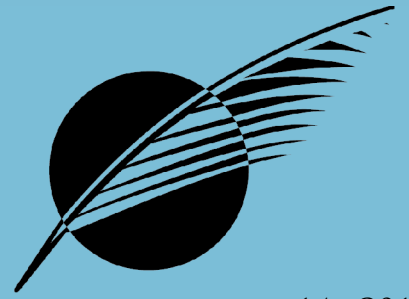


THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION MARCH 14, 2018

INSIDE TODAY

PAGE 2

Kevin Slimp writes about his keynote speech at the Kansas Press Association convention.

PAGE 3

John Foust says while it's OK to feature a boss in your advertising, be careful about how you handle it.

PAGE 4

KPA president Andy Taylor says "Fiddler on the Roof" has some interesting parallels with the newspaper industry.

PAGE 6-7

Kansas newspaper publishers are looking for editors, advertising reps, designers and more.

PAGE 8

Doug Anstaett writes this month about National Sunshine Week, May 11 to 17. The column was sent last week to KPA members.

KU students again covering Legislature

Students from the University of Kansas are again providing free coverage of the Kansas Legislature this year.

Scott Reinardy, coordinator of the program, said seven reporters and three copy editors have produced more than 60 stories so far.

If you're looking for supplemental content for your newspaper, you should take advantage of this free service provided by the Kansas Newspaper Foundation.

[Click here](#) to access the wire service. Login with:

Username "kuwire"
Password: kuwire



Rep. Jason Probst, D-Hutchinson, addresses the press during the Democratic Party's introduction of transparency legislation earlier in the legislative session. Probst is a former opinion editor for the Hutchinson News and is filling out the unexpired term of Rep. Patsy Terrell, who died last June.

session. Probst is a former opinion editor for the Hutchinson News and is filling out the unexpired term of Rep. Patsy Terrell, who died last June.

Transparency is session 'buzzword'

A bill that would liberalize Kansas law on the public availability of body and vehicle cam videos passed out of the Senate Judiciary Committee today.

While House Bill 2571 doesn't come close to meeting the expectations set out when the Kansas Press Association labeled the measure its main legislative initiative in 2018, it begins an incremental process to eventually open up these videos to public inspection, said Doug Anstaett, KPA executive director and lead lobbyist for the association.

"The legislative process can be cumbersome because so many different interests get to join the

debate about changes in the law," Anstaett said, "but we solved a couple of the problems that led to an agonizing wait for a Topeka family following the shooting death of Dominique White last fall."

HB 2571 as amended sets a deadline of 20 days for a video to be shown to family members of the victim of a police shooting. It also mandates that an attorney can be present when family members view the video.

The body cam bill is one of several that deal with transparency this session.

See **LEGISLATURE** on Page 5

KPA helps crown regional spelling champs

Two regional spelling bee champions were crowned during the past two weeks at events coordinated by the Kansas Press Association.

At the first bee, at Fort Hays State University on March 3, 95 spellers from 76 counties completed in the Sunflower Regional Spelling Bee.

In the 31st round, Sukesh Kamesh, a seventh grader from Kingman County, won the bee by correctly spelling "carboniferous." Second place went to Joy Lee of Crawford County and third

to Emma Holloway, and Jacob Mathew, of Miami and Crawford counties, respectively.

This past weekend, 46 spellers from 26 counties competed in the Capital City Regional Spelling Bee at Shawnee Heights High School Auditorium in Tecumseh.

Champion was eighth grader Abrar Nasser of Riley County, who correctly spelled "silica" for the win.

See **SPELLING BEE** on Page 3

Survey shows daily, nondaily divided on digital product need

During a keynote address at the Kansas Press Association convention in February, I presented the results of my annual survey of newspaper publishers in the U.S. and Canada for the first time.

With roughly 15 percent of publishers in these two countries participating in the survey, it's a good bet the results are representative of the industry as a whole.

In my previous column, the first in a series concerning survey findings, we discussed some of the differences between healthy newspapers and newspapers with diminishing health over the past three years. Today, I'm going to take a look at the differences in how daily and weekly newspaper publishers view the benefits of their digital efforts.

After visiting thousands of newspapers during my career, and speaking to thousands more at conferences, there's not much that catches me off guard about our industry these days. But I was a little surprised by the vast differences between the way daily and weekly newspaper publishers view the benefits of their digital efforts.

