

CELEBRATING OUR 150TH YEAR!

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

MAY 15, 2013

INSIDE TODAY

PAGE 2

Jim Pumarlo encourages editors to make sure their opinions are expressed as well.

PAGE 3

John Foust says there are different kinds of communication for different situations.

PAGE 4

Dena Sattler talks about how she was influenced as a young journalist by Bill Brown.

PAGE 6

See photos from the recent Kansas Press Association annual convention in Topeka.

PAGE 8

David Seaton remembers his friend and mentor, Emerson Lynn Jr.

PAGE 9

See the Awards of Excellence Sweepstakes Award winners and learn about new KPA board members and officers.

PAGE 10

Doug Anstaett wonders why the transparency President Barack Obama promised seemingly never came to fruition.

KPA CALENDAR

SEPT. 12-15

National Newspaper Association 127th annual convention, Phoenix.

DEC. 15

Celebrate the 222nd anniversary of the U.S. Bill of Rights.



(From left) Bill Brown, Paul Stevens and Edward Seaton were inducted into the Kansas Newspaper Hall of Fame at the Kansas Press Association annual convention in Topeka May 3.

Three join honor roll of Kansas journalists

Three professional journalists — a former Kansas State University educator, a former Associated Press bureau chief and long-time Manhattan newspaper publisher — were inducted into the Kansas Newspaper Hall of Fame Friday night at the annual meeting of the Kansas Press Association.

The meeting at Topeka's Capitol Plaza Hotel also included recognition for reporters and editors for community service, investigative reporting and career accomplishments.

Those named to the Hall of Fame included:

- Bill Brown, a former editor and publisher in Garden City who went on to teach journalism at

Kansas State University.

- Edward Seaton, editor in chief of the Manhattan Mercury and long-time leader of the Inter American Press Association's press freedom efforts in Latin America.

- Paul Stevens, former AP writer, bureau chief and regional vice president.

Brown was editor and publisher in Garden City during the late 1950s and early 1960s and directed coverage of the murders of four members of the Herb Clutter family in nearby Holcomb in 1959.

See CONVENTION on Page 3

AP phone records flap riles industry

The Reporters Committee for Freedom of the Press and major news organizations are calling on the U.S. Justice Department to return secretly subpoenaed phone records of more than 100 Associated Press journalists, to explain how such an egregious overreach could happen and outline what will be done to mitigate the damage.

In a letter to Attorney General Eric Holder and Deputy Attorney

General James M. Cole, the Reporters Committee and 50 news organizations stated, "In the 30 years since the Department issued guidelines governing its subpoena practice as it relates to phone records from journalists, none of us can remember an instance where such an overreaching dragnet for newsgathering materials was deployed by the Department, particularly without notice to the affected reporters

or an opportunity to seek judicial review."

The Reporters Committee letter explained that the Attorney General's guidelines for subpoenas to the news media are very specific in requiring the approval of the attorney general; a narrow scope of inquiry; the need to exhaust all alternative means to obtaining the information;

See RCFP on Page 5

Opinion pages must vary widely, but make sure your voice is heard

The 2012 elections are in the rearview mirror, and newly elected lawmakers have settled into their routines. For most editors and reporters, the next cycle of elections is likely out of mind.

Don't move on so quickly. It's routine for political commentators to rate the president after the first 100 days in office. Why not check in with local elected officials on a regular basis and, in concert, with the respective governing bodies? The strongest election coverage is not simply turned off and on. Continuing coverage, if thoughtfully planned and carried out, can enrich your coverage of local public affairs.

Checking in regularly also goes a long way toward holding elected officials accountable. Your reports will provide a solid foundation when it comes time to endorse candidates in the next election.

My passion for weighing in on candidates is at cross-purposes with a prediction from Mark Katches, editorial director of the Center for Investigative Reporting. His crystal ball: "Newspapers will start to taper off writing editorials. They'll find that they can be a leader in their communities by engaging audiences, moderating forums, holding events and curating roundtable discussion while avoiding the pitfall of alienating a significant percentage of their audience by telling people what to think."

I hope his prediction fizzles, and I echo comments by Stuart Leavenworth, editorial



Jim Pumarlo

page editor of the Sacramento Bee, who wrote: "There are so many things wrong with Katches' conclusion I barely know where to start." Katches, in an e-mail to Leavenworth, said he wasn't advocating the demise of editorials, but he did suggest that eliminating partisan editorials would be a smart move for newspapers if they want to avoid losing readers.

Wow. Imagine if the litmus test for newsroom decisions is whether an aspect of coverage offends a reader.

Katches warns about the potential fallout from writing editorials. But what about complaints fielded by editors with regard to everyday content? A parent who charges favoritism in sports coverage. A president of a civic club who says its activities don't

receive as much attention as other organizations. A political candidate who claims that he or she did not receive a fair shake in coverage of a forum. A couple upset by an abbreviated write-up for a wedding report submitted six months after the fact. Community members upset by recognition of a same-sex marriage.

