

THE KANSAS PUBLISHER



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

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Doug Anstaett wonders why political contributions aren't all public records.

KPA CALENDAR

APRIL 11-12

KPA annual convention, Manhattan Hilton Garden Inn. President's Reception and banquet at Flint Hills Discovery Center.



The Ottawa Herald staff accepted the Burton W. Marvin Kansas News Enterprise Award for community newspapers for its coverage of the secrecy

surrounding a sheriff's arrest. They are (from left) Tommy Felts, Doug Carder, Bobby Burch and Jeanny Sharp. The other team member was Matt Bristow.

Ottawa Herald, KC Star get awards

LAWRENCE — Eric Adler of the Kansas City Star and the staff of The Ottawa Herald are the winners of the 2013 Burton W. Marvin Kansas News Enterprise Award.

The award, given since 1974 by the William Allen White Foundation, is named in honor of the foundation's first director and a former dean of the University of Kansas School of Journalism & Mass Communications. It was presented Feb. 7 during William Allen White Day activities at KU.

"The Burton W. Marvin Kansas News Enterprise



Eric Adler; Kansas City Star

Award recognizes the best of Kansas journalism," said Ann M. Brill, KU's dean of journalism. "This year's winners have demonstrated both compassion and clarity in the face of a heart-wrenching issue and the relentless professionalism that makes journalism an essential public service. We honor these journalists who have served their communities and the broader culture."

The Kansas City Star's reporting by Eric Adler received the

See BURTON MARVIN on Page 3

Convention offers great speakers, fun in the 'Little Apple'

After more than a 10-year hiatus, the Kansas Press Association annual convention is headed back to the Little Apple.

"What Manhattan has accomplished in the past decade on its southeast entrance, with several new hotels, upgrades in shopping opportunities and the addition of the signature Flint Hills Discovery Center, made our decision on where to site the

convention, scheduled for April 11 and 12, an easy one," said Doug Anstaett, KPA executive director.

The convention will feature popular speakers we know and a host of new offerings. We have moved the Awards of Excellence presentation to the luncheon on Saturday and made other changes to try to

See CONVENTION on Page 5

Get a room by March 12

The deadline for reserving a room at the Hilton Garden Inn in Manhattan is March 12. We suggest you get a room now and, if you need to cancel later, you'll have until two days before the event. You may telephone at (785) 532-9116 or go online to get a room by [clicking here](#).

Family tragedy reporting must be handled delicately

A family's farm is devastated by a tornado. A reporter is on the scene moments afterward to record the events, including talking with family members.

A student commits suicide and, understandably, it's a shock to many people. A story documents the community's response; the family relives the episode, blow by blow.

A child is murdered. Within days, an interview with the grieving parent is published.

All three stories were handled during my tenure as editor of the Red Wing Republican Eagle. All three dealt with tragedies and involved interviews with family, friends or others close to the situation. All three probably put people in an unfamiliar – and uncomfortable – spotlight.

Tragedies are some of the most readable stories but also the most difficult to write. It's probably the toughest assignment for any reporter – rookie or veteran.

It's difficult to predict how the people will respond – when approached for the story, during the interview and after it's published for all to read. Anger, bitterness, remorse, guilt – people may react with any of these emotions.

A reporter from another newspaper, who was involved in such an incident, wrote about a letter to the editor his newspaper received describing the reaction of the family of a man killed in a car-truck collision. It was written by a member of the man's family.

"To be honest," the family member wrote, "our first reaction was anger and dismay that a reporter would violate our family's privacy during a time of grief. The reporter, however, handled the contact with tact and concern that was not upsetting to our mother.

"The result was an article that provided your readers with some small comprehen-

sion of this man who died in the crash. For many readers who wondered why they were late to work, your paper let them know it was because a decent, hard-working man lost his life that day, and this man had a family that is now grieving its loss.

"A reporter's job can be very difficult. Reporters are forced to confront the most unhappy circumstances on a daily basis.

Our purpose in writing this letter is not to criticize, but perhaps to enlighten journalists to the immense impact that a seemingly insignificant article can have on the parties involved.

"On behalf of families everywhere who find themselves facing similar circumstances, we would like to let the press know that a small investment of empathy and time is what distinguishes someone who is

a professional from someone who is just doing his job."

