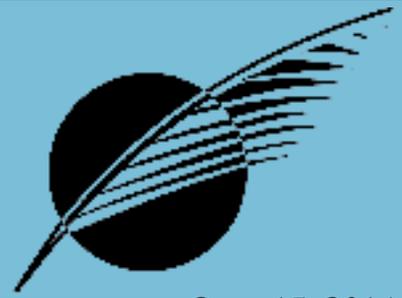


THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION OCT. 15, 2014

INSIDE TODAY

PAGE 2

The average newspaper isn't making money on digital, says Kevin Slimp, but more than 80 percent of them are investing in it anyway.

PAGE 3

Listen to your client's needs, then formulate an advertising plan, writes John Foust.

PAGE 4

KPA president Dan Thalmann says journalists play a special role in our society, and sometimes we put our lives on the line.

PAGE 5

New staff members begin their jobs at the state's newspapers, and the KPA Vietnam photo project gains steam.

PAGE 6-7

Newspapers across Kansas are looking for a variety of staff members from press operators to circulation managers and news reporters.

PAGE 8

Doug Anstaett asks: Is it any wonder citizens don't trust government?

KPA CALENDAR

NOV. 13

KPA Fall Conference, Hays.

DEC. 15

National Bill of Rights Day.

APRIL 17-18, 2015

Kansas Press Association annual convention, Junction City.



Design for a Reason —

Ron Reason, who owns his own consulting firm, explains design techniques that might save readers time and improve the information newspapers are trying to convey to them at the

Montgomery Family Symposium last week at the University of Kansas. Many of his ideas wouldn't cost anything to implement other than some time to design graphics or text boxes.

KPA's Fall Conference set for Nov. 13

Reporting the news has become more complicated in the past 10 years with the advent of new formats, including digital.

So at this year's Kansas Press Association Fall Conference on Nov. 13 in Hays, general session speaker Olaf Frandsen of the Salina Journal will try to help provide guidance to KPA members on how to deal with the new realities.

The conference was in previous years called the Western Kansas Mini-Convention. The conference will take place at the Sternberg Museum, 3000 Sternberg Dr.

Frandsen, the Journal's editor and publisher, previously was a newspaper publisher in Texas, regional vice president of Freedom Communications, Inc. and also taught Media Law and Ethics at the University of Texas-Pan American.

Even though the advent of digital publication has altered the playing field, "the foundations of fairness and truth-telling remain the bedrock of essential journalistic standards," Frandsen explained.

Joining Frandsen on the program will be John Baetz, editor and publisher of the Lincoln Sentinel-

Republican, and Steve Haynes, co-owner of Nor'West Newspapers.

Baetz's advertising sales presentation is titled "Brett Michaels: From Poison, To Rock of Love, and Beyond!" He will explain what the singer and the newspaper industry have in common in a fun presentation.

Haynes will present "How to Tell the Story Using the Fun Verbs."

During lunch, KPA staff members Emily Bradbury and Amber Jackson will discuss how you can help the association and make money, "all while freeing up your staff's time."

Hotel rooms are available for Wednesday night, Nov. 12 at the Hampton Inn and Suites, 4002 General Hays

Rd., at (785) 621-4444. Ask for the KPA room block at \$98.

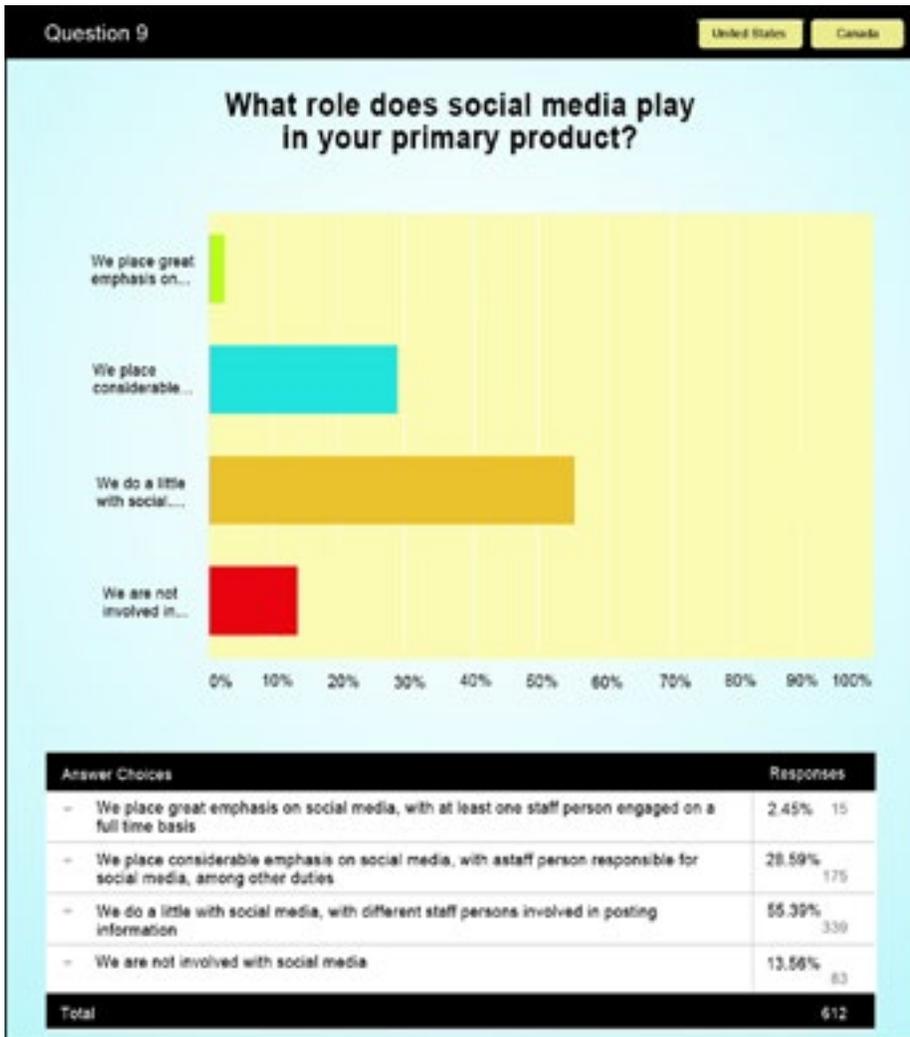
Registration fees are \$50 for KPA members and \$100 for non-members, which includes lunch.