Editors and publishers should welcome reader feedback, and use the comments to review and strengthen their decision-making and coverage. At the same time, newspapers that avoid any level of controversy will soon become irrelevant to their communities.

Editors and publishers should welcome reader feedback. ... At the same time, newspapers that avoid any level of controversy will soon become irrelevant to their communities.

See PUMARLO on Page 4

2011-12 KPA BOARD

Dena Sattler

President

Garden City Telegram
denas@gctelegram.com

Dan Thalmann

First Vice President

Washington County News
editor@bluvalley.net

Susan Lynn

Second Vice President

Iola Register
susanlynnks@yahoo.com

Sarah Kessinger

Treasurer

Marysville Advocate
skessinger@marysvilleonline.net

Ben Marshall

Past President

Sterling Bulletin
bmarshall31@cox.net

A.J. Bozarth

Central District Director

Norwich News, South Haven New Era
ajprinting@havilandtelco.com

Susan Cantrell

Northeast District Director

Lawrence Journal-World
scantrell@ljworld.com

M. Olaf Frandsen

Legislative Director

Salina Journal
ofrandsen@salina.com

Gregg Ireland

Daily Director

Topeka Capital-Journal
gregg.ireland@cjonline.com

Brad Lowell

Northwest District Director

Concordia Blade-Empire
bladeempire@nckcn.com

Travis Mounts

Non-Daily Director

Times-Sentinel Newspapers
graphicdept@tsnews.com

Andy Taylor

Southeast District Director
Montgomery County Chronicle
chronicle@taylornews.org

Southwest District Director

Position Open

APRIL KDAN, KCAN WINNERS

The following newspapers sold either KDAN or KCAN ads in April 2013.

Remember, if you sell one of these ads, which run in almost 150 Kansas newspapers, you keep half the money. On out-of-state ads, you get half the commission.

- Anderson County Review — two 2x4 KDANs for \$1,650 profit.
- GateHouse Media — one 2x2 KDAN for \$400 profit.
- Ellsworth County Independent-Reporter — one 2x2 KDAN for \$400 profit.
- Hays Daily News — one regional 2x4 KDAN for \$210 profit.
- GateHouse Media — 19 KCAN ads for \$2,850 profit.
- Russell County News — one KCAN ad for \$150 profit.

Call Sara Marstall at (855) 572-1863 or email at smartall@kspress.com for details on how you can participate in the network profit sharing program.

When to use high-touch, low-touch communications

Travis is an experienced sales person who works hard to develop and maintain rapport with his advertisers.

“I believe it’s important to touch everyone in my client base on a regular basis,” he said. “Different situations call for different kinds of touches. If I need to advance a sale, it’s high-touch all the way. In other situations, a low-touch technique may work fine.”

This strategic approach makes a lot of sense. In descending order of impact, his top seven touches are (1) face-to-face, (2) phone call, (3) e-mail, (4) snail mail, (5) text messaging, (6) voice mail and (7) social media. Let’s take a closer look:



John Foust

1. Face-to-face meeting. This ranks highest on the touch-scale. “For impact, you can’t beat an in-person conversation,” Travis said. “You’re in the same room talking about the same thing at the same time. This also gives you the opportunity to tour their business, see their products first hand, and meet employees.”

Context is important. A meeting to gather information, present campaign ideas or analyze ad results is more meaningful than a

get-acquainted visit.

2. Voice-to-voice phone call. A phone conversation doesn’t provide the opportunity to read body language – which is an important part of communication. But it is next best thing to a face-to-face meeting.

“I’ve advanced a lot of sales in phone calls,” said Travis. “If you catch a client at a good time when they’re not in the middle of something else, they can be more relaxed than in a face-to-face appointment. The key is to be brief and get to the point quickly. Most business phone calls are short.”

3. E-mail. According to Travis, “E-mail is a great tool when you need to create a communications trail, follow up on meetings or send personalized information. But it ranks low on the touch scale when you send e-mail blasts or cookie cutter messages.”

4. Snail mail. The more of yourself you invest in snail mail, the more effective the message. Form letters and direct mail pieces are not as personal – and don’t rate as highly – as handwritten notes or personal letters.

“It’s a shame that more sales people don’t send handwritten notes,” Travis said. “A handwritten note – especially a thank you note – is so rare that it is one of the

most powerful communications tools in your arsenal.”

5. Text. In order for text messaging to work, there has to be an existing relationship with that particular client. Otherwise, it’s a wasted effort.

6. Voice mail. “If you’re returning a call or providing follow up information, voice mail is a good thing,” Travis explained, “because you’re

responding to a specific request. But if you’re making cold calls, a voice mail message is likely to be deleted.”

7. Social media. This is at the bottom of Travis’ list. “If meaningful dialogue is the objective,” He asked, “how person-centered

is a message that can be viewed by other people?”

