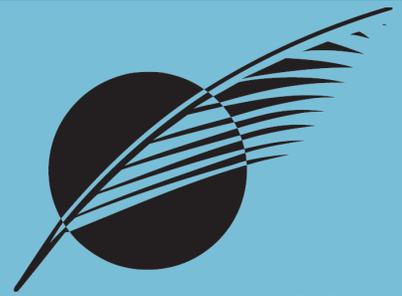


# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION NOV. 12, 2014

## INSIDE TODAY

### PAGE 2

Kevin Slimp reveals the findings of his survey of 612 U.S. newspapers about the future of the industry.

### PAGE 3

John Foust wants to make sure advertisements contain not just features, but benefits.

### PAGE 4

KPA president Dan Thalman encourages more members to get involved with the association. "You get out what you put into it," he writes.

### PAGE 6-7

Newspapers across Kansas are looking for a variety of staff members from reporters to circulation managers to advertising sales executives.



### PAGE 8

Doug Anstaett takes a look at the upcoming legislative session, sees state finances taking the lion's share of time this year.

## KPA CALENDAR

### DEC. 15

National Bill of Rights Day.

### APRIL 17-18, 2015

Kansas Press Association annual convention, Junction City.

## Coffeyville, Independence change hands

Scott Wesner and Scott Wood have teamed up once again to buy a Kansas newspaper, this time the Coffeyville Journal.

Last month, they bought the Independence Daily Reporter, following the death of longtime editor and publisher Herbert A. "Hub" Meyer III. Stephen McBride has been named publisher.

Wesner and Wood formed Montgomery County Media, LLC, to make the purchases.

They purchased the Journal from Oklahoma newspaper publisher Darrel Sumner.

Wesner and Wood graduated from high school together in Cordell, Okla. Wesner, who now lives in

Austin, Texas, has been in newspaper publishing for 25 years, primarily in the Texas Hill Country and Panhandle. Wesner is the father of two children, Hanna, 12, and William, 11.

Wood got his start in the newspaper business in 1997 in West Texas and in 2003 moved to Muenster, Texas, acquiring three newspapers in that area. In addition to the newspapers they own individually, they co-own one additional newspaper in Dalhart, Texas.

Wood and his wife, Deborah, have two children, Emma, 15, and Sarah, 6.

Ed Anderson handled both transactions for National Media Associates.



Two of the many pictures discovered for the Vietnam Memorial "Wall of Faces" were Emporia native



Steven Ast, left, nicknamed "Keebler" because of his elf-like ears, and Barton Brooks, from Clayton, Kan.

## Vietnam project a labor of love at KPA

Richard Gannon is not a reporter, but he has played one for the past few months.

Gannon, director of governmental affairs for the Kansas Press Association, has spearheaded the KPA's effort to retrieve the pictures of those Kansans killed in Vietnam for display at the "Wall of Faces" at the Vietnam Memorial in Washington, D.C.

"I think Rich missed his calling," said Doug Anstaett, KPA executive director. "He has proven himself to be a relentless reporter and researcher on this project."

Emily Bradbury, KPA's director of member services, also has dedicated a significant amount of her time to the project.

When the effort began, 265 of the 627 Kansans who died in

Vietnam did not have pictures on the Wall of Faces. So far, through the efforts of KPA member newspapers, KPA staff and others, almost half of those pictures have been found and uploaded.

"The picture that moved me was of Barton Brooks from Clayton, Kan.," Bradbury said. "It moved me because he looks

See VIETNAM on Page 5

# Survey respondents indicate industry is still far from dead

**K**elli Bultena, publisher of Tea (S.D.) Weekly, sent me a link to a column titled, "The Bad News About the News," in the Oct. 16, 2014 edition of The Brookings Essay. The essay was written by Robert G. Kaiser, former editor of The Washington Post.

