

CELEBRATING OUR 150TH YEAR!

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION SEPT. 18, 2013

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KPA CALENDAR

SEPT. 19

Free webinar on website development and maintenance.

OCT. 3, 10

Free webinars on InDesign.

OCT. 4

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

OCT. 6 TO 10

National Newspaper Week 2013.

DEC. 15

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

National Newspaper Week is Oct. 6 to 12

National Newspaper Week (NNW) is Oct. 6 to 12 this year.

This marks the 73rd year of the special week, which observes the importance of newspapers to communities large and small.

As in past years, the Kansas Press Association has paid for all member newspapers to participate at no cost.

This year's kit contains editorials, editorial cartoons, promotional ads and more that are available for download at no charge to newspapers across North America.

The theme of this year's NNW is "Your Community, Your Newspaper, Your Life."

"We encourage the newspapers of Kansas

to promote the week by utilizing the vast array of materials on our important First Amendment freedom," said Doug Anstaett, KPA executive director. "No one else is going to blow our horn about how important a free press is to our democratic form of government.

"Our newspapers are essential to our communities, and this is our chance to show the many reasons why."

Anstaett said KPA members can focus on their government watchdog role, investigative journalism, providing timely public notices, being the community's "meeting place," the source

See **NEWSPAPER** on Page 5



Emily Bradbury, director of member services for the Kansas Press Association (left), participates in a discussion with counterparts Lisa Potts of

Oklahoma and Kristie Williams of Missouri about meeting planning for newspaper associations. The meeting planners met in Orlando earlier this week.

Mini-Convention offers top-quality sessions

If you had a chance to receive direct training from one of the leading advertising sale gurus in the nation, would you sign up?

You've got that chance and it's coming up at the Western Kansas Mini-Convention Oct. 4 in Dodge City.

Peter Wagner, whose sessions at this year's Kansas Press Association

annual convention were rated excellent by attendees, will be the featured presenter at the Mini-Convention.

Wagner's weekly newspaper, the N'West Iowa Review in Sheldon, has been called the best weekly newspaper in America by "American Journalism Review."

Wagner's presentations on how to build print advertising

sales are always a hit.

The mini-convention is a one-day seminar held each year in the western half of the state that allows most KPA members to drive in and home the same day, saving on hotel expenses.

Other breakout sessions are being planned for the event.

See **MINI** on Page 4

You really can teach an old dog new tricks with Adobe products

I spend a lot of time at newspapers, training staffs in Advanced InDesign, Photoshop and PDF workflows.

It's funny, no matter how long someone uses these applications, there always seems to be a few tips that makes users say, "Why didn't I know that already?"

Let's begin this column by uncovering a couple of time-saving tips in InDesign.

Do you need to change the same image in multiple locations within an InDesign document?

There's an easy trick to that even longtime InDesign users often don't know. In my example, there are four mugshots of me on a page. They could be on several pages, as long as all the pages are in the same InDesign document.

Follow these steps to change all four mugshots to a different photo:

1. Open the Links Panel (palette). You should see a list of links. In this example all four links are listed under a "main" link, next to the little triangle.

2. Click on the main link, next to the triangle.

3. Move to the bottom of the Links panel and click on the "Relink" symbol, which looks like a broken chain.

4. Select a new photo or graphic and watch as it replaces each of the original links.

Create multiple linked text frames with one drag of the mouse.

A lot of InDesign users know that they can create multiple graphic frames more quickly by dragging a rectangle (using the rectangle tool) with their mouse and clicking the right arrow button on the keyboard at the same time.

What users often don't know is that you can do the same thing with text frames. Follow these steps:

1. Select the Type Tool and drag with your mouse across the page.

2. Before letting go of the mouse, click on the right arrow on your keyboard multiple times. This will create multiple, linked, text frames.

3. You can also create vertical frames by clicking your up arrow while dragging a text frame.

Create extrusions in Photoshop CS6 & CC

This is one of my favorite new tools in recent Photoshop history. You might

remember the application CorelDraw. It's still available on the PC platform. CorelDraw always created better extrusions than any other application. That may be changing.



