

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION MARCH 18, 2015

INSIDE TODAY

PAGE 2

Dane Hicks takes on his fellow Republicans for abandoning conservatives principles with HB 2237.

PAGE 3

John Foust says a good headline is critical to good advertising messages.

PAGE 4

KPA president Dan Thalmann invites staffers to the annual convention in Junction City.

PAGES 6-7

Kansas newspapers seek editors, advertising salespeople, press operators and others for newspaper positions.

PAGE 8

Doug Anstaett laments the dearth of intellectual curiosity in Topeka.

KPA CALENDAR

MARCH 9-15

National Sunshine Week.

MARCH 18-19

The National Newspaper Association's "We Believe in Newspapers" Leadership Summit, Marriott Crystal City, Arlington, Va.

APRIL 17-18

Kansas Press Association annual convention, Courtyard by Marriott, Junction City.

DEC. 15

National Bill of Rights Day.



Kansas Attorney General Derek Schmidt discusses a proposed bill giving his office more enforcement authority under the Kansas Open Records Act and the

Kansas Open Meetings Act with State Rep. Stephen Becker (R-Buhler) prior to a hearing on SB 210. The Kansas Press Association supports the bill.

Legislature fakes left, goes right

If you ever think you've mastered the art of legislature-watching in Kansas, think again. "What appears to be reality may turn out to be fantasy," said Richard Gannon, director of governmental affairs for the Kansas Press Association. Take House Bill 2237, for instance.

The trail of this bill during the 2015 session of the Kansas Legislature is mindful of the game "Whack a Mole."

"About the time we think we understand where the bill is and what we need to do, the bill jumps to a different committee," Gannon said. "We frankly cannot figure out what the Legislature is

doing this year. It's quite amazing — and frustrating."

Take Monday, for instance: HB 2237 was heard by the House Commerce, Labor and Economic Development Committee, and no one knows why.

It was obvious from questions asked by the committee members that they were at a loss why the bill had been sent to them.

Just prior to that committee hearing, we learned that a competing bill, which was described as a

See HB 2237 on Page 5

KPA convention just four weeks away

The early deadline for hotel reservations for the 2015 Kansas Press Association annual convention passed this week.

The convention is just four weeks away, which means you need to download or print off the registration forms and get signed up for an exciting array of programs and meals.

The convention is Thursday and Friday, April 17 and 18, at the Courtyard by Marriott in Junction City. The registration form is appended to today's Kansas Publisher.

As of today, just a few rooms remained at the hotel.

In addition to an action-packed program, we will be announcing inductees into the Kansas Newspaper Hall of Fame and the winners of the Clyde M. Reed Jr. Master Editor Award, the Gaston Outstanding Mentor Award and the Boyd Community Service Award at the Friday night banquet.

The results of the annual Awards of Excellence

See CONVENTION on Page 3

The Kansas Legislature in 2015: taking vengeance on newspapers

Editor's note: *The Kansas Press Association distributed this commentary by Dane Hicks of the Anderson County Review to KPA member newspapers last week.*

Among some of the Republicans in the Kansas Legislature, the 2015 session has become the season of vengeance.

As a Republican myself it pains me to say it, but there's a lot going on among the legislators in my party who swept the elections last fall which has nothing to do with the adoption of conservative ideals and everything to do with payback against their enemies.

It is unseemly and frankly, as Republicans, beneath us.

But be assured, if you're a newspaper in Kansas with a liberal editor who made a lot of hay attacking conservative candidates during the 2014 campaigns (read Wichita Eagle, Salina Journal, Hutchinson News) there's a group of legislators who've got your number.

If you're a university professor or faculty member (mostly from the liberal bowels of the University of Kansas – where else), who gets a kick out of writing letters to the editor lambasting conservatives, they're drawing a bead on you, too.

If you're a teacher in a public school who might offend somebody – apparently anybody – by telling kids about sex or pagan gods or that you like anchovies on your pizza or something – some of our Republican legislators have you in their crosshairs.

Not just with scowls and missives and grumbling around the Capitol rotunda. This handful of vengeful malcontents is hoping to use the legislative process to stick it to you.

Mind you, none of those targets has anything to do with economic development; not one has to do with job creation; not one has to do with leaner, less expensive government; not one has to do with making government smaller and less intrusive in our lives – the things that I and other conservatives thought we were voting for, donating to and finding yards for candidate signs last fall.

These select Republicans in the Legis-

lature have other priorities. For instance, they're so mad at the liberal editors of the state's daily papers for beating up conservative candidates that they want to give cities, counties and school districts the legal authority not to publish their budgets, election information and other important public notices in their local newspapers anymore, and instead let those governments hide those notices away on their websites.

Seriously? When was the last time you browsed your city's website?

But since newspapers make a little money on these notices, legislators like Reps. Steve Huebert of Valley Center and Virgil "shoot the border jumpers from helicopters like feral hogs" Peck from Tyro think that's where they'll get their pound of flesh; an informed public, of course, be damned.