Hank Bond, co-publisher of The Greenup Beacon (Russell, Ky.), wrote last week to ask me a pointed question, "You keep writing about people saying that newspapers are dying. I don't hear it. Who are they?"

Well, Hank, here's another one to add to the list of about a dozen or so I sent you last week and those were off the top of my head. As Hank would probably attest, he finally said, "Enough," after I'd rattled off the list in just a few seconds.

Mr. Kaiser wrote several things in his essay that caught my attention, but this sentence stood out: "One immediate effect of all these changes and cutbacks is that there's no paper in America today that can offer the same coverage of its city, suburbs and state that it provided 20 or even 10 years ago, and scores of city halls and state legislatures get virtually no coverage by any substantive news organizations."

I called Victor Parkins, publisher of the Milan (Tenn.) Mirror-Exchange, just now and asked if that was true of his paper. "I think we cover it better. I would like for him to come to Milan, Tennessee, and see how we do it. I would love to let him go through my binders from 10 years ago. Using digital technology gives us so many more contacts with our readers, and we use that as another tool in our arsenal."

I feel quite certain I could have called a hundred other publishers and gotten similar quotes, but I'm guessing you get the point. Which leads me to my next question: Why would Mr. Kaiser write this essay in the first place?

If you've been reading my columns for very long, you know I don't take much at face value. I like to dig a little. Because, as a good journalist learns over time, it's in the digging that the truth comes out. And if you go all the way to the end of the column, which is quite lengthy in its attempt to add another scoop of dirt on print journalism's grave, you pick up this kernel which goes a long way toward answering my question.

I'll quote it, so I don't get it wrong: "He is the author or co-author of eight books,

including "The News About The News, American Journalism in Peril," written with Leonard Downie Jr."

Remember what I wrote in a column last year about believing experts? It went something like this: "I don't care if you're watching a politician on TV, listening to your Sunday School teacher, or in the audience, listening to an expert speak at a newspaper convention, I want you to ask yourself this question: 'What will this expert gain if I believe what he or she is saying?'"

Perhaps Mr. Kaiser will sell a few more books.

If I might borrow a musical term, that seems a natural segue to my next topic: the survey of 612 publishers completed in October 2014. In my last column, I shared interesting information concerning the use of social media in news-

papers and the effect social media has on newspapers' bottom lines.

Today, I'd like to see what publishers have to say about Mr. Kaiser's topic. Specifically, I'd like to know if there is "no paper in America today" that can offer the same coverage that it did 10 years ago.

Question 15 in the survey of North American publishers asked: "What changes have you made in recent years to keep your product(s) viable?"

Boy howdy, did we get answers. How about this response: 56 percent of respondents answered that there is more emphasis on hyperlocal/local news than a few years ago.

Hmmm. But Mr. Kaiser wrote, "no paper in America today..." I'm sorry. I'm digressing.

A whopping 60 percent report that they've invested in increased quality in production and design, 47 percent have invested in improved photography and 36 percent report they have invested in printing improvements.

Finally, drum roll please, 14 percent have increased the size of their staff.

Hmmm. Yes, but.

One could argue that these are weekly papers. Obviously, Mr. Kaiser was writing about daily papers, though he never mentioned that in his column. Well, maybe. Maybe not. Thanks to technology, I can divide the survey responses by newspaper type. Guess what? 11 percent of daily news-



**Kevin Slimp**

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# Use word bridges to tie features to benefits

One of the most impressive bridges I've ever seen is the Chesapeake Bay Bridge. It is four-and-a-half miles long and connects the eastern and western shores of Maryland. Rising high above the waves, it enables travelers to cross the bay in a fraction of the time the trip would take by boat.



**John Foust**

Although most bridges aren't quite as dramatic, they all serve the same purpose. They help us move from Point A to Point B, usually over water.

Words can be bridges, too. When we communicate, we use certain phrases to connect pieces of information. Most of these bridges are so

subtle that we hardly notice them. But if we didn't have them, communication would be as choppy as the waters under the Chesapeake Bay Bridge.