It comes down to this: High touch equals better communication. And more sales.

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.

(c) Copyright 2013 by John Foust. All rights reserved.

A phone conversation doesn’t provide the opportunity to read body language – which is an important part of communication.

Convention

Continued from Page 1

Later, he taught at K-State for more than 10 years, and his students still affectionately remember “Mr. Brown” as the instructor who sparked their interest in a reporting career.

Seaton, publisher in Manhattan since 1969, has served as chairman of the Landon Lecture Series, named for the former governor and 1936 Republican presidential nominee, Alf Landon. The lecture series brings major national and world leaders to K-State each year.

Stevens began his AP career in 1973 in Albany, N.Y., transferred to St. Louis a year later and then to Wichita in 1976.

He became Albuquerque bureau chief in 1979, but his goal was to return to Kansas City, where he was named chief of bureau in 1984.

While in Wichita, he covered the first of the BTK killings, a sniper attack from the 26th floor of a downtown hotel and dem-

onstrations of the American Agricultural Movement.

He retired as vice president/Central Region but continues to communicate about AP with a large list of followers.

You can read expanded stories about the inductees by going to one of the following:

<http://kspress.com/636/brown-bill>

[http://kspress.com/635/seaton-](http://kspress.com/635/seaton-edward-)

[edward-](http://kspress.com/637/stevens-paul)

<http://kspress.com/637/stevens-paul>

Other awards presented included:

- Elon Torrence, former AP reporter in Topeka, who received the Gaston Outstanding Mentor Award for excellence as a reporter and his decades spent training new reporters for the news service.

- Bob Greer, editor of the Protection Press, recipient of the Clyde M. Reed Jr. Master Editor Award. Greer started the newspaper in 1986 after a long career writing for newspapers including the Garden City Telegram.

- Judy Thomas, reporter for the Kansas City Star, who received the Victor Murdock Award for her investigative stories that-

showed how leaders of a union based in Kansas City, Kan., gave high-paying jobs to family members, and received million of dollars in pay and perks as union membership declined, and as many members struggled to find work.

- The Hutchinson News staff, recipient of the Boyd Community Service Award for its journalism mentorship program for area high school students.

The News has worked with students to make sure their high school newspapers continued to be published.

The KPA also unveiled a new video, “What We Do Still Matters,” as the association marked its 150th anniversary.

The video, recorded and produced by Chris Lollar, includes the comments of six KPA member publishers, staff members and community leaders.

To view it, go here: <http://kspress.com/649/what-we-do-still-matters-video>

On Saturday morning, Greer and Brown sat on a panel moderated by Tom Eblen to discuss covering big stories such as the Clutter family murders in 1959.

There are mentors out there; latch onto one

Most of us can point to exceptional mentors who made a difference in our careers.

While I benefited from the guidance of several good journalists as I worked my way up in the newsroom, one in particular who spent just a few days at my hometown newspaper left a lasting impression.

Bill Brown came to our southeast Iowa paper from Kansas, where he had served as editor-publisher of The Garden City Telegram before joining the staff at Kansas State University.

I was a young, impressionable reporter. Eager to learn as much as possible from someone good enough to be enlisted as a writing coach, I signed up for one of the first time slots Bill offered. The plan was for everyone in the newsroom to work with the writing coach.

A number of staffers apparently weren't interested or didn't have time, though, so I snatched up their spots. During each meeting with Bill, I brought more copy for him to critique.

Like any good editor, he was a stick-

ler for a short, solid lede. He also had a knack for showing a reporter whose copy was a bit too wordy the path to clearer, more concise writing.

He balanced his criticism with positive feedback a young reporter needed to tackle the next assignment with confidence.

It was training that mattered, and perhaps more today than ever before.

Every newspaper should consider working with a writing coach. Better writing and efforts to produce more insightful, in-depth local content readers cannot find anywhere else promise to help us stay relevant for many years to come.

Throughout my career, as I moved forward in various reporting and editing positions, I remembered Bill's tips and input. How ironic it was for me to one day have the privilege of being named editor-publisher at The Telegram, the same position Bill had decades before.

And during the recent Kansas Press

Association annual convention in Topeka, I was honored to be elected president of the KPA board of directors the same weekend Bill was recognized by Kansas journalists as one of the new members of our press association's Hall of Fame.

As I reflected on the one-on-one sessions with a writing coach so many years ago — and the difference he made in my career — I wondered how others in my midst had opportunities to benefit from mentors in the same way.

I do know we all had the opportunity during KPA's annual convention to gain valuable information and training from leaders in our field.

Convention

attendees collected ideas on how to respond to changing readership habits and trends. Sessions touched on better ways to conduct research online, and outlined a variety of digital opportuni-

Every newspaper should consider working with a writing coach. Better writing and efforts to produce more insightful, in-depth local content readers cannot find anywhere else promise to help us stay relevant for many years to come.