Kevin Slimp

CS5 introduced extrusions to Photoshop users. Extrusions can be used to create thousands of different special effects. Here are the steps I used to create a sample extrusion:

1. Open and size a photo in Photoshop CS6 or CC

2. Using the Type tool, create text on top of the photo. In your Layers panel, you'll see your original photo in the Background layer and the Text layer

over that.

3. Click on the 3D menu and select "New 3D From Selected Layer."

4. Photoshop will ask you if you would like to switch to the 3D interface. You do. You can move, rotate or pan your 3D object by accessing the Move tool (V) and your options bar will show you various options for navigating the 3D object.

5. You will see a small 3D widget (a red, green and blue tool) that will allow you to move the text and extrusion around. You can enlarge this widget by holding down the Shift key on the keyboard then clicking and dragging the cube up.

6. In the 3D panel, select the "Photoshop 3D" object. You should notice that the options for that object are shown in the Properties Panel. By default the Mesh button is selected on the top left corner. Select the "Extrusion Depth" slider to see how easy it is to control the depth of the extrusion.

7. Click on the various buttons in the Properties Panel to see how you can taper the extrusion, apply a twist or bevel the extruded text.

As you can see, extrusions, which were introduced in Photoshop CS5, present incredible possibilities in the CS6 version. You can create textures, adjust the lighting and so much more.

By taking the time to get acquainted with extrusions, you can add an impressive tool to your Photoshop arsenal.

And, in case you're counting ...
I saw this post on Facebook this

2013-14 KPA BOARD

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First Vice President

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Susan Lynn

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Northwest District Director

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graphicdept@tsnews.com

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chronicle@taylornews.org

Southwest District Director

Position Open

The age-old question: fit in, or stand out?

Advertisers — like the rest of us — often struggle with “fit in or stand out” decisions. While we all want to share an identity with our chosen group or groups, at the same time, we want to be recognized for our uniqueness.

That’s one reason why a real estate advertiser will claim a desire to stand out from the crowd and then run an ad that looks like all the other real estate ads in the paper. The same goes for department stores, car dealers and local insurance agencies.



John Foust

When things get stale and repetitive, a bold advertiser might venture off the beaten path and develop something that is truly different. If it is effective, others may follow. And later — perhaps years later — that different approach could become the new standard that everyone follows. Then another advertiser will take a new approach. And so it goes. New becomes old. And old leads to new.

This cycle can be seen everywhere. Some years ago, a director filmed a television commercial with a deliberately-unsteady, hand-held camera. It stood out from all the other spots — until others starting

using the same technique. The first ad that depicted an SUV easily navigating deserts and snowstorms was compelling — until other SUV manufacturers said “me too.”

Every advertiser has to make a choice. Fit in or stand out? Be a follower or a trailblazer? Stick with the familiar or take a risk which could lead to bigger rewards?

It takes courage to break away from the crowd. (Think of the first person who ate an oyster.)

When you’re discussing ad ideas with clients, that’s a perfect time to shine a light on the choice between the new and the old. Although they probably have an innate awareness of the dilemma, an honest dialogue will provide them with a deeper understanding. That will put both of you in position to keep the best of the old, discard the worst of the old — and consider new ideas that can help the next ad campaign stand out on the page.

You can introduce the topic by saying something like, “I’m sure you’ve noticed that a lot of ads in a given category tend to look similar. Let’s take a look at some examples in your (real estate, furniture, autos, etc.) category.” Many of your

When things get stale and repetitive, a bold advertiser might venture off the beaten path and develop something that is truly different. If it is effective, others may follow.

carefully-chosen tear sheets should be from other markets, which will make it easier for your advertiser to be objective. As you go through the ads, consider breaking your analysis into two general areas:

1. Ad themes. Do the ads make the same types of offers to readers? Do they make any offers at all? Are the headlines similar?
2. Ad designs. What is more common — photographs or illustrations? What about the use — or non-use — of white space and color? Are there similarities in typography? It’s all about making a statement. Your advertiser can whisper, “Look how much I have in common with all these other advertisers” or shout, “Hey, I’m different and here’s why.”