Language bridges are especially important in selling. Whether we are making a sales presentation or writing ad copy, bridges help us make the shift from the product to the person. Consider features and benefits. A feature belongs to the product (all-wheel drive, for instance), while a benefit belongs to the person using the product (better traction).

Without a bridge, a sales point is blunt and awkward. When you read or hear, "The vehicle has all-wheel drive. Get better traction," it's easy to sense the need for a few words to tie the two thoughts together.

Adding a bridge creates the smooth transition we need:

"The vehicle has four-wheel drive. **THIS WILL GIVE YOU better traction.**" Now the focus has shifted from the car to the person driving the car.

There are plenty of bridges you can use to connect features and benefits: as a result ... this means that ... due to this ... this creates ... this allows you to ...

this promotes ... this generates ... because of this. Unless you're talking to a stilted and formal person, stay away from stilted and formal connectors like "therefore" and "hence."

Although it is more common to put the feature before the benefit, sometimes you can switch the order. For example: "You'll get better traction when you drive, **BECAUSE** this vehicle has all-wheel drive." Either way, a bridge is a bridge and will help you communicate more effectively.

In some cases, you may want to use a second bridge to lead to a more meaning-

ful benefit: "The vehicle has all-wheel drive. This will give you better traction. **AND** your passengers will feel safer riding with you, especially in bad weather." The second benefit is more important than the first, because it is emotional rather than

logical. But you can't convincingly arrive at the second benefit (feel safer) without starting with the first one (better traction). Obviously, this progression works only when there is a close relationship between the two benefits.

Word bridges serve two useful purposes. They separate features and benefits, helping

audiences see each distinctly. And they link them together to create a smooth flow through sales points.

It's all a matter of moving your message from Point A to Point B.

*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many are using his training videos to save time and get quick results from in-house training. E-mail for information at [jfoust@mindspring.com](mailto:jfoust@mindspring.com).*

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**Without a bridge, a sales point is blunt and awkward. When you read or hear, 'The vehicle has all-wheel drive. Get better traction,' it's easy to sense the need for a few words to tie the two thoughts together.**

## Slimp

Continued from Page 2

papers reported that they've increased their staff size over the past few years.

People really should be more careful when they make broad pronouncements like that. It's like the time the dean of that world-renowned journalism school told me he believed there would not be one newspaper in business in the United States by 2018. In all fairness, he still has a little over three years to prove me wrong about that one.

So there you have it: according to a survey of 612 (we quit accepting responses at 612) newspaper publishers, there seems to be at least one newspaper that isn't fitting into Mr. Kaiser's scenario.

And, just so you know, that survey is not for sale.

*Kevin Slimp is a speaker and trainer in the newspaper industry. He can be reached at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).*

## NEWS BRIEFS

**Web Hawkins**, past president of both the Kansas Press Association and the National Newspaper Association, has returned home after a year in the Osawatimie Life Care Center following major surgery.

He is past owner of the Osawatimie Graphic, among others. You can write him at P.O. Box 7, Osawatimie, KS, 66064.

**Jesse Newell**, University of Kansas sports beat writer for the Topeka Capital-Journal, won an Eppy award from Editor & Publisher for the best sports blog in the nation for newspaper websites with fewer than 1 million unique visitors a month.

His blog is Newell's Post and he describes himself as a "stats nerd."



## THIS MONTH'S QUESTION

**Q.** How is the new probable cause affidavit statute working out?  
**A.** We have received a number of reports from newspapers, and the experiences seem to be all over the board. Some are getting access without much difficulty, while some have run into major roadblocks with their district attorney's or court clerk's offices. We will be sending out a Survey Monkey in the next few days so KPA members and members of the Kansas Association of Broadcasters can provide us feedback. We will share that with Rep. John Rubin, R-Shawnee, the sponsor of last year's successful legislation, to see if he sees potential tweaks that would strengthen the statute. He believes the law has been misinterpreted in a number of jurisdictions.

