

CELEBRATING OUR 150TH YEAR!

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION FEB. 13, 2013

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KPA CALENDAR

MAR. 10-16

Sunshine Week, sponsored by the American Society of Newspaper Editors.

MAY 3-4

Kansas Press Association 150th annual convention, Capitol Plaza Hotel, Topeka.

SEPT. 12-15

National Newspaper Association 127th annual convention, Phoenix.

DEC. 15

National Bill of Rights Day.



Tim Carpenter and Andy Marso (above) of the Topeka Capital-Journal and Judy Thomas of the

Kansas City Star (below) were 2012 Burton W. Marvin Kansas News Enterprise Award winners.

Star, Capital-Journal snare writing awards

LAWRENCE — The Kansas City Star and the Topeka Capital-Journal are the winners of the 2012 Burton W. Marvin Kansas News Enterprise Award for their articles about conflict of interest and questionable actions by an international union and the Kansas Legislature.

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. The award will

See **BURTON MARVIN** on Page 3



NAA files brief against Valassis discounts

ARLINGTON, Va. — On behalf of its member newspapers, the Newspaper Association of America filed its initial brief Monday (Feb. 11) in its lawsuit against the Postal Regulatory Commission regarding that agency’s Au-

gust 2012 decision to approve a negotiated service agreement between the U.S. Postal Service and Valassis Direct Mail.

The lawsuit is being heard in the U.S. Court of Appeals for the District of Columbia Circuit.

Under the NSA, USPS granted Valassis Direct Mail discounts of 20 percent to 34 percent on new mail pieces containing advertising from national retailers of durable

See **TRAINING** on Page 7

Have your newsroom staff identify top newsmakers in your community

Here's an action item for your next newsroom meeting: Ask reporters to identify the community newsmakers. Better yet, bring a stack of newspapers from the last couple of months and circle the newsmakers receiving attention in words and photos.

Several individuals are likely to be on the list, no matter the community: for example, the mayor and city council president; the superintendent and school board chair; the county's chief administrator and the county board chair; local legislators; the heads of key local commissions and task forces. And these folks probably appear with some regularity.

You get the drift. Newsrooms by and large do a commendable job of writing for the source, especially when it comes to public affairs reporting. Public officials speak, and their statements are recorded. Their comments should be given proper notice.

At the same time, newspapers are shortchanging their readers – their customers – if they do not expand their definition of and explore the range of newsmakers. In other words, spend time to identify the players at the core of community conversations.

For example:

□ A city council debates the merits of building a skateboard park. Reporters capture the flavor of the public hearings where proponents and opponents step to the microphone. The comments of the planning commission and city council members are recorded as they cast their final votes. But have you gone beyond the meetings? Have you taken the time to observe youths doing skateboard tricks on the downtown sidewalks, navigating their

way among pedestrians? Have you asked business owners and pedestrians — some who may be annoyed by the youths, some who sympathize with the lack of a park — on the pluses and minuses of creating a park? Have you talked with the parents of the kids?

□ A county board considers a conditional-use permit for an expanded feedlot operation. Reporters attend the public hearing, noting the debate and recording commissioner votes. But have you gone beyond the meetings? Have you toured the feedlot operation firsthand? Have you visited the neighbors to witness their concerns over odor and increased traffic?

Today's challenging media landscape demands that editors and reporters thoroughly examine their coverage and ask the question: Are we relevant to our readers? Are our news columns dominated by the same set of newsmakers, or are we digging beneath the surface to identify

the full cast of characters? Are we writing our stories for the individuals at the top, or tail end, of the news pyramid without giving proper attention to everyone else in the pyramid whose actions collectively represent the full dynamics of a story?

This exercise of scrutinizing coverage goes beyond examining the meetings of local governing bodies. Editors and reporters should regularly brainstorm all aspects of everyday coverage. It can be as easy as tracking down and inserting other voices beyond what is forwarded in a press release or presented at an event.

Consider a big-box retailer that opens as the anchor of a new strip mall on the



Jim Pumarlo

See PUMARLO on Page 4

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JANUARY KDAN, KCAN WINNERS

The following newspapers sold either KDAN or KCAN ads in January, 2013.

Remember, if you sell one of these ads, which run in almost 150 Kansas newspapers, you keep half the money. On out-of-state ads, you get half the commission.

- Ellsworth County Independent-Reporter — one 2x2 KDAN for a profit of \$400.
- Anderson County Review — one 2x4 KDAN for a profit of \$825.
- GateHouse Media — one 2x2 KDAN for a profit of \$400 and 19 KCANs for a profit of \$2,850.
- Leader & Times — one KCAN for \$150.
- Lincoln Sentinel — one KCAN for \$150.

Remember, you also now can sell into the online network and the Quarter-Page Network. Call Sara Marstall at (855) 572-1863 or email at smartall@kspress.com.

How to work better with advertising agencies

With experience on both the ad agency and media sides of the business, I've learned some lessons about relationships between the two.

There are often clashes between agencies and the media. In most cases, the friction between these two key players in the marketing world comes down to two things: control and money. Both want more control of advertisers' media placement decisions. And both are in business to make money.

Friction doesn't help either side. And it certainly doesn't help advertisers.

Here are a few things that media representatives can do to strengthen relationships with ad agencies:



John Foust

1. Encourage open communication all around. No doubt, things are simpler when the media can communicate directly with a local advertiser. But once that advertiser employs an ad agency, things change.

An ad agency is a lot like a sports agent. Just like an athlete does not deal alone with a team, an ad agency's client wants the agency to be part of discussions with the media.

