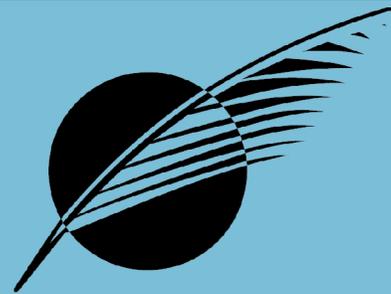


THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION MARCH 15, 2017

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Go here for update on legislative issues KPA has been following.

KPA CALENDAR

MARCH 12-18

National Sunshine Week, a time to support open government.

MARCH 15-17

NNA's Community Newspaper Leadership Summit, Washington, D.C.

APRIL 7-8

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

APRIL 20-21

The annual meeting of the William Allen White Foundation Board, Lawrence.

Deadlines loom for convention

The deadline for registering for the 2017 Kansas Press Association annual convention is drawing closer.

Deadline for early registration for the convention, slated for April 7 and 8 at the Capitol Plaza Hotel in Topeka, is March 17. Deadline for motel reservations at the discounted KPA rate is March 16.

The theme of this year's convention is "Real News Is Our Business."

Featured speaker will be Coffeyville native

Real NEWS IS OUR BUSINESS

Kansan Mark Hamrick, Washington Bureau Chief of Bankrate.com and past president of the National Press Club.

Other presenters will include Ed Henninger,

See CONVENTION on Page 7



Towering inferno —

The wildfires in central and western Kansas became a national story in the first week of March. This picture by Lindsey Bauman of The Hutchinson News shows a large grass fire burning out of control near the 900 Block of East 95th in Hutchinson. The News made pictures available for use to other Kansas newspapers.

Don't get stung by 'March Madness'!

Be careful how you allow advertisers to utilize certain phrases during the next few weeks.

The phrases "March Madness," "Road to the Final Four" and "Final Four" and their logos are trademarks.

While they can be used in editorial copy, you must pay licensing fees to use them in

conjunction with any advertising promotion.

The NCAA is very aggressive in tracking down violations, and employs "spotters" to look for unauthorized uses of the words or logo. Even a seemingly innocuous reference to a March Madness sale is in violation if proper fees are not paid.

A merchant selling products

that have already been licensed by the NCAA can promote the sale of these items in advertising, provided the appropriate wording is used.

The best advice: avoid those terms. Make up your own that reflect your community.

Simply tell your clients they run a huge risk if trademark holders find out about misuse.

Creating a new website? Here's a checklist to follow

Two weeks ago, I found myself awake at 3 a.m., unable to get back to sleep. After tossing and turning for more than an hour, I decided I might as well get some work done. Checking my messages and social media, I quickly found I wasn't the only one who couldn't sleep.

Shelly, a publisher friend in Minnesota, had been up for hours. I soon learned why.

"Ugh! My new website crashed yesterday and I'm trying to fix it," she told me. "I got it through GoDaddy and I'm trying to chat with them, but nobody seems to be answering. What should I do?"

Fortunately, I've got more websites than ... well, I've got a lot of websites. That means I've become a pro at getting to the bottom of problems before they ruin my day or, in this case, night.

Rather than attempting to get through to someone using the chat function, which Shelly had already tried, I called the customer support number on the GoDaddy.com website. Guess what ... someone answered, and they were a big help.

Shelly had simply forgotten to "publish" her new site, meaning it worked for a few days while the host waited for someone to click the "publish" button. After the allotted time, the host assumed the site wasn't meant to go live and took it offline. This is a common mistake for folks who are new to website design and one I've made myself plenty of times.

If you're new to creating websites, there are a few things to keep in mind before you begin. Keep this list handy. You might need it some day.

1. Will you be creating the site from scratch, or will you use a template-based system to design your website?

Let's add another option while we're on the subject. Maybe you will use WordPress, which is template-based, but requires a good bit of programming here and there.

When I'm designing a new website, the answer varies. When NewspaperAcademy.com was being created (my best friend and I designed and programmed the entire site in one weekend), we used WordPress

because the site is an "online community," meaning it is a membership-based site. WordPress had tools and templates created for online communities which we could purchase.

On the other hand, when I was designing the NewspaperInstitute.com site earlier this week, I wanted to have total control of the design and functionality. In addition, I didn't have a lot of time. With one afternoon to get the site up and functioning, I turned to Adobe Muse, an application in the Adobe Creative Cloud suite.

Designing a website in Muse is a lot like designing a page in InDesign. Websites are made up of groups of pages, much like documents in InDesign.

Muse allows me to place a picture, video or menu on the page much like I'd place an element on the page in InDesign. When speed and control are my priorities, I often turn to Muse.

If I'm creating a news site, I'll probably go with a template-based system like Bondware.com or TownNews.com. These are just two of dozens to choose from. If I'm at a metro paper, I'm looking at robust

CMS systems that do everything from take online orders to assembling my site, all while creating the newspaper pages.

2. Where will you register your URL?

The steps to getting a site online are basically three-fold:

- Design the site (see Question 1 above).

- Register your URL (website name).
- Upload your website files to a host.

If you want the name of your new website to be KevinIsTheBest.com, you'll need to find out if anyone else is already using it. Two popular places to register a URL are Network Solutions and GoDaddy. You will find these at NetworkSolutions.com and GoDaddy.com.

I've learned it's best to use one company for website registration. By the time you have a dozen or more websites, it can be hard to keep up with all the hosting details,



Kevin Slimp

Seriously, I know creating your first website can feel like learning a foreign language. Don't be fooled. It's not that complicated. You need a website, a domain and a host. And maybe an I.T. pro, but probably not.

