

CELEBRATING OUR 150TH YEAR!

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION MARCH 13, 2013

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Utilize the KPA's free community promotional ads called "Keep Reading."

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Doug Anstaett's column about Sunshine Week emphasizes opening the curtains in Topeka.

## KPA CALENDAR

### MARCH 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.

## Saturday mail cut creates quandary

The U.S. Postal Service's decision to eliminate Saturday deliveries has newspaper publishers scrambling to come up with alternatives.

For some, mostly non-dailies who go to print early in the week, it won't require many, if any, changes.

But for dailies and those non-dailies that print editions on Friday and Saturday, it is

serious business. And it's especially disconcerting for leaders of newspapers that recently switched to all-mail delivery of their newspapers.

The Ottawa Herald is a good example.

Editor and Publisher Jeanny Sharp converted to mail-only delivery of the five-day daily in 2009. A year later, the Herald contracted out its printing to the Lawrence Journal-World.

Then, this past year, the Herald converted to Tuesday-Thursday-Saturday publication.

Elimination of Saturday mail delivery, however, would put a crimp in that plan because the Herald's Saturday newspaper, containing all the Friday night sports and other features, would sit until Monday or even Tuesday if Monday is a holiday with

See SATURDAY on Page 6



Russell Viers will have several sessions at this year's Kansas Press Association annual convention in Topeka. Here, he talks about production

efficiencies at the Western Kansas Mini-Convention last November in Hays. Viers will join advertising expert Peter Wagner from Iowa on the agenda.

## It's time to register for KPA convention

The clock is ticking and it's time to book your room and register Kansas Press Association's annual convention May 3 and 4 in Topeka.

The convention will be at the Capitol Plaza Hotel.

While we've got a jam-packed program with experts from advertising, news and digi-

tal backgrounds, there are other reasons to attend this year's convention.

First of all, since KPA is celebrating its 150th anniversary this year, the association will unveil a new video with the theme, "What We Do Still Matters."

The program is chock full of opportunities for almost every

newspaper staff member.

Headliners will be Russell Viers, one of the world's top experts on Adobe PhotoShop, Illustrator and InDesign, and Peter Wagner, an Iowa publisher best known for his fast-paced presentation of easy-to-do promotions

See KPA on Page 3

# Make sure your readers know why you do the things you do

A reader questions your policy for reporting suicides. A local retailer challenges your staff to produce timely and relevant business news. A reporter is confronted for printing a press release charging a candidate with unfair campaign practices without contacting the accused for a response.

All of these scenarios are excellent topics for newsroom discussion. And most editors will likely respond directly to the individuals who raise the questions.

But how many newsrooms take the time to explain their policies and operations to their readers on a regular basis? A column by the editor or publisher should be a fixture on the editorial page if you want to connect with your readers. Even more effective are timely communications through a blog.

Columns on an array of topics serve a variety of purposes. Educating readers on newspaper policies should be a priority. What are the guidelines for letters to the editor – why are some rejected? Why, or why not, does a newspaper report the salaries of public officials? Reader comments and questions provide a never-ending stream of issues to address.

A newspaper's role as a government watchdog provides ample opportunities for initiating conversation with readers as well. Why should readers care about changes in a state's open meeting law? Why does a newspaper demand the names

of the superintendent finalists? How does a proposed privacy law threaten the disclosure of information vital to citizens' everyday lives?

Columns from publishers and editors should be standard procedure in previewing or explaining coverage. Newspapers devote a great deal of time and talent to reporting on local governing bodies; a column might educate readers why your staff cannot be everywhere and an advance can be more important than coverage of a meeting. Crime and courts coverage, by its nature, draws a chorus of detractors; the hows and whys of your reporting process are ready-made content for connecting with readers.



