

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION MAY 20, 2015

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There are lots of jobs available around the state.

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Doug Anstaett says there was plenty of time to take on the email issue at the Legislature.

## KPA CALENDAR

### JULY 16-17

Adobe Creative Suite training, with Russell Viers, KPA office in Topeka.

### OCT. 1-3

National Newspaper Association Convention, Saint Charles (Mo.) Convention Center.

### DEC. 15

National Bill of Rights Day.

### APRIL 22-23, 2016

Kansas Press Association annual convention, Overland Park DoubleTree Hotel.



*Russell Viers will be back in Topeka this July to present a second two-day seminar for Kansas Press Asso-*

*ciation members on the Adobe products which have become so critical to the newspaper industry.*

## Viers set for encore Adobe seminar

If you or one of your staff members wants to participate in the Russell Viers-led two day training session this summer on the use of Adobe products such as InDesign, PhotoShop, Bridge, Illustrator and Acrobat Pro, you need to hurry.

It is filling up fast.

The sessions will be July 16 and 17 at the Kansas Press Association office in Topeka.

Last year's seminar was sold out early, so don't put off filling out the registration form and sending in your money.

A registration form is attached.

## Bills filed on private email address issue

Two identical bills were introduced Thursday in the Kansas Senate to fix the loophole in the Kansas Open Records Act that allows private email accounts to be used to conduct business without being made public.

One, SB 306, is attached to the Publisher.

The bills follow a suggestion from Kansas Attorney General Derek Schmidt's proposal for requiring the disclosure of some private emails from public officials when they deal with government business.

Schmidt issued a legal opinion recently saying

state employees using private accounts or devices are not covered by the records act. The law requires agencies and other government-funded entities to make their records available to the public.

Later, after facing criticism from Kansas newspapers and some legislators he submitted a letter outlining how the law could be amended to open those records.

The Kansas Press Association has said it would work closely with Schmidt and legislators on a fix, but it's unlikely anything will happen this session.

### Don't miss the deadline!

Want to be a part of this highly regarded seminar? We have a limited number of slots.

The deadline for sign-up is Wednesday, July 1, so mail Emily Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com) today.

Cost is just \$99 per person. To keep the cost down, the seminar is partially underwritten by a grant from the Kansas Newspaper Foundation.

"This is a real bargain for our members," said Emily Bradbury, KPA member services director.

# Renewed vitality in industry welcome sign for newspapers

I'm in the midst of one of those crazy, multi-town, trips that leaves little time for remembering what happened yesterday because I'm too busy getting ready for today.

Friday found me in Cambridge, Minnesota. Wade Weber and I have known each other since the first time he invited me to his newspaper in Mora, Minnesota, somewhere around seven or eight years ago. Since then, he's had me back to visit one of his offices about every other year.

As we went around the room, everyone introducing themselves, I loved hearing, "I'm editor of the new paper!"

Who knew? Wade has a brand new newspaper. I always wonder why people think there aren't new papers being created. I run into them all over the place. Recently, six very successful non-dailies in Florida. Two in my hometown of Knoxville, Tennessee. Wade's new paper in Minnesota. They seem to be popping up everywhere.

It's no surprise that his papers are popular. His group has several titles in area communities, paid and free, each with its own local staff. At the end of the day in Cambridge, Wade and I went back to his pressroom to look over some of the papers his group publishes each week.

The production quality was excellent. Good color. Great photos. Reds were red and blues were blue. Regular training over the years will lead to those types of results.

I didn't know it before Wade told me, but Ed Henninger had been to Cambridge to help with design just a couple of months earlier. I wasn't surprised. The pages looked near perfect.

I saw a story about a daily newspaper for sale a couple of days ago. Almost as a side note, it was mentioned that the paper had a profit in the 20 to 25 percent range. And why was it for sale? Apparently, that wasn't enough for the giant corporation that owns it. So, it's for sale.

Another thing that I noticed while visiting Cambridge that has been a common thread in visits to newspapers this year is the enthusi-

asm present among staffs. It's almost like it's fun to work at a newspaper again.

I'm glad. For three or four years, newspapers were starting to seem destined for doom. Someone, probably me, should do a study to find out how many new newspapers have been started in the past year. I'll bet it's a lot.