Work to build rapport with the agency. Keep them in the loop. After all, you have the same goal: to generate customers for the advertiser.

2. Be careful with spec ideas. I've lost count of the media folks who have complained about ad agencies not wanting to see their ideas for ad campaigns. But that should be no surprise. The primary product of an agency is its creativity. That's the one thing that differentiates Agency A from Agency B. There may not be much difference in the ways agencies crunch numbers and place ads for clients. But there's a world of difference in their creative philosophies.

The creative product is what you see on their web sites and in their portfolio books and demos. Creativity is their bread and butter. It's what catches the attention of potential clients. They're not about to let outsiders take over that part of their business.

3. Don't try to bypass the agency. Some media representatives — especially those with accounts who have recently hired ad agencies — get frustrated with the new arrangement. They don't like having additional decision makers or longer approval times. As a result, they are often tempted to try an end run around the agency.

Bad move. It's not worth risking rapport to meet a tight deadline.

4. Remember that media buyers are numbers people. In most agencies, the media buyers are removed from the creative team. While the copywriters and designers are hammering out ideas, testing offers and measuring concepts against marketing strategies, the media department is analyzing audience statistics and comparing cost-per-thousand figures.

Rarely the twain shall meet. Creatives are right-brainers who don't spend time with spreadsheets and media buyers are left-brainers who don't think much about copy.

So when you're selling to media buyers, talk about numbers — specifics not generalities. And be sure to send updates on your readership figures.

It's all about getting in step with customers. Whether they're on the advertiser or the agency side, it's important to see things from their perspective.

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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Burton Marvin

Continued from Page 1

be presented today, Feb. 8, during William Allen White Day activities at KU.

"The Burton Marvin Kansas News Enterprise Award is given to journalists and news outlets who demonstrate not only quality journalism but a commitment to the communities they serve," said Ann M. Brill, dean of the School of Journalism and Mass Communications. "This year's winners embody the spirit in which this award was created."

The Star's reporting by Judy L. Thomas showed how leaders of a union based in Kansas City, Kan., gave high-paying jobs to family members, and received million of dollars in pay and perks as union membership declined, and as many members struggled to find work.

"Thomas' articles stood out with their clear focus, insightful analysis of public records, and explanations of the consequences of free-spending and

nepotism among leaders of the International Brotherhood of Boilermakers, Iron Ship Builders, Blacksmiths, Forgers and Helpers," the judges said. "The union is hardly a household name, but the actions and decisions of its leaders affect tens of thousands of workers in North America."

The Capital-Journal's reporting by Tim Carpenter and Andy Marso showed how Kansas legislators championed bills that benefited them financially, used their connections to influence government contracts and state policy, and skirted laws on campaign spending and open meetings.

"The Capital-Journal articles stood out in the way they analyzed a complex web of connections between part-time 'citizen legislators' and the bills and laws they write, often in ways that benefit them personally," the judges said. "They parsed dense topics into focused, readable articles that looked behind the scenes of an often opaque legislative process.

"Their articles exposed connections that citizens might never have known about."

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NEWS BRIEFS

Times-Sentinel buys Haysville paper

The Haysville Sun-Times was acquired by Times-Sentinel Newspapers LLC, effective Monday, Feb. 11. The Sun-Times has been published by owner Marc Campbell for the past five years. Campbell said he'd been looking for someone to take over the local newspaper, and launched discussions with Times-Sentinel owner Paul Rhodes late last year.

"I'm excited that Paul and his staff were ready to take on this newspaper, and that we could finalize the sale of the newspaper in such short order," said Campbell. Campbell also owns and operates True Value Hardware in Haysville, and said he wants to concentrate his energies on the hardware store. Campbell has owned and operated the True Value store for nine years.

He said he wanted to sell the Sun-Times to someone who could bring a new energy level to the newspaper, and would be committed to keeping the paper alive.

Rhodes said that's exactly his plans for the Sun-Times.

"We've put a lot of energy into community journalism over the past two decades, and I really believe we can give Haysville a strong, vibrant local newspaper," said Rhodes. He launched Times-Sentinel Newspapers in 1993 with its flagship newspaper, The Times-Sentinel. That weekly newspaper covers the communities of Clearwater, Goddard, Garden Plain and Cheney.

Times-Sentinel Newspapers also published the WestSide Story, a monthly newspaper based in west Wichita, and the Conway

Springs Star and Argonia Argosy, a weekly newspaper in northern Sumner County.

Rhodes, 57, has a newspaper background that goes back to his high school years. He was editor of his high school newspaper in Smith Center, Kan., and majored in journalism at Kansas State University. He also served as editor of the K-State Collegian, the college's daily newspaper.

Families buy Minneapolis Messenger

John and Mary Wilson have sold their newspaper, the Minneapolis Messenger, to two couples with direct ties to the community.

Jason and Jody Parks and Erik and Londa Shupe bought the newspaper that traces its roots back to 1875. The Wilsons have played a role in the newspaper for the past 49 years.

Erik Shupe, who teaches history at Minneapolis High School, will serve as the full-time editor and publisher. The other three partners will assist as needed.

Jason Parks was recently elected Ottawa County attorney. He formerly was an attorney in Overland Park. His wife is administrator of the Ottawa County Health Center. Londa Shupe is a nurse at the health center.

Nancy Parks and Ruth Shupe, mothers of Jason and Erik, already work at the Messenger and will continue to do so.

DEATH

RUTH MILLER

Ruth Cheryl (DeBey) Miller, 79, died Feb. 2, 2013, at Golden Living Center in Downs.