Question 10 of the survey, "How do you feel about the following statement: 'Our business would do just as well or better without a print version,'" was less divisive. It seems that both daily and non-daily publishers universally agree they wouldn't survive without a print version.

The differences arise in response to Question 11, "How do you feel about the following statement: 'Our business would do just as well or better without a digital version.'"

A whopping 59 percent of daily publishers responded, "That's ridiculous."

We would be in worse shape without a digital/online edition."

Conversely, 68 percent of weekly publishers believe it either "is" or "might be" true that their paper would do just as well without a digital version. When you add in the number of folks who responded "other," then wrote they didn't have a digital presence, you have well more than 70 percent of weekly publishers wondering

if there is any advantage to having a digital edition of their newspapers.

Looking further, the differences of opinion between publishers of "healthy" newspapers and "unhealthy" newspapers is not as glaring. While 59 percent of publishers who rated their paper's health as "very healthy" or "relatively healthy" indicated their papers might be better off without a digital version, 54 percent of publishers who rated the health of their papers as "unhealthy" or "near death" felt the same about their digital efforts. Not a huge difference.

The results are even more striking when asked about the benefits of social media.

Only 22 percent of non-daily (less than four issues per week) newspaper publishers report seeing any benefit, financial or otherwise, from their social media efforts. Compare that to 60 percent of daily newspaper publishers who see some type of benefit from their social media efforts and it's clear there are some real differences between the results of social media at daily and non-daily newspapers.

I'm fascinated by the responses to these surveys. As I

hear from publishers and others after seeing the results of our past surveys, it's apparent that folks are often surprised to find their newspapers aren't so different from others. This is especially true when we look at categories like newspaper ownership models (a full 50 percent of U.S. and Canadian newspapers are not part of any group,

with only 11 percent being part of a large regional or national group) and circulation (average circulation is less than 6,000).

I often hear attendees at conferences respond, "I thought we were different

from everyone else."

There's some solace, I believe, from realizing you're not alone. At the same time, we can gain some benefit from learning what is working at other newspapers similar to our own.

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



Kevin Slimp

It seems that both daily and non-daily publishers universally agree they wouldn't survive without a print version.

2017-18 KPA BOARD

Andy Taylor

President

Montgomery County Chronicle
chronicle@taylornews.org

Scott Stanford

First Vice President

Lawrence Journal-World
ssanford@ljworld.com

Travis Mounts

Second Vice President

Times-Sentinel Newspapers
news@tsnews.com

Joey Young

Treasurer

The Clarion, Newton Now
joey@kspublishingventures.com

M. Olaf Frandsen

Past President

Salina Journal
ofrandsen@salina.com

Marcus Ashlock

Southwest District Director

Syracuse Journal
editor@thesyracusejournal.com

Mary Hoisington

At-Large Director

Great Bend Tribune
mhoisington@gbtribune.com

Jason Jump

Nondaily Membership Director

Kingman Leader-Courier
jjump@kconline.com

Dena Sattler

Legislative Director

Garden City Telegram
denas@gctelegram.com

Tomari Quinn

Daily Membership Director

Topeka Capital-Journal
tomari.quinn@cjonline.com

Ned Seaton

Northeast District Director

Manhattan Mercury
nseaton@themercury.com

Robin Clasen Wunderlich

Southeast District Director

Eureka Herald
news@eurekaheald.com

Position Open

Northwest District Director

Boss wants in the ad? Focus on the customer

Sometimes it's a good idea to feature a boss in an ad. Sometimes it's not.

Two ads come to mind. One shows a plumbing company's president seated at the head of a conference table, surrounded by a handful of employees. He is the only one looking at the camera, and they are leaning toward him, eyes fixed on a document he is holding. (Maybe it's a flow chart showing their titles and job responsibilities.)

Names are listed in the caption, and his is in bold type. The headline – too trite to mean anything to anyone who is not pictured – reads, "Leading the field." Clearly, the underlying message is, "Look at me. I'm the boss."

The other ad features a large, close-cropped photo of a construction CEO standing next to a pickup truck. He's wearing a hard hat and his expression suggests that the photo was shot as he was talking.

