

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION SEPT. 14, 2016

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Doug Anstaett discusses the KPA board's annual review of what we do for members.

KPA CALENDAR

SEPT. 22-24

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

OCT. 6

KPA board meeting and retreat, following lunch at Cedar Crest at the invitation of Gov. Sam Brownback.

OCT. 7

Montgomery Family Symposium, University of Kansas.

APRIL 7-8, 2017

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



Kevin Slimp presented to a full house on Sept. 8 and 9 in Salina, teaching basic to advanced InDesign practices to about 60 Kansas Press Association member newspaper staff members. KPA wants to thank McGrath Publishing of Beloit and Lincoln Sentinel-Republican for helping to underwrite the cost of the training sessions.

Don't miss this huge opportunity!

Blinder a national leader in digital marketing

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. He promises participants will get ideas they can take home and implement immediately.

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

His sessions in Lawrence will focus on what's new out there, how newspapers can supplement print with digital and who should lead that effort at the newspaper.

"Mike is one of the most highly sought after experts in this field," said Doug Anstaett, executive director of the Kansas Press Association.

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

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

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.

His career has grown exponentially since then, and Blinder is now in high demand as a sales consultant for some of the world's most respected media groups.

Learn how easy it can be to take to market: Audience Extension, Social Media Solutions, Search Engine Optimization, Search Engine Marketing, Website Development, Visibility and more. Attendees will leave with information they can use to expand their product base beyond their local offerings.

And here's [a link to a video invitation](#) from our featured speaker.

Here's a presentation description provided by Blinder:

9:30 a.m. to 11:30 a.m.:

BREAKING DOWN DIGITAL!

Mike will break down a list of digital services



Mike Blinder

See **BLINDER** on Page 5

Dronalism: How we can use devices to improve coverage

By **Allen Etzler**, *Contributor*,
News Media Alliance

As floods ravaged Louisiana and claimed the lives of more than a dozen people, it quickly became obvious the situation was dire.

But the breadth of the damage is still hard to picture for many who are on the outside looking in.

Now, thanks to new rules released by the Federal Aviation Administration (FAA) on Aug. 29, journalists will have a new tool at their disposal to illustrate the scope of a story such as the Louisiana floods.

As the FAA's new rules, coined Part 107 by the FAA, are now in place, journalists are able to use drones without obtaining a pilot's license.

"If you've ever covered a hurricane, large tornado or flood, you know that it gets really hard to describe to people in any meaningful

way just how massive the damage is," said Matthew Waite, founder of the University of Nebraska-Lincoln's Drone Journalism Lab. "It's hard, in words and ground based images, to convey scope and scale. I covered hurricanes in Florida, tornadoes in Arkansas and all kinds of disasters in between and it was frustrating as a writer to try to get people to understand the size of it all. A drone is a purpose-built context machine. It can give people that understanding in just a few seconds of video, a few frames of still photos."

Now, aside from hobbyists, anyone who wants to fly a drone must pass a 60-question exam at a flight school. However, all drones between .55 and 55 pounds must be registered with the FAA, regardless of the intended use.

Waite, a leader in the field, recently held a drone journalism bootcamp on campus involving dozens of journalists from metro daily newspapers, weekly newspapers and community radio stations. He knows incorpo-

rating drones into day-to-day journalism will take some time, and will involve an adjustment period.

"The truth is I fear a 'I've got a new hammer and now everything is a nail' period in newsrooms where every story gets a drone shot. Local festival? Drone shot. High school football season starts? Drone shot. City unveils new sewer substation? Drone shot. Every car accident, house fire, ribbon cutting and church social gets a drone shot," Waite said. "It'll get boring very, very fast. But I also feel like we have to do that. We have to overuse before we start to understand the technology and just where it belongs."

Journalists who are still adapting to how to use technologies like Snapchat and Twitter need not worry. They likely won't need to learn how to use a drone on top of all of the other tools they have to figure out.

The FAA is requiring people to obtain a special Remote Pilot Certificate to operate a drone for journalistic purposes.