The headlines continue to be about huge corporations like Digital First, Gannett and others selling and buying papers. But don't kid yourself. The real story this year is the renewed vitality in the newspaper industry.

Surely you read the comments of Martin Sorrell, CEO of the world's largest advertising group, as well as highest paid CEO in Europe, concerning newspaper advertising. In April, he said that print media is more powerful than agencies believe and advised advertisers

to spend more in print.

"Publishers need to ensure their offering is as quick and simple to buy as other solutions in the market," said Sorrell. "In doing so, they will no doubt continue to prosecute the case not only for the value of their audience but the engagement and influence of their mastheads and digital properties with those audiences."

I couldn't have said it better. And I certainly wouldn't have had the audience Sorrell has when it comes to ad executives.

It pleases me to know that influential leaders like Martin Sorrell and Warren Buffett understand the value of newspapers. Frankly, though, I'm more pleased that people like Wade Weber, publisher

in Minnesota, Victor Parkins, in Tennessee, and Jerry Tidwell, in Texas, do.

It's the folks I've recently visited in places like Minnesota, Texas, Tennessee and Florida that give me so much optimism about the future. There's a keynote I give now and then at conventions titled, "I wish you knew what I knew."

Now, you know a little of it.

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



Kevin Slimp

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# Encourage your ad team to find common ground

I was talking to Nick, a long-time ad manager, about the nature of selling.

“I agree with the theory that there are two types, transactional and relational,” he said. “As consumers, we have become increasingly transactional. We go to the store, pick out a product, take it to the register, pay for it and take it home – even if the clerk at the



**John Foust**

register doesn’t bother to say ‘hello.’ Or we shop online, find something of interest, compare prices, click ‘buy’ and wait for delivery.”

Nick explained that organizations that rely on sales – including newspapers – measure success in terms of transactions. How many ads are in the latest edition? How much revenue will those ads produce?

“It’s tempting to see all sales as transactional,” Nick said, “but that would be a huge mistake. The challenge is to be relational in a transactional world. That’s why customer loyalty, which is long term, is more valuable than customer satisfaction, which is sometimes based on single buying experiences.

“It starts with rapport,” Nick said. “I encourage our sales team to find common ground and build from there. Along the way, clients learn that our folks have some market-

ing savvy. That gives us credibility and makes selling a lot easier.”

To expand on Nick’s observations:

1. Individual transactions don’t necessarily lead to good relationships.

When sales people treat their advertising product as a commodity, they encourage prospects and customers to see them as

anonymous people at the cash register. There’s no connection. That often leads to churn – advertisers who jump ship if their ads don’t work right away.

2. Good relationships can lead to more transactions. A smart sales person looks beyond the immediate gratification of today’s sale. He or she works to build rapport and turn that transactional advertiser into a marketing partner.

3. Leadership is relational. In many organizations, a sales person who consistently has good numbers is likely to be promoted to sales management. If his or her company has a transactional sales culture, the new manager will be poorly prepared for a management position. The duties of leading a team are relational, not transactional.

4. Individual ad sales are transactional. Think of a vending machine. Insert money into the coin slot and get an ad. It’s difficult to go any further than that, when sales people

present themselves – and are seen as – order takers who sell one ad at a time.

5. Ad campaigns are relational. Properly executed, an ad campaign requires consistent contact between sales person and client. From planning to execution to periodic tweaks, there are plenty of opportunities to build strong relationships.

6. Don’t forget your clients’ relationships with consumers. On a broader scale, strong ad campaigns create relationships between advertisers and their audiences. Think of the number of times you have been drawn to certain stores or brand

names because you felt connected to them. That emotional attachment is a major factor in brand identity.

And that kind of campaign success can lead to – surprise! – more advertising dollars for your newspaper.

*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](mailto:jfoust@mindspring.com).*

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**Customer loyalty, which is long term, is more valuable than customer satisfaction, which is sometimes based on single buying experiences.**

## Judges needed for WNPA competition

When we have our Awards of Excellence presentation at the annual Kansas Press Association convention, approximately 60 KPA newspapers receive awards.

If each winning newspaper would supply just one judge for the upcoming Washington Newspaper Publishers Association contest, it would be a fairly simple task.

Has your newspaper signed up someone to judge?