Jim Pumarlo

Three points are important in the explanation of all newspaper policies and operations:

**A column by the editor or publisher should be a fixture on the editorial page if you want to connect with your readers. Even more effective are timely communications through a blog.**

■ Have the same person – preferably the editor – communicate policies. It's OK to acknowledge differences of opinion among staff, but one person should be the liaison to readers. And be certain to share policies with

all newspaper employees. Remember the people on the front line – no one is more important than the receptionist – who will likely be the first to field a question or complaint. Receptionists should know that policies are in place and direct inquiries to the appropriate person.

■ Be open to feedback and criticism.

See PUMARLO on Page 4

## 2011-12 KPA BOARD

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## FEBRUARY KDAN, KCAN WINNERS

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

- Western Kansas World — One 2 x 2 KDAN ad sold— profit \$400
- Anderson County Review — Three 2 x 4 KDAN ads sold— profit \$2,475
- Hays Daily News — Two 2 x 4 custom KDAN ads sold— profit \$420
- GateHouse Media— 17 KCAN ads sold— profit \$2,550
- Anderson County Review — four out-of-state DAN ads sold — profit \$720.

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.

# Add 'people' to the four 'P's' of marketing

Marketing is not a one-note tune. In fact, most marketing textbooks feature meticulous descriptions of the Four P's of marketing — four elements which work together in the creation of a successful campaign. If any one of the four is lacking, failure is a likely possibility.

Media sales people should have a fundamental understanding of these Four P's.

Here's a quick look:

**Product:** This represents the product or service offered to consumers. If the product is something that the public would like to own, there is a ready-made marketplace.

I must mention that there is a big difference between a want and a need. Just because someone needs a product or service doesn't mean that he or she will want to buy it. And just because that person needs a particular product doesn't mean that any brand in that category will do.

You may need basic transportation, but you want a certain kind of sports car. You may need athletic shoes, but you want Nikes. You may need a house, but you want to live in a particular neighborhood.



**John Foust**

**Price:** Think of the classic television show "The Price is Right." Pricing strategies create delicate balances. From the seller's perspective, pricing should meet desired profit margins. From the consumer's point of view, a price that seems too high for perceived value will seem out of line. And a price that is too low for perceived value will suggest poor quality.

Whatever the price, discounts can be offered to boost sales.

**Place:** This concerns distribution. Where can consumers find the product? Can they try it on or test drive it in a local store, then buy it and take it home? Do they have to

order it — in the store or online? How will they receive it? Does the store have convenient hours? What if inventories are low and the product is out of stock? If it has to be ordered, how long will delivery take?

**Product availability** is a huge key. Many a sale has been lost because of distribution delays.

**Promotion:** Essentially, promotion is communication. How do you let your target audience know about the advantages of the product or service?

Here's where advertising enters the picture. Promotion is one piece of the

marketing puzzle. And advertising is one component of promotion — just as public relations, special events and sponsorships are components of promotion.

Recent textbooks have added a fifth P to the formula: People. Without adequate customer service, all of the other P's don't add up to a hill of beans or — ahem — peas.

Sadly, some smaller businesses have little or no understanding of the marketing P's. Of course, they know the importance of each individual element, but they don't see the connections. That's where you can help them see the big picture — and set reasonable expectations

**Sadly, some smaller businesses have little or no understanding of the marketing P's ... they don't see the connections.**

for their advertising.

After all, the best ad campaign in the world can't sell a product that is not available or priced incorrectly or lacking in customer service.

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

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## KPA Convention

Continued from Page 1

for both advertising and circulation growth and his straight-to-the-point training seminars. His weekly newspaper, the N<sup>W</sup>est Iowa Review in Sheldon, has been called the best weekly newspaper in America by "American Journalism Review."

The Friday night banquet, always popular with attendees, will once again include the Kansas Hall of Fame inductions, Clyde M. Reed Jr. Master Editor Award, Gaston Outstanding Mentor Award and the Boyd Community Service Award. The annual Awards of Excellence presentation will take place as usual on Saturday afternoon.

Other events will include breakout sessions and speed topics on sales, news writing, digital media, circulation and newspaper research. The KPA Advertising Challenge at the convention will help us identify the best ad designer in Kansas.