She was born on Nov. 27, 1933, northeast of Dispatch in Jewell County to George and Minnie (Rotman) DeBey. Ruth was the youngest of six children.

Following her mother's death when Ruth was just 2, Ruth was raised by her Aunt Trinnie (Rotman) DeBey in Downs.

She married Darrel Miller on Dec. 16, 1950, in Downs, and they lived much of their lives in the Downs area.

Ruth joined Darrel after he was drafted into the Army and was stationed at Fort Bel-

voir, Va., and later at Darmstadt, Germany.

After returning to the United States, three children were born: a son, Randy, and two daughters, Michelle and Lara Leigh.

Ruth and Darrel owned and operated four weekly newspapers in Smith Center, Downs, Cawker City and Lebanon. She was editor of the Downs News & Times for 33 years. She wrote a weekly column titled, "This 'n' That," and she won the Kansas Press Association's Community Service Award in 2003.

Ruth was a lifelong member of the Downs United Methodist Church.

Ruth's favorite hobby was growing flowers. She owned and operated the Cellar Door



Ruth Miller

names beyond the traditional newsmakers.

Here's a challenge the next time your staff is brainstorming coverage for a story of community significance. Reporters are certain to rattle off the usual lineup of individuals to solicit perspectives. Some may be appropriate and, indeed, mandatory to contact. But don't adjourn your session until you've come up with at least a handful of individuals who rarely, if ever, are mentioned in your newspaper. Make it a priority to seek their opinions.

Expanding your bucket of newsmakers

Floral in Downs, Waconda Floral in Cawker City and Country Flowers in Osborne.

Ruth and Darrel Miller were inducted into the Osborne County Hall of Fame.

Preceding her in death were her parents; sisters, Berniece and Retha; and brothers, Raymond, Anthony and Donald.

Survivors include husband Darrel of Downs; son Randy and wife Julie of Bethesda, Md.; daughter Michelle Doherty and husband Peter of Rockville, Md.; and daughter Lara Ketter and husband John of Tipton; and seven grandchildren.

The funeral service was Feb. 6, 2013 at the Downs United Methodist Church. Burial was in Downs Cemetery.

A memorial has been established for the Osborne County 4-H Building Fund, 113 N. 1st St., Osborne, KS 67473.

Pumarlo

Continued from Page 2

edge of town. What's the anticipated impact on the downtown shopping district? Will the discount store strengthen the city as a regional retail center? Gaining these perspectives is just as important as recording the welcoming comments of the mayor at the grand opening. In addition, the stories provide many new faces and

is all about going beyond the story that is served on the platter. Make no mistake, digging beneath the surface takes legwork — and produces long-term benefits. The enriched coverage is more interesting, and you'll likely pick up some new readers.

Jim Pumarlo writes, speaks and provides training on *Community Newsroom Success Strategies*. He can be contacted at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.

NNA blasts Saturday mail delivery decision

“The U.S. Postal Service’s announcement that it intends to maintain Saturday delivery of packages but abandon delivery of newspapers is an indication USPS is moving further and further away from the universal service the American public expects,” said NNA President Merle Baranczyk, Publisher of the Mountain Mail, Salida, Colo.

“This unfortunate decision sees packages as profitable but forgets the importance of money in the mail for small businesses and thousands of American communities who depend upon local newspaper delivery on Saturdays,” Baranczyk added.

“The National Newspaper Association has a long record of supporting six-day delivery. It is regrettable the inaction of Congress to deal with the unfair requirements it imposed upon the Postal Service in 2006 has led USPS to make such a discriminatory choice. NNA disagrees with both the policy decision and the legal reasoning behind it.”

— From a statement by the National Newspaper Association



KANSAS PRESS ASSOCIATION
ADVERTISING

D

esigner's

CHALLENGE

SPRING 2013

Are you the best
ad designer in Kansas?
Prove it!

Contestants will be given material to design an ad similar to the day-to-day operations at a newspaper. You will need your own computer and software. As always, the ad was turned in late, so it has to be ready to show the customer in 30 minutes. You have that long to design a spectacular ad.

Ads will be judged on the following criteria:

- Accuracy;
- Completeness;
- Use of mandatory items;
- Creativity; and
- Reproduction quality.

Make sure to bring your laptop and whatever software you prefer. Ads will need to be saved as pdfs when complete to be turned in for judging. Put your designer's skills to the challenge in this fun competition and perhaps learn a few tricks from other designers in the state. Watch for more details as convention time nears. See you in Topeka May 3-4!

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Sportswriters finally get their day in the sun

William Allen White Day at the University of Kansas is always a big event, but this year seemed larger than life for me because the present-day icon of sportswriting — Frank Deford — received the Foundation’s National Citation.

It marked the first occasion the William Allen White Foundation has honored a sportswriter with the citation.

I have followed Mr. Deford’s work from the day he first joined the staff at Sports Illustrated in 1963; he continues there today as senior contributing writer. He also is heard on Wednesdays as a commentator on NPR’s Morning Edition and appears as a correspondent on HBO’s Real Sports with Bryant Gumbel on HBO.

He’s authored 18 books, two of which I purchased after his hugely entertaining discourse on the importance of newspapers — and sportswriting — in our country’s culture.

Asking him to sign his newest book, “Over Time: My Life as a Sportswriter,” I introduced myself as the sportswriter for the Sterling Bulletin. With a giant smile

and great arm-waving flourish that would impress Jeff Withey, he shook my hand. Made my day — heck, made my year!