We’ve got just 40 judges signed up, but we need at least 50, and 60 would be better.

“We reciprocate with other states each year,” said Emily Bradbury, director of member services at KPA. “Washington did a great job for us earlier this year; now it’s our turn.”

The WNPA contest will be judged online between June 11 and July 13.



## THIS MONTH’S QUESTION

Q. I really appreciated the legislative coverage provided by the University of Kansas students this year. Will this be repeated next year?

A. Scott Reinardy of the William Allen White School of Journalism did a great job of organizing the students and making sure their articles went through a rigorous editing process. The Kansas Newspaper Foundation underwrote this program in 2015 with a \$5,000 grant that was divided among the students who participated, including Amelia Arvesen, Tara Bryant, Austin Fisher, Jacob Clemen, Kelsie Jennings, Alyssa Scott and Tomas Hoppough. The plan is to repeat the program again next year if it is available.

**Wake up & smell the coffee!**

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# We cover the good, the bad in our communities

Earlier this month Sen. Forrest Knox, R-Altoona, took issue with newspapers — both local and national — claiming they are hyper-critical of Gov. Sam Brownback in efforts to boost sales.

This “Brownback-phobia” is aimed to “engender emotion,” which, Knox says, sends cash registers ringing.

A common adage in the news business is “If it bleeds, it leads.” Human nature is drawn to tragedy. Not for entertainment, but pathos. Stories and pictures of car accidents, house fires and natural disasters draw our attention if only because so often we think, “but for the grace of God” we, too, could be in that position.

The train wreck of the Kansas economy, however, does not fall in the same category and it’s far-fetched to say its news generates sales.

Long ago an avid reader told me she

gave the Register short shrift if its content was all doom and gloom.

“I get so sick of reading news about the bad things people do,” she said.

I took that complaint to heart and ever since have made a conscious effort to make sure the paper does its utmost to shine a positive light on local events.

It’s not the challenge I had expected.

All over town are people doing good deeds, some in small ways, others in leadership roles.

During this time of year with high school and college graduations the paper is overflowing with the news of academic success and athletic prowess.

Such news is a joy to print.

And yet, just like life, the newspaper can’t avoid the flip side.

We also have a purpose in serving the

underdog, the marginalized, and providing them a platform to which they would not otherwise have access.

That’s why we write about the homeless, the unemployed or those suffering.

Just as good news builds community, so does that of our less fortunate. We are our brother’s keeper.

Sen. Knox’s “shoot-the-messenger” attack is a common defense. Of course he doesn’t want

the media to shine a light on the state’s struggle to balance the budget or adequately fund schools.

I would argue that being armed with that knowledge helps us become even more involved citizens.

*Susan Lynn is editor and publisher of the Iola Register and president of the Kansas Press Association for 2015-16.*



Susan Lynn

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## NEWS BRIEFS

### White’s ‘Red Rocks’ open for free events May 29-30

Two more free events are planned in May at the Red Rocks State Historic Site, the former home of the William Allen White family in Emporia.

The events are called “Art in the Garden of Red Rocks” and are scheduled from 4 p.m. to 8 p.m. Friday, May 29, and from 10 a.m. to 5 p.m. on Saturday, May 30.

Local artists will exhibit and sell their works in the beautiful garden setting at Red Rocks.

Admission is free to all the events, but donations are welcome. The events are presented in cooperation with the William Allen White Community Partnership, Inc.

The house is at 927 Exchange Street in Emporia.

### Western Times sold to daughter of owner

The Western Times in Sharon Springs has changed hands, going from Julie Samuelson to her daughter, Sunny Henderson.

Samuelson, who has owned the newspaper for 14 years, is retiring.

Henderson has worked with her mother on the newspaper since she purchased it and with her sister, Becky Kortz, as well. Kortz will remain as sales representative.

Samuelson will continue to help with layout and distribution duties.

### Independence newspaper names managing editor

Dannie Oliveaux is the new managing editor of the Independence Daily Reporter.

Oliveaux, 57, succeeds Doug Armbruster, who had served as managing editor since 2009 but in other capacities since 1997.

He is a native of Hebert, Louisiana. He attended the University of Louisiana-Monroe.

He and his wife, Gail, have moved to Independence from Washington, where he was editor of the Port Orchard Independent.