The heat from their critics must be unbearable, because the next legislative barricade they want to erect is in front of the pointy-headed intellectual faculty and professors in the state who wrote anti-conservative letters to the editor last election season,

signed with their names followed by titles like "assistant dean of the college of basket weaving" or some-such. Hu-Peck's bill in this case would prohibit those university types from using their titles, because, well, like those newspaper editorials, they just convinced way too many people ... who apparently didn't vote.

Another bill would make it a prosecutable offense for a teacher to teach something "offensive" in a Kansas classroom. "Offensive" being a little open-ended, we can assume the sect of the state GOP this jewel came from is part of the same batch of Republicans that always seem so amazingly hung up on sex that they just can't stop talking about it, even when it's clear they really don't know much about it and would benefit from a little classroom instruction.

Aside from some skewed view of blanket morality, this is an attempt to show the organized labor thugs in the Kansas Na-



Dane Hicks

It's a good thing to want to change the way our incredibly bureaucratic and money-sucking education system works; but threatening to put teachers in jail if they offend Dana Carvey's 'Church Lady' is ridiculous.

See HICKS on Page 3

2014-15 KPA BOARD

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Position Open

Northeast District Director

Spend a little extra time on your ad headlines

Whether on a printed page, monitor or mobile device, the headline is the most important part of an ad. It tells the reader what the ad is about. With the blink of an eye, he or she decides whether it's worth the effort to keep reading.

Numbers can help you create compelling headlines, as long as they are specific



John Foust

and relevant. Here are a few examples. Note that these numbers as expressed as digits, not words:

1. "Only 6 town-homes left." Using a specific number, rather than saying "they're going fast," communicates proof of scarcity. As sales increase, the countdown should continue.

You can also use this technique to indicate time: "Only 8 days left."

2. "Save \$1,000 on new carpet." A specific dollar amount is easier to visualize than "a lot." It's worth mentioning that this headline works better with a verb ("save") than with a passive phrase like, "\$1,000 discount on new carpet."

3. "Save 25 percent on Merino wool sweaters." This is a variation of the dollar tactic in the carpet headline. The difference is that a percentage indicates proportion. Of

course, the body copy should indicate the dollar amounts of the 25 percent.

4. "According to XYZ Survey, we rank number 1 in parts availability." If this kind of headline isn't supported by evidence, it won't have an ounce of credibility.

I remember a car dealer who ran ads claiming to be "number one." Not surprisingly, other dealers countered with claims that they were number one. The problem was that it was a blanket statement, with no facts to back it up.

5. "4 out of 5 dentists recommend..." This line was made famous by a brand of sugar-free chewing gum. Before you use this kind of testimonial evidence, make sure you are quoting a legitimate survey.

6. "1,500 widgets sold so far this year." Years ago, this tactic was used by McDonald's. Right there on the golden arches sign was the message "Over 240 billion sold." It was a big joke to say you were so hungry that you were going to make the number change.

Other examples of quantity-headlines include, "We've sold 26 homes in the past 3 months;" "Last year, we helped 3,425 students pass their college entrance exams;" and

"Since we opened our doors, we've paved over 1,000 miles of driveways."

7. "5 ways to cut your electric bill." This headline promises important information about a specific problem. It would certainly get the attention of anyone wanting to reduce energy costs.

8. "In your area, there is a house break-in every 32 minutes." Here's an example of a headline that creates a sense of urgency. Again, make sure the advertiser – in this case a home security company – uses verifiable figures.

9. "28 years of dry cleaning experience."

This headline equates years with expertise. Another way to sell experience is to add the number of working years of the people who work there: "Our staff has 191 years of experience."

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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Convention

Continued from Page 1

competition will be announced at the Saturday luncheon.

Here is the convention line-up. Make sure your staff is able to take advantage of these opportunities:

Friday, April 17

The kick-off session on Friday is titled "What Are We Supposed to Do?" featuring Olaf Frandsen, editor and publisher of the Salina Journal. He will lead attendees through "the minefield of ethical case studies" in an attempt to allow KPA members to approach their jobs with a new set of eyes and a new way of looking at everyday situations. Previously, Frandsen was an adjunct professor and distinguished lecturer for four years at the University of Texas Pan American, where he taught Media Law & Ethics.

Breakout sessions at 3:15 p.m. and 4:15 p.m. on Friday will give attendees a choice of the following three programs:

* John Baetz will discuss revenue gener-

ating ideas for your newspaper.

* The 21st Century Media Group will lead a discussion on how to grow your print business.

* Steve Haynes will lead a session on storytelling.

Between 3:30 p.m. and 4:30 p.m., Helen Sosniecki of Interlink will meet by appointment one-on-one to discuss postal issues. Bring copies of recent 3541 forms for those sessions.

The annual President's VIP Reception will begin at 6 p.m., followed by the President's Banquet.

The President's Hospitality Reception is planned from 9 to 11 p.m. It is sponsored this year by the Anderson County Review.

Saturday, April 18

Saturday's program kicks off at 7:30 a.m. with breakfast and the KPA Annual Meeting, where we will elect representatives to the KPA Board of Directors for the coming year.