See SLIMP on Page 5

2016-17 KPA BOARD
Sarah Kessinger
 President
 Marysville Advocate
 skessinger@marysvilleonline.net

M. Olaf Frandsen
 First Vice President
 Salina Journal
 ofrandsen@salina.com

Andy Taylor
 Second Vice President
 Montgomery County Chronicle
 chronicle@taylornews.org

Scott Stanford
 Treasurer
 Lawrence Journal-World
 sstanford@ljworld.com

Susan Lynn
 Past President
 Iola Register
 susanlynnks@yahoo.com

Position Open
 Northwest District Director

Peter Cook
 Southeast District Director
 Parsons Sun
 pcook@parsonssun.com

Mary Hoisington
 Daily Membership Director
 Great Bend Tribune
 mhoisington@gbtribune.com

Tim Kellenberger
 Northeast District Director
 Sabetha Herald
 timmy@sabethaherald.com

Denice Kuhns
 Southwest District Director
 Meade County News
 mcnews@mcnewsonline.com

Travis Mounts
 Nondaily Membership Director
 Times-Sentinel Newspapers
 graphicdept@tsnews.com

Dena Sattler
 Legislative Director
 Garden City Telegram
 denas@gctelegram.com

Joey Young
 Central District Director
 The Clarion (Andale)
 joey@kspublishingventures.com

Advertising is ultimately about motivation

When you peel back the layers of advertising philosophy and technique, it all comes down to one thing: Motivation. People buy things because they are motivated. And the most effective ads are those that appeal to the right motivation.

There are two basic motivators: (1) desire for gain and (2) fear of loss. Think about your own experience and it's easy to see that your purchases can be traced to a desire to get (or maintain) something you want or to prevent the loss of something you don't want to lose.



John Foust

This goes for big and small buying decisions. Why do you move to a new house? (Real estate experts say the three biggest reasons are location, location and location.) Why do you buy new tires when your old ones wear out? (Fear of an accident.) Why do you go to the movies? (Desire for entertainment.) Why do you wait for something to go on sale before buying? (Desire to save money.) Why do you buy a convertible? Why do you join a gym? Why do you buy an insurance policy?

Smart advertisers find – and stick with – the right motivators to sell their products and

services. Take tires, for example. Although every brand of tire is built for safety, Michelin took that universal benefit to a new level – with imagery of smiling babies riding in the protective embrace of their tires. That strategy positioned Michelin as the “safe tire” – a benefit that is tied directly to a major motivator for parents.

You can do the same thing for your advertisers. Simply identify a dominant motivator and package it in the form of a benefit. Then make that benefit crystal clear in the headline and graphic images.

Here are some formulas to write better benefit headlines. Look for the motivational elements.

1. “How to _____ (fill in the blank).” In many cases, whatever you put after the words “how to” will automatically promise a benefit. For example, “How to simplify your vacation plans”... “How to learn a foreign language”... “How to lose five pounds in five days.”

Some words are powerful links to basic motivators. “Protect” and “secure” are strongly connected to fear of loss (“How to protect your home from intruders”). And “save” and “increase” are associated with desire for gain

(“How to increase your gas mileage”).

An interesting feature of a “how to” headline is that the words “how to” can be dropped to create a shorter version of the same statement. “How to secure your retirement” can become “Secure your retirement.”

2. “Save _____ on _____.” This headline requires a specific dollar figure or percentage. (“Save 40 percent on new carpet.”)

3. “Quick and easy way to _____.” This is a promise of hassle-free ways to do things. The words “quick and easy” can be used

together or alone. (“A quick and easy way to do yard work”... “A quick way to refinish furniture... “An easy way to find the right camera.”)

4. “Free” offers like ... “Buy one sandwich, get one free” or “First month’s rent free.”

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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DEATH

Mona Tanner, 86, who spent more than half her life behind the editor’s desk at the Columbus Daily Advocate, died Feb. 9.

She was born Oct. 7, 1930.

She joined the Advocate staff as society editor after her graduation from Cherokee County Community High School in 1948.

Through the years, she rose through the ranks and was appointed editor, a job she performed until retiring in 1993.

She worked for Advocate owner W.W. “Bill” Goodwin.

Long-time co-worker Haskell Carter said: “She knew everyone in the county and how to spell their names correctly. She was smart, and a great person to work with.”

Larry Hiatt, another former co-worker, remembers her going to a closet-like space in the front of building at the same time every day, donning a headset and getting a conference call from the wire service.

She was credited with coordinating groups in town to establish the annual Columbus Day festival.

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

THIS MONTH’S QUESTION

Q. We recently got our rebate check for KDANs and KCANs, and it was so small. We’re doing KPA a big favor by running these ads.

A. You’re right. You are doing KPA a big favor, but it’s one that keeps your association afloat and able to provide legislative representation, a Legal Hotline, demographic information services, educational opportunities and a host of other benefits. We appreciate what you do for your association and hope you continue so we can keep services at a high level. Thank you for participating.



Here's an idea: report on the broader community

As community newspapers we have the challenge of covering a multitude of local issues involving schools, governments, weather, farms, faith, you name it.

The goal is to cover the community and that means, increasingly, making sure to include residents who've arrived from other parts of the world. A good many of those new arrivals are from Latin America, primarily Mexico and Central America. But I think most of us, even in very small, rural towns, see a widening diversity of cultures make up our local populations.



Sarah Kessinger

My community's small local hospital includes staff and outpatient physicians from at least five different national backgrounds. The local supermarket now stocks more variety of spices, naan bread, tropical produce and queso fresco.

I've found the goal of reaching out to immigrant communities within my local communities an enriching experience that has taught me new perspectives not only on local life but on globalism and our shrinking "small world."

It's a challenge for newspapers to cover everyone and everything, but it's worth going the extra mile to include new viewpoints. When immigrants are demonized by certain political factions, it's nice to know what the targeted populations think about the issue.