"Because the test isn't something you can just bop on down to your local airport and take, I think that's going to make it a specialty, at least for a while," Waite said. "Not everyone in a newsroom is cut out to pilot a flying robot around, same as some people aren't cut out to be data journalists or the old photographer versus writer divide."

Waite said he expects local and national broadcast television to emerge

as the early leader in drone journalism, but eventually daily newspapers and data journalists will be able to get the most effective use from drones.

"It's compelling video at a low cost (a drone will likely cost around the same amount as a new digital SLR camera) — music to most news directors' ears," Waite said of television's reasons to use it. "But I see the real future of drones as data journalism tools, used to map things and visualize environments. And that field is wide open right now."

'The truth is I fear an 'I've got a new hammer and now everything is a nail' period in newsrooms where every story gets a drone shot. Local festival? Drone shot. High school football season starts? Drone shot. City unveils new sewer substation? Drone shot. Every car accident, house fire, ribbon cutting and church social ...'

Matthew Waite
U. of Nebraska/Lincoln
Drone Journalism Lab

2015-16 KPA BOARD

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joey@kspublishingventures.com

It makes no sense to waste money on teaser ads

I ran across something in my Bad Ads file which reminded me of ads I see every now and then. It was about an eighth of a page, with big bold type: “Big news coming to Main Street.” That’s it. No details. Just “Big news coming to Main Street.”

This is known as a teaser ad. Although it was attempting to create curiosity, I’ll bet it generated little more than a collective “ho hum” from readers.



John Foust

Teaser ads usually have mysterious headlines like, “Exciting new product coming soon” or “You wouldn’t believe what we have in store.” But these headlines are rarely accompanied by copy that reveals what the fuss is all about. That’s why I think teaser ads are a waste of money.

Here are some points to keep in mind:

1. Most teaser ads are ego driven. There is a strong “made you look” element. Unfortunately, some advertisers measure the effectiveness of their advertising by the number of positive comments they hear. In the case of teaser ads, those positive comments come from family and friends – the people who actually know details about the Big Event.

2. Most merchants want immediate response from their advertising. Teaser ads

can’t do that. Instead of asking readers to take action, they ask readers to wait. Teaser ads sell hype, not benefits.

3. Readers are rarely as excited about a coming attraction as the advertiser. Big news to an advertiser is not always big news to consumers. It is human nature for readers to

care more about what is happening in their own world than anywhere else. That’s why the best ads dramatize ways the product or service can save money or improve the quality of the consumer’s life.

4. Readers are frustrated by advertisers who withhold information. Newspapers and their digital counterparts are sources of information. That’s where people turn for in-depth coverage of news and sports. In the reader’s mind, holding back information – even in advertising – is not fair. It doesn’t fit the general purpose of a news outlet.

5. The arrival of the Big Event often doesn’t live up to the build-up. When that happens, readers become suspicious of that advertiser’s future promotions. And the advertiser loses credibility.

6. Cleverness vs. creativity. Cleverness calls attention to itself and results in advertis-

ing gimmicks. Creativity calls attention to the product and results in sales.

7. There’s a big difference between a curiosity headline and a curiosity ad. A curiosity headline is designed to make consumers want to read the rest of the ad (which will provide them with information about

a specific product or service). A curiosity ad leaves everything to the imagination. That’s not a good thing.

8. Of course, there are exceptions. If planned properly – and if backed by accurate market research – some teaser campaigns can be effective. Most of those successful campaigns build information

in layers, over a specific period of time. However, in most cases, advertisers would be wise to avoid teasers and invest their efforts on ads that tell the whole story.

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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AUGUST 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 August.

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.

KDAN — Anderson County Review sold three ads for a \$2,475 profit; the Humboldt Union and the Iola Register each sold one ad for a \$450 profit.

KCAN — GateHouse Media sold two ads for a \$300 profit; the Marysville Advocate sold one ad for \$150 profit.

SCAN — Marysville Advocate sold one ad out of state for \$61.88 in profit.



THIS MONTH’S QUESTION

Q. I’m debating whether to require posters to our website stories to be identified by their real names. What seems to be the trend?