Publisher Steve McBride said Oliveaux’s presence will bring a new jolt to the newspaper: “He has some great ideas, has great experience, and we look forward to collaborating with him.”

## APRIL 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 March 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.

Make an ad placement into another newspaper and share the KPA commission

- KDAN — Ellsworth County Independent-Reporter, one ad for a profit of \$400; Oberlin Herald, two ads for \$800; Marion County Record, one ad for \$170; Anderson County Review, two ads for \$1,650; GateHouse Media, two ads for \$400.

- KCAN — GateHouse Media, 11 ads for \$1,842; Anderson County Review, one ad for \$198; Anthony Republican, one ad for \$150.

- Others — Anderson County Review, out-of-state SDAN, two for \$375; Advertising Placements, Hays Daily News, four ads for \$589 profit.



# Study of millennials explodes some myths

By **Chandler Fleming**, *Editor & Publisher*

**M**illennials are a hot topic at the moment, and with good reason. Numbering about 80 million, individuals born between the years 1980 and 2000 are becoming increasingly important to society.

Of particular interest is how millennials interact with media and their potential impact on the news market. Most people seem to think that millennials are abandoning print for online publications, but is this really the case?

**Myth #1: “Millennials hate traditional media.”**

False. Even though millennials may not be the most popular demographic with legacy news outlets (nor is it our preferred method of information), we certainly don't hate it. Scarborough Research has uncovered that more than half of the millennial population polled (about 57 percent of 200,000 participants) read either an online or print news subscription over a week period.

**Myth #2: “Millennials are cheap so they won't pay for newspapers.”**

False (sort of). This isn't quite fair

considering the circumstances we were raised in. Not only have we inherited an economic situation likely to cause many more years of struggling, but we have to accept the reality of student loans forever looming over us for a degree we desperately need in the hope that we can find a decent job.

Pity party aside, millennials actually aren't as cheap as people seem to think we are.

**Myth #3: “Millennials only respond to/value social media.”**

False. Although social media has proven to be very influential informing millennials about decisions regarding the purchasing of products (who doesn't trust their friend to recommend the best local Italian place for dinner?), it is not trusted nearly as much as legitimate news sources.

**Myth #4: “Millennials are impatient/lazy and want information as fast as possible.”**

False. I don't believe this trait is exclusive to millennials anymore. Yes, it seems like younger generations are quicker to change stations when there is a commercial, and I find my own eyes grow wider

with impatience when a website takes just a bit too long to fully load, but efficiency is not something to be ignored. In this new age of technology, everyone has become accustomed to a certain pace of life, not just millennials.

**Myth #5: “Millennials are obsessed with technology.”**

True. But so is everyone else. It's 2015, we have devices that can contact someone from across the globe, tell us the weather at that exact moment, direct you towards any destination, take high quality photos and talk back...all fitting in the palm of a hand.

**Myth #6: “Millennials are narcissistic and only care about their own lives.”**

False. Each young generation is comprised of a fair amount of selfishness and entitlement (the lack of wisdom and life experience will do that to you), but millennials are actually the most socially conscious and charitable generation yet.

**Editor's note:** *This article is edited to fit. To read the entire article, go to the Kansas Press Association website by clicking here: <http://kspress.com/982/millennials-myths-versus-reality>.*

## 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**  
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KANSAS

## MARKETPLACE

### NEWS

**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](mailto:sfriedlander@nwkansas.com), and Steve Haynes [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com). Colby Free Press/Nor'West Newspapers, Colby, Kan. (785) 462-3963. EOE m/f/h/v (4-30)

**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. Will consider two years-plus experience. Pay commensurate with ability and experience. Competitive pay, benefits, location in Northwest Kansas. Apply to [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com) and [dpaxton@nwkansas.com](mailto:dpaxton@nwkansas.com). The Norton Telegram/Nor'West Newspapers, Oberlin, Kan. (785) 475-2206. EOE m/f/h/v (4-30)