Journalists might be surprised at the range of viewpoints among immigrants — some very conservative, some liberal, some simply happy to be here and alive.

Hearing those perspectives gives us and our readers a better understanding. I listened the other day to a radio interview with a New York Times reporter who'd been embedded with Iraqi troops fighting ISIS. What an eye-opening experience for her. She related how she'd learned the soldiers were hurt and offended by the U.S. administration's new travel ban on those from largely Islamic countries. They'd put their lives on the line to help the U.S., their country's supposed ally, to stop a radical Islamic army yet that supposed ally was planning to shut its doors to them.

It reminded me of interviews I'd done in the past with immigrants to Kansas. They told of being recruited years ago in northern Mexico by large U.S. meat-packing companies. They were promised work — in very demanding conditions — in southwest Kansas, but now the U.S. public seemed unwilling to allow them legal status.

Perhaps reporting this seeming contradiction helped open some readers' eyes. But at the least it gave the newspaper's community more information on why people migrate and what they contribute.

Covering immigrants' perspectives can build understanding, which becomes critical as a balance when reporting the broad-brush anti-immigrant rhetoric put out by some political leaders.

Lack of understanding surely contributes to a rise in dangerous behaviors such as the

plan to bomb Garden City's Somali community last fall.

It proved a learning experience for many.

Here are a few ideas on how to report on the broader community:

— School migration programs are a wealth of sources and have educators who can explain a lot about different cultures in a school district.

— Local police departments normally have an interpreter on call these days. Get to know that interpreter and that person can often lead you to new residents willing to share their stories.

— Local hospitals, too, often have interpreters and translators who are a bridge to the immigrant community.

— Churches and social services often also have programs that work with immigrants. They're happy to have stories done on the programs and, as trust builds, can help reporters interview immigrants they serve.

Obviously, it's often harder for reporters to gain permission to interview immigrants living here illegally. Each newspaper has to determine how it will handle identifying that person, and that should be made clear up front with the subject being interviewed.

The important thing is for newspapers to cover their entire communities and not omit perspectives of those affected by policy or political debate. Including more new arrivals makes a publication all the more interesting and appealing to readers.

Sarah Kessinger is president of the Kansas Press Association for 2016-17 and editor and publisher of The Marysville Advocate.

Advisory group formed on KORA, KOMA training

A newly formed advisory group tasked with studying and providing recommendations on improving the state's training programs for open government laws convened recently, Kansas Attorney General Derek Schmidt said.

Sarah Kessinger, president of the Kansas Press Association for 2016-17, fills KPA's slot on the 14-member advisory group.

The Open Government Training Advisory Group organized in February.

A new law passed in 2015 charges the attorney general's office with coordinating statewide training on the Kansas Open Records Act and Kansas Open Meetings Act.

The law also allows the attorney general to "consult and coordinate with any appropriate organization to provide training."

Steve Buttry, a journalist for more than 45 years, died Feb. 19, 2017 of pancreatic cancer, his third major cancer.



Steve Buttry

A memorial service is being planned in the coming weeks in Minneapolis, Minn. The family requests that memorial tributes are directed to a scholarship fund created in Buttry's honor at the LSU Manship School of Journalism.

Buttry, 62, spent most of his career as a reporter and editor, but achieved prominence late in his career as a newsroom trainer, then as an advocate for and teacher of digital journalism and media innovation

NEWS BRIEFS

and finally for blogging openly about his cancer treatment.

Buttry's career in journalism crisscrossed the country from Des Moines to Minot, N.D., Omaha, Neb., Cedar Rapids, Iowa, Washington D.C. and Baton Rouge.

He presented on digital and social media at a Kansas Press Association conference several years ago.

Tishsa McNee has joined the staff of the Prairie Star and Taylor Newspapers as an office representative in the Sedan office.

She is also a substitute teacher for area schools.

Kim Green has joined the Junction City Daily Union as a sports editor and writer.

She is a native of Little Rock, Ark., and moved to Junction City in 2015.

Slimp

Continued from Page 2

passwords, etc.

I've used both Network Solutions and Go Daddy and both have worked fine. These days, I use Go Daddy whenever I need to register a new domain.

3. Who will host your site?

Websites need space on a server. You might have heard a geek say something about "parking" a site.

Unless you're hosting your own site, you will begin by selecting a host to park it for you. Folks who are new at creating websites often use the same company they used to register their domain name. That's fine, and certainly makes remembering where everything is located easier.

Having worked with more than my share of hosts over the years, my current favorite is Site-Ground.com. You can have a different favorite. That's OK.

I like using SiteGround.com (no, I don't receive an endorsement fee) because I've always been able to connect with them within seconds whenever there is an issue. That's worth a lot to me.

OK, Let's go over all that again. It's not as complicated as it sounds, but you will get better with practice.

First, design a website, using Adobe Muse, WordPress or some other method. Next, register your domain (website name). Third, find a place (host) to park your website.

Once you have those, you simply upload your files (you've probably used FTP before) to the host and update them when necessary.

Now, that wasn't so hard, was it?

Seriously, I know creating your first website can feel like learning a foreign language.

Don't be fooled. It's not that complicated. You need a website, a domain and a host. And maybe an I.T. pro, but probably not. Shelly got her site online and it's working very well. I've got confidence in you.

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

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.