A. The Topeka Capital-Journal just this week announced it was going to begin requiring Facebook identifications rather than mostly anonymous usernames on its website, cjonline.com. Although we all want to get feedback and participation as possible from the public, some newspaper editors have determined the level of civil discourse has become so coarse in many instances that it is not serving the common good of the community. Those of us who are “old school” probably applaud the decision more than the millennials and centennials who have grown up knowing no other practice.

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LSA Creative...
a harmony like no other.

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

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

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

RedTire program offers options to owners

As I look through the membership of this organization I see a reflection of the municipalities of Kansas: A few large cities while much of the state remains populated by small and medium-sized communities in rural or fairly rural areas.

Most of KPA's members, likewise, are small or medium-sized newspapers in rural areas or in the collar communities around urban centers.



Sarah Kessinger

Here in my small town, I look around at the community's business owners and I see a lot of gray hair. It's emerging on my own head as well. While it doesn't bother me, it's a reminder that I won't be running my weekly newspaper forever. I've thought about this at times lately as I wonder what the baby boomer generation and my own post-baby boomer generation will do with the businesses they own, including those newspapers so vital to building and maintaining interest in Kansas communities.

Meanwhile, in recent years I've seen several young people move to Marysville to work in local business, industry and medical facilities. Some are recent college grads wanting to live near family. Others are 10 or 20 years into

their careers, have started a family and want to be near grandparents or want smaller schools for their children.

Most identify strongly with community. Many are involved in local activities, relieving the burden that many elder volunteers took on years ago when it seemed fewer people would step up and help with a local fundraiser, trail building day or other event. It seems to me that community involvement is on the rebound; at least it is here.

With the retirement phase arriving or approaching for many of us, the willingness I've witnessed of many young and middle-aged professionals to live in rural communities is an encouraging trend.

That brings me to the RedTire program at the University of Kansas' School of Business. The program's logo is "redefine your retirement."

The aim of this program, available to small and medium-sized businesses, including community newspapers statewide, is to prevent the closing of solid businesses in the Sunflower State that don't have an exit strategy or an identified successor.

"Without the RedTire program, and with the shuttering of businesses, there will be a loss of those services in the community, a decline in the local tax base and a loss of equity for the business' owner," notes the website.

Several stories of completed transitions are listed on the program's site. A few that are in the process, a three-year phase required by the program, are also documented on the site. One is a newspaper company and others are pharmacies, financial institutions, agricultural operations, dental offices, medical practices, among others.

"For the economic future of Kansas, we need to address this problem," says the website. I'm glad they are.

While I'm not in retirement mode, this site has already given me some ideas, since I've got time to develop that exit strategy. But when I do, it's nice to know there are some options to help.

I called Denton Zeeman, RedTire program manager, and he shared a bit about their work, which started in 2012.

Zeeman said they've not updated the website lately, so there are some changes that

While I'm not in retirement mode, this site has already given me some ideas, since I've got time to develop that exit strategy. But when I do, it's nice to know there are some options to help.

See KESSINGER on Page 7

NEWS BRIEFS

William Allen White event set in Emporia on Oct. 1

The first Saturday in October is William Allen White Legacy Day. The special day was proclaimed by the Emporia City Commission in 2014.

Members of the William Allen White Community Partnership Board of Directors have formed a committee to partner with the annual William Allen White Children's Book Awards held on the same day in October at Emporia State University.

In the effort to maintain and promote community interest and education regarding White and the White family heritage, the Legacy Day committee is conducting "Red Rocks Ramble" on Saturday, Oct. 1.

A driving tour of sites in Emporia included in the White family history will be highlighted with stories about the sites and short tours at some sites. Step on guides will accompany the driving tours. Tours begin at 3 p.m. in front of the Emporia Country Club and last approximately 90

minutes. Tickets are \$45 each and available at the Emporia Chamber and Visitors Bureau, 719 Commercial St.

Participants receive a seat on the bus for the tour and can enjoy a reception at the Emporia Country Club following the tour. Period-based beverages and hors d'oeuvres will be served.

Call (620) 342-1600 for more information.

Postal forms due soon

The publisher of each publication sent Periodicals Class Mail must file Form 3526 by Sept. 30 this year at the original entry post office since Oct. 1 falls on a Saturday.