Emily Bradbury, KPA member services director, said: "We'll also have Country Stampede tickets to give away during breaks and a 'Who Am I' contest involving our own Richard Gannon dressing up as a famous Kansas Newspaper Hall of Fame member from the past. Guess who he is and you'll be in a drawing for \$25 in cash.

"We're asking first-time attendees at convention to indicate that on the registration form so we can recognize you and make you feel welcome," Bradbury said.

Lead sponsors of convention are AAA and Kansas Electric Cooperatives.

"This convention is going to reinforce our industry's long-standing commitment to covering our communities and fulfilling our government watchdog role," said Doug Anstaett, KPA executive director. "We'll also throw in lots of pats on the back for a job well done."

For a registration form and to view the tentative schedule, go here: <http://issuu.com/planvilletimes/docs/webpackage?mode=window>

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# Legislators: now that you've vented, get back to work!

**R**iddle: When is a meeting not a meeting?  
Answer: "The term 'meeting' shall not include: (a) Occasions when a majority of the membership of a body or agency subject to this act attends a social gathering or otherwise gathers so long as the body or agency does not deliberate specific matters that, at the time of the exchange, the participating members expect to come before the body or agency at a later date; and (b) gatherings of any political party caucus of either house of the legislature."

## GUEST EDITORIAL

In other words, the Kansas Open Meetings Act is hereby totally neutered, under the wording offered up in House Bill 2336 by the House Judiciary Committee. Similar action is proposed in a companion piece, Senate Bill 200.

The proposals are interpreted as a response to last year's meetings at Cedar Crest, where legislators gathered at the governor's invitation. An investigation ensued to determine whether the open meetings act was violated. There were seven meetings, mainly involving Republican lawmakers, and it was a Shawnee County Democratic district attorney who opened the probe. There was no prosecution, although the investigator

alleged "technical" violations of the law and noted many of those participating knew little about the law.

With that dust settled, the lawmakers now are proposing to make any social event a place where any and all issues can be discussed without the public being informed. This would apply to all officials covered by the open meetings law, not just legislators — although they obviously are giving themselves a specific exception.

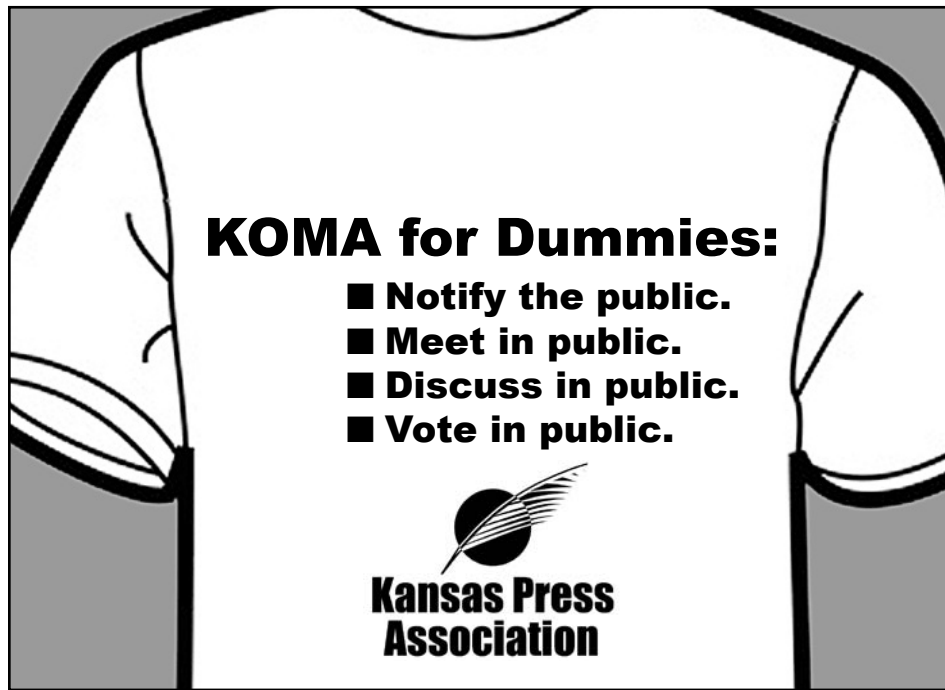
The Senate bill would allow such conversations as long as they did not lead to formulation of policy or to a vote.