The headline is in quotes and emphasizes the fact that he is involved in all of his company's projects – and even devotes time to travel to clients' job sites. The body copy provides details about his commitment

to make sure things are done correctly.

That's a stark contrast, isn't it? The first ad says, "I'm important." The second one says, "You (the customer) are important."

Putting bosses in ads can be tricky, because bosses are bosses. They ultimately control their companies' ad budgets. So

when you get an idea

– or a request – to put the boss in an ad, things need to be handled with care. Here are some points to keep in mind.

1. Make it relevant. A boss-testimonial has to mean something. It is about the message and the messenger. Ideally, the message should be one that can be delivered only by that specific messenger – a person who represents a big emotional investment in the business being advertised. He is in a strong position to sell benefits and strengthen the brand image. (Think of the classic Dave Thomas ads for Wendy's.)

2. Make it real. For this kind of ad to be effective, the photo and the copy must have the ring of authenticity. This is not the place for portrait photography; the photo's destination is an ad, not the boardroom. The boss should be depicted in a slice-of-life setting – like the construction CEO be-

side the truck. She should make eye contact with the camera (and hence, the readers).

To give the right voice to the photo – and personalize the message – make the headline a quote.

3. Keep it simple. For maximum visual impact, the photo composition should be uncluttered and the boss should be the most prominent element.

The language should be human, clear and non-corporate. It's much better to say, "Our commitment to customer service starts at the top – with me," than to say, "We're committed to

the relentless pursuit of best practices to better accomplish our actionable customer-facing objectives."

Here's a thought: What about the relentless pursuit of stronger boss-testimonial ads?

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 john@johnfoust.com.

(c) Copyright 2017 by John Foust. All rights reserved.



John Foust

Putting bosses in ads can be tricky, because they ultimately control their companies' ad budgets. Handle it with care.

Spelling bee

Continued from Page 1

Second and third places went to Karla Cruz of Marshall County and Rishiraj Pandya of Shawnee County, respectively.

Kamesh and Nasser will represent Kansas at the Scripps National Spelling Bee May 27 to June 2 in Washington, D.C.

Their expenses are underwritten by sponsors and individual schools that participated.

Amber Jackson, KPA advertising director, organized the events. She was assisted by Phoebe Nordyke, who had run a similar event in previous years.

Sponsors of the event were ITC and Sunflower Electric.

"Events such as these wouldn't be possible without the generosity of sponsors like ITC and Sunflower Electric," Jackson said. "Their support made it possible for more than 140 spellers to compete for a chance to go to Washington, D.C. for the national spelling bee."



THIS MONTH'S QUESTION

Q. I see the Northwest District director position on the Kansas Press Association Board of Directors is open. How can I apply?

A. Just give Emily Bradbury or Doug Anstaett a call at (785) 271-5304 and express your interest.

That's all there is to it, other than being willing to attend four board meetings a year and representing your district on the board.

Introducing

LSA Creative...
a harmony like no other.

LSA Creative is the premiere "movement" combining the best advertising-specific content with the experts who help businesses market to local consumers.

Access the content you've come to rely on with Creative Outlet and now as LSA, we can help you create customer pitches, circulars/fliers, social media imagery and many other print and digital graphics. LSA Creative is here to assist you when you need to keep your advertising & production in harmony.

LSA CREATIVE OUTLET
www.creativeoutlet.com • sales@creativeoutlet.com
309-690-5324

Musical has a message about blessed traditions

Leave it to a group of high school musical production to make me realize the importance of change in the newspaper industry.

My wife, daughter and I were thrilled with Independence High School's production of "Fiddler on the Roof" earlier this month. The introductory song is a bold piece of Hebrew-inspired culture: "Traditions!"

In a humorous piece of contradiction, Tevye, the dairy farmer from Anatevka, asks himself how some of the traditions, including the wearing of the prayer shawl, came about.

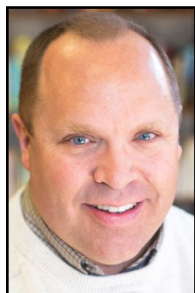
"I don't know," Tevye tells the audience. "But it's a tradition. And, because of our traditions, every one of us knows who he is and what God expects him to do."

I thought about that statement (while also tapping my feet to the beat of the great "Traditions" song) and how it applies to our newspaper profession.

Face it: we proudly uphold our traditions ... even though we don't know why we do it.

