

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

JULY 11, 2012

## INSIDE TODAY

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Everyone is invited to KORA-KOMA training sessions, writes Doug Anstaett.

## KPA CALENDAR

### JULY 16-20

KORA/KOMA training sessions in Hutchinson, Dodge City, Iola, Leavenworth and Topeka

### OCT. 3-7

National Newspaper Association convention, Charleston, S.C.

### OCT. 18

Western Kansas Mini-Convention, Hays.

### DEC. 15

The birthday of the U.S. Bill of Rights.

### MAY 3-4, 2013

The Kansas Press Association annual convention, Topeka.

## KORA-KOMA training set next week

Newspapers encouraged to send staff members

Five sessions are scheduled in the third week of July around the state to train local government officials, the public and the press about the Kansas Open Records and Kansas Open Meetings acts.

Sponsors are the Kansas Attorney General's Office, the Kansas Press Association,

Kansas Newspaper Foundation and Kansas Sunshine Coalition for Open Government.

The sessions are July 16 in Hutchinson, July 17 in Dodge City, July 19 in Iola and July 20 in both Leavenworth and Topeka.

"Kansas has a strong tradition of open access to our government," Kansas Attor-

ney General Derek Schmidt said. "These training sessions provide an opportunity for elected officials, the media and citizens to learn about the requirements of our open government laws."

KPA will be represented on panel discussions at each location by Doug Anstaett, executive director.

See **TRAINING** on Page 3



Chris and Ashley Walker talked with former Sen. Nancy Kassebaum Baker at the Kansas Hall of Fame festivities in Topeka on June 15. The Walk-

ers accepted the award for William Allen White and Kassebaum Baker accepted for herself and her father, former Gov. Alfred M. Landon.

## White inducted into Kansas Hall of Fame

Renowned Kansas journalist William Allen White was inducted into the Kansas Hall of Fame on June 15 in Topeka.

White was joined in the

Hall's Class of 2012 by actor Ed Asner; former Sen. Nancy Landon Kassebaum Baker; the late Alfred M. Landon, former governor and presidential candidate in 1936; George Wash-

ington Carver, botanist and inventor; Cyrus K. Holliday, entrepreneur; and the Atchison, Topeka and Santa Fe Railway.

PBS journalist Jim Lehrer was emcee.

# When it comes to backups — do as I say, not as I do

**Y**ou've heard me say it time and time again. Julie, in Minnesota, even wrote to me a couple of years ago to thank me for "saving her life" after convincing her to add backup drives to all her machines.

So it is with much chagrin (I've been waiting almost 20 years for an opportunity to use "chagrin" in a column) that I admit that this doctor is his own worst patient.

That's right. On July 2, two days before my country's Independence celebration, my five year old iMac began to crawl.

To be completely frank, I thought the computer was about two years old. Between computers at my home and office, not to mention laptops, iPads and iPhones, I have a hard time remembering when I got what.

I did what any self-respecting guru would do at a sign of slowdown. I restarted. Upon restart, I was greeted by a gray screen. You know the one. The one that eventually turns to blue, then fills with folders and drives.

The problem was that I didn't see any folders. Or drives. All I saw was a gray screen.

No problem, I thought. I pulled out my handy Disk Warrior CD, restarted the computer, then ran the utility that can fix just about anything wrong with a Mac, other than a "fried" drive or faulty memory chip.

Disk Warrior found the errant drive, then began a process of checking the hard disk for problems. It found one. Then another. Before it was done, Disk Warrior found dozens of bad sectors on the drive.

I began the process in Disk Warrior to restore the files on the bad disk and copy them over to my backup drive. I quickly learned there were two problems.

First, the files and folders on the hard drive would not transfer. Every time I tried to move a folder, the computer locked up and had to be restarted.

Second, I soon learned that my hard drive wasn't the only thing destined to make my holiday week less than celebratory. Something had happened to my LaCie external backup drive. It, too, was history.

I quickly tried to restore it using Data Rescue III, by Prosoft. But it was too little, too late.

Never one to give in to hardware hyperbole, I didn't panic. I had a second backup in the "cloud."

I get asked quite often about clouds. Clouds are nothing more than computer servers in a remote location that you use as if they were in your own building. My data was being stored on a computer up in the "cloud"

somewhere.

Much to my chagrin (there's that word again), I quickly learned that my space in the cloud was full and hadn't backed up anything in a few weeks.

After a full day trying to resurrect my critical information, I realized this drive was dead. Kaput. No files were going to be saved.