It's already difficult enough to police discussions by public officials outside their convened sessions. These proposals practically invite officials to thumb their noses at the law and easily let them keep the public out of the process through which they arrive at decisions — especially decisions on issues that officials may prefer to settle without being heard and seen.

It's a bad idea. OK, you folks under the Capitol dome. You've vented. Now get back to work on behalf of the public instead of working against the people who elected you.

**Ann Gardner**

*The Lawrence Journal-World*



## Be sure to order a KOMA T-shirt

**B**ecause 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>

## Pumarlo

**Continued from Page 2**

Policies, to be effective, must have a foundation of principles. They also should be subject to review depending on specific circumstances.

■ Don't be afraid to accept mistakes or errors in judgment. Saying "we erred" will go a long way toward earning respect and trust from readers.

Newspapers should tailor policies to suit their operations and then communicate them with readers.

Talking with people — individuals inside and outside the newspaper — is an important aspect of developing policies. Connecting with as many people as possible guarantees thorough examination of the various perspectives on policies. The more opinions that are received, the stronger the policies will be.

Editors and publishers still must make the final decision. But readers will appreci-

ate that policies are not made on a whim.

**Jim Pumarlo** writes, speaks and provides training on community newsroom success strategies. His newest book is "Journalism Primer: A Guide to Community News Coverage." He also is author of "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](http://www.pumarlo.com) or [jim@pumarlo.com](mailto:jim@pumarlo.com).

## Changing of the guard —



(Above) Marc Campbell has sold the Haysville Sun-Times to Paul Rhodes of Times Sentinel LLC, right. New owners of the Minneapolis Messenger (below) include the Shupe family — Carlie, Lindsay, Erik,

Londa and Maggie, and the Parks family — Jody, Hayley, Sydney, Jason and Ryan. Not pictured is Zoie Shupe. They bought the Messenger from long-time owners John and Mary Wilson.



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# Saturday

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no change.

Sharp is considering switching to Monday-Wednesday-Friday publication.

However, she also is looking into other possibilities, including a partnership with the Journal-World, which has daily carriers in Ottawa and Baldwin, or some other contracted method of delivery.

"Bottom line, we're still exploring our options," she said.

Others who responded to a survey by KPA had other ideas for coping with the end of Saturday mail delivery.

Dena Sattler, editor and publisher of the Garden City Telegram, said: "We're studying a couple of options, but have not made a decision. When we converted to 100 percent mail delivery in October 2011 we maintained a small carrier force for our shopper, and also have a sister paper with carrier delivery in our distribution area.

"So, we have different possibilities for home delivery if the postal service is allowed to drop Saturday service. One thing is certain: Our customers will continue to receive a Saturday paper."

Chris Faimon, co-publisher of the Coffey County Republican, said the newspaper now prints on Tuesday and Fridays.

"We are debating switching to once a week," he said. "We do not think our customers will be happy with a Friday paper that they wouldn't receive until Monday or Tuesday when there is a holiday.

"If we did switch, we figure it would cost the Post Office around \$8,000 to \$10,000 in lost revenue."

The Hutchinson News, a seven-day daily

that serves the southwestern quarter of Kansas, will utilize the same system it uses now on Sundays.

"In areas where we have newspaper hauler routes, we have drop boxes in town in the post office, and subscribers can come in and pick up their newspapers," said John Montgomery, editor and publisher.

"It's not ideal, but it allows people to get a same-day paper."

Tom Taylor, publisher of the High Plains Journal in Dodge City, completes its weekly publication on Friday for Monday publication.

A change to an earlier production day might negatively affect the farm publication's current revenue stream, so he is reluctant to change it.