But, somehow, we think that any change to our blessed tradition will create "Eizeh balegan!" (What a mess!)

And, perhaps that's partially the reason we are seeing our industry go through some self-inflicted dips.



Andy Taylor

Tell me if you can offer an explanation to these newspaper traditions:

- Why do we insist on printing legal notices in the old "agate" format, which is usually 6 or 7 point? Do we really believe people are going to read such tiny type?

Ditto with school honor rolls. Shouldn't the publication honor students' names deserve proper readability?

- Better yet, why do we constantly publish those legal notices as an afterthought on the final page or column of our classified pages? We proudly tout the need for having legal notices in our newspaper pages. Then why do we insist on putting them on the second to the last page?

- Why do some newspapers refrain from printing "church news" on page A1? Aren't churches a vital part of our communities ... and, therefore, centers of local news? Isn't a church's good works and missions worthy of ink?

- Why do many newspapers refuse to sign their own editorials? Don't we require such signatures on letters to the editor?

- Why do newspapers refuse to work with other newspapers across the state in the sharing of news or photographs? Do we really think that readers in (strictly for example) Independence will frown if a community college basketball action photo is

shared by another newspaper from another corner of the state?

- Why do we frown when a local radio or TV station picks up our news? Is that a bad thing (provided that the radio station gives the newspaper proper citation as being the originator of that particular report)?

We can probably write an encyclopedia-width of questions and comments about our traditions ... many of which have, like Tevye's prayer shawl, no known origin.

Newspapers in the 21st century must adapt ... by tearing the walls that have made themselves into bastions of tradition. I really don't think most of our readers give a hoot about our style guides and standards. What they do care about, as they often tell us, are accuracy, readability and enjoyability.

So, perhaps we should do self-introspection in the coming months and discover that it is OK to change our ways ... or, as in the "Fiddler" story, to allow our daughters to marry Gentiles.

Only when we tear down the walls that have boosted our self-ordained arrogance will we see what the real world looks like.

Andy Taylor, editor of the *Montgomery County Chronicle in Independence*, is president of the *Kansas Press Association*.

Don't miss this opportunity for leadership training

The Kansas Press Association staffs encourages all member newspapers to consider participating in a new leadership training program opportunity slated for 2018.

You can receive a world class leadership training experience from the Kansas Leadership Center in Wichita almost totally financed by a grant and by contributions from the Kansas Newspaper Foundation, which will pick up a good portion of the incidental expenses to sweeten the pot.

Emily Bradbury, KPA's assistant director and member services director, wrote the grant after she attended a 2 1/2 day session last spring, which will allow for 40 sessions free for Kansas newspapermen and women.

"The Kansas Leadership Center is a real gem," she said. "I have utilized a number of the skills I learned there. As a team, we decided this kind of intensive training

would serve a critical purpose for KPA as we identify and train the future leaders of our organization and of newspapers in the state."

Since the training involves overnight stays in Wichita and other expenses, KNF will pick up a good portion of those expenses, Bradbury said.

Three separate programs are available to KPA members through the Kansas Leadership Center's Transformation Grant.

Bradbury suggests that two of them - "Your Leadership Edge" and "Lead for Change" - be completed before taking advantage of the third training, "Equip to Lead."

"We're already almost a third of the way through 2018, so KPA members need to look now at the dates for 2018 and choose which sessions would best fit their schedules," Bradbury said.

And enrollment in some classes is limited, so Bradbury suggests members sign up as quickly as possible by following the links

"I took this training last year, and I only wish this would have been available much earlier in my newspaper career," said Doug Anstaett, KPA executive director. "The tips you pick up will be invaluable as you navigate through the challenges you'll face."

"You learn how to deal with conflict, how to turn up the heat when necessary to accomplish a goal, how to listen to others and consider their opinions and how to work with a group, which is what most of us do."

[Click here](#) to sign up for Your Leadership Edge.

[Click here](#) to sign up for Lead for Change.

[Click here](#) to sign up for Equip to Lead.

The KPA promo code for tuition free discount for each program is KPA2018

Legislature

Continued from Page 1

“Most of the bills are designed to bring more transparency to the legislative, judicial and executive processes,” Anstaett said.

“It’s an election year, and you can tell by the tenor of the conversations in committees in both houses that it doesn’t hurt to throw in the word ‘transparency’ every chance you get.”