Dena Sattler

See SATTLER on Page 10

Pumarlo

Continued from Page 2

During my tenure as editor of the Republican Eagle at Red Wing, Minn., we routinely launched aggressive editorials, especially on local issues. In an extreme case, the consequences were significant — the loss of a major advertiser who disagreed with our stance on a proposed downtown development.

I also remember when the teachers' union urged a boycott when we weighed in on contract negotiations. About a dozen teachers did cancel their subscriptions. But at least one teacher didn't miss a beat on the news by buying the newspaper at the corner drug store — at a higher price than her subscription offered.

At its core, however, our editorials prompted and promoted a lively exchange of opinions on issues that mattered to our residents.

It's likely no coincidence that Katches'

observation came on the heels of the 2012 elections, a time when those newspapers who take their editorial responsibility seriously — read: endorse candidates for elective office — come under attack for “telling people how to vote.”

The charge has always amused me.

Readers and special-interest groups routinely seek attention for their endorsements. Organizations from the chamber of commerce and labor unions to environmental and educational interests submit press releases on who they support and why. Hundreds of readers forward letters to the editors endorsing candidates. What's wrong with a newspaper sharing its opinion on which candidates are best suited to serve community interests?

Even those newspapers that avoid endorsing candidates routinely deliver editorials targeted at decision-makers. The editorial might address a school board's deliberations over whether to implement all-day kindergarten, or a county board's discussion about setbacks for feedlot operations, or any number of public policy debates at the State

Capitol. The obvious question: If newspapers believe so strongly in calling government bodies to action, or criticizing them for lack of action, shouldn't they have equally strong convictions about the individuals who will ultimately make those decisions?

Katches is correct that newspapers are in perfect position to engage audiences through a variety of avenues. Many are already doing so.

Editors should constantly seek ways to increase the number and diversity of voices on their editorial pages. And, most important, ensure the newspaper's opinion remains at the forefront.

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of “*Journalism Primer: A Guide to Community News Coverage*,” “*Votes and Quotes: A Guide to Outstanding Election Coverage*” and “*Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers*.” He can be reached at www.pumarlo.com or at jim@pumarlo.com.

RCFP

Continued from Page 1

and the balancing of law enforcement needs against the public's right to know.

The guidelines also require the Justice Department to inform news media about the intent to subpoena phone records and negotiate for release, unless such discussions would threaten the integrity of the investigation. "By deciding that in this case involving one of the nation's oldest and most respected news organizations that a subpoena would

pose such a threat, the Department has severely harmed its working relationship with the nation's news media, which time and time again have undertaken good-faith efforts to cooperate with government lawyers in a way that protects the public's interest both in law enforcement and in independent and autonomous newsgathering," the letter added.

"This inexcusable breach of respect for the independence of the news media and for the importance of confidential sources underscores the need for a federal shield law," said Reporters Committee Chairman Tony Mauro, U.S. Supreme Court correspondent for The National Law Journal.

Brown, Greer team up to discuss how to report on crisis situations

By Kathy Hanks, *Hutchinson News*

When it comes to covering a crisis, former newspaper editor and publisher Bill Brown said it's best to never have one.

But, when that's impossible, his next best suggestion is to never let it happen on a Sunday, because newspaper staff might not be available.

"They weren't," said Brown, about the day he was at the helm of the Garden City Telegram back in November 1959 when Herb Clutter and three other members of his family were murdered in Holcomb.

It was Sunday and Brown was at church waiting for two of the Clutter children, Nancy and Kenyon, to show up for his class. The local coroner, who was in another room at the Garden City Methodist Church, was alerted to the emergency at the Clutter farmhouse. He grabbed Brown from class, saying they needed to stop at the newspaper for a camera.

Crime-scene investigations were handled differently back then. Brown was one of the first in the home, discovering Nancy and her mother, Bonnie Clutter, shot dead in their beds. His photos of the four bodies being removed from a side door made the front pages of newspapers nationwide the next day.

Brown was speaking Saturday morning during the Kansas Press Association's annual meeting in Topeka. Together with Bob Greer, a writer on Brown's staff 54 years ago, they shared memories of how they covered the incident in those pre-technology years.

He also suggested it would be best not to have a notable writer from the East Coast show up writing a book on the crisis. But there was no stopping Truman Capote when he arrived in Garden City, carrying a letter of introduction from the president of Kansas State University. Even Brown's gruffness couldn't inhibit Capote.

"The problem we had," Brown said, "he came in to meet me on deadline and I said, 'I'll be with you when we get the paper done.' " But Capote thought that when he walked in they should stop everything."

"I didn't think Bill was rude; I thought he was extra rude," Greer said, recalling that first newsroom encounter with Capote, who went on to write "In Cold Blood."

When Capote's book eventually came out, Brown wrote a review, saying it was a well-written book, but not factual.