The advice is well taken when pursuing any story, but especially when reporters are in the midst of a sensitive or tragic situation. Often how a story is pursued is equally important to how it is presented.

In this case, the reporter's approach was professional and much appreciated by the individuals directly involved, and it resulted in a better story. That will reap benefits for himself, his newspaper and the readers.

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of "Journal-

ism Primer: A Guide to Community News Coverage," "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers." He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.



Jim Pumarlo

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Position Open

Here's how to write a solid advertising proposal

Stewart was telling me about his first days of selling ads for his newspaper. “In looking through the files, I found some proposals that had been turned down by prospects. Even though I was new in the job, it was easy to see why they had been rejected. They looked like condensed versions of the rate card – never more than a half-page.

“I remember one proposal that just listed the number of recommended ads and the costs. There was no mention of goals, creative strategy, or why the prospect should consider advertising in our paper. To make matters worse, it was a printout of an e-mail which didn't refer to any kind of face-to-face discussion of the proposal.”

“That opened my eyes,” Stewart said, “so I developed my own proposal format. If I owned a business, I figured I'd need to know five things in order to make a decision on where to advertise.”

Let's take a look at Stewart's format:

1. Situation: “This sets the tone,” Stewart said. “It's important to adapt to each prospect's need for detail. Some proposals require statistical depth – and some just need

brief explanations.

“Sometimes I call this section Market Insights or Overview. This is where I cover the general situation and the marketing challenges I've identified in my discussions with the prospect. What is their position in the market? What makes them different? Who is their target audience? Who is the competition and where are they vulnerable?”

2. Objective: “The key is to be specific,” Stewart said. “This is where I make a simple statement of what we want to accomplish. Ideally, the objective is a measurable sales goal, such as increasing widget sales by a certain percent by a specific date. But sometimes it's a brand oriented goal, such as generating x-number of impressions for y-number of readers within a specified geographic area over a given time period.”

3. Your unique advantage: “When you cover the benefits of advertising in your paper, focus most of your attention on audience,” Stewart said. “What is your coverage area? How many people do you reach? Who can you reach that your competitors can't? How many of those readers fit the demographic profile of your prospect's target audience?”

How can you differentiate the advertiser from competitors? And what types of offers will make the cash register ring? ... You may want to include spec ad ideas.

4. Creative strategy: “This is a crucial element in a proposal,” Stewart explained. “How can you differentiate the advertiser from competitors? And what types of offers will make the cash register ring? If it's appropriate, you may want to include a couple of

spec ad ideas.

5. Schedule and cost: According to Stewart, it's smart to present prospects with choices “That leaves the door open for conversation and adjustments,” he said. “In my experience, two initial schedule and cost choices work better than three. Four is way too many. Two is a manageable number that your prospects can understand quickly. Just call them Option 1 and Option 2.

“Usually, the bottom line cost of each option is in line with their budget. The difference is in the schedule – how we get there.”

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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John Foust

Burton Marvin

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award for the four-day series “Denise's Decision,” which explored the emotionally devastating issues that caregivers face through one woman's struggle to deal with her husband's early-onset dementia.

“Adler's articles about a woman's agonizing decision to place her husband in nursing care mix solid reporting with meticulous writing and expert storytelling,” the judges said. “He takes on a subject matter that would challenge any reporter, but Adler's grace and care make the result look easy. The articles' relevance will only grow as American society ages and a growing number of people grapple with the personal and financial consequences of placing a loved one in nursing care.”

The Ottawa Herald's team was honored for its series “Unsealing sheriff's secrets: A fight for readers' right to know.” The series, published over six weeks, exposed the small-town intrigue of a popular sheriff's arrest amid a shroud of secrecy. The team of

Bobby Burch, Doug Carder, Tommy Felts, Jeanny Sharp and Matt Bristow worked to overcome the clear wishes of prosecutors and law enforcement officials to resolve the matter without explaining it to the public.

“The Herald staff refused to give up on a story about a sheriff's deceitful behavior that public officials tried to hide,” the judges said. “The newspaper went to court on grounds that the public had a right to know, and it won. The series of stories it produced held government officials accountable and helped its readers understand the extent to which a sheriff usurped the public trust. It's a case of enterprise reporting in its purist sense.”