"In addition, with our circulation spread out over a 10-state area, there is no guarantee many of our subscribers would receive it on Saturday anyway, even if we did back up production," Taylor said. "We are considering a promotion to have those who can switch their physical addresses to PO Box numbers, which will allow for Saturday delivery to box holders of record. Still, this will benefit only those who are receiving the publication on Saturdays now."

Donna Sullivan, editor of the Riley County, said she started making changes when USPS announced regional distribution center closings.

"When they first started talking about closing the Topeka processing center last year, I moved my publishing day from Friday to Wednesday," she said. "I feared at that time that Saturday delivery would be the next thing to be done away with, so I moved

it two days to try and make sure people would still receive the paper by Friday."

Ongoing problems with delivery delays and the end to Saturday delivery may coax some subscribers into electronic editions.

"The mess has generated a lot of interest in our on-line e-Edition which was scheduled to go behind a paywall March 4," said Ned Valentine, editor and publisher of the

Clay Center Dispatch, "but which we're continuing to allow free for a while. It is helping us introduce the on-line product.

"People are finding they are comfortable with it. We allow print subscribers free access. People report no problems with the

on-line edition, it is easy to read — but they still prefer the printed product."

David Allen Seaton, editor and publisher of the Arkansas City Traveler, said his newspaper plans to survey readers about their preferences.

The Traveler is currently Monday through Saturday and totally delivered by mail. Alternatives include:

- Ending Saturday publication.
- Ending Monday publication and delivering Saturday through contract carriers.
- Keeping six day delivery with Saturday delivered by contract carrier while increasing the subscription cost to cover the higher expenses.

"We have talked about just publishing e-editions on Saturday or perhaps a surcharge for Saturday paper delivery, but these options seem too complicated and we can't be sure we'd get enough subscribers to entice enough ad sales," Seaton said.

**'One thing is certain: Our customers will continue to receive a Saturday paper.'**

**Dena Sattler**  
Garden City Telegram

## NAMES IN THE NEWS

### Campbell joins Telegram staff

Ruth Campbell has been named news editor of the Garden City Telegram.

An award-winning reporter and veteran editor, Campbell moved to Garden City after having served as managing editor of the Fort Scott Tribune.

Before coming to Kansas, she worked at daily newspapers in Texas, Oklahoma and New Mexico.

She will help oversee reporters, editors and photographers in the Telegram's newsroom.

### Tribune names Helm editor

Tammy Helm is the new editor of the Fort Scott Tribune.

Helm is a native of Parsons. She grew up in Kansas City, Kan., and is a University of Kansas graduate.

She has previously worked at newspapers in Lebanon, Mo. and

Corydon and Oskaloosa, Iowa, and also has worked for Minuteman Press, Premium Standard Farms and Pro-Print, Inc.

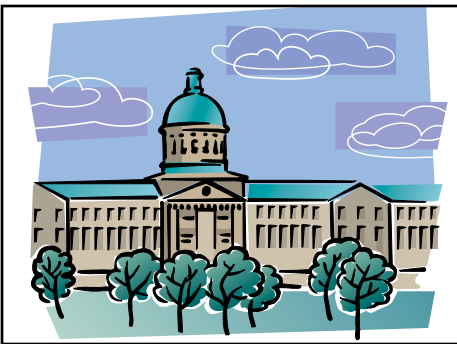
### Gazette buys St. Marys Star

The Emporia Gazette has purchased the St. Marys Star from Renae Tetlow, it was announced recently.

Christopher White Walker, editor and publisher of the Gazette, said the newspaper will remain committed to the community despite the change in ownership.

"The same staff and office location will remain ..." he said. "Delivery and deadlines will remain the same. The only change you will notice is the paper size will change to a broadsheet format" at the same time it switches to print at Lawrence.

The new venture will be a partnership, with the news staff continuing to write, edit and design the paper and the Gazette handling the production operations.