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

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morning, leading to a story on the site paidcontent.org:

BuzzFeed is the media industry’s worst nightmare: profitable, growing and investing in news.

I’m not mocking the writer, poster or story. It’s just that I’ve heard this so many times. Just change “BuzzFeed” to “Twitter,” “Fax Machines,” “The Internet,” “Patch,” “Huffington Post,” or one of ten thousand media killers of your choice.

I’m not saying Buzzfeed isn’t a serious entry. It has some serious money behind it. But the days of worrying about every new media venture that comes around the corner are over for me.

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

Judges needed for Wisconsin newspaper contest

Kansas newspapermen and women will be judging Wisconsin’s contest between Oct. 18 and Nov. 15.

“I need judges!” said Emily Bradbury, director of member services for the Kansas Press Association. E-mail Bradbury at ebradbury@kspress.com to volunteer.

“Wisconsin was kind enough to judge our AOE contest back in February; now, let’s help return the favor,” Bradbury said. “I need to recruit more than 75 judges. The more judges, the fewer entries for each judge.”

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 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. Make a placement into another newspaper and share the KPA commission.

Direct Placement — Marion County Record, one placement, retained \$26.28 commission

KDANs — Anderson County Review, sold two and retained \$1,650 commission.

- Kansas Chief sold two, retained \$1,200 commission.
- Ellsworth County Independent-Reporter, sold two, retained \$1,650 commission.

KCANs — GateHouse Media sold 19, retained \$2,850 commission.

- Council Grove Republican sold one, retained \$150 commission.
- Anthony Republican, sold one, retained \$150 commission.

SDANs — Anderson County Review, sold four, retained \$720 commission.

Mini-convention loaded with ideas for newspapers

We're all busy, and in many cases trying to figure out how to do more with less at our newspapers.

It's such a challenge that we're often tempted to pass on opportunities to learn and exchange ideas with our peers because, well, we're busy.

But no one should be so preoccupied with the duties of the day that they find it necessary to pass on any sensible investment of time, especially when it comes to meaningful training.

The Kansas Press Association offers such opportunities throughout the year. KPA webinars — free to members — make it easy to assist and educate staff members on a variety of issues and topics, and all within the comfort of our own offices.

And, the annual KPA convention delivers an impressive lineup of presenters and training opportunities covering practically every aspect of our operations.

Another good training and networking opportunity is drawing near in KPA's Western Kansas Mini-Convention on Oct. 4 at Boot Hill Casino and Resort in Dodge City.

While smaller in scope than the annual convention, the mini-convention isn't short on quality.

A great presenter from the annual KPA convention in May will return to Kansas to highlight this year's mini-convention.

Peter Wagner, an Iowa newspaper publisher who received high marks at the annual convention in Topeka, will headline the mini-convention. Wagner's weekly N^o West Iowa

Review in Sheldon, Iowa, once was called the best weekly newspaper in America by "American Journalism Review."

Wagner's presentations on building print advertising sales in particular are a hit.

In Dodge City, he'll tell us how "You Can Enjoy a Positive, Profitable, Long Lasting Future at Your Community Newspaper" — a presentation with ideas and suggestions sure to resonate in some way with staff members from newspapers of all sizes.

Also in store for attendees of the mini-convention:

Newspaper staffers trying to stay on the cutting edge of digital initiatives — and who isn't? — will pick up ideas on cost-effective ways to take advantage of that opportunity.

The mini-convention also will include newswriting and storytelling tips. As we pursue ways to make sure our products remain viable, efforts to improve local news content cannot be shortchanged.

And more. Keep in mind, the KPA conventions aren't designed only for folks from newsrooms and advertising departments. Everyone in the business stands to learn new ways to become more productive, or at least gain a better understanding of what goes on elsewhere in their buildings.