This year, the White Foundation trustees selected Paul Steiger, founder of ProPublica and editor of reporters who have won 18 Pulitzer Prizes, to receive the William Allen White National Citation, presented annually since 1950 to journalists who exhibit excellence and exemplify White's ideals. White (1868-1944) was an influential Kansas newspaper editor and publisher who achieved national acclaim as a champion of middle America and won the Pulitzer Prize for Editorial Writing in 1923.

Join the fight for transparency in government

Governments have an obligation to do the public's business in the open. When they don't, they should be held accountable.

As simple as that may sound, when elected officials or government staff members in Kansas stray outside open government laws, they too often elude any meaningful sanctions.

The Kansas Open Meetings Act (KOMA) and Kansas Open Records Act (KORA) exist to keep government open and accessible to all citizens. The laws protect the right of individuals to inspect public records — information at police stations and school district offices, for example — and gain access to places where public business is conducted, such as school board or city commission meetings.



Dena Sattler

But too often in Kansas, secrecy trumps transparency. With that challenge in mind, Kansas Press Association staff members have been steadfast in seeking ways to ensure open government.

This year, the KPA has come out in support of three key pieces of proposed legislation designed to do as much.

Topping the agenda is the opening of probable cause affidavits. Kansas reportedly

remains the only state in the nation to keep those documents sealed and unavailable to the public without a judge's order.

Without access to the documents, a suspect may be arrested, jailed and even convicted without the public knowing the reasoning behind the arrest.

Police acts, as with any function of government, require oversight. Law enforcement authorities with nothing to hide should have no problem letting the public know their reasons for bringing people to justice.

This year's bill resembles one proposed in 2010, except it also addresses the release of search warrant affidavits. The new language would give a person subjected to a search access to the affidavit after 30 days unless a request is made to seal it for another 30 days.

The KPA staff also is working with Kansas Attorney General Derek Schmidt's office on a proposal for a special two-person unit within his agency devoted solely to investigating KORA and KOMA complaints.

Currently, anyone who suspects a violation of KOMA or KORA may file a complaint with their local county or district

attorney, go straight to the Kansas AG or, as a last resort, file a civil lawsuit against the alleged offending parties.

It can be a confusing, and sometimes dead-end process as alleged infractions may be viewed in various ways — some taken seriously, and others not.

The proposed legislation would not only shore up inconsistencies in application of the law, but also identify areas of confusion across the state.

The third measure is a carryover bill from last year that would bring clarity to what may be charged for public records, and limit costs for routine requests.

One recent example of the problem: Kansas Action for Children recently reported it had spent some \$5,000 to

get records from the state attorney general's office on the amount of money Kansas is receiving in tobacco settlement money — information that should have been readily available to the organization, and other citizens in Kansas.

The goal of all proposals is to make sure government business is done in an open,

Police acts, as with any function of government, require oversight. Law enforcement authorities with nothing to hide should have no problem letting the public know their reasons for bringing people to justice.

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NEWS BRIEFS

Former Garden City ME Frazier dies

John Frazier, a longtime Garden City Telegram reporter and managing editor, died Monday in Dodge City. He was 85. He began working for The Telegram in 1955 as a reporter, left for a stint at the Hutchinson News before returning for good in the 1960s to be managing editor, a position he held for nearly 30 years.

Frazier and his wife, Clara, had three children, James, Becky and Emily.

A memorial service is scheduled for 11 a.m. March 29 at the Presbyterian Church in Garden City. Additional arrangements will be announced by Garnand Funeral Home there.

Go here to read a story about Frazier's life and accomplishments: <http://gctelegram.com/news/John-Frazier-obit-2-12-14>

Residents count on hometown newspaper

COLUMBIA, Mo. — Two-thirds of residents in small towns across America depend upon their local newspaper for news and information, according to the National Newspaper Association's most recent newspaper readership survey.

NNA, founded in 1885, represents 2,200 members across the U.S. Its mission is to protect, promote and enhance America's community newspapers. Most of its members are weekly or small daily newspapers in smaller or niche communities.

The survey noted that more readers are using mobile devices to shop, read and communicate. The number with smartphones jumped from 24 percent to 45 percent and 39 percent said they used the phones to access local news.

Newspaper websites remained the leading provider of local news, followed distantly by a local TV station's site and then by national aggregators, such as Google and Yahoo.

