

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

MAY 4, 2011

## INSIDE TODAY

### PAGE 2

Kevin Slimp contrasts two newspapers, but sees many similarities.

### PAGE 3

Why not do a “100-day Review” on elected officials, says Jim Pumarlo.

### PAGE 4

New KPA president Patrick Lowry of the Hays Daily News says there’s a new sheriff in town.

### PAGE 8

Doug Anstaett makes a plea for newspaper owners to help KPA save public notice.

### PAGE 9

Patrick Lowry of the Hays Daily News is elected president of the Kansas Press Association for 2011-12.

### PAGE 10

Special KPA award winners are highlighted following last week’s annual convention.

## KPA CALENDAR

### JUNE 16

Nuts & Bolts Advertising Training, Ellsworth.

### JULY 20

NNA Governmental Affairs Conference, Washington, D.C.

### SEPT. 22-25

NNA annual convention, Albuquerque.

### DEC. 15

Annual Bill of Rights Day.



The family of John H. Stauffer gathered prior to the induction ceremony. Shown are (front from left) Kathy Stauffer, Mary Stauffer Brownback,

Ruth Stauffer and Kathy Stauffer. Standing (from left) are Bill Stauffer, Gov. Sam Brownback, John H. Stauffer, the honoree, and John Stauffer, Jr.

## Stauffer brothers enter Hall of Fame

For the first time in Kansas Press Association history, two brothers were inducted into the Kansas Newspaper Hall of Fame on the same night.

Stanley H. Stauffer and John H. Stauffer became the latest members of the Hall of Fame from Kansas Friday at the 119th annual KPA convention at the Courtyard by Marriott in Junction City.

Both Stan and John Stauffer served at one time as president and chairman of the board of Stauffer Publications, later renamed Stauffer Communications because of the company’s diversification into the broadcasting business.



Stan Stauffer

They were long-time leaders of the company that at one time had 21 daily newspapers under its umbrella — including the Topeka Capital-Journal, Newton Kansan, Pittsburg Morning Sun, Arkansas City Traveler and Dodge City Daily Globe — and also Capper’s Weekly and Grit Magazine. The company owned a number of television and radio stations as well, including WIBW-TV and the WIBW AM and FM radio stations in Topeka.

Their father, Oscar S. Stauffer, was named to the Hall of Fame in 1982.

Stan Stauffer died in 2006.

Both were past KPA presidents, Stan in 1963 and John in 1985.

## KPA members approve PDF uploads

### Newspapers determined to ensure public notice independence

Members of the Kansas Press Association unanimously approved a resolution at the 119th annual convention this past weekend designed to ensure that public notices remain independent — and in newspapers.

“Endorsement of this resolution sends a clear message: that our newspapers are determined to

keep government from being in control of its own information,” said Doug Anstaett, KPA executive director. “This independence is absolutely necessary if the press is to continue to be a watchdog and a champion of the rights of Kansans to know

See RESOLUTION on Page 9

# Newspapers insist on quality, service to their communities

There are moments in late winter and spring when I have trouble remembering what city I'm in.

From mid-January to mid-May, there are conventions and training events everywhere. Why people don't schedule them in warmer months is beyond me. You might find me in Nashville, Toronto, Oregon, Minneapolis, Tampa, South Dakota, Winnipeg or a few dozen points in between.



Kevin Slimp

By the time April arrives, I generally have a backlog of newspapers who have patiently waited for me to find time to work with their staffs

on-site.

Between conventions in Des Moines and Louisiana, I found a few days in late April to visit two newspapers that, at first glance, seem to have little in common. One is a daily; the other, a non-daily. One is in the Midwest; the other in Texas.

However, I found a trait that binds these papers together: their insistence on serving their communities and providing quality products took me by surprise.

## The Herald: Jasper, Indiana

When John Rumbach, co-publisher and editor, first contacted me via email, I received the following marching orders:

"We need help in three areas: improving photo and color quality, fixing problems with PDFs and assessing our current editorial and advertising production systems in preparation for an upgrade."

The job seemed easy enough. Upon arriving at John's office and taking a glance at some recent issues

of the paper, I was immediately surprised by the size of the publication. A daily paper, in a town of 14,000, which looked like it averaged around 30 pages per day. Sometimes the paper in my hometown of Knoxville, Tenn. doesn't run that many pages.

As I glanced through the pages, I was struck by the quality of the photos and coverage of local events. I was surprised to learn that this small town newspaper consistently wins national awards, beating out some of the biggest names in the industry, in the area of photojournalism. On my final day at The Herald, I met an intern, Rachel Mummy, and learned she was named the 2010 College Photographer of the Year.