Regardless of the size and location of our respective newspapers, we share many of the same issues and challenges, and all have something to learn. One beauty of the annual convention and mini-convention is in giving participants an opportunity to share

their experiences, best practices and other knowledge.

It's tough to put a price on such useful information and its potential to pay off in the rapidly changing newspaper environment.

The one-day seminar that takes place each year in the western half of the state also takes time and budget constraints into consideration, as it allows many KPA members to drive in and back home the same day.

KPA members newspapers can take advantage for just \$75 for the first employee, and \$65 for each ad-

ditional employee from the same paper. The non-member fee is \$100. Fees include lunch and refreshments.

Everyone should do their best to set aside time to take advantage of what KPA has in place — whether online or in person — to help your newspaper.

Our readers want to know we're in pursuit of better ways to keep them informed. Likewise, advertisers expect us to provide new, innovative strategies to help them reach readers.

Consider KPA seminars an investment in the future of our industry — a terrific cause, indeed.

See you in Dodge City.

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



Dena Sattler

Our readers want to know we're in pursuit of better ways to keep them informed. Likewise, advertisers expect us to provide new, innovative strategies to help them reach readers.

Mini-Convention

Continued from Page 3

Steve Haynes will lead a session on writing and KPA staff members will provide updates on the association's activities.

A brochure with more information is attached to today's Kansas Publisher.

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.



Steve Haynes



Ron Fields

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.

Newspaper

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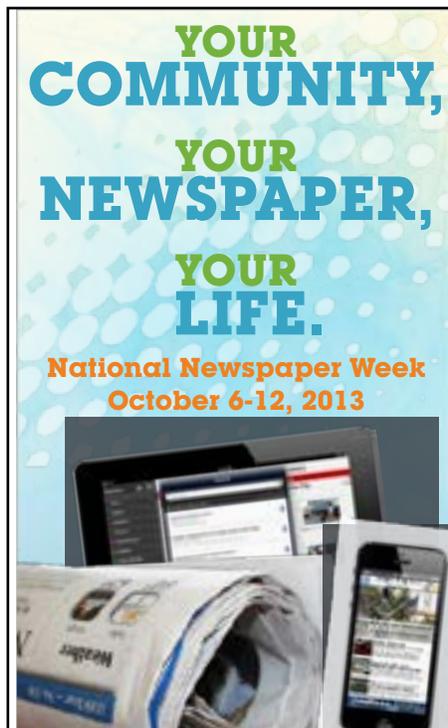
for its calendar of events, where events from births to deaths are chronicled and where merchants and service providers find a marketplace to advertise their goods and services.

Following NNW, the materials will remain on the website and can be accessed by newspapers for use throughout the year since our message is timeless.

If you have questions or concerns about National Newspaper Week, or difficulty accessing any of the materials on this site, please contact the Tennessee Press Association at (865) 584-5761 or via gsher-rill@tnpress.com.

To access the free materials, go to <http://www.nationalnewspaperweek.com/nnw/>

You do not need to log in to access the material, but it helps us gauge its use.



DEATH

Paul Jones

Paul Edward Jones, long-time publisher and editor of the Lyons Daily News and past president of the Kansas Press Association, died Sept. 12, 2013, at Hospice House in Hutchinson. He was 77.

Jones was born in Lyons on Oct. 2, 1935, the son of Samuel Horace and Mary Ruth Vermillion Jones.

He was a journalism major at Kansas State College (now University), graduating with a bachelor's of science degree in 1957. He also served in the U.S. Army and Army Reserves.

He married Judith Ann Jones (also her maiden name) on Feb. 18, 1961, at Minneapolis, Kan. She survives.

Other survivors include three daughters: Cynthia and husband RADM Jeffrey Penfield, USN, Mechanicsville, Md.; Bethany Prain and husband Craig, Tega Cay, S.C.; and Meredith (Mimi) Ramsey and husband John of Centennial, Colo.; a sister, Carolyn Sayler; five grandchildren, three step-grandchildren and a step-great-grandchild.