A registration form is attached to today's Kansas Publisher or you can call Emily Bradbury at (785) 271-5304 or email her at ebradbury@kspress.com.

Registration deadline is Nov. 3.



Olaf Frandsen



Survey respondents indicate digital revenue not significant

This column is dedicated to anyone who publishes, writes, edits, designs, sells ads for, delivers or does anything else in the newspaper industry.

You might remember that last month I mentioned a survey I've been doing of newspaper publishers in the United States and Canada. It's been three weeks and, so far, more than 600 publishers have taken part in the survey. Requests to complete the survey were sent out by most newspaper associations in both countries. In addition, I sent out requests to publishers in areas where associations didn't send out a request, so we could get an accurate idea of how things are going in our industry.

My guess, knowing that many publishers manage multiple titles, is that somewhere around 20 percent of the publishers in these countries completed the in-depth survey. That's a pretty amazing response.



Kevin Slimp

To assist in keeping the results valid, I set up the survey in such a way that only one submission would be accepted from a particular IP address. This meant that answers

from only one respondent at each location would be accepted, keeping the results from being skewed.

We're nowhere near ready to release the results, but later in this column, I'd like to share some interesting responses to the survey. I've gathered a group of industry and non-industry experts to sift through the results. Over the next few weeks, we'll be digging through the responses to learn what is really going on in newspapers.

A little about the respondents:
 ■ 17 percent report their primary product is a free paper.

See **SLIMP** on Page 3

2014-15 KPA BOARD

Dan Thalmann

President

Washington County News
 editor@bluvalley.net

Susan Lynn

First Vice President

Iola Register
 susanlynnks@yahoo.com

Sarah Kessinger

Second Vice President

Marysville Advocate
 skessinger@marysvilleonline.net

M. Olaf Frandsen

Treasurer

Salina Journal
 ofrandsen@salina.com

Dena Sattler

Past President

Garden City Telegram
 denas@gctelegram.com

John Baetz

Northwest District Director
 Lincoln Sentinel-Republican
 johnbaetz@gmail.com

Kent Bush

Central District Director
 Butler County Times-Gazette
 kbush@butlercountytimesgazette.com

Peter Cook

Daily Director
 Parsons Sun
 pcook@parsonssun.com

Denice Kuhns

Southwest District Director
 Meade County News
 mcnews@mcnewsonline.com

Travis Mounts

Non-Daily Director
 Times-Sentinel Newspapers
 graphicdept@tsnews.com

Scott Stanford

Legislative Director
 Lawrence Journal-World
 sstanford@ljworld.com

Andy Taylor

Southeast District Director
 Montgomery County Chronicle
 chronicle@taylornews.org

Joe Warren

Northeast District Director
 Atchison Globe
 joe.warren@npgco.com

The many challenges of customer engagement

These days, there's a lot of talk about employee engagement. According to Gallup research, approximately 30 percent of employees in the US and Canada are fully engaged in their jobs; their organizations have won their heads and their hearts, and they are passionate about their work.

On the other hand, roughly 50 percent of employees are not engaged; they are essentially going through the motions in jobs they see as unfulfilling and not using their talents. Even worse, about 20 percent are actively disengaged; they hate their jobs and spread their bitterness by complaining to coworkers, and along the way, they may even try to undermine the operation.



John Foust

Although there are a number of reasons for these abysmal engagement numbers, the number one cause is an employee's relationship with his or her manager. And the number one symptom of disengagement is turnover. Wise organizations — and wise managers — are working hard to create engaging environments and reduce employee dissatisfaction.

In the media industry, smart advertising managers are looking at another kind of engagement — customer engagement. They are asking, "What do our advertisers think of the way we manage our relationships with

them? How many of them are excited about running with us? How many are running by rote? And how many are advertising with us, but resent it?"