Friday night, Brown was inducted into the Kansas Newspaper Hall of Fame, during

See CRISIS on Page 8

KPA OFFICE STAFF

Doug Anstaett

Executive Director
danstaett@kspress.com

Amy Blaufelder

Accountant
ablaufelder@kspress.com

Emily Bradbury

Member Services Director, KPA
Executive Director,
Kids Voting Kansas
ebradbury@kspress.com

Richard Gannon

Governmental Affairs Director
rgannon@kspress.com

Lori Jackson

Administrative Assistant/Advertising
ljackson@kspress.com

Sara Marstall

Advertising Director
smarstall@kspress.com

KPA CONSULTANTS

Tom Eblen

Community Newspaper Tune-ups
teblen@sunflower.com

Ron Fields

Technology Consultant
Hays Daily News
(785) 628-1081 or 800-657-6017
rfields@dailynews.net

Mike Kautsch

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

Mike Merriam

Media Law, Legal Hotline
(785) 233-3700
merriam@merriamlaw.net

FRIENDS OF KPA

Randy Brown

Executive Director
Kansas Sunshine Coalition
for Open Government, WSU
randy.brown@wichita.edu



THIS MONTH'S QUESTION

Q. I'd like to watch the Kansas Press Association's video produced in honor of the 150th anniversary of the association.

A. We unveiled a video, "What We Do Still Matters." It included interviews with the publishers of the Washington County News, Marysville Advocate, Lawrence Journal-World, Garden City Telegram, Lincoln Sentinel-Republican and Iola Register, some newspaper staff members and community leaders. View it here:

<http://kspress.com/649/what-we-do-still-matters-video>

The video was underwritten by the Kansas Newspaper Foundation.



Scenes from the 2013 KPA annual convention

(Clockwise from above) • Elon Torrence, long-time Associated Press reporter in Topeka, was recipient of the Gaston Outstanding Mentor Award.

• Bill Brown introduced Protection Press executive editor and publisher Bob Greer as winner of the Clyde M. Reed Jr. Master Editor Award. Brown also was inducted into the Kansas Newspaper Hall of Fame.

• Paul Stevens, formerly of the Associated Press, was named to the Hall of Fame.

• Edward Seaton, Manhattan Mercury, shown with sons Jay and Ned, before his Hall of Fame induction.

• Kathy Hanks and Amy Bickel of the Hutchinson News accepted the Boyd Community Service Award on behalf of the newspaper staff for The News' high school journalism mentorship program.



JOB OPENINGS/FOR SALE

NEWSPAPERS FOR SALE

114-year-old county seat weekly newspaper in SE Kansas for sale. The newspaper is qualified to publish legal advertising and has a strong display advertising base with unlimited potential. Paper has grossed around \$70,000 to \$80,000 over the past three years with an absentee owner. No real estate involved, but building currently housing newspaper can be rented. Small house (needs some TLC) is also included in sale. Great for add-on for a chain or a young couple. Asking price is \$30,000. Serious inquiries only. Contact newzboy3@yahoo.com.

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. (4-2)

CIRCULATION/DISTRIBUTION

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

NEWS

REPORTER — Full-time reporter for small daily newspaper. Multi-media, photography, video, editing and social networking skills preferred. Send resume to Cristina Janney, McPherson Sentinel, P.O. Box 926, McPherson, KS 67460, cjanney@mcphersonsentinel.com.

COMMUNITY JOURNALISM AT ITS FINEST — Award-winning, locally owned, financially secure community weeklies situated between recreational lakes in Flint Hills of east-central Kansas seek energetic, talented reporter to join team of seven full- and part-time journalists, starting July 1. Position involves occasional sports or meeting coverage but focuses on original, enterprising journalism, especially highly readable, evocative features or investigative pieces. Photo skills are a definite plus as are interests in one or more of these topical areas: education, sports, government, agriculture,

health care, lifestyle, copy editing and/or page design. This is a perfect position for a multitasking new graduate seeking to explore different aspects of journalism and assemble top-notch clips while becoming personally involved in a rural community. Starting salary \$22,000 plus fully paid health insurance including dental, vacation after one year and year-end performance bonus. Send resume and work samples to Publisher Eric Meyer at eric@marionrecord.com. (5-6)

REPORTER — Full-time news reporter sought for small-town, six-days-a-week newspaper. General news coverage. Expected to take own pictures, use InDesign for layout, have Internet competence. Web design, content management systems added benefit. Evenings and weekends required. Team player, courteous, cooperative, reliable, professional for five-person office. Send letter, clips, resume, references to Judith Zaccaria at zaccaria@winfieldcourier.com. (4-30)

EDITOR — Weekly newspaper located in northeast Kansas is seeking an editor. We are looking for a community-minded, self-motivated person to produce a quality newspaper. Candidates must be proficient in all areas of reporting, editing, photography and pagination. Writing duties include county commission, city council, school board, feature stories and sports. Must be familiar with InDesign/Photoshop. Send cover letter, resume, work samples and references to Davis Publications, Inc., P.O. Box 187, Valley Falls, KS 66088 or email them to davispublicationsinc@yahoo.com. (4-28)