Paul Jones became managing editor of the Lyons Daily News in January 1959, and several years later assumed the title of publisher, handling the business and management duties of the firm, while his brother-in-law, John Sayler, became editor.

Jones was awarded the annual Chamber of Commerce Distinguished Service Award in 1989. He was elected mayor of Lyons in 1983, and served four terms, from 1983 to 1991.

Funeral service was Monday, Sept. 16, 2013, at the First United Methodist Church, Lyons, with burial following at the Lyons Municipal Cemetery. Memorials may be made to the Bell and Star Foundation, c/o Lyons Federal Bank, P.O. Box 58, Lyons, Kan. 67554.



THIS MONTH'S QUESTION

Q. Times are tough. Does my membership in KPA and the payment of dues really make a difference?

A. You bet it does. Your membership is like insurance; the more newspapers that are KPA members, the more clout we have, the less it costs per member to have representation at the Kansas Legislature and the more programming we can bring to you. Your participation is essential to keeping up with the latest in our industry. Each member is critical to our success.

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(for questions on court issues, cameras in the courtroom)

MARKETPLACE

NEWS

The Hays Daily News — Kansas' best mid-sized daily three of the past four years — is looking to fill two openings in our newsroom:

☐ **SPECIAL SECTIONS EDITOR:** Successful candidates will be adept at InDesign, exceptionally organized, and creative with both design and story ideas. A sharp eye for copy also is essential. The special sections editor compiles and creates three regular magazines and an ample collection of special sections, as well as lends a hand on the daily when called upon. Experience with magazine-style formats preferred, but not required.

☐ **An ENTERPRISING REPORTER** with a nose for features, investigative reporting and spot news. We are looking for someone who considers "office hours" whenever the story occurs and the workplace wherever that story leads them. We are looking for someone handy with a camera or videocamera and with the ability to pick the enterprise story idea out of a meeting agenda or a feature out of a tweet. We are looking for someone who has never missed a deadline and never will. It's a tough job — but in the best place to work. Health reporting and InDesign experience helpful, but not required.

Hays, America, is a special place, boasting a strong local economy, a bustling cultural center, low crime, the best schools and the best Oktoberfest. The HDN is part of Harris Enterprises, a six-paper newspaper group with a Pulitzer to its credit. We offer exceptional benefits including top-notch health insurance, profit sharing and a generous 401(k) match. The HDN staff produces three regular glossy magazines — focusing on health, lifestyle and sports — that allow our reporters and photographers to shine, as well as a bevy of other niche products in both print and digital form. To see if this is the opportunity for you, send a cover letter and resume to managing editor Ron Fields at jobopening@dailynews.net no later than OCT. 1. A sampling of what we do every day can be found at HDNews.net

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)

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)

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)

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@fstribune.com. (7-9)

ADVERTISING

ADVERTISING DESIGN — Need help designing ads for your newspaper. We'll do it for \$1 a column inch. E-mail JD Handley at jdhandly@handhgroup.com for more information.

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 hrapublications@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

AD DIRECTOR WANTED — Newspaper with a rich tradition in editorial and advertising looking for a take-charge ad director. This position will be paid a substantial base plus commission and bonuses. The Leader & Times has a 127-year history in a growing community and is expanding with more digital and video products to complement its three printed publications. If you are a goal-oriented leader that is looking to get your creative juices flowing, we are looking for you. Those interested can send a resume or letter of interest to earl@hpleader.com. (5-16)

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

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)

MANAGEMENT

The Julesburg Advocate, located in northeastern Colorado, is looking for a GENERAL MANAGER to head the newspaper operation, publishing 1200 weekly print copies with unique digital views of 8,000 and 18,000 page views. This is not a typical desk job; it offers opportunities and rewards daily. It is an exceptional opportunity for the person who loves running a newspaper from the ground up while driving growth of digital revenue and maintaining and growing strong print products. Competitive salary plus annual MBO bonus potential. Paid vacation, sick leave, medical, dental and vision insurance, life and AD&D insurance, managed disability insurance and a 401(k) investment savings plan. Interested individuals should send resume with salary requirements to jobs@dailycamera.com.