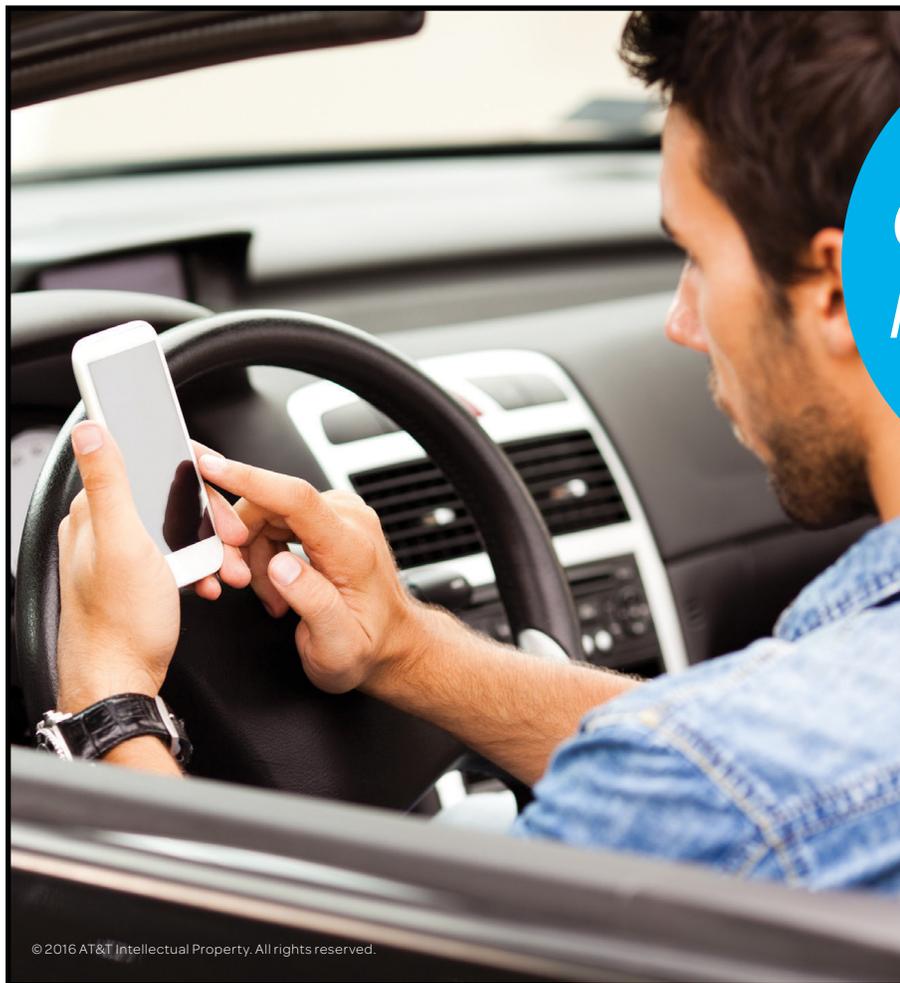
Sell one outside of Kansas (SDAN or SCAN) or do direct placement in other papers and keep half the commission allowed to KPA.

KDAN — Anderson County Review, three ads placed for a total profit of \$2,475; Rawlins County Square Deal, one ad placed for a profit of \$450.

KCAN — GateHouse Media, four ads placed for a profit of \$600.

SDAN — Anderson County Review, three ads placed for a profit of \$337.50.

DIRECT AD PLACEMENT — Hays Daily News, Hillsboro Free Press.



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

NEWS

REPORTER — The Abilene Reflector-Chronicle is seeking a news reporter to cover government and school meetings, events in Abilene and Dickinson County, courts and other stories as assigned. Applicant must have a degree in journalism or public affairs or a degree in English with experience writing for publication. Send resume to editor@abilene-rc.com or bring it to the newspaper office at 303 N. Broadway in Abilene. For more information, call the editor at (785) 263-1000.

SPORTS EDITOR — The Pratt Tribune is seeking a sports reporter who knows how to score with both print and online audiences. Join a positive team to help our media outlet in south-central Kansas grow. Great opportunity to join one of the fastest growing media companies in the United States. Will report on winning high school and college teams in Pratt County and the surrounding area. The successful candidate will be able to generate story ideas, cover games write features and columns and become a local hero to sports fans. Photography skills a plus but will train. Position offers a competitive salary and great benefits package. Contact ceasterday@dodgeglobe.com with clips resume and references.

GOVERNMENT REPORTER — The Garden City Telegram, a daily newspaper in southwest Kansas, is seeking an ambitious reporter to cover local government. Responsibilities primarily would involve covering the Garden City and Finney County commissions, but also would include some coverage of state and federal government, economic development, as well as some general assignment reporting. Ideal candidate will be self-motivated, have experience at a daily newspaper, knowledge of AP style, a web-first mentality and a willingness to embrace online and multimedia endeavors. Recent or soon-to-be college graduates ready to hit the ground running will be considered. The Telegram offers a generous salary and benefits package, a chance to work with an outstanding staff and room for advancement. To apply, send résumé, cover letter and work samples to: Brett Riggs, managing editor, The Garden City Telegram, 310 N. Seventh St., Garden City, KS 67846. For more information or to express interest in the position, e-mail briggs@gctelegram.com

MANAGING EDITOR — Do you want to join a dynamic daily news team? Do you want to be a part of community journalism at its best? Are you a creative leader? Then you need to send your resume to: The Neosho Daily News c/o Managing Editor Search,

1006 W. Harmony, Neosho, MO 64850. This position offers flexibility in managing a staff of three staff writers in the beautiful SW Missouri town of Neosho, home of Crowder College. The Daily News publishes Tuesday through Sunday. The Daily News is a Gatehouse Media publication and offers full benefits and a competitive salary. We are an equal opportunity employer. (1-5)
SPORTS EDITOR — Award-winning western Kansas daily needs someone who loves sports to cover community college 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)