How does this impact the churn — or the advertiser turnover — rate? Look at it from the advertisers' point of view. If a paper's contact with them is always about selling something or asking for money, the relationship is on thin ice. If you were to measure your accounts' engagement rate, would you find similar numbers? Out of every 10 advertisers, do you have three big fans, five passive participants and two vocal complainers?

While this is not a problem that can be solved overnight, here are some thoughts which may be springboards for ideas you can use at your paper:

1. Make advertisers part of the creative process. Too many sales people forget this important principle. Listen to their ideas, before you present yours.
2. Attend special events hosted or promoted by your advertisers. Show them that you're engaged in their activities and interests.
3. Host special events for advertisers. Use these occasions to express appreciation for their business and provide them with

networking opportunities.

4. Host a focus group of key advertisers. This is a good way to explore how your paper can better serve your business community.

You can also include discussions on possible changes in your products and services. Give them a voice in the decision process.

5. Speak at service clubs in your area. Take promotional material, but don't make sales pitches. Talk about the role of journalism in

your community.

6. Host career days for high school and college students. Don't say, "Sit in the corner and watch us do our jobs." Make it a worthwhile experience.

7. Adopt a local nonprofit agency each year. Solicit ideas from your advertisers, regarding which agency to select. Run articles to promote the organization's fundraising and volunteer efforts.

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.

(c) Copyright 2014 by John Foust. All rights reserved.

Slimp

Continued from Page 2

■ Coincidentally, 17 percent of responses came from daily newspaper publishers and 83 percent from non-daily newspapers.

■ Not surprisingly, since most newspapers are situated in small towns and rural communities, 63 percent of survey participants come from those areas. Most of the remaining respondents came from large and mid-size metro areas.

Over the next few weeks, our group will be sifting through the responses and making notes about answers we find particularly interesting or helpful. Once we've had a chance to go through the answers thoroughly, I will begin sharing the information in this column and at conferences. I'm already scheduled to speak on this topic at conventions throughout Canada and the U.S. in early 2015, so chances are I will be near you at some point.

Over the past two weeks, I was able to

share a couple of findings from the survey at conferences in Arizona and Indiana. Audience members were enthusiastic about the information, and many caught me afterwards or wrote me later to discuss the survey.

Some findings related to income at newspapers are simple enough to report, since they came in the form of answers to multiple choice questions. Take this one:

"For those whose primary product is paid, what percentage of your total revenue is derived from your digital/online version(s) of your primary product (through subscriptions and advertising revenue)?"

While 21 percent of publishers answered "zero" to that question, another 49 percent answered "between one and five percent" of their revenue came from these sources.

Most of the remaining respondents reported between five and ten percent of their total revenue came from digital sources.

That indicates that 70 percent of newspapers receive very little, if any, revenue from the digital side of things. Contrast that with the number of papers that invest in social and digital media, which is relatively high (86 percent), and you begin to notice some interesting phenomena.

In future columns, I hope to examine in detail responses to questions about how newspapers foresee the future. A quick glance at the survey tells me that 64 percent of publishers, when answering the question, "How true is the following statement of your

... 70 percent of newspapers receive very little, if any, revenue from the digital side of things. Yet, the number of papers that invest in social and digital media is relatively high at 86 percent.

We hang out with dignitaries — and risk our lives

Being a journalist makes us a member of a unique and exclusive club.

We get to hang out with dignitaries, business leaders, politicians and sometimes even celebrities (well, as long as we're asking them some questions.)

We can get floor seats for sporting events (OK, I suppose we need to have a camera in hand and often, those sporting events might be our struggling local high school teams.)

We're invited to grand openings of new businesses and get special treatment at public events (to allow us great photo angles, because event coordinators and business owners will do anything for free publicity, right?)

We also have the opportunity to get killed for doing our job.

The Committee to Protect Journalists lists 40 journalists who were killed in 2014 as a result of doing their job.

Locally, proper use of our ink can lift up entire communities with a motivating editorial or bring people to tears with an emotional feature story.



Dan Thalmann

But we can also expose information that could make a corrupt politician crumble, lift cultures to revolution or bring nations to the brink of war.

If that happens, we stay there, making sure the real story is told, but it is also those latter examples that puts a target on our backs.

Recent headlines covered the death of two of our own — American journalists James Foley and Steven Sotloff were murdered by extremists in Syria.

Until their murders, I did not know who Foley and Sotloff were, but when their deaths made headlines, they became my brothers and I felt their deaths personally.

As journalists, we have a special calling in this world and we are all in this together.

According to the CPJ, men and women in our line of work die every month of the year doing their jobs.

We should feel fortunate that Kansas reporters don't face some of the horrors experienced by journalists around the

world. However, even we know what it is like to be the target of disapproval and outright subterfuge on the part of local rabble-rousers when we're just trying to do our job and act as a mirror of society.

You don't have to go very far away to find fellow journalists in harm's way.

Just one state away, reporters in Ferguson, Mo., were badgered and blocked from attempting to do their jobs during the riots in Ferguson, but continued to work in the midst of a very

dangerous situation.