The information provided on Form 3526 allows the U.S. Postal Service to determine whether the publication meets the standards of Periodicals mailing privileges. Newspapers with electronic subscriptions to claim will also use Form 3526.

The required information also must

appear in an issue of the publication whose primary mailed distribution is produced:

- Not later than Oct. 10 for publications issued more frequently than weekly.
- Not later than Oct. 31 for publications issued weekly or less frequently, but more frequently than monthly.
- For all other publications, in the first issue whose primary mailed distribution is produced after Oct. 1.

A 3526 Form is appended to today's Publisher and is also available at <http://kspress.com/53/postal-issues-forms>

Star hires Pulitzer winner

Colleen Nelson has been named vice president of the Kansas City Star's Editorial Board Eric Nelson, her husband, has been hired to run the Star's digital news operation. Both are graduates of the University of Kansas.

Colleen Nelson shared the Pulitzer Prize for editorial writing with two other writers while at the Dallas Morning News.

Blinder

Continued from Page 1

being sold by (large and small) media groups around the world ... Discuss their features and benefits ... How to obtain them ... And, most importantly, what provides the most opportunity for revenue and profits. Learn how easy it can be to take to market: Audience Extension, Social Media Solutions, Search Engine Optimization, Search Engine Marketing, Website Development, Visibility and more! Attendees will leave with information they can use to expand their product base beyond their local offerings.

We all know we need to look beyond selling our legacy print offerings (and our local website) to remain competitive. But what are the various digital products that local businesses are buying? How does a local media company (with limited resources) “cobble together” these solutions? And, which ones provide the most profit?

1 p.m. to 3 p.m.: TAKING DIGITAL TO MARKET!

Now that we know what to sell, Mike will explore how to sell it. This session will cover real world case studies on how newspapers (of all sizes) are bundling digital products with their legacy offerings. Topics that will be covered in these fast paced sessions, will include:

- * What digital products can be easily sold by legacy reps (And, which ones are problematic)
- * Who sells this stuff? (Do you REALLY need a separate digital sales force?)
- * Pricing/ Packaging and Easiest Product Offerings to Sell
- * Bundling “Impressions With Inches” IE: Taking Digital Inventory on Every Sales Call
- * Selling Extended Audience (Programatic) to SMB’s
- * Why Social Stuff (like Facebook) Cannot Be Ignored!

Attendees will leave with actionable ideas and sales programs they can use immediately to grow new revenue from existing and new business categories.

Ninnescah Publishing buys Caldwell Messenger

Jeff Dafforn and Dave Steffen of Ninnescah Publishing, LLC, have purchased the Caldwell Messenger from Pat Weber.

The purchase was effective Monday. Ninnescah Publishing also owns the Cunningham Courier.

The newspaper will be in the same location at 111 S. Main in Caldwell.

Dafforn will operate the Messenger. Steffen, his wife Kerri, a high school staffer and Dafforn all contribute to the Courier.

Governor invites board to lunch at Cedar Crest

Gov. Sam Brownback has invited the Kansas Press Association Board of Directors and staff to Cedar Crest on Oct. 6 for lunch.

No agenda has been announced for the meeting. The governor’s office initiated the contact.

The meeting will be followed by a regular board meeting and then the board’s annual retreat at the KPA office.



Get the message

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

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



MARKETPLACE

NEWS

MANAGING EDITOR — Phillips Media Group is seeking a motivated, hands-on managing editor to drive our local news coverage for the West Plains Daily Quill, a community daily newspaper in the Ozarks. The successful candidate will understand how to present local news both in print and online, have good management skills as well as strong writing, editing, design and pagination skills. Must meet deadlines and have knowledge of AP style. Experience with InDesign, websites and the ability to use social media a plus. If you are looking for a leadership position in a growing media company, we need to hear from you. All inquiries are strictly confidential. Please send a cover letter with your resume to Jim Perry, publisher, 205 Washington Ave., West Plains, MO 65775 or email jimp@phillipsmedia.com. (9-14)