The general sessions on Saturday will include another program from the 21st Century Media Group on "How Do You Make Local News/Content Work" beginning at 8 a.m.,

followed by "A License to Print Money," with newspaper designer Ed Henninger at 9:30 a.m.

After a short break, we'll join together for lunch and the annual AOE Awards Luncheon. The session begins at 11 a.m. and will finish at 12:45 p.m.

The Saturday afternoon breakouts will start at 1 p.m. and repeat at 2:15 p.m.:

* Henninger will lead a session, "When Write Is Wrong," on how to create more compelling packages for your readers.

* Fred Solis will present "Basic Photography and Technology: The Great Equalizer." Solis will explain basic camera setting and how to get good results.

* Sosniecki will present "Postal Issues Update" and how you can save on your postal costs.

* 21st Century Media Co. will present "Structuring Your Media Company - Independent vs. Consolidated Efforts."

The annual daily and non-daily roundtables will begin at 3:15 p.m., and Sosniecki will again have one-on-one sessions on postal issues beginning at 3:30 p.m. Call the KPA office to sign up.

Come to convention; share ideas with colleagues

You have an opportunity to do our industry a favor by getting as many of your staff members to this year's KPA annual convention as possible. The event is to be held April 17 and 18 in Junction City and the registration deadline is April 6.

I urge you ... no, I beg you to consider sending your newspaper staff to this important annual event.

Why? I've said it before and I'll say it again — without these conventions, I doubt I would be in the newspaper business today. So I honestly believe your newspaper product and business would benefit from your attendance, too. If your newspaper is benefitting, then our industry is benefitting and we'll all be better for it.

I have gained so much knowledge about the industry, both through specific ideas of new revenue-building projects and content-



Dan Thalmann

related concepts, but also general knowledge of the industry through these annual conventions. I've also found mentors and built friendships to the point I now look forward to the conference as much to see familiar faces as getting new ideas.

The staff at KPA does a fantastic job putting this event together. There is always something new and interesting and I always leave a little overwhelmed with aspirations.

But you can only gain those benefits if you're truly engaged in the event. Talk to the speakers, ask questions, attend as many workshops as possible, chat with fellow newspaper people. You never know who might have some experience you could use for your business.

I'd also like to put a plug in for saying "hi" to the first-time attendees. I still

remember being the newbie in the building, not knowing who to talk to because I was so intimidated by everything and everyone. I do remember the folks who said hi, and now I

want to be that person. Maybe one of those first-timers is a future KPA president, but they have to feel they are part of our organization for that to happen. The first-time attendees will have a special ribbon on their name tag, so please make them feel welcome.

Please say hi to me, too! I love getting to know folks in our industry and there is no better place to have that happen.

I'll see you in Junction City.

Dan Thalmann is owner/publisher of the *Washington County News and Linn-Palmer Record* and 2014-15 president of the *Kansas Press Association Board of Directors*.

Talk to the speakers, ask questions, attend as many workshops as possible, chat with fellow newspaper people. You never know who might have some experience you could use for your business.

NEWS BRIEFS

Young appointed director for KPA Central District

Joey Young, owner of Kansas Publishing Ventures, has been chosen to fill the unexpired term of Kent Bush as Central District director for the Kansas Press Association.

KPV publishes *The Clarion* in Andale, Young's first newspaper, and the Hillsboro Free Press, a monthly TMC product and a quarterly glossy magazine.

He is married to Lindsey Miller Young, a teacher.



Joey Young

Fairview newspaper restarts as a 'community newsletter'

A group of present and former Fairview residents has decided to resurrect the Fairview Enterprise, which ceased publication following the death of Patsy Weaver last fall.

It will reappear as a biweekly.

David Lambertson or rural Winchester will be the new publisher/editor. Larry Gilbert of Kansas City, Kan., will be co-editor.

Lambertson said the group wants to keep the Enterprise as a community newsletter.

Friends, former students seek to endow Eblen scholarship

Friends and former students of Tom Eblen are trying to establish an endowed scholarship in his name at the University of Kansas.

Eblen served as the long-time general manager of the *University Daily Kansan*. He still serves as a news consultant to the Kansas Press Association.

Joel Zeff, a 1990 graduate of the William

Allen White School of Journalism, calls the fund The Tom Eblen "In Honor of the Glorious Red Pen" Scholarship.

To become an endowed scholarship, a fund must have a minimum of \$30,000.

To participate, send your contribution to the attention of Corrie Moore at the KU Endowment Association, P.O. Box 928, Lawrence, Kan. 66044-0928.



Tom Eblen

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 2015.

Remember, if you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money. Sell one outside of Kansas (SDAN or SCAN) and you get to keep half the commission allowed to KPA.

- KDAN — Nedesha Derrick, one ad sold for a profit of \$400; Anderson County Review, three ads sold for a profit of \$2,475; GateHouse Media, two ads sold for a profit of \$800.

- KCAN — GateHouse Media, 10 ads sold for a profit of \$1,596; Marion County Record, one ad sold for a profit of \$150; Anthony Republican, two ads sold for a profit of \$300.

- SDAN — Anderson County Review, three ads sold for a profit of \$562.50.