DIGITAL MEDIA

The Hays Daily News' Pixel Power Haus wants

MARKETPLACE

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 — 35 TK-80 coin-operated newspaper vending machines. Ten are dark green and 25 are refurbished and painted bright red. All operational. For details, e-mail jdhandly@handhgroup.com.

FOR SALE — Hewlett Packard Design Jet 750C Plus Plotter in excellent condition. Extra cartridges included. For more information call 785-628-1081 and ask for Jan or Mary.

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 Electronics 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.

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Former Lyons publisher loved his community

Paul Jones, the former editor and publisher of the Lyons Daily News, was laid to rest Monday.

The 77-year-old husband, father, grandfather, former mayor, world traveler and — most importantly — newspaperman was, I think, truly representative of the small-town editor of the past.

Why do I say that?

He was from a bygone era, when newspaper editors often stayed in the same community almost their entire career.

Think William Allen White.

Think Don McNeal.

Think Web Hawkins.

Think Clyde M. Reed Jr.

I could add dozens more names to the list. You could, too.

I call it “bygone” because it is becoming rarer with each passing year.

Paul was typical of the men and women who have led our community newspapers for the past 150 years in Kansas.

He was the Lyons Chamber of Commerce president and led the Chamber Ambassadors Club.

He was the go-to guy for raising funds for Christmas decorations, the Christmas Bell

and Star Committee.

He was on the bank board, most recently serving as chairman of the board.

He led the Rice County Community Foundation.

He taught Sunday school for years.

He was a four-term mayor of Lyons.

He was born in Lyons.

In fact, he “was” Lyons.

There are still a number of editors around Kansas who are so wedded to their communities that it is difficult to separate their love for their community from their love for the newspaper business.

In the late 1970s when I was editor of the Nevada Daily Mail in Missouri, we utilized the services of a community curmudgeon to help write editorials. Being so new

to the community, I would surely mess them up.

He told me one day there would never be another William Allen White because no one stuck around long enough to establish themselves in a community and develop the institutional knowledge to be able to stand on the bully pulpit the newspaper provided and inspire a community to greatness.



Doug Anstaett

Our industry has changed. Local ownership — at least among the dailies — is more the exception than the rule in today’s world.

Certainly, a number of our smaller newspapers are still guided by editors who do what they do not because they’re going to get rich but because they love newspapering and believe they have much to contribute.

Paul loved the newspaper business, but he also had a life outside the business. He made time for both. Each of us needs to make sure we do the same.

Those who spoke at his funeral helped those of us who didn’t know him intimately to see him in all his dimensions.

He was remarkable in many ways, of course, yet he also was representative of our profession and its history.

His community could count on him. And they did ... many times.

Of course, our communities, the way we communicate and the way we interact have all changed.

But there’s still no substitute for a dedicated, strong newspaper editor, and there won’t be for some time to come.

Doug Anstaett is executive director of the Kansas Press Association.



In this webinar...

We will discuss topics for beginning to moderate users of InDesign, part 1 of this webinar will focus on solidifying your basic InDesign skills.

Help us build this webinar by submitting topics and questions early to KSAds@KSPress.com.

Date & Time:

October 3, 2:15 pm - 2:55 pm (CST)

Register now!
(Click Here)

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

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”

Upcoming Webinars!

Mini-Convention LOCATION

All mini-convention sessions will take place at the Magouirk Conference Center (adjacent to the Boot Hill Casino) in Dodge City located at 4100 W. Comanche. Upon receipt of your registration, a confirmation letter will be sent to the contact person at your newspaper.

Sleeping ROOMS

Sleeping rooms are available the night of Thursday, Oct. 3, at the Hampton Inn and Suites next to the conference center. For reservations, call 620-225-0000. Be sure to ask for the Kansas Press Association room block and group rate of \$109. This rate includes a full breakfast. Room reservations should be made no later than Wednesday, Sept. 25, to ensure availability at the discounted rate.