Fortunately, I have a third backup. It's a Western Digital external USB drive that I used to backup my Time Capsule backup (original backup drive that had gone bad). For PC users, Time Capsule is a utility built into Macs since OS 10.6. This means it's been around for a couple of years. Time Capsule automatically backs up your entire computer and external drives throughout the day. At any time, you can go back to any point in history and restore your com-



**Kevin Slimp**

See SLIMP on Page 8

## 2011-12 KPA BOARD

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## THIS MONTH'S QUESTION

Q. What do all these changes at the U.S. Postal Service mean for delivery of my newspaper to my subscribers?

A. We're afraid it's going to radically change the way we deliver our products. The closing of former regional distribution centers already is causing delays in deliveries. More newspapers are choosing exceptional dispatch, where they deliver mail bags to outlying post offices to speed up deliveries. While we have NNA fighting for us in Washington, the likelihood of an improvement in our delivery system is tenuous at best.

# Newspapers also can jump on special pricing train

Years ago, I met a foreign car dealer to learn about his advertising. In the showroom, there was a beautiful red sports car – a new model that had just arrived that week. When I commented on the car, the dealer said, “Yeah, and we didn’t even find a Black Widow spider in this one.”

Say what?

“When these cars are shipped from Europe, they usually pick up spiders along the way,” he explained. “Just about every car we’ve gotten lately has had a spider under the hood. But our customers don’t have to worry about that. We always find ‘em when we clean up the cars.”

Aw shucks! For a minute there, I thought we had a great headline: “Free spider with every car.”

As discussed here before, relevancy is a key factor in the creation of effective advertising. Although that car dealer might have been joking, something tells me that “free spider” is not the right offer.

Let’s take a look at three types of offers. Being familiar with these choices will provide you with a good range of promotional



John Foust

tools for your advertisers.

1. Special Pricing. In many product categories, this is the most common offer in today’s tight economy. In fact, many consumers will not make a favorable buying decision unless there is a discount.

It makes perfect sense: Media outlets want advertisers, advertisers want customers and customers want bargains. The most radical example is Groupon, where the average discount is an eye-popping 56 percent. And of course, direct mail packages – a more traditional newspaper competitor – consist primarily of discount coupons.

Newspaper advertisers can easily jump on the special pricing train. Examples include multiple-purchase offers, trade-in programs, early bird incentives, rebates and coupons.

2. Giveaways. Everyone likes to get free stuff. Someone in my family recently extended a magazine subscription – long before its expiration date – because the publisher offered a free booklet for renewing now. The offer was right on target. The health-related booklet was a natural tie-in with the health-related magazine.

The key is relevance. When consumers

see a giveaway as meaningful and desirable, there is likely to be a strong response rate.

Ideas include free product samples, free trial periods, bonus products, free demonstrations, no-cost installation, free delivery and free introductory consultations.

3. Special Events. Many people enjoy being part of a special occasion, especially when it gives them a chance to share the experience with like-minded consumers. Think

of the high energy that Black Friday creates in the retail world. And consider the luncheons and seminars that are sponsored by financial advisors.

There are plenty of possibilities. For example, you could use “turn back the clock

pricing” to celebrate a business anniversary. You could arrange a celebrity appearance, like bookstores frequently do with authors. Or you could plan an open house, a grand opening or a product roll-out party.

It’s all a matter of making the right offer. To the right audience. At the right time.

*John Foust can be contacted about his training videos for ad departments at [jfoust@mindspring.com](mailto:jfoust@mindspring.com). (c) Copyright 2012 by John Foust. All rights reserved.*

## Training

Continued from Page 1

At each stop, a representative from a Kansas newspaper is scheduled to be on the panel.

The schedule for the sessions is as follows:

**Monday, July 16, 1 p.m. to 4 p.m.,** Hutchinson Community College, 1300 N. Plum, Hutchinson. John Montgomery, editor and publisher of the Hutchinson News, will be involved in panel discussions.

**Tuesday, July 17, 9 a.m. to noon,** Dodge City Community College, 2501 N. 14th St., Dodge City. Dena Sattler, editor and publisher of the Garden City Telegram, will be a panel member.

**Thursday, July 19, 1 p.m. to 4 p.m.,** Allen County Community College, 1801 N. Cottonwood St., Iola. Bob Johnson of the Iola Register is slated to participate on the panel.

**Friday, July 20, 9 a.m. to noon,** Leavenworth Public Library, 417 Spruce St.,

Leavenworth. Caroline Trowbridge of the Lawrence Journal-World will be on the panel.

**Friday, July 20, 2 p.m. to 5 p.m.,** Memorial Hall, 120 S.W. 10th Ave., Topeka. Andy Marso of the Topeka Capital-Journal is scheduled on the panel.

Other panel members will include county and district attorneys, court officials and representatives of the Kansas Sunshine Coalition for Open Government.