ADVERTISING

ADVERTISING SALES MANAGER — Strong sales performer and manager sought to oversee advertising department at The Newton Kansan, a five-day newspaper, local news website and growing digital marketing services business in a delightful, south-central Kansas community 30 miles north of Wichita. should have at least three years of experience in local media sales, with a demonstrated track record of growth as a sales executive if not management of a sales team, and a solid command of new and traditional media channels and marketing strategy. Compensation includes base salary plus lucrative bonus program and full benefits package. Apply with cover letter, resume

and at least three professional references to jmontgomery@gatehousemedia.com. (1-22)

ADVERTISING SALES DIRECTOR — The Ark Valley News is seeking an advertising sales director, who will help connect local businesses with its readers through the company's four newspapers, its website and mobile app. Send a resume to Chris Strunk at news@arkvalleynews.com or PO Box 120, Valley Center KS 67147. Call 755-0821. (1-20)

CLASSIFIED ADVERTISING MANAGER — We are seeking an innovative high-energy leader with a proven record in sales and management to assist advertisers, grow revenue in digital and print channels, build brand integrity and coach and develop sales staff. The right candidate will work with the Advertising Director to develop and execute marketing and strategic plans. The Grand Island Independent a Berkshire-Hathaway Media Group newspaper is in a rock-solid newspaper market and a growing retail trade center for Central Nebraska. Grand Island offers high quality of life and low cost of living. Lincoln and Omaha are a short drive down Interstate 80 to the east. The Rocky Mountains are accessible to the west. Compensation commensurate with experience. To apply send resume to Molly Holcher Human Resources, molly.holcher@theindependent.com (1-18)

SALESPERSON — Niche newspaper seeking motivated salesperson to service existing accounts and generate new clients. This is a remote work opportunity. Please apply via email at ksblindbox13@gmail.com (12-15)

NEWSPAPERS FOR SALE

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. (9-14)

PRESSROOM

PART-TIME PRESS OPERATOR — The Great Bend Tribune is seeking a part-time press operator to join our printing team. The ideal candidate will have previous web press experience, including print of process color and press make-ready. Good work ethics along with mechanical skills and ability to react quickly to print related problems. We are willing to train the right person. Job requirements include: • Current valid driver's license with clean driving record, ability to pass a written fork lift test and train on lift; • Color vision and depth perception; • Ability

Convention

Continued from Page 1



Denise Malan

who will have sessions on “Designing Great Ads: The Top 10 Things You Need to Know” and on how to spruce up your public notices to add value and keep them in the newspaper; and Denise Malan, training director of the Investigative Reporters and Editors, who will present two sessions.



Morley Piper

The Friday night banquet will include the presentation of the Clyde M. Reed Jr. Master Editor Award, the Boyd Community Service Award, the Gaston Outstanding Mentor Award and two inductees into the Kansas Newspaper Hall of Fame.

On Saturday, Morley Piper, a veteran of the D-Day landing at Normandy in World War II, will deliver an inspiring presentation on the events in 1944. Piper spent his career in newspapers and now has the title of clerk of the Newspaper Association Managers.

The Awards of Excellence, where news-

paper staff members are recognized for outstanding work in news and advertising, will be featured on Saturday.

Here are other program highlights:

Friday

- Speed topics on KPA and Event Planning, How to use KanFocus to Cover Your Local Legislators Without Leaving Town, Important of Small Town Editorial Writing, with Rod Haxton of the Scott County Record, Q&A with KPA Hotline Attorney Max Kautsch and a session called Cameras, Cameras Everywhere!

• Daily and Non-Daily Roundtables.



Mark Hamrick

Saturday

- Annual Meeting of KPA to elect new officers and board members.

• The Changing Landscape of Agriculture, a panel discussion of the issues from Kansas’ No. 1 industry, presented by the Kansas Farm Bureau.

• Kansans Can, the Brain Drain and School Funding, with Dr. Randy Watson, Kansas commissioner of education.

• Let’s Talk Revenue, with Carol Grubbe of TownNews.com.

To view the online registration form, the program and hotel information, [go here](#).

MARKETPLACE/CONT. FROM PAGE 6

to lift a minimum of 75 pounds; • Ability to read and comprehend written and/or oral English instruction along with ability to communicate effectively with team members. To submit a resume with references or request an application contact jaudus@gbtribune.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.

MISCELLANEOUS FOR SALE

Xante Impressia Digital Multi-Media Print System for sale —The system is driven by the included iQueue Prepress Workflow. Prints on a wider variety of media and sheet

sizes. Extra ink included. Call Jackie Taylor at (913) 352-6700. Price reduced to \$6,800 OBO.

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
ebradbury@kspress.com

Lori Cuellar

Accountant
lcuellar@kspress.com

Richard Gannon

Governmental Affairs Director
rgannon@kspress.com

Amber Jackson

Advertising Director
ajackson@kspress.com

Lori Jackson

Administrative Assistant/Advertising
ljackson@kspress.com

KPA CONSULTANTS

Tom Eblen

News Consultant Emeritus
teblen@sunflower.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)

Politicians say they hate the press ... so what?

Everybody wants to be loved. It's human nature. It's likely no one sets out in life to be vilified, disparaged, berated, cussed, disrespected and written off as someone who can't hold down an honest job.

But if your plan is to be a journalist, or you already are one, you've probably discovered through the school of hard knocks that this, alas, is to be your lot in life.

Anyone who enters the field of journalism should be ready to learn a difficult lesson: what you do will be misunderstood by many and criticized by most, even when you've done your homework, covered all the bases and told the story as accurately as possible or written an editorial from the heart.

William Allen White, in his autobiography, mentioned this love-hate relationship a number of times.

But one sage piece of advice I picked up from the book by the famous editor of The Emporia Gazette was how he dealt with a competitor after White had launched his fledgling newspaper there.