**REPORTER** — Applications being accepted for full-time news reporter, five-days-a-week newspaper. Five-person news department. Must have demonstrable skill in writing and photography. General reporting, focus on county and crime. Reporters take own pictures, lay out pages using InDesign, must be familiar with Internet. Experience with web design or content management systems added benefit. Evening hours and weekends required. Team player, courteous, cooperative, reliable, professional. Previous newspaper experience and/or degree preferred. If interested, send letter, clips, resume, references to [zaccaria@winfieldcourier.com](mailto:zaccaria@winfieldcourier.com) or Judith Zaccaria, Managing Editor, Winfield Daily Courier, P.O. Box 543, Winfield, KS 67156. (4-29)

**REPORTER** — Award-winning newspaper in southeast Kansas looking for reporter/

writer to cover meetings, events, write features, take photos, assist in page layout. Part time to begin, could lead to full time, with additional work coming from sister publication, The Osage County Herald-Chronicle. Some evening and weekend hours required. Newspaper experience preferred. Send cover letter, resume, published clips and two journalism references to Publisher Catherine Faimon at The Coffey County Republican in Burlington, KS. [faimonc@gmail.com](mailto:faimonc@gmail.com). (4-6)

**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](mailto: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 [du.editor@thedailyunion.net](mailto:du.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 experi-

ence 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](mailto: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](mailto:fjernigan@fstribune.com) (1-13)

**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@nckn.com](mailto:jbrad@nckn.com), or mail to Box 309, Concordia, KS, 66901. Phone number 785-243-2424. (1-5)

**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 [See MARKETPLACE on Page 7](mailto:ceasterday@dodge-</a></p>
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## MARKETPLACE

globe.com, P.O. Box 909, Pratt, KS 67124. (12-1)

### 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)

### ADVERTISING

**ADVERTISING SALES** — Accepting resumes for a self-motivated, goal-driven individual to join our sales team in Independence, Kansas. Established client base with the opportunity to develop new clients for both print and online growth. Must be a team player and able to work in a fast-paced environment with deadlines. Please send resume to addirector@dreporter.com with three professional references. (4-16)

**DIRECTOR OF SALES** — The Topeka Capital-Journal has an immediate opening for a Director of Sales. If you are organized, self-motivated and have a desire to work in a fast paced, growth oriented environment, and lead a team of sales professionals email HR@cjonline.com, questions call (785) 295-1218. (4-15)

**GENERAL MANAGER/ADVERTISING DIRECTOR** — The Big Nickel, a regional shopper in the four state area around Joplin, is seeking someone to lead an experienced team into the digital age. Please send a resume and a cover letter including digital management successes to mguthrie@gatehousemedia.com. (4-6)

**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)

**ADVERTISING SALES** — The Pratt Tribune is seeking a goal-driven individual to join our sales team. The successful candi-

date 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)

### NEWSPAPERS FOR SALE

Rocky Mountain living at its best. Community newspaper for sale in gorgeous recreational area with some of the best hunting, fishing and skiing in Montana. Bottom line increasing. Exceptional reputation for serving the area. Inquiries: 406-225-3821 or janderson@jefferson-countycourier.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.

### DIGITAL MEDIA

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

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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# Email loophole will likely haunt us another year

If you wonder why the public's confidence in its elected officials seems to be hitting new lows every day, all you have to do is witness the Kansas Legislature's snail-like crawl to the end of this session.

While I could go on and on about the lack of leadership on the budget, I want to focus today on the one issue that, especially given legislators' inability to balance revenues and expenditures, could have been resolved in just a few minutes: the use of private email accounts by public officials.

We have known for years that the development of new and more sophisticated ways of communicating would eventually lead to problems with transparency.

That day is here.

With both Gov. Sam Brownback and former Secretary of State and presidential-candidate-to-be Hillary Clinton utilizing private email accounts to conduct public business, the perfect storm has arrived.

Now, neither side of the political spectrum can point its finger at the other because both are abusing the public's trust.

Yet, that hasn't stopped us. We are still pointing fingers at the other side. Unfortunately, this has become the way we discuss politics in the United States in 2015. It's not whether either side is "wrong," but about which is "more wrong."

It's time to quit that nonsense and focus on why the Brownback and Clinton situations are so very much alike.



**Doug Anstaett**

Each has a history of going to great lengths to control information. They've both done that throughout their political careers.

And the way to control information is to communicate through private means, meaning no recordings, no paper trail and no public email or cell phone accounts.

The greatest danger in all this for me is the really bad example these individuals are setting for all the other public officials in Kansas and the United States. There are elected officials all over the land who have been handed a "roadmap" to secrecy and will likely point out "if they can do it, so can we."