SPORTS REPORTER — Five-day-a-week newspaper in south-central Kansas seeks a sports reporter. We recently merged two newspapers into one and cover seven high schools, a community college and an NAIA university. Strong writing skills are a must. Photography and design skills (InDesign) are a plus, but we will train the right candidate. Good position for recent college grad or someone breaking into the field of sports coverage. Send resume and clips to sports editor Joey Sprinkle at sportseditor@ctnewsonline.com. (8-31)

COPY EDITORS/PAGE DESIGNERS — The Hutchinson News is seeking copy editors/page designers for its universal desk. Includes designing news, sports and feature pages, along with editing stories for print and digital. Send inquiries to Ron Sylvester, managing editor: rsylvester@hutchnews.com (8-26)

MANAGING EDITOR — Kansas Publishing Ventures is looking for a managing editor to work at the Herington Times. Plenty of control and editorial autonomy. Chance to dive deep and really get to know a community. Contact Joey Young: 316-712-2125 or joey@kspublishingventures.com (8-26)

SPORTS EDITOR/REPORTER — Seeking a sports editor to join an aggressive weekly news team in south central Kansas. Coverage includes one of the top high schools in the state. Helpful skills beyond superior writing include in-game social media, web posting, photography, video editing and web management. Job may include some general reporting as well. Forward email and qualifications to jeff@derbyinformer.com. (8-9)

REPORTER - Journalist with diverse writing experience wanted to serve as chief reporter for outstanding Army community newspaper. Report on news, features, education, sports, military training and more in this thriving community, known as the "Best Hometown in the Army." Stable, full-time position in an upbeat, professional environment with benefits through GateHouse Media. Demonstrated writing skills and journalism degree or equivalent required. Knowledge of the military a plus but not necessary if possess will-

ingness to learn. • The Fort Leavenworth Lamp consistently places at national military and state journalism competitions and is considered one of the nation's top military newspapers. • Local reporting on topics of national and international importance garners wide exposure as many other publications use Lamp stories and photographs. • An additional perk of this position includes the chance to team with and learn from some of the best professionals in the industry, including a news-savvy, talented editor and an innovative, award-winning photojournalist. • The Lamp reporter position is also one of few journalism jobs where employees can make plans and keep them, as most assignments are scheduled and reasonable. **CONTACT/SEND RESUME AND CLIPS TO:** Sandy Hattock, Leavenworth Times/GateHouse Media general manager, shattock@leavenworthtimes.com, (913) 682-0305 and Bob Kerr, Fort Leavenworth Lamp editor, editor@fileavenworthlamp.com, (913) 684-1729. (7-5)

COMMUNITY NEWS EDITOR — The St. John News needs an editor who is community-minded, independent and devoted to news gathering and reporting for a demanding audience both in print and online. It's the perfect job for someone who likes to do it all — from photography to writing to page design and social media — with the support of a larger organization. The salary is competitive. The benefits are excellent and include BCBS, prescription card, 401(k), flex benefits and more. To apply, contact Conrad Easterday, publisher, The Pratt Tribune, 320 S. Main, Pratt, KS 67124 or e-mail ceasterday@dodgeglobe.com. (8-8)

EDITOR/GENERAL MANAGER — Award winning weekly newspaper in Gothenburg, Neb., looking for an editor/general manager to deliver top-notch local coverage and manage staff. Candidates must have a thorough knowledge of news writing and editing for print. We can train for the general manager position. Candidates must have excellent leadership skills and the willingness to become part of an active community. A community newspaper background is essential. Interested candidates should send a resume and work samples to Scott Wood at swood@ntin.net (7-26)

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@nwkans.com. (7-14)

ADVERTISING

GENERAL MANAGER/ADVERTISING — The Parsons Sun is seeking a dynamic, multimedia advertising General Manager. This is an ideal position for someone who wants to be outside working with sales reps to help their customers develop effective advertising campaigns.

We are seeking a general manager with an expertise at new revenue generation utilizing new media as well as managing the two daily newspaper sales staffs, classifieds and a strong commercial printing business. Strategic planning and creative thoughts will be critical for the right candidate. The Parsons Sun and its sister paper, The Chanute Tribune, are five-day daily papers in SE Kansas. We offer a competitive salary with a performance bonus plan as well as health care benefits. Interested candidates should send resume to: brucewallace03@gmail.com.

