lowry at (785) 628-1081 to hear how we can help.

MISCELLANEOUS FOR SALE

FOR SALE OR GIVEAWAY — One HP laser jet cartridge 42X for 4250 or 4350. Accidentally received when I ordered a different # of cartridge. Inadvertently opened but never used. \$10 should cover postage to get it to you. Contact: montepress@ucom.net

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.

SUPPLIES FOR SALE — We have recently switched to CTP and still have a little inventory we would like to sell at a discounted rate, including Southern Litho film and plates as well as fixer, activator and finisher. Contact Mary Hoisington at the Great Bend Tribune for more information. 620-792-1211 or mhoisington@gbtribune.com.

KANSA 480 INSERTER — Reduce labor costs with an efficient machine for handling preprinted inserts. The Garden City Telegram is selling its Kansa 480, 5:1 inserter, in good condition. This unit performs with a high degree of reliability and consistency over a wide range of operating conditions. Works with broadsheets for everything from single sheet fliers to multi-page editions and has been well maintained. Length 23'10", width 6'4" to 8'10" for creeper conveyor. We used an inline labeler and typically operated the unit at 6,000 to 6,500 pieces per hour though it is rated to do more than double that amount. Model #4601; Serial #480-036. Asking \$10,000, however no reasonable offer refused. For more information email Dena.Sattler@denas@gctelegram.com, or call (620) 275-8500, extension 201.

What is wrong with thinking big ... really big?

It's 44 days until the Georgetown Conference, a huge undertaking in the Canadian Maritime Provinces to reshape the future of that mostly rural area of Canada.

What does that have to do with the Kansas Press Association?

On the surface, of course, not much. We're several thousand miles from there, and what do we have in common with Nova Scotia, New Brunswick, Newfoundland, Labrador and Prince Edward Island? More than you might think.

We're a mostly rural state, with fairly high newspaper readership, just like the members of that association, Newspapers Atlantic.

But read the following and see whether some of the conference's topics of discussion have relevance here:

"The great myth of rural Atlantic Canada is that she is a region whose best years are behind her. For those of us who live and work here the stereotype is nothing new: We are too old, too dependent on faltering traditional industries, too reliant on government, too parochial.

"Rubbish," the conference outline says. Mike Kierstead, executive director of Newspapers Atlantic, explained the project to the Newspaper Association Managers during our annual meeting in Halifax the first week of August.

Newspapers Atlantic is a group of 70 community newspapers with a combined circulation of 700,000, far fewer than the KPA, which has 230 members and more than a million in paid circulation.

NA has a staff of four full-time employees, two fewer than the KPA.



Doug Anstaett

Yet, this organization has provided the leadership — the catalyst, if you will — to bring together experts from a number of walks of life to sit down at this conference aimed at "Redefining Rural" in that area.

The conference isn't aimed to point fingers, and especially not to look to the "failures of the past." It is designed to be about ideas and success.

"We will attract business leaders, community leaders, small business owners, employees, artists and ordinary citizens from all walks of life. We will identify success stories and transfer that knowledge to our Atlantic shores. We will challenge the status quo and engage stakeholders with the sole purpose of revitalizing our rural communities," a conference website says.

They're having the conference in Georgetown, the capital of Kings County on Prince Edward Island. It has a population of 675.

Why? Because to have the conference in a big city would betray the reason for the gathering. They chose that small city not

because it is unique, but because it is not.

Great ideas are going to emanate from this conference. New solutions to some of the problems that rural areas of Canada face will be discovered.

So why am I writing about it?

Because sometimes I think we fail to think "big" as newspapers and as an association. Here's a much smaller association in rural Canada, with limited resources as well, that has decided to step up and make a difference by leading this effort.

Maybe it's time for the KPA to think big rather than accepting that our rural way of life is on a decline that cannot be reversed.

We've got a foundation that could get behind such an effort in Kansas, the Kansas Newspaper Foundation.

We've got newspapers that already are helping their communities grow and prosper.

We've got dedicated citizens who see the possibilities — rather than the obstacles — to a successful future in Kansas.

Why shouldn't the Kansas Press Association be the catalyst for such a conference?

Let's continue the dialogue. Maybe it's an idea that deserves to be discussed before a much wider audience of our membership.

There's much more information on this idea at thegeorgetownconference.ca.

Doug Anstaett is executive director of the Kansas Press Association and previously served 30 years in the industry.

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NEWS BRIEFS

Keefover announces retirement after 32 years as court PIO

Ron Keefover is retiring Sept. 13 after 32 years as a public information officer for the Kansas courts.

In a letter to Kansas Supreme Court justices, he said, "I learned many years ago, first as a courts reporter with the Topeka paper and then as a court PIO, that both the courts and the media have the same goal at the end of the day — and that is fair, accurate, and timely coverage of court news."