In his remarks, Mr. Deford lamented the onset of the “broadband” culture. “Remember, ‘What’s black and white and read all over?’” he queried. “People waited all day for their newspaper and read it thoroughly. Every article in it, from front to back.”

Today, he lamented, “the broadband culture promotes very narrow areas of interest, and people are less curious about other stuff.”

I’m pleased to say that’s not the case with readers of the Sterling Bulletin, and I suspect my fellow publishers of rural weeklies will echo that observation. They want the news — on newsprint — every week at the appointed time and place (their mailbox), and I’m willing to bet they sit down and read it from front to back, just like Frank Deford remembers.

One slight difference for today’s community weeklies: We are “black and white

and CMYK, and read all over.”

The Bulletin has an electronic edition available — mainly for the convenience of more than 100 subscribers in the hinterlands like San Diego, Chicago and New York City — where the post office dumps second-class periodicals in a corner to await shredding in the new Intelligent Bar

Code-reading machines. These readers have told me that they would prefer the paper edition, but that three weeks is too much of a delay for important news from home.

Surprisingly, most of the scattered offspring who receive gift subscriptions from their parents here in Sterling prefer the paper version, even though they’re

immersed in the broadband culture.

I haven’t yet figured that out, but I suspect the Bulletin makes a great coffee-table conversation piece for their friends.

Ben Marshall is editor and publisher of the Sterling Bulletin and president of the Kansas Press Association for 2012-13.



Ben Marshall

Today, Deford lamented, “the broadband culture promotes very narrow areas of interest, and people are less curious about other stuff.” I’m pleased to say that’s not the case with readers of the Sterling Bulletin ...

NAMES IN THE NEWS

Bass gets circulation post at Hutchinson News

Sara Bass has been named circulation operations manager and audience director for the Hutchinson News.

Bass succeeds Debbie Irwin, who became state audience director for Harris Enterprises based at the Salina Journal in December.

She previously worked for the News and most recently for the Wichita Eagle.

Bass and her husband, Shannon, have two children.

FHSU student paper shelved

The student newspaper at Fort Hays State University, the University Leader, has printed its final issue.

Budget cuts from the university are to blame.

FHSU President Ed Hammond declined to “bail out” the newspaper, opting instead to plan a new multimedia news operation for students in the fall.

Lynn in rehab in Topeka

Emerson Lynn Jr., associate editor of the Iola Register, is undergoing rehabilitation following the discovery of serious health issues last month.

Lynn is a member of the Kansas Newspaper Hall of Fame and has won all major awards from the Kansas Press Association.

For those who would like to send cards, his address is: Room 623, Aldersgate Village, 3220 SW Albright Dr., Topeka, KS 66614.

Record moves downtown

The Linn-Palmer Record office has moved to downtown Linn and will be renting space in the Blue Valley Insurance Office.

Publisher Dan Thalmann said the new location will be more convenient for customers.

Thalmann acquired the newspaper about a year ago.

He also owns the Washington County News.



THIS MONTH’S QUESTION

Q. I like the pictures revolving on the front page of the Kansas Press Association website. May I get mine on there as well?

A. Absolutely. Most of the photos have been taken by KPA staff members on visits to newspapers, but all you need to do is send a high-quality picture to us. Here are the specifications: the picture needs to be wide but not deep. The ratio we use is 7.25 inches wide by 3 inches deep. We can do the cropping here, so send us a panoramic shot and we’ll get it in the rotation. Thanks for asking.

What Safer did to newspapers wasn't journalism

Community news is here to stay, thank you

I am getting pretty tired of people telling me I am a dying breed and my industry is either dead or just about there.

The newspaper industry is alive and well, and great journalism is being done in communities all over this country, yet all people want to do is focus on a very small portion of newspapers and make allegations about the entire industry based on those papers.

Recently, Morley Safer did a report on the health of the newspaper industry using the Times-Picayune in New Orleans as an example.

The Time-Picayune has cut to three-day-a-week delivery, and they are focusing on their website and mobile journalism, and Safer used the cutbacks as a reason to say the newspaper industry is dying.

Don't get me started on focusing on the internet and what that will get you ...

What Safer didn't do was journalism, and it certainly wasn't an accurate depiction of the entire newspaper industry but rather the troubles the Times-Picayune is having.

The New Orleans paper is part of a mere 5 percent of the newspaper industry, or metro daily newspapers, that is struggling with the changes journalism has seen in recent years because those papers gave their product away for free for years and then couldn't figure out why they weren't turning a profit.

I am not good at math, but I am pretty sure 5 percent of anything isn't a majority and isn't an accurate depiction of what is happening across the board.



Joey Young

What disturbed me more about this report was hearing that a business in our coverage area believed a lot of what Safer had to say about the industry and told our marketing person, Maria, they felt our paper was a dying medium and didn't have value.

I can't afford to have Safer and people like him poisoning my community and conveying that our paper is dying.

If you have had these thoughts and wonder how long we are going to be around, use your eyes and logic, and you will find the answer.

Observation 1: I just invested a lot of money and time into a newspaper that I care very deeply about. I love these communities, but I wouldn't have made this investment if I thought I would have to quit printing the paper in the near future. I may be young, but I am not stupid, and I went into this venture very well-researched.

Observation 2: One of the greatest financial minds of this generation, Warren Buffett, just bought 60 community papers that are a lot like The Clarion.

"I think newspapers in print form, in most of the cities and towns where they are present, will be here in 10 and 20 years," Mr. Buffett said in an interview after the purchase. "I think newspapers do a good job of serving a community where there is a lot of community interest."