We do this because our jobs are important.

We're not time clock punchers. Our careers mean something. We impact history.

We honor our fallen cohorts by taking our role in society seriously.

Dan Thalmann is owner/publisher of the *Washington County News and Linn-Palmer Record*.

We need warm bodies for KPA-sponsored debate Oct. 22

The Kansas Press Association and the Kansas Sunshine Coalition for Open Government are co-sponsoring the Oct. 22 debate between Kansas Secretary of State candidates Jean Schodorf and Kris Kobach.

We have about a dozen seats available in the KTWU public television for the event, and we encourage KPA members to reserve a seat for the event.

If you're interested, please email Emily Bradbury at ebradbury@kspress.com. She'll give you the rest of the details. We have lined up timekeepers and social media monitors.

If you want to cover the event, please make that known as well.

SEPTEMBER 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 September 2014.

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

Make an ad placement into another newspaper in Kansas or elsewhere and share the KPA commission.

• KDAN: Anderson County Review, five 2x4 ads, profit of \$4,125; Gyp Hill Premiere, two 2x2 ads, profit of \$800; Hillsboro Free Press, one 2x2, profit of \$400.

• KCAN: Oberlin Herald, Leader & Times and Anthony Republican all sold one ad for a profit of \$150 each; GateHouse Media, 19 ads sold for a profit of \$2,982.

The Hays Daily News and the Hillsboro Free Press also placed ads in other Kansas newspapers during the month, and the Oberlin Herald placed two out-of-state classifieds.

Wake up & smell the coffee!

Let MultiAd[®] be *your* solution to help *your* customers stand out & ultimately *sell more!*



Grab your coffee & call us!

800.245.9278 | info@multiad.com
creativeoutlet.com | recas.com



Slimp

Continued from Page 3

newspaper: My newspaper is profitable and will be for years to come,” responded that the statement is true. Another 25 percent answered that their paper is profitable, but they can’t predict the future. Ten percent report that they are having a tough year this year.

Well, there you have it. My first column related to my survey of 600 plus newspaper publishers.

To be honest, it’s a bit overwhelming to look over the all the responses, many of which were essay questions, and not feel a responsibility to get the information out as quickly as possible. Still, it’s going to take some time to sift through all the answers and learn what is really on the minds of our industry leaders.

I can’t wait to share comments from publishers who were given an open forum to share their thoughts about our industry and their advice for the future.

This is going to be an interesting ride.

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

NEWSMAKERS

Gloria Tucker is a new reporter for the Dodge City Globe. She previously worked for the Nevada (Mo.) Daily Mail and is originally from Illinois. She has a journalism degree from the University of Illinois.

Two new staffers have joined the Ellinwood Leader: **Montara Johansen**, a 2011 graduate of Ellinwood High School, will write for the newspaper, and **Kala Robl** will work in the office.

Blake Spurney is a new sports writer for the Hesston Record. He succeeds long time

sports editor **Bob Latta**, who spent nearly 30 years at the Record, 20 of that as owner.

Jeff Wurtz is the new sports editor of the Washington County News. He was born and raised in Linn.

Bob Morris is the new sports editor for the Kingman Leader-Courier.

The Kansas Press Association’s “**Wall of Faces**” project to retrieve photographs of casualties from the Vietnam War has jumped to 105 out of 265 pictures sought.



THIS MONTH’S QUESTION

Q. I want to start asking for probable cause affidavits and other records from my clerk of the court. Do you have forms available so I don’t have to reinvent the wheel?

A. Yes. We have uploaded forms for requests for affidavits for arrest warrants and search warrants and another for disclosure of a criminal investigation record. They each include that the request is made under the provisions of a specific state statute. The forms can be accessed at the Kansas Press Association website at www.kspress.com at <http://kspress.com/49/media-law-library>. Look under the heading “Kansas Probable Cause Affidavits (forms for requests). This law on affidavits changed to a more open process on July 1, 2014.

CREATING JOBS AND PROSPERITY

How KU benefits the economy

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

24 active startup companies

159 active license agreements for **commercial use** of KU inventions

\$12 million in licensing revenue

\$275.2 million in externally sponsored research expenditures, including **\$250 million** from sources outside Kansas

\$9 million in corporate-sponsored research funding

29 corporate tenants in the Bioscience & Technology Business Center at KU, including **Garmin** and **ADM**



MARKETPLACE

CIRCULATION

CIRCULATION MANAGER — This position reports directly to the publisher and will be responsible for directing all aspects of the company's circulation/distribution operations for home and commercial deliveries and for driving overall distribution growth. To be successful in this position, the candidate should have excellent interpersonal and communication skills, positive coaching/staff development skills, creative project management, computer skills, strong organizational skills, and the ability to thrive successfully in a fast-paced environment. Prefer individual with experience in newspaper or magazine distribution, DTI, Mailmanager, Microsoft Office, and payroll administration. Must be able to read and update maps as well as deliver down routes when necessary. College degree in business or a related area desired but not required. This is a full-time salaried position with benefits package. Please send your resume and cover letter to: Publisher, Great Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530 or email to mhoisington@gbtribune.com. (10-7)