To read more about the survey, go here:

<http://kspress.com/768/small-town-residents-count-hometown-paper>

Times-Sentinel LLC buys East Wichita News

Times-Sentinel Newspapers LLC has acquired the East Wichita News, a long-standing monthly newspaper.

The newspaper joins the group's other properties, which include The Times-Sentinel, WestSide Story, the Conway Springs Star and Argonia Argosy and the Haysville Sun-Times.

Paul Rhodes is owner and publisher.

Basehor, Bonner Springs join as Chieftain

The Basehor Sentinel and Bonner Springs Chieftain have merged into one publication, The Chieftain.

Both are properties of the World Co. in Lawrence.

Sattler

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transparent way. Elected officials with nothing to hide should be eager to do their good work in the open, and make public information as accessible as possible for all Kansans.

Lawmakers who believe in the public's right to know should find the latest open government proposals easy to embrace.

As journalists with a watchdog role, we also have an obligation to get behind such

legislation. Call your local lawmakers. Write editorials endorsing the proposed changes.

And, we should push for better education on open meetings and records requirements when and where necessary.

While KPA will continue battling for transparency as a way to protect newspaper and citizen access to public records and meetings, we all have a part to play in the important effort.

Dena Sattler is editor/publisher of *The Garden City Telegram* and 2013-14 president of the KPA Board of Directors.

Convention

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enhance the experience for all our members and their guests.

Emily Bradbury, director of member services at KPA — with the timely assistance of Manhattan Mercury Publisher Ned Seaton — has scheduled the Friday night banquet and president's reception at the city's newest jewel, the Flint Hills Discovery Center. It is just a few hundred feet northeast of our convention hotel.

Our board meetings for the KPA on Thursday night and the Kansas Newspaper Foundation on Friday morning will be followed by the Past Presidents Luncheon.

The convention will kick off in earnest at 3 p.m. on Friday with a keynote presentation by Russell Viers, one of the nation's foremost authorities on Adobe products such as InDesign and PhotoShop. His presentations in the recent past have been rated A-plus by attendees.

The Friday night banquet will include the presentation of the Boyd Community Service Award, Victor Murdock Award, Clyde M. Reed Jr. Master Editor Award, Gaston Outstanding Mentor Award and the induction of new members into the Kansas Newspaper Hall of Fame. The day will culminate with the President's Hospitality Reception.

On Saturday, the annual meeting of the KPA will kick off events at 7:30 a.m.

If you're not already awake and alert by that time, you will be following Mike Bova's presentation beginning just after 8 a.m.: "Humor and Marketing ... Laugh and Learn." Bova will help attendees learn how to optimize websites and how to best utilize social media such as Facebook, Twitter, YouTube and more.

From 9:15 a.m. to 10:45 a.m., Rick Farrell will present "Selling Has Nothing to Do with Selling."

The AOE Awards Show will follow and will include lunch for all attendees.

Breakout sessions will begin at 1 p.m. and include presentations by Farrell, Viers, Steve Haynes, owner of Nor'West Newspapers, and Tom Eblen, KPA's news consultant.

At 2:15 p.m., we'll have the daily and non-daily roundtables, followed at 3:30 p.m. by the speed topics, the final events of the convention.

"We want this entire convention to be a draw for our members," Bradbury said. "We're bringing together some of the brightest minds in the industry so you can go home with lots of new ideas."

NAMES IN THE NEWS

Tammy Moritz has joined the Abilene Reflector-Chronicle as an advertising sales representative. She previously worked in retail and at a radio station. She has two daughters.

Ashley Bergman is a new account executive with the Hays Daily News. She is a Fort Hays State University graduate. She and her husband, Patrick, have a son.

Jen Bookhout has joined Times-Sentinel Newspapers LLC. Bookhout recently graduated from Wichita State University. She did three internships at KAKE-TV in Wichita but said her participation in the Flint Hills Media Project led her to print journalism.

Jeff Dafforn of rural Cunningham has purchased the Cunningham Courier from **David and Kerri Steffen**. He assumed ownership with the Feb. 6 edition. The Steffens will remain in Cunningham, where Kerri is a librarian and David is city clerk.