Why would he make that investment if he didn't think it was a good one? I have a feeling you all know the answer already.

Observation 3: Locally, the paper hasn't been this vibrant in a long time. Not to brag, but we have an increased readership, are sporting a new look, are at more events, and have more community news than ever. That has gained us readers and attention.

We see a few new subscriptions every week.

Observation 4: People want our paper. I can simply point to the postal problems we have had recently. When readers don't get their paper, I get a lot of phone calls, and if you don't believe me, just pop by the office on a Thursday or Friday and listen to them flow in.

When a bag of newspapers go to the wrong place and delivery is delayed, people aren't happy. Does that sound like a stagnant readership?

Final Observation: I could go on and on for hours talking about all the great things that are happening in community journalism, but Safer and reporters like him don't care. They want something that will spice up their telecast and make things interesting, and it probably wouldn't hurt to beat on a competitor, would it?

I have worked and been around a dozen different community papers, and let me tell you something: there are challenges ahead for our industry, but dying isn't one of them. The Clarion is going to be around for a long time. There have been reports of our death for decades. First radio would kill newspapers, then television, now the internet, and in 20 years they will be trying to put us in the ground with something else, but the trend doesn't look good for those rooting for the death of newspapers.

I will close with this: if you like the paper and you enjoy reading it, so do other people, so don't stop supporting us because of some half-cocked report on "60 Minutes" about a newspaper 20-times our size and in a completely different area of the country.

Community news is here to stay.

Joey Young is editor and publisher of The Clarion in Andale.

Valassis

Continued from Page 1

and semi-durable goods. Through these discounts, the U.S. Postal Service — a governmental enterprise — has given one company a price incentive to move advertising inserts out of newspapers delivered to consumers' homes. Advertising inserts comprise a critical revenue stream that supports the original reporting done by local newspapers in service to their communities.

In its brief, NAA notes that the commission's decision is both contrary to law and arbitrary and capricious, because it does not

consider the "impact of the agreement on competitors to the Postal Service, on competitors of its NSA partner, and mail users in general."

When it enacted the Postal Accountability and Enhancement Act, Congress codified commission precedent establishing that assessing "unreasonable harm to the marketplace" requires evaluating and weighing harm to competitors of the Postal Service's NSA partner.



Caroline Little

NAA argues that the commission "interpreted 'unreasonable harm to the marketplace' to require only that the Postal Service is not pricing its products below cost."

Also, the commission did not require the Postal Service and Valassis to identify relevant markets in which the NSA will be implemented so that it could provide a proper analysis.

"The Postal Regulatory Commission's Public Representative had it right when he said in comments to that agency that this NSA is a lose-lose proposition for both the newspaper industry and the Postal Service," NAA President and CEO Caroline Little said.

JOB OPENINGS/FOR SALE

MANAGEMENT

GateHouse Media, Inc. is recruiting for **GROUP PUBLISHERS** — RISING STARS and/or PROVEN LEADERS! We're looking for hands-on, visible leaders that can grow print advertising and digital revenue while managing other functional areas of the business. We are seeking Group Publishers for the following areas: Corning, NY; Pittsburg, KS or Neosho, MO; and Little Rock, AR. Please send your resume and cover letter via email: cdunman@gatehousemedia.com. Please include your total compensation expectations, including your current base salary.

NEWS

PRINT AND MULTIMEDIA JOURNALIST — Award-winning community newspaper seeks versatile, energetic and motivated reporter for covering hard news and some feature writing. The ideal candidate not only should demonstrate skills needed for well-rounded print and multimedia reporting — mining sources, breaking news and routinely producing enterprise stories — but also be well-suited for a team environment where copy editing, content posting on the web and some page design duties often are shared. A solid grasp of AP Style, as well as an ability to effectively communicate and handle multiple projects, are a must. A full-time job for a talented team player who understands the importance of community journalism. Minimum requirements: bachelor's degree in journalism or related field, or professionally equivalent experience. Benefits include paid holidays, vacation days after six months, medical and dental plans, among others. The Ottawa Herald — named one of the Kansas Press Association's top newspapers in 2011 and 2012, as well as winner of the University of Kansas' prestigious enterprise reporting award in 2009, 2010 and 2011 — is a 4, 300-circulation Tuesday-Thursday-Saturday morning newspaper in growing northeastern Kansas. Send a resume and work samples to: Tommy Felts, managing editor, The Ottawa Herald, 104 S. Cedar St., Ottawa, KS 66067 or tfelts@ottawaherald.com. (2-12)

MANAGING EDITOR — The Pratt Tribune, a south-central Kansas publication with a strong online presence, is seeking a motivated and imaginative journalist to lead its newsroom. Must possess sound news judgment and exceptional design skills. The position is a perfect next step for a reporter or news editor who understands traditional

print products as well as new media. Excellent benefits, competitive salary. To apply, send resume and cover letter to Conrad Easterday, general manager, The Pratt Tribune, P.O. Box 909, Pratt, KS 67124 or e-mail conrad.easterday@dodgeglobe.com. (12-28)

High Plains Journal, located in Dodge City, is seeking a **MANAGING EDITOR/WEB EDITOR**. We want someone who can juggle multiple responsibilities and keep them all in the air. (If you can juggle balls or bowling pins too, that's even better. We need a little entertainment around here.) Application deadline: Feb. 15. Go to www.hpj.com/editor to find out more details. (1-31)

High Plains Journal, located in Dodge City, is seeking a **PAGE DESIGNER**, responsible for the graphic design of news pages in all five editions of the publication. We need someone who knows the difference between Helvetica and a Holstein and can design a news story about one with the other. Application deadline: Feb. 15. Go to www.hpj.com/jobs to find out more details. (1-31)

The Beloit Call, a three-day-a-week publication in north-central Kansas, is seeking a combination **NEWS EDITOR/SPORTS WRITER**. Salary commensurate with experience. Health care insurance provided along with a voluntary Simple IRA plan. Send resume, clips and salary history to Brad Lowell at jbrad@nckcn.com, Box 309, Concordia, Kansas 66901.