## Here's a capsule look at bills affecting KPA

As the Kansas Legislature's 2013 session moves into the final stretch, here is where we stand on the top issues affecting the Kansas Press Association and its member newspapers:

■ **HB 2366** — bill to redefine a meeting under the Kansas Open Meetings Act. No hearing has been set.

■ **SB 200** — Senate version of bill to redefine a meeting under the Kansas Open Meetings Act. No hearing has been set.

Thanks to KPA members for their opposition through editorials on the above bills.

■ **SB 10** — bill to spell out and limit the costs for copies and research on requests under the Open Records Act. Bill is being heard at 10:30 a.m. Wednesday in the Senate Federal and State Affairs Committee. KPA has several conferees lined up to testify.

■ **HB 2188** — bill to expand disclosures from not-for-profit organizations under the Kansas Open Records Act. KPA supports this change. A hearing has taken place, but no action to move the bill.

■ **HB 2319** — bill to create innovative school districts. KPA opposes any effort to exempt these districts from KOMA.

■ **HB 2346** — bill to create the Open Government Unit in the Kansas Attorney General's Office. KPA supports the bills and helped with its creation, but no hearing has been scheduled.

■ **HB 2364** — bill to remove requirements of newspaper publication of constitutional amendments and instead place notices on Secretary of State's official website. KPA opposes the bill and representatives met with Speaker Ray Merrick last week to express our displeasure with the idea.

■ **HB 2091** — bill to raise publication fees charged to delinquent property taxpayers, but keeping publications in newspapers. KPA worked with Kansas Association of Counties on this agreed-to language to raise the fee per delinquent tract to \$30 from \$15.

# MOVE UP IN YOUR CAREER



Communities with a local newspaper are smarter, stronger and closer. Their citizens are connected to one another, and invested in what happens around them — whether it's voting for area leaders, shopping locally, supporting kids in the community, or building careers in town.

The local paper is also one of the only places you can find timely news on what's happening right where you live. That's why 86 million Americans read local newspapers each week.

**Keep reading your local newspaper...  
and keep your community going strong.**



**Kansas Press  
Association**  
kspress.com

A number of great house ads such as the one above are available for your use on the Kansas Press Association website. Use the link below to access them in varying column widths with different messages built around the theme "Keep reading your local newspaper." We have them with and without KPA logos, so you can add your own logo if you choose. <http://kspress.com/267/keep-reading-campaign-and-aaa-traffic-safety-campaign>

## JOB OPENINGS/FOR SALE

**CIRCULATION/DISTRIBUTION CIRCULATION SALES AND DISTRIBUTION MANAGER** — The Daily Union in Junction City, Kansas seeks an experienced individual to lead the day-to-day circulation sales and distribution efforts for our group of newspapers in and near Junction City. This position oversees our distribution coordinators, a part-time telemarketing sales rep and reports directly to the publisher. The responsibilities include an active role in telemarketing and door-to-door sales, dealer and single copy sales/collections and kiosk sales. Other duties include recruiting and contracting independent contractors. Must be willing to work a flexible schedule. We offer a competitive salary, bonus plan and excellent benefits including medical, dental, 401K plan, paid holidays and vacation. Please submit resume to: T.Hobbs@thedailyunion.net. (2-14)

### NEWS

**HELP WANTED** — GateHouse Media seeks editors and reporters who love local news, and who think small and mid-sized towns are great places to call home. With 494 community publications and more than 250 related websites from New York to California, GateHouse-owned media reach 10 million people each week. We are looking for innovative, digitally savvy journalists who believe in great storytelling, know how to run and execute projects, and who will delight and inform readers. Work samples and resume to Dale Brendel at dale.brendel@leavenworthtimes.com or Kent Bush at publisher@augustagazette.com. (3-5)

**WANTED: SPORTS EDITOR** passionate about local sports to energetically lead a two-person department in covering high school and college programs that are perennial state and national contenders. This full-time position at a Kansas five-day daily is responsible for coordinating daily multimedia sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation and, most importantly, a desire for excellence. Weekend and evening hours required. If this is you, please send letter, clips, resume and references to danstaett@kspress.com. (2-27)

**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)

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/](http://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](http://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](mailto:jbrad@nckcn.com), Box 309, Concordia, Kansas 66901.