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

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@gatehouse-media.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.

MARKETPLACE CONT. FROM PAGE 6

The ideal candidate will be an 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. (5-9)

THE TULSA WORLD — TOP NOTCH OUTSIDE SALES SUPERVISOR/MANAGER — Do you believe in products and services that grow businesses? Do you understand the power of marketing and can you communicate these benefits to customers? Are you a leader who inspires? Join our team. Extremely competitive salary and benefit packages. Contact Celia M. Armstrong, Regional HR Director, Our Tulsa World, 918.581.8507 — or Celia.armstrong@tulsaworld.com (8-25)

NEWSPAPERS FOR SALE

Small southeast Kansas weekly for sale. In business for more than 100 years. Official paper for two towns, two school districts and county. Very supportive community. Twenty miles from larger city for ad sales. Send inquiries to danstaett@kspress.com. (8-15)

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@kspress.com

Kessinger

Continued from Page 4
are afoot.

The program is now expanding into neighboring states. They've also developed relationships with the University of Missouri-Kansas City and Kansas State University.

Zeeman stresses that RedTire is not a brokerage but simply a program that serves as a matchmaker, bringing two interested parties together to work on a plan of transition. They aren't lawyers, either, so that is the responsibility of each party.

"Our main mission is to keep jobs in place," Zeeman said.

They've had about 400 businesses contact

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. (4-2)

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@gtribune.com.

DIGITAL MEDIA

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

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 Ultralite 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.

them since they opened their doors. Several have learned that as tiny mom and pop operations, they are too small to participate in the program. But others, more than 100, have found it a viable option and RedTire has helped close 25 deals.

Zeeman is happy to discuss the program with any business owner. The website is redtire.dept.ku.edu.

Again, it's nice to know there's help and ideas and research out there that could help keep more community businesses, including newspapers, alive and thriving into the next generation.

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

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It's time once again to take a close look at KPA

At the October meeting of the Kansas Press Association Board of Directors, we'll be conducting an annual retreat where we take a look at what we're doing for our members and make decisions about which direction to head in the future.

It's something we do periodically so we can make mid-course corrections as new issues arise and others become less important.

This year's exercise will probably include some discussion of how KPA will operate next year once Richard Gannon retires as director of governmental affairs. Will we replace him? Will the executive director and others take over those responsibilities? Will we look at a part-time contract lobbyist, something KPA used to utilize.

But that's just one issue. There are others.

KPA has been in a downward trend on the revenue side of our budget for a number of years. Since that mirrors how many of our newspapers have been trending since the mid-2000s, it's probably no big surprise.

It does, however, need to be addressed as we try to remain a financially strong association that can provide the kinds of services our members have come to expect.

That's why you might notice we have

addressed other potential sources of revenue, such as our new online advertising network, the formation of a new membership class for digital newspapers and more of a focus on corporate sponsorships to underwrite our operations.

Surveys by my newspaper association counterparts around the country point to three things members put at the top of their list of "gotta haves" from their association:

Legislative representation. Not a single newspaper in Kansas has its own lobbyist in Topeka. That's our No. 1 job — we know it — and we concentrate on it every year.

Legal Hotline. Most of our members don't have the luxury of an attorney they can call on when they encounter a particularly sensitive story, advertising request they're

not sure is appropriate or a situation where they need quick advice from someone who knows his or her stuff.

We have that person in Max Kautsch, our Legal Hotline attorney.

Advertising placement. Everyone wants more advertising, and it should come as no shock to anyone that KPA wants the same thing. Advertising commissions are the single highest revenue source for the as-

sociation; membership dues are only about 15 percent of our annual budget.

Amber Jackson, KPA's director of advertising, is out there running the traps and shaking the bushes to uncover new advertising prospects.

As you know, it's not quite as easy as it was at one time.

That's why we're trying to put together print plus online packages that will appeal

to our existing and prospective clients.

Other services that are expected but rank below those three include training, management advice, market data, press credentialing and others.

We'll be discussing all those services and would like to have your feedback on what new services we could provide that would be of benefit.

If you have a suggestion, send me an email with a description of a service and how it might be delivered to our members.

KPA is here to serve you.