Before visiting The Herald, I would probably have asked why the college photographer of the year was interning at a small paper in Indiana. After two days with The Herald staff, I wasn't surprised.

## Wise County Messenger Decatur, Texas

I met Phil Major, publisher of the Messenger, after speaking at the winter convention of Texas Press Association. Phil, like John Rumbach in Indiana, was preparing for a major upgrade of the Messenger's workflow system. That's where the two papers' similarities ended. At least, that's what I thought at the time.

Leaving Knoxville ten minutes before the biggest storm in years, I made it to DFW in time to get off the plane and make the hour drive from Dallas to Decatur. Returning to DFW, during rush hour, would take almost three hours.

Almost as if I'd returned to Jasper, I picked up a copy of Wise County Messenger in Phil's office and was pleasantly surprised by what I saw. Lots of community news, balanced by incredible photography.

Joe Duty, photographer at the Messenger, spent the afternoon showing me how he works out of his two studios. They'd even converted a large garage in the newspaper building into a third studio. I loved it when Joe told me how children line up around the block to get their picture taken for an annual Halloween

costume contest. One wall of the studio is covered with photos and signatures of celebrities and locals who have dropped by to have their pictures taken. While I was there, word spread throughout the

---

**I found a trait that binds these papers together: their insistence on serving their communities and providing quality products took me by surprise.**

---

See SLIMP on Page 9

## 2011-12 KPA BOARD

**Patrick Lowry**

President

Hays Daily News

plowry@dailynews.net

**Ben Marshall**

First Vice President

Sterling Bulletin

bmarshall31@cox.net

**Dena Sattler**

Second Vice President

Garden City Telegram

denas@gctelegram.com

**Dan Thalmann**

Treasurer

Washington County News

editor@bluvalley.net

**Linda Mowery-Denning**

Past President

Ellsworth County Independent-Reporter

lindadenning@eaglecom.net

**A.J. Bozarth**

Central District Director

Norwich News, South Haven New Era

ajprinting@havilandtelco.com

**Tamara Hand**

Northeast District Director

Lawrence Journal-World

thand@ljworld.com

**Sarah Kessinger**

Nondaily Director

Marysville Advocate

skessinger@marysvilleonline.net

**Ken Knepper**

Legislative Director

Sun Newspapers

ken.knepper@npgco.com

**Brad Lowell**

Northwest District Director

Concordia Blade-Empire

bladeempire@nckcn.com

**Susan Lynn**

Daily Director

Iola Register

susanlynnks@yahoo.com

**Steve Wade**

Southeast District Director

Pittsburg Morning Sun

stephen.wade@themorningsun.net

**Doug Anstaett**

Executive Director, KPA

danstaett@kspress.com

# Have elected officials kept their promises?

**Editor's note:** *Jim Pumarlo led two discussions at the recent KPA annual convention in Junction City.*

**By Jim Pumarlo**

The 2010 elections are in the rearview mirror. The newly elected lawmakers have settled into their routines, and newsrooms are focusing on the news of the day.

For most editors and reporters, the next cycle of elections is likely not within sight and therefore out of mind.

The question for newsrooms: Should elections take a permanent back seat until the next filing period opens?

Presidential politics underscore that the process of electing individuals – especially the high-profile and high-ranking offices – is a never-ending cycle.

From my vantage point in Minnesota, that's eminently clear with the recent announcement that former Gov. Tim Pawlenty has formed an exploratory committee for



**Jim Pumarlo**

the U.S. presidency.

Another Minnesota politician, U.S. Rep. Michelle Bachmann, is making national headlines with her leadership in the Tea Party and talk of a presidential bid in 2012.

The national headlines, though causing many to bemoan the 24/7/365 election cycle, is an excellent reminder that election coverage cannot simply be turned on and turned off.

Continuing coverage, if thoughtfully planned and carried out, goes a long way toward holding elected officials accountable. It also can enrich your coverage of local public affairs.

It's routine for political commentators to rate the president after the first 100 days in office. Why not use the benchmark to check in with local elected officials and, in concert, with the respective governing bodies?

A variety of angles can be pursued. For example:

Candidates emerge victorious on a platform of what they represent and what they

promise to accomplish. That often provides the basis for why they are challenged in the next election – whether it's two, four or six years later. Prepare periodic scorecards of how the lawmakers are performing, especially holding them accountable for their campaign pledges.

A new year often is accompanied by a new agenda – “state of the state” speeches

by the mayor, or county board chair, or school board president, whether they are new or continuing in their leadership positions. Detail their objectives and track their progress,

periodically generating stories and, where appropriate, editorial commentary.