REPORTER/GRAPHIC DESIGNER — Russell County News seeking reporter with graphic design skills. Could lead to management position. Send resume to P.O. Box 513, Russell, KS 67665 or jack@mainstreetmedia.us. (3-28)

ADVERTISING

Clay Center Dispatch is seeking an energetic, detail-oriented professional to fill their **ADVERTISING/MARKETING** position. Responsibilities include but not limited to contacting established accounts to assist with their newspaper advertising. No experience necessary, we're willing to train the right candidate. Salary based on experience and education. Blue Cross and retirement plan. Submit a resume, three professional references, and salary history to dispatch@claycenter.com or by mail to: Clay Center Dispatch, Box 519, Clay Center, Kansas 67432. In the e-mail subject line, enter "Open Position."

MANAGEMENT

EDITOR/GENERAL MANAGER — The Beloit Call is seeking an energetic, creative person to edit and manage the three-days-a-week

publication. This is an excellent opportunity for someone dedicated to community journalism and who is willing to write, take pictures, sell ads, lay out pages, work in circulation as well as lead a four person staff. We can promise never a dull moment in this thriving, industrious community. Benefits include health care insurance. Contact Brad Lowell at 785-243-2424 or jbrad@nckcn.com. (3-26)

PRODUCTION

Experienced PRESS OPERATOR needed: The Junction City Daily Union is seeking a dependable, mature individual to join our operation. The right candidate will serve as team leader and help oversee press and mailroom staff for either our day or night shifts. We publish two daily newspapers, two weekly newspapers and multiple commercial print publications each week. Experience should include working on a Goss Community, 6 unit press and insert equipment. Must be mechanically inclined, detail oriented and able to assist in performing regular maintenance on equipment. If interested, please email G.Malsbury@thedailyunion.net. EOE

DIGITAL MEDIA

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.

MISCELLANEOUS FOR SALE

SUPPLIES FOR SALE — We have recently switch to CtP and still have a little inventory we would like to sell at a discounted rate, including Southern Litho film and plates as well as fixer, activator and finisher. Contact Mary Hoisington at the Great Bend Tribune for more information. 620-792-1211 or mhoisington@gtribune.com.

KANSA 480 INSERTER — Reduce labor costs with an efficient machine for handling preprinted inserts. The Garden City Telegram is selling its Kansa 480, 5:1 inserter, in good condition. This unit performs with a high degree of reliability and consistency over a wide range of operating conditions. Works with broadsheets for everything from single sheet fliers to multi-page editions and has been well maintained. Length 23'10", width 6'4" to 8'10" for creeper conveyor. We used an inline labeler and typically operated the unit at 6,000 to 6,500 pieces per hour though it is rated to do more than double that amount. Model #4601; Serial #480-036. Asking \$10,000, however no reasonable offer refused. For more information email Dena Sattler, denas@gctelegram.com, or call (620) 275-8500, extension 201.

Emerson Lynn, Jr.: He was a mentor and a friend

By David Seaton

It is always hard to lose someone who made a difference in your life.

For me, Emerson Lynn, Jr., was one of those people.

Emerson was the long-time publisher of the Iola Register and a respected editorial writer on Kansas government and politics. Some called him the William Allen White of his day.

Emerson died April 24, 2013, at age 88.

He first befriended me in the late 1960's when I was working in Washington for Kansas Sen. James B. Pearson. The Lynn family — Emerson, his wife Mickey, sons Emerson III, Angelo and Michael, and daughter Susan — came to the nation's capital for a visit.

From that day on, Emerson Lynn, Jr., was my mentor and friend. I have long felt he picked me out for a special kind of support. I guess he figured I needed it.

Like White, Emerson was a small-town Kansas publisher with a strong political voice.

White used his to straighten out the Republican Party. His anti-populist editorial, "What's the Matter with Kansas?" went viral in national magazines.

Emerson used his voice in a slightly more bipartisan way. He became the editorial conscience of his beloved Kansas, supporting progressive leaders and warring against an outmoded tax code and a state chamber executive who belittled highways and public education, two things Emerson considered vital to the state.

Taking stands on political issues went out of fashion in the 1970s as newspapers tried to maintain what was left of their monopoly in the marketplace. When I came to the Courier in 1978, I had my doubts about how a local

publisher could be a community booster, a committed political voice and an activist all at the same time.

Then I mentioned my doubts to Emerson. He responded, "I don't have a problem with integrity." That comment stuck.

Along with others, I learned from Emerson you could make your way in community journalism and write what was really on your mind. You had to do your homework and respect those who disagreed, but if you wrote the truth as you saw it, and acted on it, you could sleep at night.

Close family friends

Emerson and Mickey had been good friends of my parents, Dick and Mary Seaton of Coffeyville. The Lynns bridged generations easily, gaining the rapport with younger people like my wife, Callie, and me that comes with this kind of relationship.