The **Winfield Courier** and **Arkansas City Traveler**, both Winfield Publishing properties, have eliminated their Monday print editions and will now publish five

days a week, Tuesday through Saturday.

Jennifer Laird, who joined the Chase County Leader-News in December, will be taking over the leadership role at the newspaper. She succeeds **Allison Hartley**.

Elizabeth Golden, Kansas City, recently joined the Hays Daily News as a reporter. She is a recent graduate of the University of Missouri-Kansas City.

Rick Nichols is the new editor of the Oskaloosa Independent. He succeeds Jared Speckman, who returned to Missouri. He grew up in the profession and is the son of the late Dick Nichols, former Kansas City Star editor. He is a 1977 graduate of the University of Kansas.

John Giffen has joined the Chanute Tribune as a reporter. He is a 2007 graduate of Butler Community College and also attended Wichita State University and has worked in Winfield, Emporia, Junction City and Hillsboro. He has two children.

Felicia Smith is a new reporter for the Horton Headlight, and **Ellen Gable** is the new office manager. Gable is from Wathena and Smith is formerly of Atchison.

THIS MONTH'S QUESTION

Q. I read last month that KPA members can get a free off-site morgue for all their PDF pages through KPA's agreement with NewzGroup. All we have to do is upload our PDFs to their FTP site. Is that correct?

A. Yes. During our recent Awards of Excellence contest uploading, we had a number of newspapers use this free backup site to recover files for their entries. The other advantage is your pages are then available to populate our online public notice site. You can kill two birds with one stone, helping create a secure backup for your pages and helping your association defend public notices in Topeka. For details, email Ian Buchanan at ibuchanan@newszgroup.com



MARKETPLACE

NEWS

DESIGN AND DIGITAL EDITOR —

Do you have a flair for creative page design, as well as the digital savviness and skill to manage web and social media content? If so, The Garden City Telegram is looking for a design and digital editor who has the ability to handle both for our daily newspaper in southwest Kansas. Previous experience as a copy editor and page designer at a daily newspaper, preferably with InDesign, desirable, but will consider recent graduates. Knowledge of AP Style required. Experience with and working knowledge of digital content management systems and social media also preferred. Writing and reporting skills preferable as this position could include some writing. Experience with video production and editing also preferable, or at least the willingness to learn. Spanish speaking skills a plus, but not required. 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 (2-12)

MANAGING EDITOR —

The El Defensor Chieftain, a weekly community newspaper in Socorro NM, is looking for its next ME. We are searching for a high-energy community newspaper journalist; a hands-on, business savvy, newsroom leader; a person filled with passion for the role a small newspaper can play to propel a community forward; a well-rounded content creator, capable of photography, tight copy editing, page design, editorial writing, and moderator of local forums, with a can-do, problem solving attitude and a kind and supportive management style. Digital journalistic know-how is a plus. Interested applicants should have a bachelor's degree in journalism or related field, and minimum of 5 years of progressive experience in a community newspaper newsroom. Please send cover letter, resume, and 5-8 samples of your writing, page design, and photography to: Rockford M Hayes, Vice President of Community Newspapers, rhayes@numbertinemediainc.com or El Defensor Chieftain, Attn: Rockford M. Hayes – ME Search, 200 Winkler SW, Socorro. NM 87801 (2-1)

SPORTS WRITER 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. (1-29)

CHIEF COPY EDITOR —

The Hays Daily News, located in Hays, Kan., is seeking to fill the position of chief 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 some special sections. Must be willing to work on tight deadlines daily while juggling many other aspects of the job. Copy editing expertise and the willingness to help develop story ideas for reporters is a must. Seeking someone who can create attractive, effective front-page layouts, and carry that same design throughout the rest of the print edition. 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. 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 Schwien, managing editor, P.O. Box 857, Hays, KS 67601 or email cover letter and resume to: nschwien@dailynews.net (1-8)

The Wichita Business Journal is looking for an experienced, passionate, **MULTI-PLATFORM EDITOR** to run the newsroom. Have a vision for success in a digital world and for journalism with impact. Details here: <http://acbj.com/careers/> (1-3)