I'll paraphrase: Through the years this competitor, who owned the "established" newspaper in Emporia, criticized the young upstart at every turn.

White wrote he had chosen to never respond in his newspaper to an almost constant drone of criticism, which apparently caused his competitor great consternation.

White said ignoring all that blather had far more of an effect on the other newspaper owner than if he had lost his temper and ripped into him in the pages of the Gazette.

You can apply that same logic to critics of your own newspaper.

First, we have to realize we will be criticized even when we do our jobs well.

Second, we must never believe we have to have the last word.

Third, we must never abandon the

principles of our craft — accuracy, balance and fairness — or we will pay dearly for it for years to come.

Fourth, we must be willing to calmly explain why we do what we do.

Fifth, if we make an error, we must correct it immediately, without excuses or equivocation. We need to own our mistakes and do what we can to make the situation right.

When I was a publisher and wrote several editorials a week, I made some enemies. My news staff members made a few along the way as well while doing their jobs.

If you're aggressively covering the news and commenting on it, you cannot avoid these occasional spats.

The yardstick I used to determine whether we had missed the mark or gone too far was by taking the temperature of community members I held in high regard.

Not just those who more often than not agreed with me, but those who, even though

they disagreed, almost always did so in a reasonable and educated manner. That's why I trusted their judgment.

Dealing with those sticky situations wasn't always easy. I can remember some tense moments in my office and in fact can visualize a few of those confrontations as if they occurred yesterday.

When I came to the Kansas Press Association in 2004, coincidentally at about the same time as our director of governmental affairs, Richard Gannon, I learned another fact.

Rich came back from a day at the Statehouse that first year and said in his first few weeks he had learned this: "You guys don't have many friends at the Capitol."

That came as no big surprise. We're never going to be the most popular

folks in town.

If you're counting on that, you're probably in the wrong business.

But we can pledge to do our jobs to the best of our ability and be prepared to deal with some bumps along the way.

And there will be plenty of bumps.

Our job is to continue to follow our profession's principles and do the best we can. That's all anyone can ask — or expect.

Doug Anstaett is executive director of the Kansas Press Association and a graduate of the School of Hard Knocks.



Doug Anstaett

What you do will be misunderstood by many and criticized by most, even when you've done your homework, covered all the bases and told the story as accurately as possible or written an editorial from the heart.

Silvestri to deliver Huck Boyd Lecture at KSU

Lisa Silvestri, author of "Friendred at the Front: Social Media in the American War Zone," will be at Kansas State University April 20 and 21 to participate in several events.

She will deliver the 17th annual Huck Boyd Lecture in Community Media — "Remembering our friends at the front" — at 10:30 a.m. Thursday, April 20, at the K-State Alumni Center Ballroom. The lecture is free and open to the public.

That day, she also will participate in a

roundtable discussion on the impact of social media on soldiers and families in transition.

On Friday, April 21, she will be the keynote speaker at the annual conference of Kansas Professional Communicators.

Her visit is co-sponsored by the Huck Boyd National Center for Community Media in the A.Q. Miller School of Journalism and Mass Communications and K-State's Office of Military and Veterans Affairs.

Gloria Freeland, director of the center and assistant professor in journalism and mass communications, said Silvestri will discuss how social media are changing what it's like to be at war, exploring its impact — "good, bad and ugly."

Ret. Lt. Col. Art DeGroat, executive director of Military and Veterans Affairs,

said Silvestri's visit to campus is important and timely.

"Silvestri's research is profoundly relevant and needed to help us understand the uniqueness of the Post 9-11 generation of veterans and their families," said Art DeGroat, executive director of Military and Veterans Affairs. "Engaging with her at Kansas State University will enhance our abilities as being a premier military-inclusive public research university."

Jean Folkerts, interim director of the A.Q. Miller School, agrees.

"Silvestri's visit gives faculty and students a great opportunity to understand a unique use of social media—that of soldiers at the front being able to communicate with their families," she said.



Lisa Silvestri

Here is latest update of KPA's legislative watch list

1. SENATE BILL 70

This bill was originally brought to Sen. Marci Francisco by a resident of Lawrence concerned with the lack of specificity in most motions to conduct executive or closed sessions

It died last year but has been revived with bipartisan sponsorship of Francisco and Sen. Molly Baumgardner.

We support the bill because it seeks more detailed information in a motion to go into executive session. Last year's bill has been cleaned up to remove objections and we understand it is headed momentarily for the Senate floor for debate.

KPA supports SB 70

2. SENATE BILL 86

This is the KORA cost containment bill we have been working on for four years. Previously, it passed the Senate but didn't receive a hearing in the House. We believe we have the right language this year.

The bill has been revised to tighten it up, but associations representing public agencies still object because of its restrictions on what can be charged for copies and for staff research.

It's time for this to be approved.

KPA supports SB 86

3. HOUSE BILL 2070

This bill that died last year has been reintroduced. It is designed to close the central registry of all Kansas police and law enforcement officers and block all registry content from disclosure.

Recent incidents involving law enforcement officer controversies in Enterprise and Lawrence show this information must be available to the public to help weed out bad actors. Law enforcement wants this bill; we already have testified against it.

It has passed the House and KPA was presenting testimony to revise the bill today in the Senate. While we oppose closing these records, we could live with a revised version offered by our own Max Kautsch.

KPA would prefer to kill HB 2070, but will live with revisions

4. HOUSE BILL 2006

This bill has had a hearing in the Committee on Elections and has passed the House and been heard in the Senate. It is designed to address the board of county commissioners issue that led to a lawsuit by the Salina Journal and the Associated Press.

When Gov. Sam Brownback wouldn't release the names of the applicants he considered to fill the two new positions created when Saline County increased the county commission from

three to five members, he was sued. The legislation provides for a special election when a situation similar to the one in Saline County occurs.