**FREELANCE SPORTS WRITERS** — Sixteen 60 Publishing, publishers of the Lin-

coln 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](mailto:johnbaetz@gmail.com).

### DIGITAL MEDIA

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

### 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](mailto:registerdisplay@gmail.com). (1-29)

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](mailto: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



## JOB OPENINGS/FOR SALE

### Jobs/For Sale

#### Continued from Page 8

digital products (website, mobile and tablet). Experience a must. Email applications only please. Send resume to Editor and Publisher M. Olaf Frandsen at ofrandsen@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)

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.

#### 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 john.baetz@gmail.com.

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 Handy, 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 Handy, The Westmoreland Recorder, 317 Main, Westmoreland, KS 66549.

#### MANAGEMENT

**GROUP PUBLISHER** — An innovative, progressive company is looking for an experienced leader to guide its multimedia publishing efforts in the beautiful gateway to the Ozarks area of southeast Kansas and southwest Missouri. This person will oversee teams in three daily and two weekly GateHouse Media newspapers. The ideal candidate will demonstrate strong leadership in a digital-first environment and will be able to show a track record of mentoring employees. Revenue experience is a plus. GateHouse Media serves audiences nationwide through community-focused publications and related websites. To apply for this position: email stephen.wade@examiner.net. (12-28)

#### 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

#### 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.



### THIS MONTH'S QUESTION

Q. Those KOMA for Dummies T-Shirts are great, but aren't you afraid of making legislators and other public officials mad?

A. It's not our intent, but if they do get mad, we hope they also don't use ignorance of the law as an excuse any more. Many of them refuse to follow the dictates of an easy-to-understand law. This T-shirt will serve as a reminder that open government is the law in Kansas and that those four rules are so simple even a caveman could understand. (With sincerest apologies to Geico Insurance).



## Legislators try to pull the curtains on sunshine laws

Most of us are fed up with the doldrums of winter, so why not celebrate the sunshine that comes with the advent of spring by also celebrating Sunshine Week.

What is Sunshine Week?

It's an annual observance — this year's it's March 10 to 16 — that has as its goal promotion of a dialogue about the importance of open government and freedom of information.

Is the fact that Sunshine Week is set smack dab in the middle of the Kansas legislative session happenstance — or providence? Anyone who has observed the recent behavior of some public officials in our state could be excused for leaning toward the latter.

After all, we've had more than our share this session of blatant attempts to close the curtains at the Statehouse.



Doug Anstaett

Legislators, who have more freedom than any other elected officials in Kansas, want even more.

It's not enough that they can "legally" caucus their entire party delegation behind closed doors.

It's not enough that they can meet in small groups out of the public's view and discuss the public's business — just so long as they assemble just one less than a majority of a committee's membership in the same room.

It's not enough that they can be wined and dined by lobbyists, who can bend their ears for hours, most of the time without any public scrutiny.

No, they want more.

They've floated bills that would allow them to get together during "chance" meetings at social events and discuss the public's business.

Under one bill, if they were invited to a wedding and took advantage of the situation to discuss business, they wouldn't be breaking the Kansas Open Meetings Act. After all, the "central purpose" of the get-together

is to celebrate with the bride and groom.

Under another, KOMA would not be broken even if a majority of a public body discussed pending legislation behind closed doors, as long as their conversations didn't rise to the level of deliberation.

That's a far cry from what KOMA requires today.

In other words, they already have the gold mine, but they want to give the public the shaft.

The problem is, these bills would free up all public bodies to do the same — city commissions and councils, county commissions, school boards and all the rest who are covered by KOMA.

Is this any way to run a government?

Not if you're interested in the sunshine illuminating your service as a public official.

If, however, you prefer to operate in the dark, it's the perfect prescription ... for disaster.

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



*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!



## **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](http://www.kspress.com)

**Thank you!**