FREELANCE SPORTS WRITERS — Sixteen 60 Publishing, publishers of the Lincoln Sentinel and Chapman News-Times, is looking for freelance sports writers who can compose weekly sports stories featuring our area high schools in Chapman, Lincoln, Sylvan Grove, and Tescott. Stories can be compiled from statistics and coach interviews. Great opportunity for aggressive sports writer to supplement current income. Send experience and clips to publisher John Baetz at johnbaetz@gmail.com.

NEWS REPORTER — The Morning Sun (Pittsburg, Kan.) has an immediate opening for a news reporter to join its newsroom staff. We are seeking a versatile news hound with an eye for creative approaches. The position will emphasize education, from K-12 to Pittsburg State University,

but will not be limited to those areas. Applicants should have a journalism or equivalent degree. Professional experience is preferred. The ideal candidate must show the ability to generate story ideas, write clean copy and communicate with those inside and outside the newsroom. Experience with photography and layout/design are preferred, but not required. Digital affinity is a must. The Morning Sun is a six-day GateHouse Media paper located close to Joplin, Mo., and within a quick drive to Kansas City, Springfield, Mo., Tulsa and Wichita. The paper offers a competitive salary and an excellent benefit package. Please email a cover letter, resume and 3-5 examples of your work to gfunkhouser@corp.gatehousemedia.com. (12-28)

ADVERTISING/MARKETING

The Iola Register has an opening for an **ADVERTISING ACCOUNT REPRESENTATIVE**, full time, base salary plus commission, \$30K yearly average with opportunities to increase, benefits, retirement. Bring resume to The Iola Register, 302 S. Washington or mail to PO Box 767, Iola, KS 66749 or email to: registerdisplay@gmail.com.

The Garden City Telegram is seeking a **GRAPHIC ARTIST MANAGER** who will oversee the graphic department and staff, manage workflow and meet deadlines and coordinate special projects, ad design and other marketing design work. Successful candidate will have experience in graphics programs including Adobe Creative Suite, especially Photoshop and InDesign. Knowledge of Illustrator and Flash helpful but not required. The Telegram, a daily newspaper in southwest Kansas and part of the Harris Group, offers a generous salary and benefits package. The Telegram is an Equal Opportunity Employer. To apply (email only), send resume and cover letter to: Robin Phelan, Advertising Director, at rphelan@gctelegram.com. (1-23)

ADVERTISING DIRECTOR — The Salina Journal, a central Kansas 28,000 circulation daily newspaper, is looking for an energetic, innovative and well-versed advertising professional to lead a sales team to the next level. With a robust retail environment, opportunities abound for sales in print and digital products (website, mobile and tablet). Experience a must. Email applications only please. Send resume to Editor

JOB OPENINGS/FOR SALE

Jobs/For Sale

Continued from Page 8

and Publisher M. Olaf Frandsen at ofrandesen@salina.com. The Journal is a division of Harris Enterprises Inc., and is an equal opportunity employer. (1-22)

REGIONAL AD DIRECTOR — An innovative, progressive company is looking for an experienced sales executive to lead its multimedia publishing efforts in the beautiful gateway to the Ozarks area of southeast Kansas and southwest Missouri. This person will oversee sales staffs in three daily and two weekly newspapers. Only candidates with a passion for motivation and leadership in a digital-first environment need apply. GateHouse Media serves audiences nationwide through community-focused publications and related websites. To apply for this position: email stephen.wade@examiner.net. (12-28)

FREELANCE ADVERTISING SALES — Kansas Pregame Football Magazine is in need of a freelance salesperson to help us achieve our potential in the state's major metro markets of Wichita, Topeka, and the Kansas City metro. If you have sales experience and an existing client base within these areas this could be an excellent source of supplementary sales income. If interested please contact publisher John Baetz at johnbaetz@gmail.com.

Independently owned newspaper located in Southeast Kansas has openings in **ADVERTISING SALES** in our Chanute, KS office. The job requires making daily sales calls to established accounts, building an account list, achieving monthly sales goals for multiple products, including the newspaper, website, niche products and a community magazine. This is a small retail sales market with the closest city about half an hour away. If you like people, have an outgoing personality and a positive attitude, this could be a great opportunity. Compensation includes salary, monthly commissions and a competitive benefit package. Apply in writing to Peter Cook, The Chanute Tribune, PO Box 559, Chanute, KS 66720. No phone calls please.

Independently owned newspaper located in Southeast Kansas has openings in **ADVERTISING SALES** in our Fort Scott, KS office. The job requires making daily

sales calls to established accounts, building an account list, achieving monthly sales goals for multiple products, including the newspaper, website, niche products and a monthly shopper. If you like people, have an outgoing personality and a positive attitude, this could be a great opportunity. Compensation includes an aggressive commission. Apply in writing to JD Handly, The Bourbon County Review, 14 S Main, Fort Scott, KS 66701.