Emerson was, as more than one of his sons said at his May 4 memorial service, an adventurer. He and Mickey traveled the world, often with other family members. He loved to hike in the Rocky Mountains, where the Lynns have a cottage in Estes Park. At the age of 88 this past summer, Emerson walked six miles "a step every three seconds," according to Emerson III.

"Work was his life," said Michael of this father.

Emerson, Jr., arose early, worked hard and did more than his share as a leader in organizations like the Kansas Press Association. Then he would go home and play tennis.

He had a "devotion to task," Emerson III said, always seeking to "raise the Kansas people to their greatness."

Mickey was a wonderful companion for Emerson, always game to travel or mix it up with her husband's small town journalist friends. Mickey, my wife, Callie, and other spouses had good times together while Emerson and I talked politics and newspapers with

our colleagues.

Mickey died unexpectedly in 2009, shortly after Callie and I had stayed with her and Emerson at their home in Iola. Callie had shown her art and presented a talk at the Bolus Art Center there. We felt Mickey had just been swept away.

Later, a friend of many years, Edith Bronson, herself widowed, became Emerson's companion in his last years.

Near the end of his days, Emerson volunteered that he had lived a good life and was ready to die.

"If you love it, and he did, running a community newspaper is a good life," Angelo

told the congregation at the memorial service for his father at the First Presbyterian Church in Iola.

Susan, now publisher of the Register, drew a laugh when she quoted her dad saying, "It doesn't seem right that I should be paid for this job."

Last words

Until his last weeks, suffering from cancer that spread to several organs, Emerson tried to keep abreast of what was happening in Kansas. The news did not make him feel better.

Emerson rued Gov. Sam Brownback's effort to make Kansas more like Texas, with low or no individual income taxes, underfunded public education, low wages and inadequate social services.

The epitome of the present-day moderate Republican, Emerson Lynn, Jr., stood for the balanced, bipartisan state government leadership we in this state have known for generations.

Emerson's last words, according to his son, Michael, were, "Pray for Kansas."

There is no need to say more.

David Seaton is publisher emeritus of the Winfield Daily Courier and a member of the Kansas Newspaper Hall of Fame.



David Seaton



Emerson Lynn Jr.

Crisis

Continued from Page 5

the Kansas Press Association's President's Banquet.

Greer, editor of the Protection Press, was recipient of the Clyde M. Reed Jr. Master Editor Award. Greer started the newspaper in 1986 after a long career writing for newspapers.

There is so much more to Brown's

distinguished career, and many former colleagues and students were on hand to honor him as a journalism instructor and former boss. Before heading to Garden City, Brown was managing editor of the morning edition of The Hutchinson News.

At Kansas State University, where he was known as Mr. Brown, he served 10 years as director of student publications. After retiring in 1981, he moved to London, where he worked on a master's degree. In 1990, the Bill Brown Master Editor Pro-

gram began, originally endowed by a gift from a former student who wanted to honor Brown, who had a major influence on him when he was a student.

But covering the Clutter murders seems to be what so many are fascinated about when they learn of Brown's career path.

"I almost wish it would go away," Brown said, after the morning session at KPA.

However, he admitted that, 54 years later, time has taken away the edge of that crisis.



2013 AOE Sweepstakes Winners

Accepting Sweepstakes Awards in their newspaper categories at the KPA annual Awards of Excellence were: Advertising Sweepstakes (above) Joe Warren, Atchison Globe; Dena Sattler, Garden City Telegram; Jessica Price, Hutchinson News; Trevor Feldhausen, Leader & Times; Dave Wolman, Osawatomie Graphic; and

Beth Day, Wamego Smoke Signal; and News Sweepstakes (below) Tommy Felts, Ottawa Herald, Mark Davis, Kansas City Star; Jeff Cott, Derby Informer; Kent Bush, Augusta Gazette; and Pat Lowry, Hays Daily News. Not shown is the Kansas City Business Journal.



Sattler to lead KPA board; Kessinger moves into chairs

Dena Sattler, editor and publisher of the Garden City Telegram, was elected president of the Kansas Press Association Board of Directors May 4 at the association's annual convention in Topeka.

Other officers elected included Dan Thalmann, editor and publisher of the Washington County News, was elected first vice president, while Susan Lynn of the Iola Register was elected second vice president. Sarah Kessinger, editor of the Marysville Advocate, will serve the next year as treasurer.

Andy Taylor, editor of the Montgomery County Chronicle, was re-elected Southeast District director, and Susan Cantrell, Lawrence Journal-World, was re-elected

Northeast District director.

M. Olaf Frandsen, editor and publisher of the Salina Journal, was appointed by Sattler to a one-year term as legislative director, while Gregg Ireland, editor and publisher of the Topeka Capital-Journal, was reappointed as daily director.