“I encourage KPA members to send reporters to cover these events or at least to listen to the discussions,” Anstaett said. “I think these are helpful because they help dispel some of the myths our city and county officials are operating under. At the same time, I think reporters gain a new perspective on the laws of Kansas as well.

The seminars are free, and open to the public. Space at each location is limited, and registration is on a first-come, first-served basis.

Participants can register at the Kansas Attorney General’s website, [www.ag.ks.gov](http://www.ag.ks.gov), or by calling (785) 296-2215 or (888) 428-8436.

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**The key is relevance. When consumers see a giveaway as meaningful and desirable, there is likely to be a strong response rate.**

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# ‘Signature events’ important to every community

Regardless of its size, every community needs a “signature event.”

In Sterling, it’s our Old Fashioned Fourth of July Celebration, complete with politicians in straw hats (no speeches, but free water in their booths) and at least one day full of activities for kids of all ages before the community barbecue dinner, evening entertainment and the fireworks “extravaganza.”

Most popular here, by far, are the turtle races, now in their 74th year. Numerous family photos are generated by this event and this year’s races were no exception; my daughter from Dallas caught me with grandchildren Jackson and Sophie.



**Ben Marshall**

(Sophie looks disappointed in the photo because her turtle never left the gate, but she was smiling after the race: her tardy terrapin won 25 cents because he (or she) didn’t leave the starting blocks!

A signature event gives the local newspaper a chance to promote the community in advance and afterwards, and draws many former residents back to town with money to spend at local retail establishments.

Advertisers love it, too!

In Sterling, we begin promoting our Fourth of July celebration two issues in advance with stories explaining new events scheduled during the one-, two- or three-day affair. (In years when the Fourth falls on Friday, Saturday or Sunday, the celebration is spread over two or three days.)

Our issue following the Fourth features an eight-page (six in color) “B” section devoted entirely to the celebration and listings of all winning teams and individuals.

This year’s celebration included 34 events, sequentially scheduled, plus three performances of “The Drowsy Chaperone” by the Sterling Community Theatre Troupe the weekend prior to



*Ben Marshall and his grandchildren, Jackson and Sophie, get into the turtle races at Sterling’s Old Fashioned Fourth of July Celebration.*

the Fourth. Fishing competitions for kids and adults, a big parade, 3-on-3 basketball and sand volleyball tournaments, a hole-in-one contest, 20-mile bike ride, horseshoe pitching, cute baby contest and community barbecue are but a few of the events that will be covered in this year’s supplement.

(And we’re still receiving orders for ads in this issue as I’m writing this column!)

The point is, every community needs a signature event and a newspaper willing to cover it as extensively as advertising revenues will allow. If your community doesn’t yet have such a celebration, you might be well rewarded if you help lead the charge to drum up interest in one.

**Ben Marshall** is editor and publisher of the *Sterling Bulletin* and 2012-13 president of the Kansas Press Association.



*A picture of William Allen White was projected on the screen at the induction ceremony (left) for the Class of 2012 into the Kansas Hall of Fame. The event, in its second year, took place at the Great Overland Station in Topeka. Representing the Kansas Press Association and Kansas Newspaper Foundation were Ben Marshall and Peggy Williford and Murrel and Carol Bland. Marshall is the president of KPA and Bland is president of the KNF Board of Trustees. Chris and Ashley Walker of the Emporia Gazette accepted the award. Walker is White’s great-grandson and editor and publisher of the Gazette.*

## JOB OPENINGS/FOR SALE

### NEWSPAPERS FOR SALE

For sale — Small group of western Kansas newspapers for sale. Owner prefers to screen inquiries through the Kansas Press Association. If you are interested, e-mail Doug Anstaett at danstaett@kspress.com with your contact information. He will forward it to the owners and they will determine whether to initiate a conversation.



For Sale — The St. Marys Star, founded in 1884, printed Wednesdays and only newspaper in county with website, www.thestmar.com. Circulation 1,375+. Big community supporter and official paper for St. Marys, Emmett, Willard and Delia, St. Mary's Academy and Kaw Valley USD 321. Building not included, but computer equipment supports electronic delivery to printer. Above average cash flow. Expansion potential obtainable or good add-on acquisition. E-mail owner at ranaetelw@gmail.com.



A well-respected northwest Kansas weekly newspaper is for sale. The business has been in existence since 1992 and has a subscription list of 2,001. It is the legal publication for the City of Atwood and Rawlins County and is an integral part of the community with a loyal customer base. Atwood is a progressive community with a golf course, good school system, new hospital, new swimming pool and new water system. The sale includes inventory: computers, software, networking, an office building constructed in 1997. Call Mary Holle 785-322-5533 for more information.