Elections can produce new voting blocs and, as a result, a change in the dynamics of governmental bodies. That may be easily noticeable when individuals run on a party label. It's less evident where office-holders are not elected on a partisan basis. Re-

---

**It's routine for political commentators to rate the president after the first 100 days in office. Why not use the benchmark to check in with local elected officials and, in concert, with the respective governing bodies?**

---

**See PUMARLO on Page 6**

## Four possible sales outcomes: you want win-win

Tony is a top producer at his paper, and it is no surprise that he has a nonsense approach to sales.

“Years ago, I heard that there are four possible outcomes when a sales person meets with a prospect: win-win, win-lose, lose-win, and lose-lose. I liked the clarity of that philosophy and went for the win-win outcome in all of my sales presentations.”

Here's a breakdown of the four outcomes:

1. You win/they win. This is the gold standard of selling, because both sides walk away with something of value.

“In exploratory discussions to learn the marketing needs of new prospects – and in presentations to show how my paper can meet those needs – it's important to look for ways to help the other person be a winner,” Tony said. “If he or she can win by making

a buying decision, then I win, too.

“There are plenty of other win-win possibilities. When you run into a client at a restaurant or a Chamber of Commerce event, make it a positive experience. Each encounter is another building block in a

good business relationship.”

2. You win/they lose. In this outcome, you make a point, or perhaps a sale – but your prospect feels like he or she has lost something.

“Sales people who use pressure can fall into this trap,” Tony said. “It's foolish to risk the possibility of a long-term marketing partnership with a ‘buy now or you'll lose out on this special section’ approach. It's much better to be patient and get in step with your prospects' marketing needs.

“And don't forget about the ads themselves,” he cautioned. “If you sell an ad that doesn't do what it's supposed to do, that's a negative. Sure, you'll get credit for a sale, and your paper will get revenue from that ad. But you'll lose traction with the advertiser.”

---

**... In exploratory discussions to learn the marketing needs of new prospects – and in presentations to show how my paper can meet those needs – it's important to look for ways to help the other person be a winner.**

---

3. You lose/they win. In this frustrating situation, you don't get any kind of positive reception, much less a sale. Sometimes your prospect even seems pleased to stop you in your tracks.

“When I meet with resistance, I double up on my listening efforts,” Tony explained. “I ask questions and pay careful attention to the answers. If a sale is not likely to happen any time soon, I work to advance the business relationship in a positive direction. Anything that I



**John Foust**

**See FOUST on Page 7**

# Let's work to improve access to public notices

For those of you not in attendance at the KPA's 119th annual convention, there's a new sheriff in town. OK, not exactly, but the organization does have a new president.

That's why you'll see my mug in this spot for the next 12 months.

What does it take to become president?

Longevity, primarily. I've been on the board of directors for approximately 10 years, serving as daily director, legislative director and Northwest director before moving into the "chairs."

As Bill Brown, this year's recipient of the Clyde M. Reed Jr. Master Editor award, said during his acceptance speech at the convention: Stick around long enough, and they'll give you something.

I am not likening myself to the distinguished Mr. Brown, whose commitment to the craft of journalism at Kansas State University helped develop countless current and former newspaper professionals.

The passage of time is our common link. I don't know how else to explain my getting elected. I refuse to accept what one colleague offered: I was the least objectionable candidate to the majority of voters

who made it to the 7 a.m. Saturday annual business meeting at convention.

Whatever the real reason, it's an honor to serve in this capacity.

One of the first official acts as president was to call the vote on a resolution directing all KPA members to submit electronic versions of their newspapers to the association. I'm pleased to report it was a unanimous "yes" vote.

The vote was much more than mere procedure. Having PDF versions is going to allow KPA staff to move forward with plans to create a free, searchable and accessible compilation of public notices from around the state. It is a pro-active response to the annual battles waged in the halls of the state capitol regarding where the so-called "legals" should be placed.

There have been numerous attempts to remove public notices from the public and hide them on governmental websites. To date, these legislative efforts have not passed. But in order to counter the argument regarding the use of technology, it is imperative Kansas public notices be found online. Not just anywhere, but at a site that receives high volumes of traffic. Newspa-

per sites offer such numbers; government sites simply do not.

Having prompt access to each newspaper's issue will allow KPA to create a time-sensitive, navigable site. We'll keep you posted on the progress.

For newspapers that already create PDFs, the vote likely was easy. It will be a little tougher for those that haven't yet forayed into the electronic world. Their "yes" votes required courage.