NEWS

COPS AND COURTS REPORTER — We're looking for a smart, hard-working journalist to track crimes and follow court cases for the Manhattan Mercury. We want a reporter who can keep the facts straight while documenting arrests in a daily report — but also someone who can be creative and resourceful while pursuing more complex pieces. If the thought of being on the scene of a murder or in the courtroom during a trial sounds exciting, we want to hear from you. The Mercury offers a fair salary with a benefits package that includes medical, vision, dental, vacation and profit-sharing plan. Bachelor's degree and reporting experience a plus, but above all, we want someone who is intelligent, hungry and willing to work as part of a team. To apply, please send a cover letter, resume and three to five writing clips to Megan Moser at mmoser@themercury.com.

SPORTS WRITER — We're looking for a journalist passionate about local sports to energetically be a part of a two-person department in covering high school and college programs that are perennial state and national contenders. This full-time position is responsible for daily multimedia sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation, and most importantly, a desire for excellence. Weekend and evening hours required. If this is you, please send letter, clips, resume and references to Managing Editor Dale Hogg, 2012 Forest Ave., Great Bend, KS 67530 or email to dhogg@GBTri-bune.com (10-1)

EDITOR — Beloit Call is seeking an editor for its three-day-a-week publication in North Central Kansas. The position requires some news and sports coverage, photography and ad sales. Applicants should also be able to design and layout pages. Competitive salary plus

healthcare insurance. Apply to Brad Lowell (jbrad@nckcn.com) 785-243-2424 or send resume to Box 309, Concordia, KS 66901. (9-22)

SPECIAL PROJECT — South-central Kansas newspaper group needs a full-time temporary freelancer for a special project that goes to press before Thanksgiving. Writer would be responsible for multiple business news profile stories. Excellent pay on per piece or daily rate. Work from home. Call immediately - 316-540-0500, ask for Paul or Travis. (9-13)

GENERAL ASSIGNMENT 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 operations. 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, knowledge of Internet reporting, and page layout useful. We're located in southwest Missouri within easy driving distance of Kansas City, Joplin and Springfield. Apply to Publisher Floyd Jernigan at fjernigan@nevadadailymail.com (9-8)

GENERAL ASSIGNMENT REPORTER — Full-time general assignment reporter for busy newspaper group. Looking for a writing beast with photography skills. In the past year covered everything from county fair kids and city council meetings to breaking business news and at least one shooting. Over the next year we want you to help us grow our online presence. Pagination skills a big plus. Times-Sentinel Newspapers produces three suburban-rural weeklies, two metro monthlies and a variety of special sections. Competitive pay, health insurance available. Busy office, relaxed atmosphere, growing operation based just outside of Wichita. Send resume/cover letter/clips to managing editor Travis Mounts, news@tsnews.com, fax 316-540-3283 or P.O. Box 544, Cheney, KS 67025. (9-2)

SPECIAL SECTIONS EDITOR/COPY EDITOR — The Hays Daily News, located in Hays, Kan., is seeking to fill the position of special sections editor/copy editor. The applicant must show a knowledge of InDesign, PhotoShop, Illustrator and social media. The position will require a tight schedule of paginating numerous pages for the daily paper, as well as special sections. Must be willing to work on tight deadlines daily while juggling many other aspects of the job. Copy editing expertise is a must. Seeking someone who can create attractive, effective special sections. Must be willing to work as part of a strong team and add to the growing resume of products the HDN offers. Job is demanding, but rewarding. The Hays Daily News has been named the Kansas Press Association Sweepstakes Award winner three of the last four years in its division. Salary is based on experience, and position is open until filled. Send

cover letter and resume to: The Hays Daily News, % Nick Schvien, managing editor, P.O. Box 857, Hays, KS 67601 or email cover letter and resume to nschwien@dailynews.net. (8-27)

REPORTER — The Hays Daily News, located in Hays, Kan., is seeking to fill a reporter position. The applicant must show the ability to find his or her own stories, as well as work on a tight deadline. Seeking someone who can produce quality, award-winning stories who also has knowledge of pushing stories to the Web in a timely manner as well. This candidate also will help move the HDN into a new age of social media and delivering the product through many different avenues — not just the print edition. Position will cover several areas, as well as Fort Hays State University — one of the fastest growing NCAA Division II schools in the country. Must be willing to work as part of a strong team and add to the growing resume of products the HDN offers. The Hays Daily News has been named the Kansas Press Association Sweepstakes Award winner three of the last four years in its division. Salary is based on experience, and position is open until filled. Send cover letter and resume to: The Hays Daily News, % Nick Schvien, managing editor, P.O. Box 857, Hays, KS 67601 or email cover letter and resume to nschwien@dailynews.net. (8-27)

HELP WANTED - Part time help in newspaper office in Alma, Kansas. Experience with Microsoft Word preferred. Experience with InDesign and familiar with Mac Computers a plus. Willingness to learn and good customer service skills required. Apply in person with Ervan Stuewe at Wabaunsee County Signal-Enterprise. Call ahead for appointment at 785-765-3327. (8-4)