Independently owned newspaper located in North Central Kansas has openings in **ADVERTISING SALES** in our Westmoreland, KS office. The job requires making daily sales calls to established accounts, building an account list, achieving monthly sales goals for multiple products, including the newspaper, website, niche products and a monthly shopper. If you like people, have an outgoing personality and a positive attitude, this could be a great opportunity. Compensation includes an aggressive commission. Apply in writing to Randall Handly, The Westmoreland Recorder, 317 Main, Westmoreland, KS 66549.

DIGITAL MEDIA

The Hays Daily News' Pixel Power Haus wants to give you control over the directory residents use to find information about the businesses that make up your coverage area. BizLink is a searchable database of businesses and organizations that provides considerable upsell opportunity for newspaper seeking new revenue streams. You've seen expensive "subscription-based" models ... try one that works with your budget. Call Patrick Lowry at (785) 628-1081 to hear how we can help.

PRODUCTION

Experienced **PRESS OPERATOR** needed: The Junction City Daily Union is seeking a dependable, mature individual to join our operation. The right candidate will serve as team leader and help oversee press and mailroom staff for either our day or night shifts. We publish two daily newspapers, two weekly newspapers and multiple commercial print publications each week. Experience should include working on a Goss Community, 6 unit press and insert equipment. Must be mechanically inclined, detail oriented and able to assist in performing regular maintenance on equipment. If interested, please email G.Malsbury@thedailyunion.net. EOE
The Pittsburg Morning Sun newspaper has a full-time **PRESS OPERATOR** position

available. Experience operating a 5 unit Urbanite press is desired. Position requires a high degree of concentration, excellent quality control skills, press maintenance knowledge and managing all aspects of safety. Approximate shift hours are 6 p.m. to 3 a.m. This position includes a full benefit package, health, dental, vision and 401k. EOE. Send resumes to Steve Wade, publisher, at 701 N. Locust, P.O. Drawer H, Pittsburg, Kan. 66762, or email to steven.wade@morningsun.net.

NEWSPAPERS FOR SALE

For Sale — **The St. Marys Star**, founded in 1884, printed Wednesdays and only newspaper in county with website, www.thesmstar.com. Circulation 1,375+. Big community supporter and official paper for St. Marys, Emmett, Willard and Delia, St. Mary's Academy and Kaw Valley USD 321. Building not included, but computer equipment supports electronic delivery to printer. Above average cash flow. Expansion potential obtainable or good add-on acquisition. E-mail owner at ranaetetlow@gmail.com. Small towns, farm communities. Serious inquiries only. Phone owner at home, 620-488-3695 after 5 p.m.

MISCELLANEOUS FOR SALE

SUPPLIES FOR SALE — We have recently switch to CtP and still have a little inventory we would like to sell at a discounted rate, including Southern Litho film and plates as well as fixer, activator and finisher. Contact Mary Hoisington at the Great Bend Tribune for more information. 620-792-1211 or mhoisington@gbtribune.com.

KANSA 480 INSERTER — Reduce labor costs with an efficient machine for handling preprinted inserts. The Garden City Telegram is selling its Kansa 480, 5:1 inserter, in good condition. This unit performs with a high degree of reliability and consistency over a wide range of operating conditions. Works with broadsheets for everything from single sheet fliers to multi-page editions and has been well maintained. Length 23'10", width 6'4" to 8'10" for creeper conveyor. We used an inline labeler and typically operated the unit at 6,000 to 6,500 pieces per hour though it is rated to do more than double that amount. Model #4601; Serial #480-036. Asking \$10,000, however no reasonable offer refused. For more information email Dena Sattler, Denas@gctelegram.com, or call (620) 275-8500, extension 201.

You're from the newspaper, aren't you? Need a proofreader?

A few weeks ago, I received by e-mail a list of comments newspapers editors often hear when they out and about in their communities.

It quickly reminded me of my days as an editor and publisher of a small daily newspaper.

You can't be in this business for long without realizing that you can really never take off your editor's hat. No matter where you go, you're going to run into someone who has a news tip to share, wants to point out your latest typographical error, wonders why his son or daughter didn't get his or her picture in the newspaper or how you missed the story of the century about the local book club.

The list I received from John Montgomery, editor and publisher of the Hutchinson News, has no author tied to it, so I cannot give attribution.

Once you have read through the list, I need your assistance to enlarge it with related anecdotes from those of you who toil in the trenches every day.

Here's the list. Please add to it.

You might want to try to visualize comedian Jeff Foxworthy reading this:

You Know You're Working for a Small Town Newspaper:

When you're invited to every social function in town — and reminded to bring

your camera.

When a young girl drops off 50 cents because she accidentally pulled two papers off the rack.

When you know most of your callers by voice.

When the same little old lady calls you every press day to ask "Is the paper ready yet?"

When that same lady mails you a clipping from the paper with a typo circled and asks, "Need a proofreader?"

When you take a subscription while shopping for groceries.

When you take a classified, then hear all about the customer's gallbladder surgery.

When readers call to see if it's raining in town.

When someone calls to report their lost dog — and you tell them who found it.

There you have it. Surely some of you have your own favorites.

□

This year, we're celebrating the 150th anniversary of the founding of the Kansas Press Association.

Tom Eblen, KPA's news consultant, wrote a history book 10 years ago that pegged the first meeting on Oct. 7 and 8 of 1863 as the birth of what is now the KPA.

Approximately 10 editors gathered right in the middle of the Civil War in Leaven-

worth. Eblen wrote that while no record existed that the original group ever met again, that was the date we decided to point to as our origin.

Eblen wrote that the "real" press association was formed some 30 years later.