Travis Mounts, managing editor of Times-Sentinel Newspapers, will fill the non-daily director position formerly held by Kessinger.

The Southwest District director position, formerly held by Randy Mitchell of GateHouse Media, remains open.

Other members of the board are Ben Marshall, past president, Brad Lowell, Northwest District director, and A.J. Bozarth, Central District director.



Dena Sattler



Dan Thalmann



M. Olaf Frandsen



Susan Lynn



Sarah Kessinger



Travis Mounts

We're starting to see through the 'transparent presidency'

Remember the old story about the farmer who, after hitching up his mule to a plow, picked up a 2x4 and whacked it across the forehead?

Incredulous, a city slicker confronted the farmer: "Why did you do that?"

"Well, when you want them to do something, first you have to get their attention!"

It may not have been a 2x4, but I think the news industry just got an alarming wake-up call from its own government.

They don't like us. They consider us the enemy rather than the pesky watchdogs we thought we were. And they'll stop at nothing, including destroying the news industry's most trusted sources of information, when they're searching for evidence to plug leaks.

President Obama promised to be the most "transparent" chief executive in our nation's history when he took office in 2009.

But what has happened since is less a transparent presidency than one mired in the age-old problems caused by partisan politics.

You want to be re-elected and you want your opponents to be defeated.

The opposition wants to make sure you experience a one-term presidency and will



Doug Anstaett

do anything to thwart your success.

During his first term, the president held few news conferences, at least by historical standards, and seemed to prefer speeches over direct confrontations with the journalists whose job is to scrutinize the presidency. His opponents said he couldn't seem to get out of "campaign" mode.

The latest revelation — the surreptitious confiscation of the electronic communications records of several Associated Press reporters and editors by the U.S. Justice Department, all in an attempt to investigate leaks of classified information — is a game-changer.

So you don't just jump to conclusions and think I'm a closet conservative who was just waiting for the president to stumble so I could delight in his troubles, I voted twice for Barack Obama.

I had great expectations for the president. I had heard him speak in the mid-2000's in Topeka, before he announced he was running for president, and I drew inspiration from his words, as millions of Americans did.

But the recent revelations have been disconcerting and, frankly, quite disappointing. They reveal a president — or at least an administration — that hasn't always followed its own lofty rhetoric.

Am I — better yet, are we in the news industry — upset because this particular "scandal" or "brouhaha" or whatever you want to label it involves the profession we

hold so dear?

Of course that has something to do with it.

Government has never been our friend, nor is it supposed to be. Neither are we to be the friend of government.

We are supposed to investigate it, scrutinize it, question it, badger it and never accept pat answers for complex questions.

Are we doing our job?

Certainly, some of us are, which is why we're in this predicament right now.

The Associated Press came upon information that it believed the American people should know, and they published it.

Our system is set up with the press as an independent entity and, it is hoped, an impartial witness and reporter of what government officials do.

We are meant to be the thorn in their side, the burr in their saddle, always trying to keep government honest.

If we are doing our jobs, and government employees are doing theirs, these kinds of confrontations are inevitable.

Even so, we're disappointed.

We want answers. We want changes.

And we deserve them.

But we will probably get what administrations down through the ages have given us: excuses and platitudes.

Doug Anstaett is executive director of the Kansas Press Association.

Sattler

Continued from Page 1

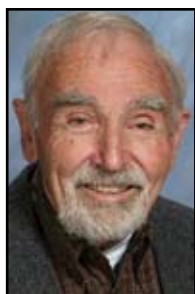
ties for our businesses, among other offerings.

A display of winning KPA Awards of Excellence contest entries offered inspiration. We all could learn more from the good work of our peers.

Bill Brown even took time to participate in a presentation on how to cover a crisis, sharing details of coverage of the murders of four members of Holcomb's Herb Clutter family in 1959, and the subsequent work of author Truman Capote on his novel "In Cold Blood."

And to think Bill was just one of many experienced journalists with a wealth of information to share during the convention.

Too many of our newspapers have cut training budgets. The annual con-



Bill Brown

vention and other KPA events deliver value in giving newspaper staffers a wide array of information they need in an industry that may be fast-changing, but always will center on the ability to generate relevant news and advertising content.

Plenty of prospective mentors were at the annual convention to help us in our mission.

Whether through thought-provoking presentations or casual conversations in between sessions, we all had the opportunity during the convention to connect with outstanding mentors, and take home meaningful tips and ideas — many valuable enough to last a career.

Dena Sattler is editor and publisher of the Garden City Telegram and 2013-14 president of the Kansas Press Association board of directors. You may e-mail her at denas@gctelegram.com.

Introducing

PHOTOS UNLIMITED

450,000 stock photos you'll love!
Unlimited Users & Unlimited Downloads

creative OUTLET
by Ad-Builder

Questions? Need help? We're here!
800.245.9278 or create@creativeoutlet.com

Learn more at:
www.get450.com