Clinton and Brownback have illustrated for others the way to keep the public in the dark and their innermost thoughts out of the public realm.

There should be no disagreement about the issue of private email accounts:

they should not afford an elected official a way to do the public's business in private.

Yes, there are instances where every public official has the legal right to commiserate with staff members about how to address certain public policy questions. We allow that, even in the Kansas Open Records Act. But we don't allow those conversations to include lobbyists and others with special interests.

And we don't give the governor or the secretary of State a blank check: when they are doing the public's business, they are in effect

forfeiting almost all of their right to privacy.

A number of people, including Attorney General Derek Schmidt, Senate Vice President Jeff King, Senate Minority Leader Anthony Hensley and even the chairman of the Kansas Republican Party have all weighed in on this topic, saying they believe KORA must be amended to close the huge loophole that Schmidt identified in his recent attorney general's opinion on the subject.

Two identical bills were introduced last week to do just that while legislators were sitting on their hands doing nothing as just a handful of Senate and House members

grappled with what to do on the budget.

There was plenty of time to hold a hearing, hear testimony and fix this problem.

What the Legislature had in abundance of — time — was not matched by an equal amount

of courage and the will to act.

So, it's likely we'll be dealing with this issue for most of the next year, and it is so unnecessary.

We do need to thank Schmidt for writing the necessary language to correct the situation and Sen. Molly Baumgardner of Louisburg for introducing it. They both deserve a big thumbs up. And the Legislature? Not so much.

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

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**There should be no disagreement about the issue of private email accounts: they should not afford an elected official a way to do the public's business in private.**

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## Newspapers ... and nowhere else!



**Rep. Tim Huelskamp**

U.S. Rep. Tim Huelskamp reports his office has a subscription to about every newspaper in his vast 1st Congressional District in Kansas and to most of the dailies in the rest of Kansas. Here's why:

"You come to a town and you get a sense of what are the local issues," Huelskamp said. "People show up and those people are like 'is the grocery store going to stay open' or 'we got a pharmacy, is it going to make it' or 'does Joe still have a full-time job at his business.' **You see that in the paper and nowhere else.**"





# KPA Technology Academy with Russell Viers

9 a.m. to 4:30 p.m. | July 16 & 17 | Topeka

The Adobe Creative Suite - lots of tools but lots to learn. Russell will take you through the most popular programs (InDesign, Photoshop, Illustrator, Bridge and Acrobat Pro) and give you time saving techniques that you can take back to your newspaper and use immediately. The 2015 KPA Technology Academy is limited to the first 12 who register. Most Adobe training costs hundreds of dollars for one session. You will only pay \$99 for two full days of training (breakfast and lunch are included).

## Technology Academy Registration - July 16 & 17

Newspaper/Company \_\_\_\_\_ Contact Person \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Attendees:** 1. \_\_\_\_\_ 2. \_\_\_\_\_  
*\$99 per person, includes breakfast and lunch both days*

**Payment Method:**  Check enclosed  Invoice me  Charge to credit card  
Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Security Code \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

### Lodging

A special rate of \$83 has been secured for lodging the night of Thursday, July 16 at the ClubHouse Inn and Suites located at 924 SW Henderson Rd (less than one mile from the KPA office). Please call (785) 273-8888 and reference the Kansas Press Association group rate.

### Note:

This class will be taught using lecture tools. You may bring your own computer with Adobe Creative Suite, however, computer issues will be dealt with before or after class as to not hinder the progress of the class.

Return registration to KPA, 5423 SW 7th, Topeka, KS 66606 or fax 785-271-7341 by July 3.  
Questions? Contact Emily Bradbury at 785-271-5304 or ebradbury@kspress.com

**SENATE BILL No. 306**

By Senator Baumgardner

5-14

1 AN ACT concerning the open records act; relating to definitions; public  
2 agency and public record; amending K.S.A. 2014 Supp. 45-217 and  
3 repealing the existing section.  
4

5 *Be it enacted by the Legislature of the State of Kansas:*

6 Section 1. K.S.A. 2014 Supp. 45-217 is hereby amended to read as  
7 follows: 45-217. As used in the open records act, unless the context  
8 otherwise requires:

9 (a) "Business day" means any day other than a Saturday, Sunday or  
10 day designated as a holiday by the congress of the United States, by the  
11 legislature or governor of this state or by the respective political  
12 subdivision of this state.