While a grace period has been built in, these organizations are well-aware at least some tried-and-true methods of creating their paper are going to change.

I salute those members for recognizing the bigger picture in play. And they should know the KPA will assist them during their transition.

I was most impressed by the unanimous vote. The display of solidarity makes me proud to be part of the Kansas Press Association.

**Patrick Lowry** is president of the Kansas Press Association for 2011-12 and is editor and publisher of *The Hays Daily News*.



**Patrick Lowry**

**The vote was much more than mere procedure. ... It is a pro-active response to the annual battles waged in the halls of the state capitol regarding where so-called "legals" should be placed.**



## 2011 Sweepstakes Award Winners —

Winners of the Awards of Excellence Sweepstakes at the 119th annual convention of the Kansas Press Association Saturday night were (from left) the Osage County Herald-Chronicle, represented by Kendra Harnden; The Mirror (Tonganoxie), Shawn Linen-

berger; the Hutchinson News, Rebekah Starkey; the Ottawa Herald, Tommy Felts; the Hays Daily News, Patrick Lowry; and the Atchison Globe, Joe Warren. The awards were based on most points accumulated in both the news and advertising contests.

Keep up with your readers, create new revenue streams and ...

# Be ahead of the curve!



Pixel Power Haus creates iPhone, iPad and Droid applications that will keep you at the forefront of informing your community.

Let our team of experts put your publication ahead of the pack.

To find out how we can help, call Ron Fields at (800) 657-6017 or email [rfields@dailynews.net](mailto:rfields@dailynews.net).

## Nuts ‘n’ Bolts ad training set at Ellsworth

Two central Kansas newspaper publishers are joining together to offer a half-day sales training opportunity for any interested members of the Kansas Press Association.

Veteran publishers Linda Denning of the Ellsworth County Independent-Reporter and John Baetz of the Lincoln Sentinel-Republican will team up to offer the training June 16 at the Ellsworth Steakhouse, 156 and 40 Highway. Cost is \$25 per person, which includes a buffet lunch.

The session will focus on the “nuts and bolts” of sales, from pitch to proof. The program is designed to help you and your staff close more sales, generate more revenue, and most importantly, help more advertisers find success in your products.

To sign up for the class, send \$25 for each individual attending by May 31 to John Baetz, P.O. Box 186, Lincoln, KS 67455. Make checks payable to Baetz.

If you have questions, call Baetz at (785) 524-6019.

## Convention survey: Help us and win some cash!

We need your feedback about what you liked and didn’t like about the 2011 Kansas Press Association convention in Junction City.

If you’ll take the time to fill out a survey — and do it before May 13 — we’ll enter your name in a drawing to receive a \$50 Mastercard debit card.

Paste the link below in a web browser to fill out the survey:

<http://survey.constantcontact.com/survey/a07e3tacjvdgnabw01m/start>

## Pumarlo

Continued from Page 3

porters who regularly cover these bodies are in excellent position to analyze the changes and preview what might be in store for citizens during the short term and long term.

Elections are challenging as well as chaotic for newsrooms, and understandably so. Substantive coverage is exhausting as reporters also strive to keep abreast of the everyday news that crosses their desks. As a result, many election stories may focus an individual’s ability to campaign rather than an ability to govern.

That’s why election coverage should not shut down when the polls close. Election editions should close the books on one election cycle and provide the springboard for the next cycle. It’s a worthwhile exercise for staffs to review the election edition periodically and refresh themselves about

what the voters said and what the victors promised.

Many candidates mostly receive a free pass on answering the tough policy questions as press releases are exchanged during the churn of election campaigns. Reporters have a better opportunity to follow and analyze actions once the winners have been seated and the dynamics of the governing bodies take shape. These stories will hold lawmakers and governing bodies accountable and will provide meaningful coverage for your readers.

**Jim Pumarlo** regularly writes, speaks and provides training on *Community Newspaper Success Strategies*. He is author of “*Votes and Quotes: A Guide to Outstanding Election Coverage*” and “*Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper*.” He can be contacted at [www.pumarlo.com](http://www.pumarlo.com).

## Foust

Continued from Page 3

learn about the prospect is a positive. And any point that I can score for my paper is a positive.”

4. You lose/they lose. In this outcome, there is disagreement all around. Neither side receives anything of value. “If this happens,” Tony said, “it’s best to walk away, think it through, and try again another day. As difficult as it may seem, say

something positive as you leave.”

Tony has discovered that the four-outcome concept goes far beyond formal sales presentations. Aim for the win-win. And when the win-win is not an immediate possibility, plant the seeds for better future outcomes.