It has since been amended to be more in line with how other vacancies are filled, with each political party nominating a candidate for each position. The election would be held between 75 and 90 days of the resolution to increase the size of the commission.

The lawsuit won by the Salina Journal and AP ruled the governor should divulge the names. He appealed, and a year later, it still isn't resolved. We don't believe this new language will absolve the governor from being forced to release the names he considered in the ongoing Saline County case.

KPA supports HB 2006

5. HOUSE BILL 2128

This is a new bill this year and is designed to allow "case reviews" of the Governor's Domestic Violence Fatality Review Board to be another KOMA exception. You might recall the controversies that have developed over how the state treats foster children and how children have died allegedly because of neglect by the state to intervene, so we think this is another blatant attempt by the Brownback Administration to clamp down on information related to domestic violence deaths in the state.

KPA has testified against the bill. Proponents say they want to close the reviews because of their graphic nature.

KPA opposes HB 2128

6. HOUSE BILL 2247

The bill to allow cities, counties, school boards and other public agencies to have the "option" to use an Internet website as their official publication rather than a legal newspaper is still there, but we don't believe it has legs this year.

However, we mustn't ever let our guard down.

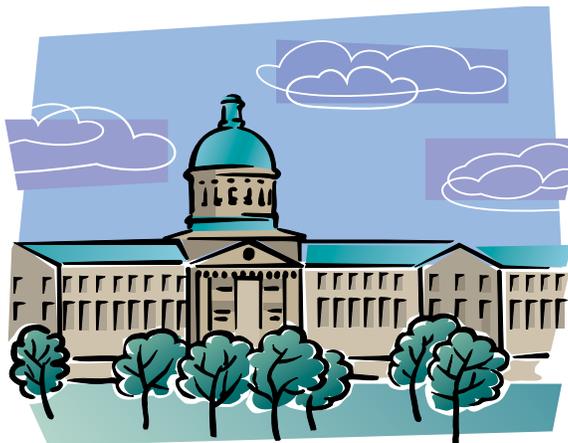
KPA opposes HB 2247

7. HOUSE BILL 2338

This bill concerns the prisoner review board. It would close certain parole hearings that have traditionally been open to the press. Supporters argue that victims' families should be afforded some privacy when testifying about the impact of crime.

However, we believe the public has a paramount right to view these proceedings in full, because the crime was against society as well.

KPA opposes HB 2338





**Kansas Press
Association**

Real NEWS IS OUR
BUSINESS

**KPA Annual Convention
April 7-8, 2017
Capitol Plaza Hotel, Topeka**

featured speaker:
Mark Hamrick



Washington Bureau Chief of Bankrate.com
Past President of the National Press Club

sponsored in part by the following:



Friday, April 7

9 a.m. - 9 p.m.

Registration and Contest Display

9 - 11 a.m.

KNF Trustee Meeting

11:30 a.m.

Past Presidents Luncheon (invitation only)

Noon

Lunch and Learn

Join your newspaper colleagues for this lunch that will encourage open discussion of topics that matter to you. Bring your appetite and your questions. Pre-registration is required.

2017 Convention Sponsorship Luncheon (invitation only)

GENERAL SESSIONS

1-2:15 p.m.

Designing Great Ads: The Top 10 Things You Need to Know with Ed Henninger

This is a presentation in high demand. For years, publishers, ad directors and designers have been asking Ed Henninger to create an advertising design presentation. He's finally done it...and it's a session that will bring new ideas, new thinking and new excitement to the newspapers in your group.

2:15 - 4 p.m.

Speed Topics

You never knew you could learn so much in 20 minutes! Pick your top three.

1. KPA and Event Planning: How we can help you plan your event!
2. How to Use KanFocus to Cover Your Local Legislators Without Leaving Town!
3. Importance of Small Town Editorial Writing with Rod Haxton, Scott County Record
4. Q&A with KPA Hotline Attorney Max Kautsch
5. Cameras, Cameras Everywhere!

4-5 p.m.

Daily and Non-Daily Roundtables

Join your fellow publishers for a roundtable session on issues important to you.

6 - 7 p.m.

President's VIP Reception

Join us for drinks and networking before the annual President's Banquet.

7 p.m.

President's Banquet (reservations required - \$55/per person)

Enjoy a sit-down dinner as we recognize this year's recipients of the KPA special awards. We'll also induct new members into the Kansas Newspaper Hall of Fame.

9 - 11 p.m.

President's Hospitality Reception sponsored by the Holton Recorder

Join Sarah Kessinger for a reception celebrating her year as KPA president and the 150th Anniversary of the Holton Recorder.

Saturday, April 8

7 a.m. - 4 p.m.

Registration and Contest Display

Silent Auction Benefitting the Kansas Newspaper Foundation

Bid on fun items donated by sponsors and Kansas newspapers. All proceeds will benefit KNF and part of your donation may be tax deductible.

7:30 - 8 a.m.

Breakfast and Annual Meeting

Join us as we address KPA business and elect new officers and members to the KPA Board of Directors.

GENERAL SESSIONS

8 - 9:30 a.m.

“Investigative Reporting on a Shoe String” with Denise Malan, Training Director, Investigative Reporters and Editors

Every newsroom is learning how to “do more with less.” That doesn’t mean that meaty enterprise stories are out of reach. In this session, we’ll discuss how to build watchdog work into your daily routine and produce meatier stories, even in breaking news situations. You’ll come away with specific story ideas across a variety of beats, as well as a list of free tools any newsroom can use right away. We’ll also give some real-world tips on time management, organization and focusing on enterprise.

9:45 - 10:30 a.m.