13 (b) "Clearly unwarranted invasion of personal privacy" means  
14 revealing information that would be highly offensive to a reasonable  
15 person, including information that may pose a risk to a person or property  
16 and is not of legitimate concern to the public.

17 (c) "Criminal investigation records" means records of an  
18 investigatory agency or criminal justice agency as defined by K.S.A. 22-  
19 4701, and amendments thereto, compiled in the process of preventing,  
20 detecting or investigating violations of criminal law, but does not include  
21 police blotter entries, court records, rosters of inmates of jails or other  
22 correctional or detention facilities or records pertaining to violations of  
23 any traffic law other than vehicular homicide as defined by K.S.A. 21-  
24 3405, prior to its repeal, or K.S.A. 2014 Supp. 21-5406, and amendments  
25 thereto.

26 (d) "Custodian" means the official custodian or any person designated  
27 by the official custodian to carry out the duties of custodian of this act.

28 (e) "Official custodian" means any officer or employee of a public  
29 agency who is responsible for the maintenance of public records,  
30 regardless of whether such records are in the officer's or employee's actual  
31 personal custody and control.

32 (f) (1) "Public agency" means the state or any political or taxing  
33 subdivision of the state or any office, ~~office~~, agency or instrumentality  
34 thereof, or any other entity receiving or expending and supported in whole  
35 or in part by the public funds appropriated by the state or by public funds  
36 of any political or taxing subdivision of the state.

1 (2) "Public agency" shall not include:  
 2 (A) any entity solely by reason of payment from public funds for  
 3 property, goods or services of such entity; ~~(B) any municipal judge, judge~~  
 4 ~~of the district court, judge of the court of appeals or justice of the supreme~~  
 5 ~~court; or (C) any officer or employee of the state or political or taxing~~  
 6 ~~subdivision of the state if the state or political or taxing subdivision does~~  
 7 ~~not provide the officer or employee with an office which is open to the~~  
 8 ~~public at least 35 hours a week.~~

9 (g) (1) "Public record" means any recorded information, regardless of  
 10 form ~~or~~, characteristics *or location*, which is made, maintained or kept by  
 11 or is in the possession of:

12 (A) Any public agency including, but not limited to, an agreement in  
 13 settlement of litigation involving the Kansas public employees retirement  
 14 system and the investment of moneys of the fund; *or*

15 (B) *any officer or employee of a public agency pursuant to the*  
 16 *officer's or employee's official duties and which is related to the functions,*  
 17 *activities, programs or operations of the public agency.*

18 (2) "Public record" shall not include:  
 19 (A) Records which are owned by a private person or entity and are  
 20 not related to functions, activities, programs or operations funded by  
 21 public funds ~~or~~;

22 (B) records which are made, maintained or kept by an individual who  
 23 is a member of the legislature or of the governing body of any political or  
 24 taxing subdivision of the state.;

25 (C) *records of any municipal judge, judge of the district court, judge*  
 26 *of the court of appeals or justice of the supreme court;*

27 (D) *records of any officer or employee of the state or political or*  
 28 *taxing subdivision of the state if the state or political or taxing subdivision*  
 29 *does not provide the officer or employee with an office which is open to*  
 30 *the public at least 35 hours a week; or*

31 ~~(3)(E) "Public record" shall not include~~ records of employers related  
 32 to the employer's individually identifiable contributions made on behalf of  
 33 employees for workers compensation, social security, unemployment  
 34 insurance or retirement. The provisions of this subsection shall not apply  
 35 to records of employers of lump-sum payments for contributions as  
 36 described in this subsection paid for any group, division or section of an  
 37 agency.

38 (h) "Undercover agent" means an employee of a public agency  
 39 responsible for criminal law enforcement who is engaged in the detection  
 40 or investigation of violations of criminal law in a capacity where such  
 41 employee's identity or employment by the public agency is secret.

42 Sec. 2. K.S.A. 2014 Supp. 45-217 is hereby repealed.  
 43 Sec. 3. This act shall take effect and be in force from and after its



- 1 publication in the statute book.