Whether transparency is merely a buzzword or a true reflection of legislators’ interest in opening the doors to government won’t be known until later in the session.

“Obviously, the school finance situation is weighing heavily on legislators,” he said.

“They really can’t do anything substantial until they determine how much money they’ll have available for various programs.

“The feeling among those who spend a great deal of time at the Statehouse is that various factions will continue to fight about whether the courts should have any say in how much money is spent on education.”

The other transparency bills include:

□ HB 2548, which would require bills introduced in committees to include the

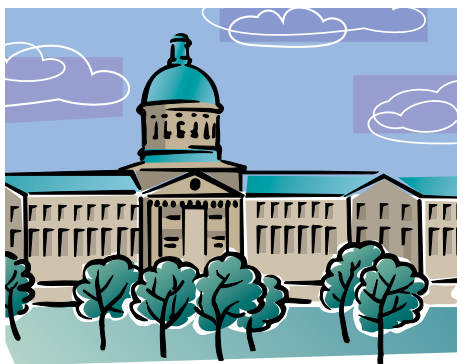
name of the sponsor, and if introduced on behalf of another person, to identify that person, state or local agency, organization or entity.

□ HB 2562, which would pave the way eventually for live streaming audio and video of all committee hearings. It is reportedly bogged down because of cost estimates that scare some legislators.

□ SB 350, which would similarly require that only committees and legislators could request bills for introduction. Now, any one can appear before a committee and request a bill introduction.

□ HB 2699, introduced by Rep. Jason Probst, D-Hutchinson, which would prohibit the popular technique called “gut and go,” where the contents of a bill are gutted and replaced by totally new language. Probst is a former opinion editor at The Hutchinson News.

□ HB 2155, which would place lobbying



restrictions on state officers and executive staff members.

□ SB 392, which would require the committee secretary to keep minutes that include the legislator, agency or organization that requested a bill for introduction.

□ SB 393, which would require all votes of each legisla-

tor on motions or other action be recorded in committee minutes.

□ SB 394, which would include those who lobby the executive or judicial branch to be included under the definition of lobbyist and require them to report spending to influence decisions of those two branches of government.

KPA supports all these measures.

“Some of them have already passed one house or the other,” Anstaett said. “My guess is they’ll likely be bundled together at some point and, ironically I might add, referred to with a title that includes the word ‘transparency.’”



Get the message

At AT&T, we believe there’s only one thing to know about texting and driving – just don’t do it. Not ever. The AT&T “It Can Wait” program is dedicated to sending only one message: No text is more important than your life.

AT&T is a proud supporter of organizations like the Kansas Press Association.



MARKETPLACE

MANAGEMENT

GENERAL MANAGER — The Hays Daily News is looking for a general manager to lead a professional team of sales, circulation and news executives. The 6,000-circulation, 5-day daily in central Kansas outsources production and printing in nearby Salina. The qualified candidate will have experience in the newspaper sales arena, a strong managerial background, be knowledgeable in all aspects of digital sales and content presentation and possess an innovative approach to newspaper advertising sales. Competitive salary with benefits associated with GateHouse Media LLC. Resumes may be sent to Regional Vice President Grady Singletary atgsingletary@gatehousemedia.com. An Equal Opportunity Employer. (11-17)

ADVERTISING

MARKETING SALES CONSULTANT -High Plains Journal is looking for a Marketing Sales Consultant, responsible for developing and executing a business plan to achieve sales goals within an assigned territory including print, digital and custom content solutions. www.hpj.com/jobs/ (1/3)

WANTED - Advertising salesperson to sell advertising from home. Strong niche publication with loyal advertiser following. Please call 620-966-7557.

AD SALES: 133-year old newspaper in northwest Kansas needs ad salesperson. Commission or salary plus commission. For more information, email sentinel@ruraltel.net or call 785-675-3321. (9-29)

NEWS

EDITOR — Award winning group of weekly newspapers in Nebraska seeks an editor to deliver top-notch local coverage and page design. Candidates must have a thorough knowledge of news writing, editing and page design for print. Candidates must have willingness to become part of an active community, a strong work ethic and thrive in a small team environment. A community newspaper background is essential. Interested candidates should send a resume and work samples to wesnermedia@gmail.com.