“The Changing Landscape of Agriculture”

Join us as we examine the issues affecting Kansas agriculture. Expert panelists will provide insight on farm and commodity prices, today’s challenging regulatory environment and how they affect our communities. Sponsored by Kansas Farm Bureau.

10:30 - 11:30 a.m.

“Morley Piper, a Hero in Our Midst”

Join us as Piper, a New England newspaperman, will tell his experiences about landing on D-Day, 72 years ago

AOE AWARDS LUNCHEON

11:45 a.m. - 1 p.m.

Join us for a celebratory luncheon that honors individuals and newspapers on their accomplishments in 2016.

BREAKOUTS

1:15 - 2:15 p.m.

“Data and Documents You Cannot Live Without” with Denise Malan, IRE

Join us as we move beyond anecdotes and he-said, she-said journalism with data and documents. Advice on developing a documents state of mind, navigating public records, understanding records retention schedules, exploring key records on a variety of beats and becoming familiar with key national data sets to produce high-impact local stories.

“Kansans Can, the Brain Drain and School Funding” with Dr. Randy Watson, Kansas Commissioner of Education

Join Dr. Watson as he explains the new education initiative, Kansans Can, and how local newspapers can help with the project designed to increase opportunities for Kansas students. Dr. Watson will also share any updates on the creation of a new school funding formula (pending legislative action).

“Saving Public Notices: Giving Them Their Due” with Ed Henninger

In this presentation, Ed offers ideas and approaches designed to give publishers the tools they need to bring added reader attention to public notices--in every issue. Ed recently received accolades from the Public Notices Resource Center for placing these ideas before publishers throughout the nation. These ideas are a breakthrough in our battle to retain public notices in newspapers. Your publishers will thank you for bringing this to them.

“Let’s Talk Revenue” with Carol Grubbe, TownNews.com

In this presentation, Carol will discuss revenue generating ideas using your digital platform. How can you monetize your website? How do you price digital ads? Carol can help. Or, if you do not have a website and you want to explore your options, she can help you as well.

2:30 p.m. “The Roads from Coffeyville, Kansas to Washington, from radio and The AP to new media” with Mark Hamrick, Bankrate.com

Mark joined the personal finance site Bankrate.com in January 2013 after leading business news for the Associated Press radio and television/online video operation in Washington for 2 decades. A native of Coffeyville, he began working as a teenager at radio station KGGF. A second-generation journalist, he attended the William Allen White School of Journalism at the University of Kansas. As senior economic analyst and Washington Bureau Chief for Bankrate.com, Mark translates developments in the economy, financial markets, politics and business. As part of that work, he provides comment and analysis hundreds of times a year for radio, television, print and online publications. He hosts regular 60 second personal finance features for CBS Radio and has been a contributing columnist for The New York Daily News. Mark served as president of the National Press Club in 2011 and as a member of the Board of Governors for a decade. As president, he hosted World Press Freedom Day, organized by the U.S. State Department and the United Nations Foundation, held that year for the first time in the U.S.

REGISTRATION FORM

CONTACT INFORMATION

Newspaper/Company _____ Contact Person _____

Address _____ City _____ State _____ ZIP Code _____

Area Code/Phone _____ Fax _____ E-mail _____

Name of Attendee Print clearly for name badges and check box if first time	Registration Fees	Friday's Lunch and Learn	President's Banquet \$55 per person	Sat. Breakfast free w/registration <small>\$25 if not registered for full or Sat.</small>	AOE Awards Luncheon free w/registration <small>\$25 if not registered for full or Sat.</small>	Total Fees
<input type="checkbox"/>	<input type="checkbox"/> Full registration - \$135* <input type="checkbox"/> Friday only - \$75* <input type="checkbox"/> Saturday only - \$100	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
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* - Please note prices do not include the Friday night President's Banquet.

TOTAL AMOUNT

Lunch and Learn Menu

Smoked turkey sandwich, potato chips, pasta salad and dessert.

Check here for veggie wrap option

Number of vegetarian wraps needed _____

President's Banquet Menu

Filet of Sirloin

Tender 8 oz. filet of sirloin topped with mushroom demi-glace with salad, seasonal vegetables with dessert

Check here for vegetarian option

Number of vegetarian meals needed _____

Awards of Excellence Luncheon Menu

Chicken Angeline

Served with seasonal vegetables and dessert.

Check here for vegetarian option

Number of vegetarian meals needed _____

PAYMENT INFORMATION

Check enclosed (made payable to KPA)

Please invoice me at the address above or send e-invoice to the following email:

Please charge to Visa, MasterCard or American Express. To protect the security of your identity and card number, please call the office with your credit card information.

Registration Fees

Convention registration fees include admittance to all sessions on the day(s) for which you have paid a registration fee. Additional fees, indicated on the registration grid at left, may apply for some special activities and meals. Discounts for multiple registrations from the same newspaper apply, and are listed on the grid at left.

Late Registrations

Registrations received after Friday, March 17 will be accepted as space permits. Late and on-site registrations will be assessed a \$20 late fee.

Nonmembers

Rates listed are for KPA members. For nonmember rates, please call the KPA office at (785) 271-5304.

Refunds and Substitutions

Refunds will be issued on changes and cancellations received by 5 p.m. Monday, March 27. Substitutions will not be allowed on registrations.

How to Register

Mail: 5423 SW 7th, Topeka, KS 66606

Fax: (785) 271-7341

E-mail: ebradbury@kspress.com

Overnight Accommodations

Sleeping rooms are being held until March 16 for KPA convention attendees at the Capitol Plaza Hotel. For reservations, call 785-431-7200 and mention the Kansas Press Association Room Block. The room rate is \$99/ plus tax per night.

Registrations are requested no later than Friday, March 24.

Questions? Contact the KPA office at 785-271-5304 or ebradbury@kspress.com