- Advertising placements — Hays Daily News, seven ads for a profit of \$1,444.

HB 2237

Continued from Page 1

compromise by its sponsor, Rep. Virgil Peck, R-Tyro, had been introduced in the House Appropriations Committee.

Peck had earlier in the session been chosen to lead a four-person subcommittee of the House Local Government Committee through a review of the bill, but he never called the group back together to consider an amended bill or to gain endorsement of it by the competing organizations — the KPA, League of Kansas Municipalities, Kansas Association of Counties, Kansas Association of School Boards and others.

In fact, KPA did not see the Peck bill un-

til late Monday night. While it does seem to abandon the “option” of placing official notices in newspapers or on a website, it only requires that notices be printed once in a newspaper and also on a website for 180 days.

That would cause severe heartburn for publishers because several public notices require two or even three publications (delinquent property tax lists, for example).

However, the bill also appears to allow municipalities to print in the newspaper more than once if they choose that route.

“Can you imagine the chaos that these new requirements and options are going to



create among cities, counties and school districts?” said Doug Anstaett, KPA executive director. “Newspapers know how to get these right now, but this would introduce chaos into a system that works well.”

Wednesday, KPA staff members were still trying to figure out whether the Peck bill would get a hearing and also whether the Commerce Committee would choose to work the bill it heard on Monday.

“This is much a fluid situation that we have to remain vigilant throughout the rest of the session,” Anstaett said. “We may have to call on members once again for support.”

Hicks

Continued from Page 2

tional Education Association as even more impotent than the loss of teacher tenure did. Republicans, rightfully so, turned KNEA on its head last year by doing away with guaranteed teacher tenure in the education funding make-up bill. That was enough. It’s

a good thing to want to change the way our incredibly bureaucratic and money-sucking education system works; but threatening to put teachers in jail if they offend Dana Carvey’s “Church Lady” is ridiculous.

Republicans need to remember something – even up against those smarmy editors and those Birkenstock-wearing college profs and those teachers union leg breakers – we won. We overcame it all, took our debate to the public, and we won. We won big.

We have a big enough job trying to realistically transition a state against growing federal socialism – a state still in the grips of a sour economy – without making heroes of our enemies.

As they say, sometimes the best use of power is no use at all.

Dane Hicks is the owner/publisher of the *Anderson County Review* and a former KPA board member.

CREATING JOBS AND PROSPERITY

How KU benefits the economy

University of Kansas researchers don’t just make discoveries that change the world. They make discoveries that create jobs for Kansans and prosperity for our state.

24 active startup companies

159 active license agreements for **commercial use** of KU inventions

\$12 million in licensing revenue

\$275.2 million in externally sponsored research expenditures, including **\$250 million** from sources outside Kansas

\$9 million in corporate-sponsored research funding

29 corporate tenants in the Bioscience & Technology Business Center at KU, including **Garmin** and **ADM**

KU
THE UNIVERSITY OF
KANSAS



MARKETPLACE

ADVERTISING

ADVERTISING SALES DIRECTOR —

Family-owned daily newspaper company has an immediate opening for an advertising sales director in the southeast Kansas/northeast Oklahoma area. We have sister publications in the area and the right candidate must be able to create an efficient sales team across all products. If you are organized, self-motivated and have a desire to work in a fast paced, growth oriented environment, email scottwesner@hotmail.com (2-18)

ADVERTISING SALES — Accepting resumes for a self motivated, goal driven individual to join our Sales Team. Established client base with the opportunity to develop new clients for both print and on-line business. Competitive pay and full company benefits. Current driver's license is a must. Send resume/application to the Great Bend Tribune, Diane Lacy-Trostle, Ad Manager, 2012 Forest, Great Bend, KS 67530 or email dlacy@gbtribune.com. (2-17)

MULTIMEDIA SALES MANAGER —

The Lawrence Journal-World is seeking an experienced Multimedia Sales Manager to lead its team of 10 multimedia-advertising consultants. Details and apply online at jobs.the-worldco.com. (12-29)

ADVERTISING SALES — The Pratt Tribune is seeking a goal-driven individual to join our sales team. The successful candidate will be able to discover which of our company's print and digital products our advertisers need to grow their businesses with the goal of selling long-term contracts. We offer a competitive base salary plus commission and an excellent package of benefits. Contact Publisher Conrad Easterday at ceasterday@dodgeglobe.com or call (620) 388-4257. (12-1)

NEWS

EDITOR/REPORTER — Great opportunity to join one of the fastest growing media companies in the U.S with a newspaper in south central Kansas. Applicant must be a self-starter. Design, photography, digital and social media skills preferred. Please respond with clips, resume and references to publisher425@gmail.com. (3-17)