ADVERTISING

Now accepting applications for **DIGITAL ADVERTISING SALES** in Southeast Kansas. Ideal candidates will be self-starters with outgoing, positive personality. We seek people who are hard-working, dependable and creative. Sales experience helps, but not required. Preference given to candidates with sales experience in competitive environment. Full-time positions have great earning potential (salary+commission). paid mileage and health insurance benefits. Part-time, commission-only opportunities could be available. Send letter of interest and resume to pcook@parsonssun.com (1-20)

Now accepting applications for **DISPLAY ADVERTISING SALES** in Chanute, Kansas. Ideal candidates will be self-starters with outgoing, positive personality. We seek people who are hard-working, dependable and creative. Sales experience helps, but not required. Preference given to candidates with sales experience in competitive environment. Full-time positions have great earning potential (salary+commission). paid mileage and health insurance benefits. Part-time, commission-only opportunities could be available. Send letter of interest and resume to shanna@chanute.com (1-20)

PRINT/DIGITAL SALES MANAGER —

Self starting individual who will cultivate clients, sell the value of print and digital advertising and increase sales for two newspapers and a very successful TMC publication. Minimum requirements: journalism degree or related field or professionally equivalent experience. Salary plus commission. Group health care plan available. Send resume to Brad Lowell, publisher, Concordia Blade-Empire and Beloit Call, Box 309, Concordia, KS 66901 or jbrad@nckcn.com. (12-19)

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

HOW TO SELL STUFF — Target content to the readers you love most – your local merchants and advertisers! Get 8 free weeks of “How To Sell Stuff,” written by The Anderson County (Ks) Review's King of Cha-Ching – Dane Hicks. Local business owners/managers will race for a copy of your paper each week to read the next amazing sales idea written just for them. “How To Sell Stuff”'s weekly message of top-notch, “ah-hah” style sales tips is designed for modern main street businesses (think of it as Bill Murray meets Guerilla Marketing), and directs all followups to YOUR newspaper's sales department. What better way to start a sales dialogue with your clients? First 8 weeks columns up front and free, stay on for \$10/month, pay as you go, cancel anytime. Email Dane at dhicks@garnett-ks.com.

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

MARKETPLACE

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.

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.

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.

NEWSPAPERS FOR SALE

Direct mail newspaper on Colorado's Front Range, very profitable. Grossing over \$700k and growing. With owner carry terms and real estate. Contact Kansas Press Association. (11-11)

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

UW-Madison expands awards program nationally

MADISON, Wis. — The University of Wisconsin-Madison Center for Journalism Ethics seeks applications for the first national Anthony Shadid Awar for Journalism Ethics.

A graduate of the University of Wisconsin, Shadid died in 2012 while crossing the Syrian border on a reporting assignment for the New York Times. He won two Pulitzer Prizes for his courageous and insightful foreign correspondence. Shadid s on the ethics center's advisory board and strongly supported its efforts to promote public interest journalism and to stimulate discussion about journalism ethics.

The center will award \$1,000 to the journalist (or team) whose reporting on a specific story or series best exemplifies four key criteria: accountability, independence, reporting in search of truth and minimization of harm to subjects, sources and the public at large.

"In its first five years of awards, the ethics center emphasized its Wisconsin roots and sought nominations from the state," says Robert Drechsel, the James E. Burges chair in journalism ethics. "We now are expanding nationwide, proud to recognize Anthony's deep and broad impact on journalism and its ethical practice."

Nominations are due March 3, 2014, and self-nominations are welcomed. More information is available at ethics.journalism.wisc.edu.

JANUARY KDAN, KCAN WINNERS

The following newspapers sold either Kansas Display Ad Network, Kansas Classified Ad Network or out-of-state network ads in January 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.

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

KDAN — Western Kansas World, WaKeeney, one placement for \$400 commission; Anderson County Review, one placement for \$825 commission.

KCAN — GateHouse Media, 15 placements for \$2,250 commission; Anthony Republican, two placements for \$300 commission.

SDAN — Anderson County Review, four placements for \$720 commission.

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Give what you want, but tell us who you are as well

Does open government guarantee “good government”?
Not at all.

Only good people working for the public good can guarantee that.

But does open government improve the chances of good government?

Geometrically, I would argue.

When we as a newspaper association go to the mat at the Kansas Legislature for transparency, what we are doing is seeking trust between elected officials and the citizens they serve.

If public officials believe they have all the answers, and that inclusion of constituents only muddies the waters, often you can count on more closed doors, more surreptitious gatherings and more conversations outside the purview of the public.