WANTED — Creative individual as a full-time paginator/graphic designer. Job involves laying out pages, working with graphics and photos, and updating the Web site. Involves evening and weekend work. Must be reliable, quick but accurate, and

have a keen eye for design and sense for details. If this fits you, please send letter, portfolio, resume and references to Dale Hogg, managing editor, Great Bend Tribune, 2012 Forest Ave., Great Bend, Kan., 67530, or tothogg@gbtribune.com. (2-27)

MANAGING EDITOR — The McPherson Sentinel seeks a full time managing editor to lead the print and digital efforts of our news team. The overall responsibility is to lead the newsroom in developing and producing five quality newspapers each week, as well as additional projects. You will work in a friendly office in beautiful downtown McPherson with a fun group. The managing editor assists reporters in achieving The Sentinel's news objectives. Assigns coverage, offers advice, resources and guidance in their projects while designing newspaper layout. Knowledge, Skills and Abilities: requires good organizational and time management skills along with the ability to work well with people. Ability to find and correct grammar/writing issues a must. College degree or comparable work experience preferred. Apply to: steve.landblade@thekansan.com or call Steve directly at 316-804-7740. (2-23)

Tired of all the Trump cartoons? Try local Kansas cartoons instead. 4-5 cartoons per week delivered daily to your email can be used in print and online. Cartoons are customized with your paper's name. Low monthly costs for dailies and weeklies, samples at drawing-attention.blogspot.com contact Greg Kearney gkearney@gmail.com or call (785) 251-3581. (1-18)

REPORTER — The Salina Journal is looking for a talented reporter with a knack for finding and writing great stories. In our newsroom, storytelling involves more than putting words on paper. Our reporters use video, timelines, graphics and other tools to complement their storytelling, and they employ alternative story formats when warranted. The ideal candidate for this position will be a resourceful and energetic self-starter who can manage multiple assignments and write in a style that will bring stories to life for readers. In addition, the candidate will be savvy with social media and be willing to work as part of our team to present information in the most effective way. The Journal offers competitive wages, 401K and health, dental and vision insurance. Pre-employment drug screening required. Send resume and three samples of work to Executive Editor Sharon Mon-

tague, Box 740, Salina, KS 67402-0740, or by email to smontague@salina.com. (1-3)

NEWS EDITOR - The Osage County Herald-Chronicle has an opening for a full-time news editor with management experience. Knowledge and proficiency of AP style is preferred. Excellent opportunity to work with award-winning staff at 3,500 circulation weekly in Osage City. Position includes covering governmental and school board meetings, writing features, editorials, editing and proofreading copy, taking photos and managing the day-to-day influx of emails. Experience with page layout on Mac-based Adobe InDesign is a plus. Some evening and weekend hours. Send resume with cover letter to Chris or Catherine Faimon, faimonc@gmail.com, or P.O. Box A Burlington, KS 66839. All inquiries kept confidential. (12-28)

MANAGING EDITOR — The Atchison (Kansas) Globe seeks a well-rounded journalist with multimedia skills to lead print and digital efforts for the 2,300-circulation twice-weekly and atchisonglobenow.com. We prefer a college degree with a concentration in journalism or communications and three to five years of practical experience. To apply, send a letter of introduction, resume, references and examples of your best work. Please mention you are applying for POSITION 1102 ME. Apply to careers@npgco.com or send your materials to Human Resources, News-Press & Gazette Co., 825 Edmond, St. Joseph, MO 64501. (11-8)

WRITER/DESIGNER — Immediate opening for enterprising feature writer/page designer at award-winning Flint Hills weeklies. Salary to \$27,500 includes health insurance and potential student loan forgiveness. Details at <http://mnks.us/job> (11-7)

REPORTER WANTED - Dodge City Daily Globe has an opening for a news reporter in its four-person newsroom. Contact publisher Conrad Easterday (ceasterday@dodgeglobe.com) and/or editor Roger Bluhm (rbluhm@dodgeglobe.com) with resume and clips. We hope to move quickly to fill this opening. (8-2)

SPORTS EDITOR — Award-winning western Kansas daily needs someone who loves sports to cover community college