MULTIMEDIA JOURNALIST — The Kingman Leader-Courier has an immediate opening for a multimedia journalist, who will be responsible for covering community events, breaking news and feature assignments. Strong writing/photography skills needed. Email resume and samples to Jason Jump at jjump@kcnonline.com. (8-4)

MANAGING EDITOR for small daily on High Plains, on I-70. Are you ready to step up? This person will lead a full-time staff of three, plus part-timers, plan and track news coverage, coordinate photo and stories, design and lay out pages, cover some meetings and write some stories, deal with public and online/Facebook pages, generally run the newsroom. Journalism degree preferred, at least two years' newspaper experience. This is a good paper, hoping to get better. Apply to Sharon Friedlander, publisher, sfriedlander@nwkan-sas.com, and Steve Haynes steve.haynes@nwkan-sas.com. Colby Free Press/Nor'West Newspapers, Colby, Kan. (785) 462-3963. EOE m/f/h/v (7-30)

MARKETPLACE

REPORTER/NEWS EDITOR for award-winning weekly on High Plains. Are you up to the challenge of continuing a strong tradition? Can you do it all? Do you want to learn the news business? This person will plan news coverage, coordinate the work of part-time staff, cover stories and features, take photos, design and lay out pages, post to web pages and Facebook. Journalism degree or some newspaper experience preferred. Competitive pay, location in Northwest Kansas. Apply to steve.haynes@nwkansas.com and kl.davis@nwkansas.com. The Oberlin Herald/Nor'West Newspapers, Oberlin, Kan. (785) 475-2206. EOE m/f/h/v (7-30)

SPORTS REPORTER — The Dodge City Daily Globe is seeking applications for a sports reporter. The position represents a great opportunity for a recent graduate or experienced reporter with the initiative and work ethic to cover a high school, community college, PRCA rodeo and a professional indoor football team. The successful applicant will have knowledge of and interest in a wide variety of sports. Traditional "game" coverage must be accompanied by off-the-field news, engaging features and commentary. The Globe offers a competitive wage, excellent benefits and the opportunity to advance to larger publications within GateHouse Media. Send cover letter, clips and resume to Publisher Conrad Easterday (ceasterday@dodgeglobe.com) at the Dodge City Daily Globe, 705 N. Second Ave., Dodge City, KS 67801. (7-17)

EDITOR — GateHouse Media Inc. is seeking an editor in south-central Kansas who excels at producing news for a multimedia audience. The successful applicant will be able to cover both news and sports and design pages for a weekly print product. Experience in the position is a plus, but consideration will be given to reporters who are ready to take the next step. The position offers a competitive salary and excellent benefits with the opportunity to advance within the GateHouse Media organization. Send cover letter, resume and samples of your work to: Publisher Kent Bush, 204 E. 5th St. Augusta, KS, 67010. kbush@butler-countytimesgazette.com (6-30)

REPORTER — The Arkansas City Traveler seeks a general assignment reporter who also will help paginate, take photos and update our website. Some news writing experience is required. Knowledge of InDesign a plus. Will help train the right person. Courage and cooperative attitude in a true team setting dedicated to putting out the best daily news report we can for our subscribers and the public. Send resume and clips to Publisher David A. Seaton at daseaton@arkcity.net and/or call 620-442-4200, ext. 122. (6-25)

MANAGING EDITOR - The Dodge City Daily Globe is seeking a managing editor who excels at producing news for a multi-media audience. The successful applicant will be able to ensure the stories everyone expects and break the stories no one saw coming. Experience in

the position is a plus, but consideration will be given to reporters who are ready to take the next step. Extra consideration will be given to applicants who are fluent in Spanish. The position offers a competitive salary and excellent benefits with the opportunity to advance within the GateHouse Media organization. Send cover letter, resumé and samples of your work to: Publisher Conrad Easterday, 705 N. Second Ave., Dodge City, KS 67801, or ceasterday@dodgeglobe.com. (5-30)

ADVERTISING

REGIONAL ADVERTISING DIRECTOR

— Gatehouse Media is seeking a strong sales leader to manage local digital products and services, as well as print and online marketing programs and packages. This role involves direct oversight of eight multi-media sales executives for a group of three daily newspapers in southwestern Missouri. Responsibilities include driving sales of Propel Digital Products and Services, newspaper and other print products, direct mail and event based marketing solutions; maximizing key revenue initiatives; coaching and developing the staff; collaborating effectively with management colleagues; building a sales pipeline; and maintaining excellent client relationships. Propel Marketing is a full service digital services firm owned by Gatehouse, with offices located in each newspaper market. The ideal candidate will be a strategic thinker, knowledgeable and creative about developing customized local advertising solutions. Digital sales and management experience strongly preferred. If you are motivated, goal oriented and success driven, this may be the career position for you. We offer a competitive base salary, excellent bonus plan. We also offer Health, Dental, Life Insurance, 401(k) and flexible spending accounts. To apply, submit a cover letter, resume and salary requirements to: michelle.smith@gatehousemedia.com An Equal Employment Opportunity Employer (9-2)