**John Foust** can be contacted about his training videos for ad departments at [jfoust@mindspring.com](mailto:jfoust@mindspring.com).

(c) Copyright 2011 by John Foust. All rights reserved.

## KPA OFFICE STAFF

**Doug Anstaett**

Executive Director

[danstaett@kspress.com](mailto:danstaett@kspress.com)

**Amy Blaufelder**

Accountant

[ablaufelder@kspress.com](mailto:ablaufelder@kspress.com)

**Emily Bradbury**

Member Services Director, KPA

and Executive Director

Kids Voting Kansas

[ebradbury@kspress.com](mailto:ebradbury@kspress.com)

**Richard Gannon**

Governmental Affairs Director

[rgannon@kspress.com](mailto:rgannon@kspress.com)

**Dan Rukes**

Advertising Sales Director

[drukes@kspress.com](mailto:drukes@kspress.com)

**Lori Jackson**

Administrative Assistant/Advertising

[ljackson@kspress.com](mailto:ljackson@kspress.com)

**Rachel Willis**

KPA Education Director

Executive Director

Kids Voting USA

[rwillis@kspress.com](mailto:rwillis@kspress.com)

## KPA CONSULTANTS

**Tom Eblen**

Community Newspaper Tune-ups

[teblen@sunflower.com](mailto:teblen@sunflower.com)

**Ron Fields**

Technology Consultant

Hays Daily News

(785) 628-1081

[rfields@dailynews.net](mailto:rfields@dailynews.net)

**Mike Kautsch**

Media Law, KU School of Law

[mkautsch@ku.edu](mailto:mkautsch@ku.edu)

**Mike Merriam**

Media Law, Legal Hotline

[merriam@merriamlaw.net](mailto:merriam@merriamlaw.net)

## FRIEND OF KPA

**Randy Brown**

Executive Director

Kansas Sunshine Coalition

for Open Government

Wichita State University

[randy.brown@wichita.edu](mailto:randy.brown@wichita.edu)

## JOB OPENINGS/FOR SALE

### ADVERTISING

The Garden City Telegram, a Monday through Saturday daily newspaper serving a dynamic, diverse community in southwest Kansas, is seeking applications for an advertising director. The ideal candidate will be an innovative thinker experienced in creating new revenue streams and implementing successful strategies, with the ability to motivate and empower a sales team in display, classified and online sales. The advertising director also leads the newspaper's New Media team. Competitive pay based on sales performance. Full benefits package. Please submit a letter of application and resume to: Dena Sattler, Editor-publisher, The Garden City Telegram, P.O. Box 958, Garden City, KS 67846, or e-mail [denas@gctelegram.com](mailto:denas@gctelegram.com).

### MANAGEMENT

Editor and Publisher wanted! Dodge City is looking for a leader for their multimedia team in southwestern Kansas. Dodge is the home of stable industry, a blossoming tourist trade and a booming state-owned casino. The ideal candidate will demonstrate solid, deadline-oriented community news judgment and will be a proven leader. Bilingual fluency is a plus for this culturally diverse GateHouse Media, Inc. market. The position includes a competitive compensation and benefit package. Send resume to Stephen Wade, Kansas Group Publisher, [stephen.wade@morningsun.net](mailto:stephen.wade@morningsun.net).

Publisher — The Parsons Sun is currently in search of an enthusiastic leader. Experience in the newspaper industry with a proven track record a must. Our leader must demonstrate team-building skills, be customer driven and represent the newspaper in the community. Experience in advertising management preferred. We are independently owned and offer competitive salary with bonus plus full benefits. Send a detailed resume with professional and personal references to: [brucewallace03@gmail.com](mailto:brucewallace03@gmail.com).

### NEWS

The Chanute Tribune in southeast Kansas is seeking a reporter/assistant managing editor candidate for its five-morning a week publication. Send resume to [news@chanute.com](mailto:news@chanute.com) or mail to Box 559, Chanute, KS 66720.

Wanted - Full-time paginator/graphic designer. Job involves laying out pages, working with graphics and photos, and updating the Web site. Involves some weekend and

evening work. Must be reliable, quick but accurate, and have a keen eye for design and sense for details. If this fits you, please send letter, portfolio, resume and references to Dale Hogg, managing editor, Great Bend Tribune, PO Box 228, Great Bend, Kan., 67530, or to [dhogg@gbtribune.com](mailto:dhogg@gbtribune.com).