MARKETPLACE/CONT. FROM PAGE 6

and 4A high school, co-ordinate coverage of smaller schools, create dynamic, interesting sports pages and engage the community. College town on I-70, close to Denver, great hunting, biking, trails, great sports. This might be the one for you. Benefits. Contact Sharon Friedlander, publisher, at sfriedlander@nwkansas.com, and Steve Haynes at steve.haynes@nwkansas.com EOE/M/F/D/V (1-4)

MANAGING EDITOR — needed for award-winning daily on I-70 in western Kansas. The Colby Free Press needs a leader to take its news department to the next level. Are you ready to step up, face new challenges? Supervise news staff, page design and community coverage. Close to Denver, great outdoors, biking, trails and hunting. Benefits. Contact Sharon Friedlander, publisher, at sfriedlander@nwkansas.com, and Steve Haynes at steve.haynes@nwkansas.com EOE/M/F/D/V (1-4)

REPORTER NEEDED now for western Kansas twice-weekly, near lake with state park and federal reservoir, great hunting, fishing hiking, biking. Cover city and county, schools and more, features and creative coverage. Help with page design, learn the craft of newspapering. Pay competitive, based on experience, plus benefits. Contact Dana Paxton, general manager, at dpaxton@nwkansas.com, and Steve Haynes at steve.haynes@nwkansas.com EOE/M/F/D/V (1-4)

NEWSPAPERS FOR SALE

Rawlins County Square Deal weekly newspaper in northwest Kansas. Official city, county and school publication. Only newspaper in county. Strong subscription and advertising base and supportive

community. Sale includes building, up-to-date equipment and software, archives and active e-paper. Call 817-805-3600 or emaileditor@squadealnews.com for more information. (7-5)

136 year old weekly newspaper in southeast Kansas. Owner wishing to sell publication, which he has owned for 39 years. Steady subscription base, located in historic Kansas town. Inquire through KPA by emailing danstaett@kspress.com. (6-14)

Respected 131-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady subscription, advertising, annual sales approximately \$140,000. Will include building and property in sale. (785) 341-7573 after 5 p.m. MST. (6-1)

MISCELLANEOUS FOR SALE

FOR SALE — Atlas offset press. 2 quad units and four mono units with folder, roll stands and all electrical equipment needed for operation. Also includes bay window to print full color on both sides of one web, plate bender and punch. Comes with conveyor belt and count-o-veyor. \$45,000. Call 620-626-0840 or email earl@hpleader.com

FOR SALE - ECRM Newsmatic CTP. 2008 model. Very well kept and lightly used (about 12 plates per day, six days per week for two years). CTP fully functional with all software and RIP. Bought a second newspaper and used the one that came with it. Comes with Kodak plate processor, but it needs a couple pumps we used on other machine. Paid \$140,000. Will take \$32,000. Call 620-626-0840 or email earl@hpleader.com.

KPA OFFICE STAFF

Doug Anstaett

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

Emily Bradbury

Assistant Director and
Member Services Director
embradbury@kspress.com

Judy Beach

Bookkeeper
jbeach@kspress.com

Amber Jackson

Advertising Director
ajackson@kspress.com

Lori Jackson

Administrative Assistant/Advertising
ljackson@kspress.com

KPA CONSULTANTS

Peter Cook

Advertising Sales, Marketing
(620) 717-4191
pjc1946@hotmail.com

Max Kautsch

Legal Hotline, Media Law
(785) 393-5520
maxk@kautschlaw.com

Mike Kautsch

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

FRIENDS OF KPA

Ron Keefover

Retired, Kansas Court System
President

Kansas Sunshine Coalition
for Open Government
ronkeefover@gmail.com
(for questions on cameras in the courtroom and the court system)

FEBRUARY KDAN, KCAN WINNERS

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

Remember, if you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money.

Sell one outside of Kansas (SDAN or SCAN) or do direct placement in other papers and keep half the commission allowed to KPA.

KDAN — Anderson County Review, four ads for a \$3,300 profit; GateHouse Media, one ad for \$900 profit; Jewell County Record, one ad for a \$900 profit; and Rural Messenger, one ad for a \$750 profit.

SDAN — Anderson County Review, four ads for \$450 profit.

KCAN — Anthony Republic and GateHouse Media, one ad for \$150 profit each.

'Real' transparency is listening to all voices

Editor's note: This column was sent to Kansas newspapers to run this week during National Sunshine Week.

In recent years, the buzzword in politics has been "transparency."