"In 1892," he wrote, "Kansas newspapermen riding a train back from the West decided that Kansas needed a newspaper association, and they put it together and made it work. That was the Kansas Editorial Association, a predecessor of the Kansas Press Association."

□

In two other columns in today's Publisher, we have newspaper publishers touting the importance of their publications in their communities.

It's time for more of that.

If there is one valid criticism of the newspaper industry — and one that has rung true for decades — it is that we are willing to trumpet the accomplishments of everyone but ourselves.

Maybe in this 150th year of KPA, we can reprint more columns like those two to encourage each other that while the task is sometimes difficult, the satisfaction of a job well done can make it all worth it.

So, let's start tooting our own horn.

Doug Anstaett is executive director of the Kansas Press Association.



Doug Anstaett

If there is one valid criticism of the newspaper industry — and one that has rung true for decades — it is that we are willing to trumpet the accomplishments of everyone but ourselves.

KOMA for Dummies:

- **Notify the public.**
- **Meet in public.**
- **Discuss in public.**
- **Vote in public.**

Kansas Press Association

Be sure to order a KOMA T-shirt

Because we've had so many public officials who have experienced great difficulty understanding the complexities of the Kansas Open Meetings Act, the Kansas Press Association is offering this opportunity to order a special T-shirt that simplifies the law in just a few short bullet items.

The T-shirts will be available for sale at the annual convention of the Kansas Press Association in May.

However, pre-orders will enable us to bring down the price, so members are being asked to pre-order the shirts. We guarantee the cost will be below \$20, possibly even less than \$15. Don't miss out on this opportunity to tell it like it is!

To order your special T-shirt, go to: <http://www.customink.com/signup/25ijwfk2>

Authorization Agreement for Direct Deposit (ACH)

I hereby authorize Kansas Press Association, Inc., hereinafter referred to as COMPANY, to initiate credit entries to Recipient's account indicated below at the financial institution _____, hereinafter referred to as DEPOSITORY, and to credit the same to such account. I acknowledge that the origination of ACH transactions to my account must comply with the provisions of U.S. law.

Recipient's Name: _____

Recipient's Address: _____

City: _____ State: _____ Zip: _____

Accounting Email Address: _____
(An itemization of the ACH deposit amount will be sent to this address.)

Accounting Contact (Name): _____

Phone Number/Extension: _____

Primary Account

Account Type: *Checking* _____ *Savings* _____

Recipient's Account Number: _____

Recipient's Bank Routing Number: _____

This authorization is to remain in full force and effect until COMPANY has received written notification from Recipient of its termination in such time and in such manner as to afford COMPANY and DEPOSITORY a reasonable opportunity to act upon it.

SIGNATURE _____ DATE _____

Please submit a copy of a voided check along with this completed form to:



Kansas Press Association, Inc.

Dedicated to serving and advancing the interests of Kansas newspapers

5423 SW Seventh Street • Topeka, Kansas 66606 • Phone (785) 271-5304 • Fax (785) 271-7341 • www.kspress.com

Thank you!

CALL FOR PROPOSALS

Newspapers and Community-Building Symposium XIX

Papers accepted for Symposium XIX will be presented at the National Newspaper Association's 127th Annual Convention and Trade Show Phoenix, AZ Sept. 12-15, 2013

The Huck Boyd National Center for Community Media and the National Newspaper Association and its foundation will co-sponsor the 19th annual Newspapers and Community-Building Symposium. The National Newspaper Association will host the presentations at the 127th Annual Convention and Trade Show Sept. 12-15, 2013 in Phoenix, AZ. The symposium promotes research relevant to community newspapers with less than 50,000 circulation or those that target specific niche markets.

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. Some possible topic areas: how well are citizen journalists

doing over the long term; are online experiments like Patch paying overtime; what is being done to get the texting generation to be as well-informed as the newspaper-reading generation; what do high readership numbers of college newspapers have to say about the myth that young people won't read papers; what are citizens willing to pay for good journalism; what happens when the blogs get it wrong; and others.

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. Nine proposals and three alternates will be selected. Proposals are due March 11, 2013. Completed papers are due July 8, 2013.

Presentations will be 10 minutes each. Please keep in mind that a majority of the audience will be owners, editors and publishers of community newspapers.

E-mail your one-page proposal and SEPARATE title page by March 11, 2013:

Gloria Freeland, gfreela@ksu.edu; Huck Boyd National Center for Community Media,
A.Q. Miller School of Journalism and Mass Communications,
105 Kedzie Hall, Kansas State University, Manhattan, KS 66506-1501
Phone: 785-532-0721 Fax: 785-532-5484

The Huck Boyd National Center for Community Media

The Huck Boyd National Center for Community Media is in the A.Q. Miller School of Journalism and Mass Communications at Kansas State University. The center's mission is to strengthen local media to create better, stronger communities in America.

The center works with the NNA and NNAF each year to co-sponsor the symposium;

sponsors an annual lecture series dedicated to community media; co-sponsors the Great Plains Radio History Symposium; encourages journalism educators to include a community media perspective in their teaching; fosters research that benefits community media; and helps provide development programs for them.

The National Newspaper Association Foundation

The National Newspaper Association Foundation was established in 1957 to enhance literacy, print journalism and the role of community papers. NNAF is the nonprofit educational arm of the National Newspaper Association.

NNA, the nation's oldest and largest newspaper organization, was founded in 1885.

It has 3,300 community papers as members.

Its membership includes a majority of the weekly newspapers and more than a third of the dailies in the country. NNA represents member newspapers before all branches of government, publishes Publishers' Auxiliary, and helps keep its members up to date on developments affecting newspapers.