GateHouse Media is one of the largest publishers of locally based print and online media in small to mid-sized markets throughout the U.S., We are currently looking for an aspiring publisher who has the entrepreneurial spirit, digital credentials and an innovative track record to lead our daily print and 24/7 online products in Hannibal, MO. The Hannibal Courier-Post is the oldest newspaper in the state of Missouri with an established, growing readership and strong community involvement. The Hannibal Courier-Post is a central print facility for GateHouse Missouri. GateHouse Media is an equal opportunity employer. To be considered please send cover letter and resume to: Gloria Fletcher at [gletcher@gatehousemedia.com](mailto:gletcher@gatehousemedia.com)

The Winfield Daily Courier is seeking a general assignment reporter. The applicant selected will be the newspaper's primary reporter for the county and law-enforcement beats, and would write occasional feature stories. Page design skills a plus, but not a must. Please send resume and work samples to Roy Graber, Winfield Daily Courier, P.O. Box 543, Winfield, KS, 67156 or [courier@winfieldcourier.com](mailto:courier@winfieldcourier.com).

MANAGING EDITOR — Weekly in southeast Kansas county seat city seeking managing editor. Circulation is near population. Salary negotiable. Contact Randy Kensingler at 816-726-3111 or e-mail [randy.kensingler@yahoo.com](mailto:randy.kensingler@yahoo.com) or the newspaper at [news@erierecord.com](mailto:news@erierecord.com).

WANTED — Eager, hungry news hound as a full-time area reporter. Job involves covering whatever comes up in a multi-county area. We need someone who can sniff out stories and possess a passion for telling those stories. Involves some week-end and evening work. Must be reliable, understand deadlines, accurate, comfortable with computers/websites and be willing to hit the ground running. 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](mailto:dhogg@gbtribune.com).

### ONLINE

For much less than you think, you can take charge of your online future. Let The Hays Daily News' Pixel Power Haus take your newspaper to the next level, whether you are considering your first website or looking to retool your existing one. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

### PRODUCTION

The Garden City Telegram has an immediate opening for a Press Operator. Experience in running a newspaper printing press is preferred, although the newspaper would train the right candidate. Successful candidate will possess a stable work history. The Telegram is a paper that publishes Monday through Friday afternoons and Saturday mornings. This is a full-time position with excellent benefits that include 401K, health, dental, life, LTD, Flex, savings, paid holidays and vacations. Duties include helping the Pressroom Manager run an efficient, quality-driven pressroom. Pay commensurate with experience. The Telegram is an Equal Opportunity Employer. Please submit a resume with salary requirements to: Jerry Naab, Pressroom, c/o The Garden City Telegram, P.O. Box 958, Garden City, KS 67846.

### NEWSPAPER FOR SALE

For sale — Erie Record, a southeast Kansas county seat weekly with 1,200 paid subscribers, is for sale. Highly motivated seller. E-mail [news@erierecord.com](mailto:news@erierecord.com) or call 620-244-3371 (Erie Record) or 816-726-3111.

### FOR SALE

The Washington County News, Washington, KS (785/325-2219) has on hand a never opened box of 500 #944 layout sheets for \$50 OBO plus freight. Please call with questions or if you would like to purchase.

Computer to film: FujiFilm Katana Image Setter with Harlequin RIP. Ryobi, 3200 MCD sheet-fed offset press (needs new idle gear that runs the ink system). 4 continuous flow meter rollers for Harris V15A offset web press, (new). 8 rubber rollers, 2 7/8-inch and 3-inch, for Harris V15A offset web, press (new). 8 unopened pkg. Southern Litho press plates (50 per pkg). Miscellaneous printing products. Inquire at Marysville Advocate, 785-562-2317, [skessinger@marysvilleonline.net](mailto:skessinger@marysvilleonline.net).

# We think we've identified public notice solution

Those of you who made it to the 119th annual convention in Junction City heard a number of pleas for assistance on the public notice issue.

Those who did not are going to get one more right now:

For the Kansas Press Association to continue — and to win — the fight to keep public notices in the state's newspapers, we need your help. There's no other way.

We've studied this issue almost to death, and what we've determined is this:

The solution is to run public notices in newspapers and then to upload an exact copy of the same page from the newspaper to a website administered by KPA.

Why?

Because printed newspapers still offer the authenticity of print to the equation in addition to the fact they cannot be altered, hacked or manipulated after the fact by anyone.

The authenticity and permanence of print helps meet the essential obligation that public notices be — as they have been for well over a century — legal documents in a court of law. Public notices are the way we tell

someone their neighbors may be planning a project that requires a variance from local zoning laws. It's the way rural folks find out that a project is planned that might threaten their water supply or create unbearably high levels of traffic along their road. It's the way we learn about governmental plans to build a new road, bridge, school or other building.