GREAT LEADERSHIP OPPORTUNITY — We're seeking a hands-on news leader who will guide a small, but skilled news team at the Abilene Reflector-Chronicle. The ideal candidate will contribute content and manage both print and digital platforms. As editor you will manage the day-to-day operations of the newsroom, including page layout. The successful candidate should possess focus, attention to detail, organization, planning, quality writing and editing skills, ability to

communicate with the public and skills in web/social media content and delivery. This is an opportunity for an experienced reporter to move into a management role and be the driving force in day-to-day decision-making as well as the face of the newspaper in the community. A degree in journalism or related field is desired. This five-day a week newspaper is located in Abilene, Kansas on Interstate 70 in the heart of the state. It's a historical and friendly town, home of the Dwight D. Eisenhower Presidential Library. The Reflector-Chronicle is owned by Montgomery Communications, which offers competitive salary and benefits, including paid vacation, 401k, health, dental, life and more. Submit resume, salary history, and samples of writing and page design to Lisa Seiser at editor@thedailyunion.net. (3-4)

NEWS EDITOR — The Morning Sun (Pittsburg, Kan.), a 6-day daily in a great college town, is searching for a news editor to help in the newsroom. The news editor must be comfortable with writing news and features, as well as have experience with editing, digital cameras, video and social media. This position is hourly and the compensation ranges into the high 20's. Weekend work is required. Submit a cover letter, resume and three writing samples — as well as photo samples — to anash@morningsun.net. (2-27)

ENTERPRISING community journalist needed at award-winning weeklies near resort lakes. Great place to start. Fully paid benefits. Details at <http://marionrecord.com/job/>

JOURNALIST — The Fort Scott Tribune, in historic Fort Scott, is seeking a talented and motivated journalist who can produce well-crafted stories and accompanying photos and who likes variety. You'll cover meetings, sports, and write and photograph interesting people and places. Knowledge of photography a must, with Photoshop and InDesign experience a plus. Previous reporting experience preferred. Apply to Publisher Floyd Jernigan at fjernigan@fstribune.com (1-13)

FREELANCE WRITERS - Freelance writers for a variety of publications in Kansas. Sixteen 60 Publishing Co., publishers of the Lincoln Sentinel and Chapman News-Times weekly newspapers, and the Kansas Pregame, Hardwood, and Mat Preview sports preview magazines is seeking professional freelance writers with experience writing news and feature stories of all types for projects in 2015. Please e-mail resumé and samples of work to johnbaetz@gmail.com. (1-6)

MANAGING EDITOR — The Beloit Call, a three day a week publication, is seeking an energetic person to fill the managing editor position. Applicants should have a bachelor's

degree in journalism or at least three years of experience in the field. A background in reporting, ad sales, photography and team management is preferable. This is an excellent opportunity for someone eager to make a name for themselves in the industry. Compensation will depend on experience and will include the possibility for performance based bonuses. Benefits include six paid holidays, paid vacations, Simple IRA and health care insurance. Send resume to Brad Lowell, jbrad@nckcn.com, or mail to Box 309, Concordia, KS, 66901. Phone number 785-243-2424. (1-5)

SPORTS WRITER - The twice-weekly Coffeyville Journal seeks a sports writer. Must be able cover all Coffeyville sports along with a local college. Must be able to take own photos. InDesign and PhotoShop helpful. Please send resume to scottwesner@hotmail.com (12-30)

SPORTS EDITOR — The Pratt Tribune has an opening for a sports journalist who can cover the gamut of high school and college athletics with words and photos in print and online. The position requires an individual who truly loves sports, works well with coaches and wants to serve a demanding audience. Experience with social media and Quark XPress a plus. Competitive salary and excellent benefits. Send clips, resume and cover letter to Publisher Conrad Easterday at ceasterday@dodgeglobe.com, P.O. Box 909, Pratt, KS 67124. (12-1)

REPORTER - Full-time city/county beat reporter to cover several smaller communities and the spaces in between. Must be self starter, energetic, hardworking and able to establish good working relationships with a wide variety of sources. Excellent writing skills a must and photography skills a plus. Some evening and weekend work will be required. This is a great opportunity for a reporter to cover a wide range of stories and meet a wide range of interesting people. If this fits you, please send letter, clips, resume and references to Dale Hogg, managing editor, Great Bend Tribune, PO Box 228, Great Bend, Kan., 67530, or to dhogg@gbtribune.com. (10-2)

SPORTS EDITOR — We're looking for a sports editor passionate about local sports to energetically lead a two-person department in covering high school and college programs that are perennial state and national contenders. This full-time position is responsible for coordinating daily multimedia sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation,

MARKETPLACE

and most importantly, a desire for excellence. Weekend and evening hours required. If this is you, please send letter, clips, resume and references to Managing Editor Dale Hogg, 2012 Forest Ave., Great Bend, KS 67530, or dhogg@gbtribune.com. (10-14)

SPORTS WRITER — We're looking for a journalist passionate about local sports to energetically be a part of a two-person department in covering high school and college programs that are perennial state and national contenders. This full-time position is responsible for daily multimedia sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation, and most importantly, a desire for excellence. Weekend and evening hours required. If this is you, please send letter, clips, resume and references to Managing Editor Dale Hogg, 2012 Forest Ave., Great Bend, KS 67530 or email to dhogg@GBTribune.com (10-1)