# Your association: ‘you get what you put into it’

I’ve read with interest a newspaper-related email forum about newspaper folks’ perception of their state press associations.

As you can imagine, some responses included hardy backers of the associations and some gave the existence of the press associations little value.

Across the nation, there were some associations that got good reviews for their vast set of offerings, while other organizations seemed to do very little and their member support matched the supposed effort.

I hear similar discussion in Kansas.

Many people support the work of the Kansas Press Association, but there are a few who don’t see the same value as the supporters (though the majority of people I talk to seem to appreciate our organization.)

I do have a definite opinion on this that matches the old saying — you get what you put into it.

In my newbie days in this business, I made an effort to go to the annual convention and actively participate in the



**Dan Thalmann**

workshops and presentations. I didn’t know anybody and honestly it was very uncomfortable the first couple years.

But I slowly got to know a few people and my network has grown significantly since then in both size and value.

We always used the KCAN and KDAN program, but I started using the tech hotline and legal hotline.

I would call the KPA office with various newspaper-related questions. After meeting fellow newspaper folks at convention, I felt comfortable calling them for advice or about stories of related interest. The contests were fun and getting a few awards helped me feel like my work had worth among my peers.

Eventually I went to the convention as a way to recharge with familiar faces who really understood the ups and downs of the newspaper life.

I was engaged in the association and that seemed to make a difference. Sure, I eventually got on the KPA board and now I am KPA president, so of course I’m a supporter of KPA.

But none of that would have happened without making an effort to be involved and get value out of this organization.

I’m pretty sure I make more money in this business as a result of ideas garnered from KPA workshops. I know I’m more confident in what I do as a result of build-

ing a network of peers through KPA.

I could also speculate that I’m a newspaper owner as a result of advice received through KPA friends. I’m not sure I’d still be in this business if I didn’t get fully involved in our industry.

We’ve had board members over the years who do not engage or newspaper owners who might show up for half a day at convention and then return to the office because “they’re too busy.”

I understand busy-ness, but I know for a fact you will receive value from KPA if you want it. The membership fee is an easy bill to pay, because I would not be able to put a price tag on the value I’ve personally received from this organization.

Always feel free to talk to a board member or one of the fantastic KPA staff members with your concerns, suggestions or questions for our organization.

I’ve always found the staff to be more than willing to chat about anything.

Thanks for your membership. We’ve got a great crew and a great organization and we’re only going to be as good as your participation allows us to be.

*Dan Thalmann is president of the Kansas Press Association for 2014-15 and owner/publisher of the Washington County News and the Linn-Palmer Record.*

## Jorgensons purchase Clyde Republican

Matthew and Crystal Jorgenson are the new owners of the Clyde Republican. They purchased the newspaper from Margene Cash.

The Jorgensons have four children, a dog and two cats.

“Following a layoff in early 2014, I was searching for a career opportunity,” Matthew Jorgenson said. “The owner of the Clyde Republican was a family friend and I approached her about buying the newspaper.”

Jorgenson said he had two years of journalism in high school.

“I am now the proud owner of a 100-year-old newspaper,” he said.

## OCTOBER 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 October 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: Ness County News sold one KDAN for a profit of \$170; Ellsworth County Independent-Reporter sold one ad for a profit of \$400; Anderson County Review sold two ads for a profit of \$1,650; Montgomery County Chronicle sold two ads for a profit of \$1,650; GateHouse Media sold one ad for a profit of \$400.

- KCAN: Anthony Republican sold one ad for a profit of \$150; GateHouse Media sold 15 ads for a profit of \$2,340.

- Anderson County Review sold one out-of-state DAN for a profit of \$360.

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# Vietnam

Continued from Page 1

so much like my husband did when we first met. The picture made these men ‘real.’

“Barton was so young and probably had many people wanting him to come home. He humanized the project for me.”