KPA exists only because of you.

If you have a suggestion, send me an email with a description of a service and how it might be delivered to our members.

KPA is here to serve you.

KPA exists only because of you.

So don't be afraid to tell us what we can do to help you do your job better.

Doug Anstaett is executive director of the Kansas Press Association.



Doug Anstaett

DEATHS

Joe Berkely

Joseph G. "Joe" Berkely, 97, founder of the High Plains Journal in Dodge City, died Sept. 9, 2016 in Florida.

Berkely, 97, was born Nov. 11, 1918, in Fort Oglethorpe, Ga., the son of Dr. Joseph G. and Goldye Johnson Berkely.

While serving as a B-26 flight instructor during World War II in Dodge City, he met Nancy Jane Petersen, at the time a student at the University of Kansas. They married Oct. 21, 1944.

Nancy shared Joe's love of boats, flying and music and they were a favorite couple among their many friends and business associates.

With job opportunities limited for pilots after the war, Joe decided to buy the Dodge City Journal, a weekly newspaper. Newspaper competition was tough until the county agent convinced Joe that the farmers of the Plains needed a news and advertising me-

dium to serve their interests, so the Journal began to focus on farm issues.

In 1949, a new name and identity came into being when the newspaper was designated a farm publication and was renamed the High Plains Journal.

Earlier this year, Joe was inducted into the Kansas Newspaper Hall of Fame.

He served as President/CEO of High Plains Publishers, Inc. and Publisher of the High Plains Journal until his retirement in 1993, but remained a stockholder and trusted adviser to the company to the end.

The family eventually moved to Longboat Key, Fla., to enjoy their retirement years. Joe was preceded in death by his wife, Nancy; a sister, Harriet Frankel; and a brother, Ryan Berkely. Joe is survived by his daughter, Nan Griffin, and husband Bob, Myakka City, Fla.; and a grandson, Kyle Griffin, his wife Anne and their two children, Kate and Hayes, of Trumbull, Conn.

A memorial service will be set for a later date in Dodge City.

To read the full obituary, [go here](#).

To visit his Kansas Newspaper Hall of Fame page, [go here](#).

Larry Knupp

Lawrence R. "Larry" Knupp, 74, former owner of the Ellinwood Leader, died Sept. 7, 2016, in Lodi, Wis.

He was born Sept. 3, 1942 to Roy E. and Juanita Knupp in Phoenix, but grew up in Great Bend. He had a journalism degree from the University of Kansas and a master's of business administration from the Keller School of Management.

He married Carol Jean Lathrop in 1960 in Ellis, Kan. She died in 2006. Survivors include a son, Justin (Amy), and two grandchildren. A graveside service is being planned at a later date in Lawrence.

To read the full obituary, [go here](#).

13. Publication Title		14. Issue Date for Circulation Data Below	
15. Extent and Nature of Circulation		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (<i>Net press run</i>)			
b. Paid Circulation (By Mail and Outside the Mail)	(1)	Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	
	(2)	Mailed In-County Paid Subscriptions Stated on PS Form 3541 (<i>Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies</i>)	
	(3)	Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®	
	(4)	Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)	
c. Total Paid Distribution [<i>Sum of 15b (1), (2), (3), and (4)</i>] ▶			
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)	(1)	Free or Nominal Rate Outside-County Copies included on PS Form 3541	
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	(4)	Free or Nominal Rate Distribution Outside the Mail (<i>Carriers or other means</i>)	
e. Total Free or Nominal Rate Distribution (<i>Sum of 15d (1), (2), (3) and (4)</i>)			
f. Total Distribution (<i>Sum of 15c and 15e</i>) ▶			
g. Copies not Distributed (<i>See Instructions to Publishers #4 (page #3)</i>) ▶			
h. Total (<i>Sum of 15f and g</i>)			
i. Percent Paid (<i>15c divided by 15f times 100</i>) ▶			

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16. Electronic Copy Circulation	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Paid Electronic Copies ▶		
b. Total Paid Print Copies (Line 15c) + Paid Electronic Copies (Line 16a) ▶		
c. Total Print Distribution (Line 15f) + Paid Electronic Copies (Line 16a) ▶		
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