GENERAL ASSIGNMENT REPORTER — If you're looking to put yourself in a position to advance your career, come join our family newspaper team. We have a proven reputation of award-winning journalism and placing our reporters at larger operations. We're seeking a talented and motivated journalist who can produce well-crafted, clean copy and lots of it. Fast-paced daily newspaper environment for a general assignment reporter who likes variety. Photo skills, knowledge of Internet reporting, and page layout useful. We're located in southwest Missouri within easy driving distance of Kansas City, Joplin and Springfield. Apply to Publisher Floyd Jernigan at fjernigan@nevadadailymail.com (9-8)

MANAGING EDITOR for small daily on High Plains, on I-70. Are you ready to step up? This person will lead a full-time staff of three, plus part-timers, plan and track news coverage, coordinate photo and stories, design and lay out pages, cover some meetings and write some stories, deal with public and online/Facebook pages, generally run the newsroom. Journalism degree preferred, at least two years' newspaper experience. This is a good paper, hoping to get better. Apply to Sharon Friedlander, publisher, sfriedlander@nwkansas.com, and Steve Haynes steve.haynes@nwkansas.com. Colby Free Press/Nor'West Newspapers, Colby, Kan. (785) 462-3963. EOE m/f/h/v (7-30)

REPORTER/NEWS EDITOR for award-winning weekly on High Plains. Are you up to the challenge of continuing a strong tradition? Can you do it all? Do you want to learn the news business? This person will plan news coverage, coordinate the work of

part-time staff, cover stories and features, take photos, design and lay out pages, post to web pages and Facebook. Journalism degree or some newspaper experience preferred. Competitive pay, location in Northwest Kansas. Apply to steve.haynes@nwkansas.com and kl.davis@nwkansas.com. The Oberlin Herald/Nor'West Newspapers, Oberlin, Kan. (785) 475-2206. EOE m/f/h/v (7-30)

STAFF WRITER — The award-winning Enid (Okla.) News & Eagle is hiring for a staff writer position covering education, health and nonprofits, with an emphasis on features. Please email a cover letter, resume, published clips and three journalism references to Executive Editor Rob Collins at rcolins@enidnews.com. (MORE INFO: <http://tinyurl.com/ENEListing>). (12-2)

NEWSPAPERS FOR SALE

Respected 128-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.

PRESSROOM

ASSISTANT PRESS OPERATOR — The Shawnee (Okla.) News-Star is looking for an assistant press operator with a solid understanding of printing operations, with at least 2 years of experience. Hourly pay plus full benefits and 401K. Pay based on experience. Email resumes to kent.bush@news-star.com or call 405-214-3921 for more information. (2-4)

DIGITAL MEDIA

Great opportunity. Established Central America online daily seeks new owner-publisher. Info: manager@crbusiness.biz (2-13)

For much less than you think, you can take 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

WANTED — Muller Martini 227 inserter hoppers, turning station, 310/20 stacker parts/equipment, or compatibles from inserting equipment or mailing machine. Call James at (620) 792-1211.

FOR SALE — Hamada 800 DX w/spray unit, electrostatic unit, 3M dampening sleeves; LOG Etronics Film Processor Model #LL2218, 196-264 volts, single phase, 15 amps; Brown Ultra-lite 1500 plate burner; 2 Nu-Arc light tables; 1950 Anniversary Edition Heidelberg Windmill press, very good condition. Nor'west Press, Goodland, Kansas. Call 785-899-2338.

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THIS MONTH'S QUESTION

Q. I'd like to donate an item to the silent auction being put on for the benefit of the Kansas Newspaper Foundation. What do I need to do to get involved?

A. All you have to do is call Amber Jackson, tell her you've got something to donate and make sure to either send it to the KPA office or bring it with you to the convention April 17 and 18 in Junction City. You can reach her at (785) 271-5304 or by email at ajackson@kspress.com. Donated items so far include an oil painting, community-themed baskets, El Zarape salsa from Garden City, gift certificates and college-themed gifts. Of course, cash is an appropriate gift as well.

Newspapers have to meet their obligations to citizens

Intellectual curiosity is on its deathbed in Topeka — and quite possibly out in the hinterlands as well in Kansas.

No one in Topeka wants to hear the facts any more.

No one wants to listen to those in a position to know the facts any more.

And very few even want to listen to views that are antithetical to their own.

Legislators and some elected state officials have become tone deaf to anything that doesn't follow the official party line.

You can sense it as you testify before various legislative committees.

You can see it in the body language of those legislators as you challenge their core beliefs on any subject.

If they don't buy it, they don't even want to hear it.

The example I often cite when talking to others here about the atmosphere in Topeka is to quote from one of the depositions taken during the Shawnee County District Attorney Office's investigation of whether the meetings hosted by Gov. Sam Brownback at Cedar Crest in early 2012 were a violation of the Kansas Open Meetings Act.

While just about everyone knows those meetings violated the spirit of open government found in KOMA, what alarmed me was a theme I saw running throughout many of the answers given during those depositions.

The one that best described the theme was the answers to some questions from Assistant District Attorney Todd Hiatt. I'm leaving out the name of the legislator because he wasn't the only one with these views, unfortunately.

Hiatt was pointing out that only legislators could have violated KOMA at the meetings because the governor isn't subject to KOMA himself.