What moved Gannon was a message left on Oct. 18, 2013 on the Vietnam Memorial wall for Kansan Kenneth D. Krehbiel by Kat Krehbiel, his daughter and only child: “Today, 46 years ago, my father’s plane failed. The day after tomorrow, 46 years ago, he left this Earth. From that day forward, he has flown above me, warning me of trouble ahead, and keeping me safe. Not a day goes by that I don’t remember him and feel safe. Every time a plane flies above me, I smile, knowing I am still loved and protected by my Dad. Anyone who knew Ken, please contact me and help me learn who he was. I was not given the honor of ever truly knowing him.”

KPA newspapers can still help. Follow this link to get names of those we’re still trying to find: [https://docs.google.com/spreadsheets/d/1KFqgKMWTNUN551ucuApZonw\\_VSxHBcO0tb57EPz4MGk/edit?pli=1#gid=1901391048](https://docs.google.com/spreadsheets/d/1KFqgKMWTNUN551ucuApZonw_VSxHBcO0tb57EPz4MGk/edit?pli=1#gid=1901391048)



is proud to announce the sale of  
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 and The Coffeyville Journal**  
 to **Scott Wesner and Scott Wood,**  
**Montgomery County Media, LLC**

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## 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

### NEWS

**REPORTER** — Applications being accepted for full-time news reporter, five-days-a-week newspaper. Five-person news department. Good writing skills a must. General reporting, focus on county and crime. Reporters take own pictures, lay out pages using InDesign, must be familiar with Internet. Experience with web design or content management systems added benefit. Evening hours and week-ends required. Team player, courteous, cooperative, reliable, professional. Previous newspaper experience and/or degree preferred. If interested, send letter, clips, resume, references to zaccaria@winfield-courier.com or Judith Zaccaria, Managing Editor, Winfield Daily Courier, P.O. Box 543, Winfield, KS 67156. (11-12)

**REPORTER** - Full-time city/county beat reporter to cover several smaller communities and the spaces in between. Must be self starter, energetic, hardworking and able to establish good working relationships with a wide variety of sources. Excellent writing skills a must and photography skills a plus. Some evening and weekend work will be required. This is a great opportunity for a reporter to cover a wide range stories and meet a wide range of interesting people. If this fits you, please send letter, clips, resume and references to Dale Hogg, managing editor, Great Bend Tribune, PO Box 228, Great Bend, Kan., 67530, or to dhogg@gbtribune.com. (10-14)

**SPORTS EDITOR** — We're looking for a sports editor passionate about local sports to energetically lead 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 coordinating 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 dhogg@gbtribune.com. (10-14)

**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. (10-20)

**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@GBtribune.com (10-1)

**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)

**MULTIMEDIA JOURNALIST** — The Kingman Leader-Courier has an immedi-

ate 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@nwkansas.com, and Steve Haynes steve.haynes@nwkansas.com. Colby Free Press/Nor'West Newspapers, Colby, Kan. (785) 462-3963. EOE m/f/h/v (7-30)

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

**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)

**EDITOR** — Kansas Electric Cooperatives, Inc., is currently seeking an Editor

## MARKETPLACE

for the monthly magazine, *Kansas Country Living*. This position is responsible for providing editorial, design and photography services. The Editor seeks to educate members, employees, and the general public on the objectives of the rural electrification program at the state and national levels through use of all communications media. Required qualifications include a college degree in communications, journalism, or advertising, (experience in a related field may be substituted), at least five (5) years experience in written and oral communications, experience with electronic and print media; developing and implementing public relations and advertising; photography, and preparing materials for presentations. For a full job description, please visit [www.kec.org](http://www.kec.org) and click on "Careers" under the "About KEC" section. To apply, please send a letter of interest, resume, and three (3) references to Shana Read at [careers@kec.org](mailto:careers@kec.org), or mail to Kansas Electric Cooperatives, Inc., PO Box 4267, Topeka, KS 66604.