MULTI-MEDIA SALES EXECUTIVE

— Searching to fill outside sales position for established website and print products. Includes service and growth of existing accounts and new relationships. Email cover letter, resume and salary expectations to: ceasterday@dodgeglobe.com. (5-20)

NEWSPAPERS FOR SALE

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

PRESSROOM

PRODUCTION MANAGER — The Examiner, based in Independence, MO (Kansas City area), has an exciting career opportunity for a Production Manager with a proven track record and excellent leadership skills. The Production Manager is responsible for the planning, execution and project management of the

company's entire process of print production including offset printing, inserting, distribution and pre-press. This includes the supply chain process for all print production requirements from planning, RFQ, through delivery to customers. In addition, the Manager will liaise internally and externally with vendors, while managing the flow of information to ensure timely and efficient delivery to customers. The full job description can be found here. Please send resume and salary requirements to jobs@examiner.net. (10-7)

PRESS OPERATOR — The Morning Sun newspaper, located in Pittsburg, Kansas, has a full-time press operator position available. Experience operating a 5-unit Goss community press is desired but we will train a highly competent individual who has the passion to learn this vital position with our company. Position requires a high degree of concentration, excellent quality control skills, press maintenance knowledge and managing all aspects of safety. Approximate shift hours are Monday through Friday, 7 p.m. to 3 p.m., varying on print jobs and ability to work weekends and holidays if needed. Offset web press experience desired, mechanical aptitude helpful and forklift certification preferred. This position includes a full benefit package, health, dental, vision and 401k. EOE. Send resume to gfunkhouser@gatehousemedia.com or by mail: Business Office, The Morning Sun, 701 N. Locust St., Pittsburg, KS 66762. (8-20)

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 — Harris 1973 press. Cottrell model V-15A. Good condition. Price negotiable. Contact Sarah Kessinger, The Marysville Advocate, Marysville, Kan., 785-562-2317.

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

FOR SALE — 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 — 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.

First Amendment also guarantees the right to petition government

The Kansas Press Association about two years ago decided to jump on the anti-government bandwagon.

Not literally, mind you, but we certainly understood those who think government has gotten too big for its britches.

We would go into hearings and say something like this:

“We, like many of you, believe government has gotten too large, so much so that many in public office believe they can ignore the law, close their doors to the public and simply operate in the dark.

“When government becomes so burdensome that ordinary citizens give up rather than fight it, it has become too large.”



Doug Anstaett

Most of the time, the issues we address are related to open government, of course, but sometimes we take on other topics that are fundamental to freedom in America.

One such example was covered today in my newspaper, the Topeka Capital-Journal.

The city of Topeka decided months ago to step in to bail out Heartland Park, a racing venue in the capital city that has already taken advantage of the state’s STAR bonds project, but sales tax receipts have not been high enough in the designated area to service the bond payments in the ensuing years.

I’m not going to get too far “into the weeds” on the facts of the issue, but as far as I can determine, the city is on the hook no matter what, so they’ve decided to give it another shot with more STAR bonds and a larger sales tax district.

But, hold on, a local group has exercised its rights under the law and circulated petitions to force a public vote on the matter.

The group found out this week it had more than enough signatures to force a public vote on whether the project could move ahead.

Today’s Capital-Journal, however, reported city officials are convinced the petitions were flawed and, therefore, invalid.

Shawnee County Counselor Rich Eckert had deemed them valid in August; city attorney Chad Sublet and the city raised objections then and still think otherwise.

If you’re familiar with the First Amendment to the U.S. Constitution, then you know it doesn’t just guarantee freedom of speech, religion and the press.

There are two more guarantees: the right

of individuals to peaceably assemble and the right to petition the government for a redress of grievances.

The city contends mistakes in the wording of the petition render it moot.

Something far more important is at work here: government officials, unhappy with the outcome of a petition drive, have decided to attack it not on its merits but because it wasn’t designed perfectly, with every T crossed and I dotted properly.

The city of Topeka is exhibiting the kind of behavior that causes average citizens to rise up.

We place protest clauses in our laws to protect citizens from an overzealous government.

I realize words are important — I’m a journalist, after all — but I also know even attorneys who help legislators write laws make mistakes.

Just a few days ago, we were arguing about what the word “shall” meant when discussing whether a replacement Democratic candidate had to be chosen to fill the ballot slot for U.S. senator.

But when government steps in and attempts to invalidate a petition drawn up on behalf of ordinary citizens, it angers me.

Ordinary, average Joe and Jane Public built this country, and for government to pick apart a citizen-inspired petition when the intent is loud

and clear is almost unconscionable.

They have challenged the First Amendment rights of residents. And they have driven another wedge in between

citizens and their government. No wonder there is such disillusionment about politics.

Eckert said what the statute requires is “mostly getting it right.” The petitioners accomplished that.

Mayor Larry Wolgast acknowledged the hard work put in on the petition drive and its successful conclusion indicated the issue matters greatly to Topekans.