"It's only the interaction between the legislators that can trigger KOMA," Hiatt said. "So I'm asking you about the subject matters that the legislators were discussing. ... Did it pertain to the business of the body?"

"No," the legislator said.

"It did not?" Hiatt asked.

"You can ask questions and — no, it wasn't a violation of KOMA," he said.

"Why do you say that?" Hiatt asked.

"Because that's what I believe," he said.

"OK," Hiatt said. "Fair enough. What's your belief based on?"

"I don't know how to explain it to you, but

that's what I know," the legislator concluded.

I was flabbergasted when I first read that, because if the law isn't really what's important, and only one's personal beliefs should come into play, how can legislators have an effective discussion of the issues and come to an educated conclusion? They can't.

But that's where we are with our politics today. It's not just Kansas, either; it's a cancer that has grown at the national level as well.

In Topeka, it's almost a crime for a Republican to be seen consorting with a Democrat. In fact, such behavior might set you up for a primary challenge in the next election, and certainly did in 2012.

The bill to strip the right of college professors to use their titles when writing a guest editorial or a letter to the editor is a prime example of this movement toward "anti-intellectualism."

The opinions of college professors, or anyone with a title, are discounted in favor of "opinions" expressed by legislators, who often aren't "schooled" in the subject being discussed.

If you have a title, you're biased, unless of course your title is from one of their favorite organizations or corporations.

That's why we marginalize those in the teaching profession or education leaders, saying they cannot possibly know what is best for the children of Kansas. They're just interested in money.

That's why we talk about local control, but only when it fits into today's talking points.

We simply do not listen to those who have opinions different from our own.

So what's my solution?

Let's make sure as newspaper professionals we are living up to our ethical obligation to make sure all sides are heard, no matter our personal beliefs.

Let's make sure the views of the powerless and the voiceless are heard.

If we don't allow that cacophony of voices in our communities to participate in the process, we are short-changing the democratic process.

To do anything less is to squander the constitutionally-protected rights we have been granted in the Bill of Rights and for which countless Americans have sacrificed their lives to protect.

Doug Anstaett is executive director of the Kansas Press Association.



Doug Anstaett

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courtroom and other issues involving
the court system in Kansas)

KPA ANNUAL CONVENTION, APRIL 17 - 18, 2015
COURTYARD BY MARRIOTT, JUNCTION CITY

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Name of Attendee <small>Print clearly for name badges and check box if first time attendee.</small>	Registration Fees <small>please check one</small>	President's Banquet <small>\$50 per person</small>	Sat. Breakfast <small>Free w/ registration</small>	AOP Awards Luncheon <small>Free w/ registration</small>	Total Fees	
<input type="checkbox"/>	<input type="checkbox"/> Full registration - \$130 <input type="checkbox"/> Friday only - \$70 <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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City, State _____ Zip _____

\$25 if not registered for full or Sat. convention

\$25 if not registered for full or Sat. convention

President's Banquet Menu

Filet Madagascar
6 oz. of Tender USDA Choice Beef Tenderloin
Medallions sauced with Brandy & Green Peppercorn Demi Glacé
served with garden salad and dessert.

Check here for vegetarian option

Number of vegetarian meals needed _____

Awards of Excellence Luncheon Menu

Traditional Lasagna
Lasagna served with basil marinara, caesar salad and dessert.
Check here for vegetarian option

Number of vegetarian meals needed _____

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 Monday, April 6 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. Wednesday, April 8. 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 Courtyard by Marriott in Junction City. For reservations, call (785) 210-1500 and mention the Kansas Press Association Room Block. The room rate is \$87/ plus tax per night.

Registrations are requested no later than Monday, April 6.

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

THURSDAY, APRIL 16

6 P.M. KPA BOARD OF DIRECTORS MEETING

FRIDAY, APRIL 17

9 A.M. - 9 P.M.
REGISTRATION AND CONTEST DISPLAY

9 A.M.
KNF TRUSTEE MEETING

11:30 A.M.
PAST PRESIDENT'S LUNCHEON

GENERAL SESSION

1 - 3 P.M.
"WHAT ARE WE SUPPOSED TO DO?" WITH OLAF FRANSDEN

Much has changed in the newspaper industry in the last 10 years, not the least of which are ethical considerations as we have adapted to the new reality of reporting the news in differing formats. Nevertheless, the foundations of fairness and truth-telling remain the bedrock of essential journalistic standards. Now that the Society of Professional Journalists has updated its Code of Ethics, and newspapers across Kansas keep facing new and challenging situations, what are we supposed to do?

Salina Journal editor & publisher M. Olaf Frandsen will take that journey through the minefield of ethical case studies in the hope that attendees will have a new set of eyes, and new way of looking at everyday situations, as they juggle responsibilities vs. reporting realities. Frandsen, before moving to Salina three years ago, was a full time newspaper publisher and regional vice president for Freedom Communications in Texas, and at the same time was an adjunct professor and distinguished lecturer for four years at the University of Texas Pan American, where he taught Media Law & Ethics at the university's School of Communications.