Registration FEES

Registration for KPA members is \$75 for the first registrant from your newspaper. Additional registrants from the same newspaper will be billed \$65. Registration for nonmembers is \$100 per person.

Provided MEALS

Registration fees include lunch and refreshments.

Contact KANSAS PRESS

For more information about the mini-convention, contact Emily Bradbury in the KPA office at (785) 271-5304 or ebradbury@kspress.com.

Kansas Press Association MINI-CONVENTION

Friday, Oct. 4 | Dodge City, Kansas

CONTACT INFORMATION

Newspaper _____

Contact Person _____

ATTENDEE(S)

1. Name _____

2. Name _____

3. Name _____

4. Name _____

REGISTRATION FEES

KPA MEMBER: _____ no. of attendees x \$75 per person = \$ _____
_____ no. of attendees x \$65 per person = \$ _____

NONMEMBER: _____ no. of attendees x \$100 per person = \$ _____

PAYMENT METHOD

- Please invoice my newspaper
- Check enclosed made payable to "Kansas Press Association"
- Charge registration fee to my credit card (Visa, MasterCard or American Express)
- Card Number _____



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MINI-CONVENTION

Friday, Oct. 4 | Dodge City, KS

The 2013 KPA Mini-Convention is made possible by the following:



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Peter WAGNER

A regular presenter at newspaper conventions and conferences, Wagner is best known for his fast paced presentation of fresh, easy-to-do advertising and circulation revenue ideas and his straight-to-the-point sales training seminars. The American Journalism Review said that Wagner's flagship publication, The N'West Iowa REVIEW "is arguably the best weekly newspaper in America." The National Newspaper Association has selected The REVIEW America's Best Large Circulation Community Weekly 16 times.



Ron FIELDS

Ron Fields received his degrees in criminal justice and political science from MacMurray College in central Illinois, where he began his newspaper career in 1995. Fields, the KPA's technology consultant, has been with Harris Enterprises since 1999, relocating from the Burlington (Iowa) Hawk Eye to The Hays Daily News in 2006 to serve as managing editor. Fields oversees the newsroom and the HDN's technology wing, Pixel Power Haus.



Kansas Press Association MINI-CONVENTION

Friday, Oct. 4 | Dodge City, Kansas

— 9 a.m. —

REGISTRATION AND WELCOME FROM KPA EXECUTIVE DIRECTOR

— 9:30 to Noon —

GENERAL SESSIONS

9:30 - 11 A.M.

ALL NEW!

YOU CAN ENJOY A POSITIVE, PROFITABLE, LONG LASTING FUTURE AT YOUR COMMUNITY NEWSPAPER - PETER WAGNER

Newspapers aren't dead but some publishers, editors and salespeople might as well be. This 90 minute presentation examines five simple steps to jump-start yourself to assure a long and prosperous future as the most important part of your community.

11 A.M. - NOON

NEW FOR 2013!

FINDING, TRAINING AND MOTIVATING YOUR LOCAL SALES TEAM - PETER WAGNER

Your publication is only as good as the dollars you generate. This 60 minute session looks at how to find quality, committed salespeople; what they need to know to be successful and the best ways to train them. A bonus session will offer the best ways to encourage and motivate your team to greater success.

— Noon to 1 p.m. —

LUNCH

LUNCH PROGRAM : HOW TO EXPAND YOUR CLIENTS' REACH THROUGH KPA'S TRADE DESK

Join Sara Marstall as we examine how to better serve your clients' changing needs by utilizing new, and existing, services provided through your KPA membership.

— 1 to 2 p.m. —

BREAKOUTS

NEW KPA PARTNER!

AVOIDING CREDIT CARD FEE GOTCHA'S! UNDERSTANDING FEES AND HOW TO MANAGE THEM - MIKE HIGGINS

For many businesses, credit card acceptance fees are a major cost item impacting the bottom line. Having a better understanding of the fees helps business better manage and reduce their fees. MSP Consulting will share how newspapers overpay in fees and tips to best manage these services.