Those notices must be where they are likely to be noticed. That's the essence of what public notice is designed to accomplish.

No other state is taking exactly this same route. Others are simply uploading text versions of public notices to websites.

We think our plan is far superior. It not only will give those who don't read newspapers access to the notices, but it also gives it to them in a format that is virtually (pun intended!) identical to the one that appeared in their local newspaper.

Why is that important?

Because it reinforces the fact that the notice appeared, unaltered, on the web after it appeared in the newspaper.

We need your help to make sure that we

can deliver what we're ready to promise to our legislators:

A state-of-the-art, searchable website that gives anyone who wants access to every public notice in the state, when they want it and where they want it.

Now, we're operating under no illusions here. We realize this won't just happen overnight. It will take hard work.

That's where your assistance comes in. We cannot accomplish this without you. If our newspapers don't cooperate, our project is doomed from the start.

Will that be the end of public notice as we know it in newspapers?

We don't know. What we do know is that rather than continuing to kick the can down the road, we've decided to pick up the can and shape it in a way that makes the most sense for newspapers and for the public at large.

Please help us make it happen.

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

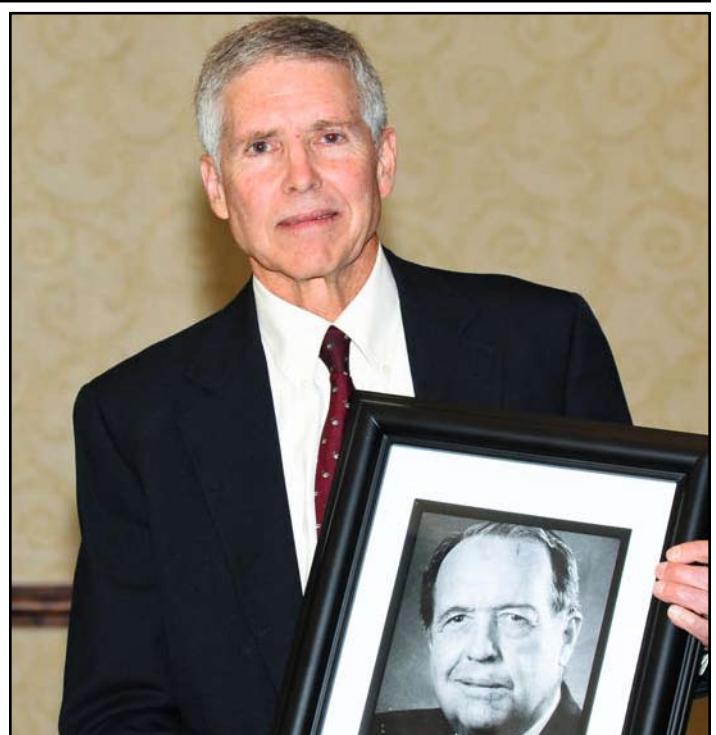
**We think our plan is far superior. It not only will give those who don't read newspapers access to the notices, but it also gives it to them in a format that is virtually (pun intended!) identical to the one that appeared in their local newspaper.**



**Doug Anstaett**



*John H. Stauffer; left, paused after his induction into the Kansas Newspaper Hall of Fame on Friday night at the annual conven-*



*tion of the Kansas Press Association. Peter Stauffer accepts the recognition on behalf of his late father, Stanley H. Stauffer.*



## NEWS BRIEFS

### Lowry elected president of association for 2011-12

Patrick Lowry, editor and publisher of the Hays Daily News, was elected president of the Kansas Press Association Board of Directors at Saturday's business meeting.

A lifelong journalist, Lowry has been publisher of the Atchison Globe, managing editor of the Kansas City Kansan and editor of Ingram's business magazine in Kansas City, Mo.

He is married to Jennifer and the proud father of 1-year-old Sophia.

The remainder of the slate of officers for 2011-12 is:

**Ben Marshall**, Sterling Bulletin, first vice president; **Dena Sattler**, Garden City Telegram, second vice president; and **Dan Thalmann**, Washington County News, treasurer.

### Board members honored; two new directors elected

The Kansas Press Association honored two retiring board members and elected two new ones at the annual convention in Junction City.

Tom Throne, former editor and general manager of the Junction City Daily Union, and Chris Faimon, co-publisher of the Coffey County Republican and Osage County Herald-Chronicle, were recognized Friday night.