### 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](mailto:michelle.smith@gatehousemedia.com). An Equal Employment Opportunity Employer (9-2)

### 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](mailto:mhoisington@gbtribune.com). (10-7)

### 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](mailto: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 a.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 [mguthrie@gatehousemedia.com](mailto:mguthrie@gatehousemedia.com) or in person at 701 N. Locust St., Pittsburg, KS 66762. (8-20)

### DIGITAL MEDIA

Tired of not being able to update your website? Do you hate the design, but have no one on staff who can alter it? Have your eyes widened in shock when hearing what a new website might cost? Relax ... The Hays Daily News' Pixel Power Haus is your solution. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

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# Kansas legislators likely to focus on anything but open government

**A** former senator from south-central Kansas once described what the state Legislature does in terms we can all understand: pie.

Basically, she said, each year legislators go to Topeka to decide how to divide up the pie. Those in power — which usually corresponds to those with the most votes — usually wield the knife that cuts up the pie.

It's no surprise to anyone that this year's "pie" will be smaller than usual.

The various "interest groups" will be arguing that their slice of the pie must be protected.

It doesn't take a rocket scientist to conclude that someone — maybe lots of folks — are going to end up with no piece of pie or possibly only a few crumbs this year.

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

Well, haggling over the Kansas budget and how to slash it to meet the constitutional requirements just might eat up a good portion of the session.

While we have some issues we'd like to get some attention, legislators may be hard-pressed to find much time for such discussions.

We like the bill that would create the Open Government Unit in the Kansas Attorney General's Office.

Enough of our newspapers have had ongoing problems with open meetings and open records issues that a coordinated effort at the state level would likely elevate the importance of following the Kansas

Open Records and Kansas Open Meetings acts as they were written. District and county attorneys are supposed to deal with these issues, but often they find themselves in conflict of interest situations.

What DA wants to take on the county commissioners who control the purse strings to his or her office?

And what DA wants to take on a unit of local government that has come to rely on the revenue stream from charging for open records requests when state fund transfers to local units of government are shrinking year after year?

Right now, the AG's office mostly has to sit on the sidelines if a local prosecutor has determined "no violation" has occurred in the conduct of a meeting or the denial of a public record.

In other words, unless a local prosecu-

tor asks for help — or bails out because of an obvious conflict of interest — the AG's hands are tied. You don't want to be known as the guy who overrides the decisions of local prosecutors.



**Doug Anstaett**

Even though legislators may be preoccupied with more pressing issues, we still would like to see the records cost issue addressed this year. We came close to a compromise last year, but then local county commissioners and others started calling their legislators and singing the blues about another attempt to reduce the size of the pie at the local level.

So, the "pie analogy" isn't just for state government; it also applies locally. The pie is shrinking there as well. So any legislation that further cuts into the funds at the local level will raise the hackles of your city council members and county officials.

So the odds of getting a clean bill that addresses the widely varying charges assessed for public record access is shrinking as well.

Still, we'll be there with our issues. We'll try as we do every year to identify "friends" who agree with us that government must become more transparent, not less.

We'll also play some defense this year, as we always do. There will likely be some attempts to go after the industries that are exempt from sales taxes. That's not a prediction, but

it might come up as lawmakers struggle to stretch the size of the pie pan.

We had success on the probable cause affidavits issue last year, yet that law is

creating all kinds of confusion in our courts. While we'd love to close a loophole or two, please keep in mind that opening up a statute to further scrutiny also runs the risk of a worse outcome.

Do what you can to make sure your local legislators know of your concerns. While we can be effective in Topeka, your relationship with those who represent you is critical to our success in Topeka.

If you have friends of open government in your community, enlist their help in getting the word out to your representatives.

Although sometimes it doesn't seem true, legislators listen to the folks back home.

Really!

**Doug Anstaett** is executive director of the Kansas Press Association.

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