HOW TO TELL THE STORY - STEVE HAYNES

Need to attract and hold readers? Want to know how to make every inch in the paper count? Sharpen your storytelling skills, clarify your word choices and give some thought to how you make copy in your paper the best it can be!

— 2 to 2:15 p.m. —

BREAK

— 2:15 to 3:15 p.m. —

BREAKOUTS

UPGRADING DOESN'T HAVE TO BE A BUDGET BREAKER - RON FIELDS

Join Ron as he examines ways your newspaper can upgrade equipment, software, etc., without breaking the bank!

WITH A NEW YEAR BRINGS NEW CHANGES - EMILY BRADBURY

Things never stay the same - this includes the member services department at the KPA. Join Emily as she examines the changes in the AOE contest, convention, membership requirements, dues changes, etc. And, we want to hear what you think!



Steve HAYNES

Steve Haynes of Nor'West Newspapers, longtime editor-publisher and past president of the Kansas, and Colorado Press Associations and the National Newspaper Association. Haynes is known for his column and feature writing ability.



Sara MARSTALL

Sara Marstall is the advertising director for the Kansas Press Association. She joined the KPA in April 2012. She graduated from Washburn University in Topeka in 2006 with a bachelor of business administration degree and furthered her education with dual master's degrees from Hawaii Pacific University in Honolulu, including an M.A. in organizational change and an MBA. She has wide-ranging experience with web site creation, creative direction and branding, event planning, market research, social media, writing press releases and designing print and online advertising.

13. Publication Title	14. Issue Date for Circulation Data Below
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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 (<i>By Mail and Outside the Mail</i>)	(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 (<i>By Mail and Outside the Mail</i>)	(1) Free or Nominal Rate Outside-County Copies included on PS Form 3541		
	(2) Free or Nominal Rate In-County Copies Included on PS Form 3541		
	(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail)		
	(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>)			

16. Total circulation includes electronic copies. Report circulation on PS Form 3526-X worksheet.

17. Publication of Statement of Ownership

If the publication is a general publication, publication of this statement is required. Will be printed in the _____ issue of this publication.

Publication not required.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner	Date
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I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

Instructions to Publishers

1. Complete and file one copy of this form with your postmaster annually on or before October 1. Keep a copy of the completed form for your records.
2. In cases where the stockholder or security holder is a trustee in items 10 or 11, include the name of the person or corporation for whom the trustee is acting. Also include in item 10 the names and addresses of all stockholders owning or holding one (1) percent or more of the total amount of stock. If not owned by a corporation, give the name and address of each individual owner. If owned by a partnership or other unincorporated firm, give its name and address as well as the name and address of each individual owner. If the publication is published by a nonprofit organization, give its name and address and complete item 12. In item 11, include all bondholders, mortgagees, and other security holders owning or holding one (1) percent or more of the total amount of bonds, mortgages, or other securities. If none, check the box. Use blank sheets if more space is required.
3. Be sure to furnish all circulation information called for in item 15. Free Non-Requested circulation must be shown in item 15d.
4. Item 15g, Copies not Distributed, must include (1) newsstand copies returned to the publisher, (2) estimated returns from news agents, and (3), copies for office use, leftovers, spoiled, and all other copies not distributed.
5. If the publication had Periodicals authorization as a general publication, this Statement of Ownership, Management, and Circulation must be published, i.e., it must be printed in an issue that's primary mailed distribution is produced not later than October 10 for publications issued more frequently than weekly; or not later than October 31 for publications issued weekly or less frequently but more frequently than monthly; or in the first issue that's primary mailed distribution is produced after October 1 for all other publications.
6. In item 16, check the box to indicate that electronic copies are being included in your total distribution. (See 3526-X).
7. In item 17, report the date of the issue in which this Statement of Ownership will be published, if applicable.
8. Item 17 must be signed.

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