New board members elected at Saturday's annual business meeting were Tamara Hand, advertising director for the Lawrence Journal-World, Northeast District director, and Steve Wade, editor and publisher of the Pittsburg Morning Sun, Southeast District director.



Patrick Lowry



Tamara Hand



Steve Wade

## Slimp

Continued from Page 2

newsroom that Bret Michaels' tour bus was filling up at a gas station in Decatur. Joe was gone. If a celebrity was in town, he was getting the picture.

Phil showed me the newly remodeled building, introduced me to his staff and hosted several meetings during the two days I was in Decatur. We met for an hour with the advertising staff to discuss how to increase the sales of online advertising. It was a great conversation. We met with the editors and designers to look at options for new editorial and classified workflow systems.

He even showed me where he eventually planned to put a pool table and pinball machine. "I want this to be someplace that people enjoy working," Phil told me.

Upon leaving Decatur to head toward

DFW and the Louisiana Press Association Convention, I realized that I had been privileged to visit two newspapers with hearts for their communities and a passion for creating quality products. Both are making major investments in equipment and training. Both are winning more awards than they can fit on their walls. The next time someone tells me that newspapers are dying, I'm going to point them toward Indiana and Texas.

### Institute of Newspaper Technology

For the 14th year, I will direct the Institute of Newspaper Technology in Knoxville, Tenn., Sept. 29 - Oct. 1.

For more information, visit [newspaperinstitute.com](http://newspaperinstitute.com).

*Kevin Slimp is a speaker and trainer in the newspaper industry. He can be reached at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).*



## THIS MONTH'S QUESTION

Q. How do I participate in the program to upload electronic versions of my newspaper to the KPA FTP site?

A. Just contact Rich Gannon or Doug Anstaett to get the address of the FTP site. Remember, this is how KPA and its members have decided to answer the suggestion from lawmakers that public notices appear on the web in addition to in newspapers. If we can all work together, the debate about putting public notices on government websites will be a moot one. If you're not producing PDFs now, just let the KPA office know.

## Resolution

Continued from Page 1

what government is doing."

Passage of the resolution means newspaper owners agree an online presence — if there is to be one — should be under the control of the newspaper industry and not a government-owned website.

Newspapers that are members of KPA will upload digital copies of their newspaper to an FTP site administered by KPA. The copies will be digitally scanned for public notices, which will be identified and coded for inclusion on the KPA-owned site called [kansapublicnotices.com](http://kansapublicnotices.com).

Fifty newspapers had signed up to participate as of press time today.

Richard Gannon, director of governmental affairs for KPA, is in charge of the program. He can be reached by e-mail at [rgannon@kspress.com](mailto:rgannon@kspress.com) or by telephone at 785-271-5304 or on his cell at 785-608-6793.

Introducing  
**Creator Express**

A desktop app that combines design, illustration and production tools—all for a low cost.

**\$29<sup>99</sup>** Exclusively sold through the Mac App Store™

[multiad.com/creatorexpress](http://multiad.com/creatorexpress)

Available on the Mac App Store

# Special KPA Awards honor journalists for service



(Clockwise from upper left):

- Caroline Trowbridge, Lawrence Journal-World, Gaston Outstanding Mentor Award. She has held several positions with the company, including editor and publisher of *The Mirror* in Tonganoxie. She is now community director for the Journal-World.
- The Kansas City Star, Boyd Community Service Award for its coverage of hunger on both the Kansas and Missouri sides of the state line and a fund-raising effort to fight hunger that beat its goal of \$25,000 and ended up with \$235,000. Laura Bauer, lead writer on the stories, is shown with her husband Jeff Strait.
- Linda Mowery-Denning, honored for her year of service as KPA president.
- (Left and right) Sgt. First Class Jeff Troth and Spec. Roland Hale of Ft. Riley were honored for their work to provide news from the front lines in Iraq to newspapers in Pottawatomie County. Beth Day of the Wamego Smoke Signal made the presentation.
- Roy Wenzl of the Wichita Eagle was recognized as winner of the Victor Murdock Award for his investigative series, "Promise Not to Tell," which chronicled a family sexual assault case in Wichita. Wenzl was cited for his sensitive treatment of the story of twin sisters Kathie and Kellie Henderson, who were abused for years by their brothers and father. Wichita Eagle publisher Skip Hidlay, shown with KPA Executive Director Doug Anstaett, accepted the award in Wenzl's absence.
- Bill Brown, former faculty member and director of student publications at Kansas State University and also the former editor of the Hutchinson News and Garden City Telegram, Clyde M. Reed, Jr. Master Editor. He is shown with his presenter, Bruce Buchanan.