His letter highlights the innovations the courts have implemented during his tenure, including the drafting of media-friendly summaries of appeals, live audio broadcasts, and a rule allowing cameras and electronic devices in the courtroom.

Keefover also was involved with training journalists and outreach programs "designed to bridge the gap between the courts and the media," the letter said.

KPA joins Capital-Journal, others in KORA complaint

The Kansas Press Association has joined the Topeka Capital-Journal and several other capital city media outlets in a Kansas Open Records Act complaint against the Topeka Police Department.

The plaintiffs have asked Shawnee County District Attorney Chad Taylor to investigate the police department's policy sealing documents tied to a reported suicide in May. TPD refuses to release documents tied to a death on May 31 when a woman was struck by a train at a railroad crossing in North Topeka.

Mike Merriam, an attorney representing the media outlets, wrote to Taylor: "We ask you to determine whether such a policy complies with KORA. I know of no exception to disclosure."

Moxley

Continued from Page 4

percent of the trust's earnings will be distributed every year.

The Moxleys purchased the Bulletin in October 1945 from

Ruth Lyon, who had owned the paper since 1913. Max sold the newspaper to Karl Gaston of Ellsworth in 1975, although Icee stayed on as office manager for another 16 years.

Icee Moxley died in May 2000 and Max died in February 2011.

Max Moxley was active in a number of civic organizations including the Sterling Rotary Club, Sterling Chamber of Commerce and the Sterling Free Public Library.

During his first of two terms as president of the Chamber in 1953,

Moxley headed a committee that started the first Sterling Community Chest, today sponsored by the Sterling Rotary Club. He also served two terms as president of the Sterling Library board, when two library expansion projects and the installation of an elevator

for handicapped patrons were successfully completed. Shortly before his death, he underwrote the automation of the library as a memorial to his wife.

He was a member of the Sterling Rotary for 58 years, serving as the club secretary for 22 years. In 2001 he completed 50 years of perfect attendance at Sterling Rotary.

During his years at the Bulletin, Moxley also served on three building committees at Sterling College and served as general chairman of the school's 75th anniversary in 1962.

Moxley Trust earnings will underwrite civic, school, cultural and other charitable programs and projects.

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Photos

Continued from Page 1

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- Ability to share photos with social networking connections and email.

As with any program, there is a cost. "While this partnership does not come with zero program cost, it does eliminate the setup fee and decreases the monthly fee to \$60 a month," Bradbury said. "While \$60 a month could be cost prohibitive for some of our newspapers, I would

suggest selling an online sponsorship of the galleries that would cover the cost of the monthly program.

"Or, as Doug Anstaett suggested, sell two and make some money."

To learn more, contact Ben Beaver at ben@secondstreet.com or (314) 880-4908.

There is an ad on Page 9 of today's Kansas Publisher referring to the collaboration.

The KPA is looking into other potential partnerships with vendors to make services available to you at a discounted rate.

What are you interested in seeing on our vendor partnership list?

Send suggestions to Emily Bradbury at ebradbury@kspress.com.

DEATH

WALTER JOHN HEMMAN

Walter John Hemman, 81, former owner of the Hoxie Sentinel, died July 18, 2013 in Hays.

He had worked at several newspapers in his younger years and later in Hoxie, where he co-owned and later had sole ownership of the Sentinel.

He is survived by his wife, Shirley, three children, three sisters, 12 grandchildren and two great-grandchildren.

JULY KDAN, KCAN WINNERS

The following newspapers sold either Kansas Display Ad Network or Kansas Classified Ad Network ads or out-of-state network ads in July 2013. 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 and you get to keep half the commission.

- Anderson County Reiview, three 2x4 KDANs for a profit of \$2,475.
- Ellsworth County Independent-Reporter, one 2x2 KDAN for \$400 profit.
- GateHouse Media, 18 KCAN ads for \$2,700 profit.
- Anthony Republican, one KCAN ad for \$150 profit.
- Anderson County Review, five out-of-state DAN ads for \$900 profit.

Contact Sara Marstall, KPA advertising director, at smarstall@kspress.com to learn more.



In this webinar...

We will discuss the best practices in web development and maintenance; how your website can best increase circulation and advertising revenue

Date & Time:

September 19, 2:15 pm - 2:55 pm (CST)

Register now!

After registering, you will receive a confirmation email containing information about joining the webinar.

Upcoming Webinars!

October 3, 2013, 2:15PM - 2:55PM

Topic - "InDesign Training: Part One"

October 10, 2013, 2:15PM - 2:55PM

Topic - "InDesign Training: Part Two"

November 14, 2013, 2:15PM - 2:55PM

Topic - "Journalistic Ethics: New Ethical Issues in Digital Journalism"

December 12, 2013, 2:15PM - 2:55PM

Topic - "The Future of Postal Service: Practical Advice for Community Newspapers"