BREAKOUTS

3:15 - 4:10 P.M. AND 4:15 - 5:15 P.M.
"BRET MICHAELS: FROM POISON, TO ROCK OF LOVE, AND BEYOND! A CASE STUDY IN CHANGE" WITH JOHN BAETZ
What do Bret Michaels, the lead singer of the iconic 80s hairband Poison, and the newspaper industry have in common? Let newspaper and magazine publisher John Baetz tell you, in this in fun presentation that will examine the newspaper industry, how it has changed and ideas on where we go from here. This interactive presentation will brainstorm revenue generating ideas that will help your newspaper navigate the changing landscape. Please note - this breakout has two parts.

"HOW TO TELL THE STORY USING THE FUN VERBS" WITH STEVE HAYNES

So, you know you need to attract and hold readers. What can you do to hook them and keep them reading beyond the lead? Sharpen your storytelling skills and learn how to make better verb choices with this interactive session that will leave you asking for more!

"TAKING RISKS- HOW TO GROW YOUR PRINT BUSINESS" WITH 22ND CENTURY MEDIA

How do you make money digitally? Should your paper be doing events and expos? Should you add a new product? Find out the answers to these questions and take home some new ideas on ways to grow your revenue dollars through this session.

3:30 - 4:30 P.M.

ONE-ON-ONE POSTAL SESSIONS WITH HELEN SOSNIECKI (CALL KPA OFFICE TO SIGNUP)

Helen will be available for 15-minute one-on-one meetings to discuss specific postal issues. Bring copies of recent 3541s to the one-on-one sessions.

6 - 7 P.M.

PRESIDENT'S VIP RECEPTION (additional fee)

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

7 P.M.

PRESIDENT'S BANQUET (additional fee)

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 ANDERSON COUNTY REVIEW

Join KPA President Dan Thalmann for a reception celebrating his year as KPA president.

SATURDAY, APRIL 18

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 representatives to the KPA Board of Directors.

GENERAL SESSIONS

8 - 9:15 A.M.

HOW DO YOU MAKE LOCAL NEWS/CONTENT WORK - WHAT IS THE BEST WAY TO GATHER AND DELIVER COMMUNITY NEWS WITH THE TEAM FROM 22ND CENTURY MEDIA

Local news is a phrase tossed around by nearly every publication in the industry, but what does it mean? It's obvious readers want and advertisers respect local content, but just using the phrase doesn't get the job done. Chat about the right way to develop and write local news with the management team of 22nd Century Media, which has grown from one to 15 community newspapers and websites in 10 years.

9:15 - 9:30 A.M.

BREAK

9:30 - 10:45 A.M.

"A LICENSE TO PRINT MONEY" WITH ED HENNINGER

Join Ed as he shows you how to use breakthrough content and design concepts to generate increased revenue at even the smallest newspapers. He can help you add \$5,000 to \$10,000 minimum to your bottom line...every year!

10:45 - 11 A.M.

BREAK

AOE AWARDS LUNCHEON

11 A.M. - 12:45 P.M.

Join us for a celebratory luncheon that honors you and your newspaper's accomplishments in 2014.

BREAKOUTS

1 - 2 P.M. AND 2:15 - 3:15 P.M.

"WHEN WRITE IS WRONG" WITH ED HENNINGER

Join Ed as he shows how to apply sound writing, planning and editing techniques to create more compelling packages for your readers. Learn that writing is just a part of the process. An important part...but a part nonetheless. Come away with a renewed sense of direction and purpose.

"BASIC PHOTOGRAPHY AND TECHNOLOGY: THE GREAT EQUALIZER" WITH FRED SOLIS

Join Fred as he examines the basic features of most cameras and explains how technology can be the great equalizer. Fred will explain basic camera settings and the work that goes into getting good results.

"POSTAL ISSUES UPDATE" WITH HELEN SOSNIECKI

Helen Sosniecki, newspaper publisher and postal expert with Interlink, knows the issues and will help you find ways to save money on your postal costs. She understands all sides of the issue and has been on the front lines of the postal "war" for years. In addition to her Saturday session, Helen will be available for 15-minute one-on-one meetings to discuss specific postal issues on Friday, April 17, from 3:30 - 4:30 p.m. and Saturday, April 18, from 3:30 - 4:30 p.m. (Bring copies of recent 3541s to the one-on-one sessions.) Please call the KPA office to sign up.

"STRUCTURING YOUR MEDIA COMPANY - INDEPENDENT VS. CONSOLIDATED EFFORTS" WITH THE 22ND CENTURY MEDIA TEAM

There are many products a media company can offer to readers and advertisers. Between newspaper, magazine, digital marketing, events and more, multiple departments are needed. During this session we will discuss the advantages and disadvantages of having departments that serve a single product, such as an individual newspaper, versus those that will serve the overall organization.

3:15 - 4:15 P.M.

DAILY AND NONDAILY ROUNDTABLES

Take a few minutes to network with your fellow newspaper people at this annual favorite.

3:30 - 4:30 P.M.

ONE-ON-ONE SESSIONS WITH HELEN SOSNIECKI (CALL KPA OFFICE TO SIGNUP)