Doug Anstaett

Just about everyone has jumped on the transparency bandwagon.

Our legislators certainly have been talking about it. Only a month ago, our new governor signed a number of executive orders demanding more transparency from the state agencies that report to him.

Candidates for office are promising, if elected of course, more of it as well.

March 11-17 is Sunshine Week in the United States, a time set aside each year to remind citizens how important transparency and open government are to our participatory democracy.

With all this talk about transparency, you would think we Americans would have the kind of information we need to make rational decisions.

However, at times it seems we are all drowning in a sea of misinformation, alternative facts and fake news.

None of us is quite sure what, or

who, to believe any more. Our response to this overabundance of information, unfortunately, has been to narrow our sources to just those cable news outlets, websites, newspapers and networks that reinforce our previously held beliefs.

Almost all of us do that. We retweet only those comments that conform to our agenda. We share memes on Facebook that demonize those who think differently. Sometimes, it seems like there is just too much to absorb, so we do what we can to silence all the chatter. We simply tune out.

In his mid-19th century book "Democracy in America," Alexis de Tocqueville marveled at how Americans relied on each other, rather than royalty, to chart the course for our nation.

Our system of self-government is rather unique in the world, but it places a premium on an informed citizenry to make it work properly.

This is becoming more difficult all the time. Frankly, we can't even agree on a

common set of facts about many subjects, which makes it difficult to sit down, discuss issues and come to decisions that reflect the common good.

Why is "sunshine" important?

"Publicity," said Supreme Court Justice Louis Brandeis, "is justly commended as a remedy for social and industrial diseases. Sunlight is said to be the best of disinfectants, electric light the most efficient policeman."

If we are to remain a free nation and able to compete with the rest of the world in the 21st century, citizens must be well-informed. One way to help is for government to be open and transparent.

But we as citizens must play our part

as well. We must be willing to widen the horizons of what we read, listen to those who have different opinions and make sure all voices become part of the discussion.

That is true transparency.

Doug Anstaett is executive director of the Kansas Press Association.

With all this talk about transparency, you would think we Americans would have the kind of information we need to make rational decisions.

However, at times it seems we are all drowning in a sea of misinformation, alternative facts and fake news.

Teams from Kansas eligible to participate in trainings

News teams from Kansas have an opportunity to participate in a high-level training session at the University of Missouri at Columbia.

The San Francisco- and New York-based accelerator Matter is trying to bring its design-thinking trainings to states outside these coasts.

This year, it's planning to run boot camps specifically for teams from for-profit local news organizations — of "all sizes," it stresses — with a focus on creating profitable media businesses.

The trainings, supported by Google News Lab, will be free for attendees (travel costs are not covered, though).

One of those boot camps will be May 7 to 9 at the University of Missouri and open to Kansas Press Association members.

"The biggest challenge in a sustainable local media landscape is in finding sustainable revenue in a for-profit environment, not just philanthropy and public

funding," Matter managing director Corey Ford wrote in an announcement. "We don't shy from a challenge, which is why we're addressing it head on."

Matter is hoping to take in teams from around 20 publications, with a maximum of six members per team.

It's still starting the boot camps in New York in April, followed by Missouri in May, and then Berkeley and Georgia in June. (The locations are determined by the program's journalism school partners: CUNY Graduate School of Journalism in New York; the Donald W. Reynolds Journalism Institute at the Missouri School of Journalism; the James M. Cox Jr. Institute at the University of Georgia; and UC Berkeley's Advanced Media Institute.) Matter is also hoping to replicate boot camps for nonprofit and public media down the line.

Here's a bit more into what Matter will be looking for from teams:

Apply as a team; each accepted publi-

cation can bring up to six individuals, so think through exactly who would best benefit from the training and widen impact.

Think multidisciplinary; innovation happens when editorial, business, tech, and design are working in sync, not as isolated functions in a larger organization.

We'll look favorably on applicants who show a good mix.

Think local; we're not hoping to inspire the next BuzzFeed or theSkimm, providing a new take on national or even global content.

We're hoping to equip the local news industry to find new opportunities to connect with their communities and make money by providing the insight and reporting that only great local publications can.

[Teams can apply here](#) for the boot camps. Applications are open today and will close on a rolling basis, 45 days before boot camps are scheduled to begin in each location.