So, do the right thing: If the petitions are ruled invalid, the city council should vote to put the issue on the ballot itself.

That might renew confidence that government works for the people, not the other way around.

Doug Anstaett is executive director of the Kansas Press Association.

If the petitions are ruled invalid, the city council should vote to put the issue on the ballot itself.

KPA OFFICE STAFF

Doug Anstaett
Executive Director
danstaett@kspress.com
(785) 249-1108

Amy Blaufelder
Accountant
ablaufelder@kspress.com

Emily Bradbury
Member Services Director, KPA
Executive Director,
Kids Voting Kansas
ebradbury@kspress.com

Richard Gannon
Governmental Affairs Director
rgannon@kspress.com

Amber Jackson
Advertising Director
ajackson@kspress.com

Lori Jackson
Administrative Assistant/Advertising
ljackson@kspress.com

KPA CONSULTANTS

Tom Eblen
Community Newspaper Tune-ups
teblen@sunflower.com

Nick Schwien
Technology Hotline
(785) 650-8372
nschwien@dailynews.net

Mike Kautsch
Media Law, KU School of Law
mkautsch@ku.edu

Mike Merriam
Media Law, Legal Hotline
(785) 640-5485
merriam@merriamlaw.net

FRIENDS OF KPA

Ron Keefover
Retired, Kansas Court System
President, Kansas Sunshine Coalition
for Open Government
ronkeefover@gmail.com
(for questions on cameras in the
courtroom and other issues involving
the court system in Kansas)



Kansas Press Association FALL CONFERENCE

Thursday, Nov. 13 | Hays, Kansas

— 9 a.m. —

REGISTRATION AND WELCOME FROM KPA EXECUTIVE DIRECTOR

— 9:30 to 11:30 a.m. —

GENERAL SESSION

WHAT ARE WE SUPPOSED TO DO? - OLAF FRANDBEN

Much has changed in the newspaper industry in the last 10 years, not the least of which are ethical considerations as we have adapted to the new reality of reporting the news in differing formats. Nevertheless, the foundations of fairness and truth-telling remain the bedrock of essential journalistic standards. Now that the Society of Professional Journalists has updated its Code of Ethics, and newspapers across Kansas keep facing new and challenging situations, what are we supposed to do?

Salina Journal editor & publisher M. Olaf Frandsen will take that journey through the minefield of ethical case studies in the hope that attendees will have a new set of eyes, and new way of looking at everyday situations, as they juggle responsibilities vs. reporting realities. Frandsen, before moving to Salina three years ago, was a full time newspaper publisher and regional vice president for Freedom Communications in Texas, and at the same time was an adjunct professor and distinguished lecturer for four years at the University of Texas Pan American, where he taught Media Law & Ethics at the university's School of Communications.

— Noon to 1 p.m. —

LUNCH

LUNCH PROGRAM : HOW TO MAKE MONEY USING YOUR MEMBER ASSOCIATION

Yes, you know you pay KPA dues. But, do you know what really drives your benefits? Find out how you can help your association AND make money all while freeing up your staff's time.

— 1 - 2 p.m. and 2:15 - 3:15 p.m. —

BREAKOUTS

"BRETT MICHAELS: FROM POISON, TO ROCK OF LOVE, AND BEYOND! A CASE STUDY IN CHANGE" - JOHN BAETZ

What do Brett Michaels, the lead signer of the iconic 80s hairband Poison, and the newspaper industry have in common? Let newspaper and magazine publisher John Baetz tell you, in this fun presentation.

HOW TO TELL THE STORY USING THE FUN VERBS - STEVE HAYNES

So, you know you need to attract and hold readers. What can you do to hook them and keep them reading beyond the lead? Sharpen your storytelling skills and learn how to make better verb choices with this interactive session that will leave you asking for more!

Fall Conference LOCATION

All sessions will take place at the Sternberg Museum located at 3000 Sternberg Dr in Hays. 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 Wednesday, Nov. 12, at the Hampton Inn and Suites located at 4002 General Hays Rd in Hays. For reservations, call 785-621-4444. Be sure to ask for the Kansas Press Association room block and group rate of \$98. This rate includes a full breakfast. Room reservations should be made as soon as possible, to ensure availability at the discounted rate.

Registration FEES

Registration for KPA members is \$50. Registration for nonmembers is \$100 per person.

Provided MEALS

Registration fees include lunch and refreshments.

Contact KANSAS PRESS

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

Kansas Press Association FALL CONFERENCE

Thursday, Nov. 13 | Hays, Kansas

CONTACT INFORMATION

Newspaper _____

Contact Person _____

ATTENDEE(S)

1. Name _____

2. Name _____

3. Name _____

4. Name _____

REGISTRATION FEES

KPA MEMBER: _____ no. of attendees x \$50 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 _____

Expiration _____ V-Code (three digits on back of card) _____



5423 SW 7th • Topeka, KS 66606
Phone: 785-271-5304 • Fax: 785-271-7341
www.kspress.com

PLEASE RETURN REGISTRATION VIA MAIL OR FAX NO LATER THAN MONDAY, NOV. 3