No, open doors don’t mean public officials will always make the right decisions. No amount of public scrutiny would guarantee that.

But when the discussions and deliberations take place in the open, better decisions are made. That’s a fact.

When the Kansas Press Association staff sees legislation that appears to open more doors, of course we’re ecstatic. It indicates public officials at least appear to be listening to citizens and that they believe citizen involvement is a key element of good government.

Oh, if we just knew who was funding our

political system. The U.S. Supreme Court ruled in *Citizens United vs. Federal Election Commission* in early 2010 it was unconstitutional to ban free speech

by limiting the independent communications of corporations, associations and labor unions.

In essence, the court ruled the three had somewhat the same rights as “ordinary people.”

What has happened in its wake?

Because “anonymous political speech” is guaranteed by the U.S. Constitution, anonymous donors have found a nice, almost secret outlet to funnel tens of millions of dollars into the political process in the United States.

The “Koch Brothers” of Wichita have become the poster child for this movement, but these kinds of expenditures happen on both sides and all through the political spectrum.

For those who believe in open government — and open elections — this “anonymity” has not necessarily led to good outcomes.

In the past, those who gave direct contributions to candidates were assured their names would, at reporting time, become a public

record. Those people had to “own” their contributions.

Now, many of these contributions are most

often never traceable back to an individual, let alone a corporation, association or labor union. The individual contributors to them don’t have to be reported.

So what we have are shadow campaigns that attack candidates based upon issues they have or have not supported.

Often, these personal attacks are ugly, brutal, out of the blue and difficult to contest.

We have no problem with people of means giving money to influence political decisions and elections. What we do object to is doing this and not having to be accountable for it. In other words, give all you want, but tell us who you are?

Our idea of open government is that who gives to political campaigns and how much is an important piece of information for the public to have.

What would be ideal? No more anonymity.

We have no problem with people of means giving money to influence political decisions and elections.

What we do object to is doing this and not having to be accountable for it.

In other words, give all you want, but tell us who you are?

It’s as simple as that.

Doug Anstaett is executive director of the Kansas Press Association.



Doug Anstaett

Boyd Center issues call for proposals

The Huck Boyd National Center for Community Media at Kansas State University and the National Newspaper Association and its Foundation have issued a call for proposals for the 20th annual Newspapers and Community-Building Symposium, which will be hosted by the NNA at its Annual Convention and Trade Show Oct. 2-5, 2014 in San Antonio, Tex.

The purpose of the symposium is to bring journalism educators and newspaper owners and publishers together in a forum that encourages discussion about current research that is relevant to community newspapers with less than 50,000 circulation or that are considered niche publications.

The NNA is particularly interested in the importance of community newspapers in relation to civic engagement, especially when it comes to citizens participating in local elections and holding local government accountable. Newspapers are fundamental to informing citizens and,

therefore, fundamental to the future of our democracy.

Email a title page (with the title of your proposal, your name, email address, mailing address, including university or professional affiliation, and phone) and accompanying one-page proposal with only the title and proposal. The text must be double-spaced on 8 1/2- by 11-inch paper.

Please indicate that it is a proposal for the “Newspapers and Community-Building Symposium.” Nine proposals and three alternates will be selected. The proposals will be evaluated in a blind review.

E-mail your one-page proposal with separate title page in MSWord document or PDF format to Gloria Freeland, director, Huck Boyd National Center for Community Media: gfreela@ksu.edu. If you have questions, e-mail or call her at 785-532-0721.

Proposals are due April 8, 2014. Completed papers are due July 18, 2014.

Judges: New Jersey says you set a record

Kansas Press Association judges made a big impression on the New Jersey Press Association these past couple of weeks.

Not only did you answer our call to step forward to judge tons of entries, but you did such a superb job that you have set a record — at least for NJPA.

Here’s what Peg Stephan, member services manager for NJPA had to say to her members, who are getting ready right now to judge the KPA Awards of Excellence Contest for 2014:

“Thank you again for helping with the Kansas Press Association’s contest judging. They, in turn, have judged our contest and did it in record time!

“The deadline was this past Friday, Feb. 7 and they were completed! That is a first in my 33 years at NJPA working with contests.”

NJPA thanks you — and so does KPA.