### MANAGEMENT

**PUBLISHER** — Rust Communications currently has an opening for a publisher position in Nevada, Mo.-Fort Scott, Kan. The successful applicant will manage a property that includes two daily newspapers which publish five days a week, a combined shopper, two websites and various specialty products. Candidates should have strong leadership skills, significant experience in financial management, solid understanding of marketing print and digital initiatives and a deep commitment to customer service. Primary responsibility is to expand, lead and direct the sales and marketing teams to exceed sales revenue, marketing and budgetary goals. Attention to detail required, combined with an eye to the overall daily, weekly, monthly and long-term strategy as a member of the Rust leadership team. Rust Communications, a family-owned company with headquarters in Cape Girardeau, Mo., publishes 50 daily and weekly newspapers in eight states. The company is an Equal Opportunity Employer. Please send resume

and cover letter to Ron Kemp, Regional Vice President, Rust Communications, P.O. Box 366, Rector, AR 72461; ronkemp@centurytel.net



**GENERAL MANAGER** — An innovative, progressive company is looking for an experienced executive to lead its multimedia publishing efforts in beautiful, but competitive NW Missouri. Only candidates with a passion for success need apply for this daily newspaper job in a region served by two NCAA D-II universities just north of Kansas City. The successful candidate will be able to demonstrate a track record of revenue goal attainment, overcoming challenges and enhanced digital advertising growth. Our organization reaches about 10 million people nationwide each week through nearly 500 community publications and more than 250 related websites. To apply for this position or other future openings in the Midwest: email Western HR@gatehousemedia.com.

### NEWS

**SPORTS EDITOR** — The Parsons Sun is looking for a passionate, hard-working individual to be a one person sports department for our five-day daily in southeast Kansas. You will cover prep and small college athletics in and around Labette County. The Parsons Sun has developed a strong tradition of excellent sports coverage, with a focus on prep and small college athletics, as well as recreation and other sports activities. We are hyper local, making this a high-profile position in Parsons, but we have wire services to fill in the blanks. The ability to multitask and have fun doing it is a must. Shooting and editing photos (Photoshop) and designing sports pages (InDesign) are necessary. Please submit a resume to molting@parsonssun.com



**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.



**SPORTS WRITER** for the Beloit Call, a three day publication located in Beloit, KS. Duties also will include some general assignment reporting, photography and page layout. The right person could move up to the managing editor position in less than two years. Send resume and clips to jbrad@

nckcn.com or to Brad Lowell, Blade-Empire, Box 308, Concordia, KS 66901.



Applications are now being taken for a **GENERAL ASSIGNMENT REPORTER** by the Winfield Daily Courier. The individual should be a self-starter. He or she would cover assigned stories and be expected to come up with original story ideas. Some beat reporting would be involved. Pagination skills are desirable, as is a willingness to learn various newsroom jobs over time. Knowledge of agriculture is desirable, as is an interest in business and industry. The position is expected to open this summer. It will require 40 hours of work a week for compensation to be negotiated. The reporter is expected to live in Winfield or the immediate area. This is a great opportunity for a young journalist to hone his or her reporting skills at a community newspaper, in a town of 12,400 with a small college. For further information please contact: Roy Graber, Managing Editor, The Winfield Daily Courier, 201 E. Ninth Ave., Winfield, KS 67156 or e-mail: courier@winfieldcourier.com

### ADVERTISING

**ADVERTISING DIRECTOR** — The Hutchinson (Kansas) News is seeking a new media-savvy advertising sales professional, accomplished in traditional print sales and someone who can lead our team through the digital transition. Should be goal-driven, organized, detail-minded, have a minimum of five years of experience in newspaper and digital media sales — including management experience — and a track record in growing revenue across multiple platforms. Apply via email with cover letter and resume to John Montgomery at jmont@hutchnews.com. Deadline for applications: July 15.

### 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.

### PRODUCTION

**EXPERIENCED PRESS MANAGER** — A small Central Kansas web printer is seeking a manager to oversee printing operations. Responsibilities include: coordinating inventory purchases, completing operational paperwork, managing production process and staff, equipment maintenance, controlling quality and cost, and assisting in the overall

## NEWS BRIEFS

### Handley starts BoCo Review, buys Westmoreland

The Bourbon County Review, a weekly based in Fort Scott, is the newest member of the Kansas Press Association.

The newspaper was launched April 4 by H & H Publishing LLC, also based in Fort Scott and owned by J.D. Handley.

Handley said the Bourbon County Review will focus on in-depth reporting of local news happenings, civic and sports events, social topics and other reader-driven subjects.

H & H Publishing currently publishes The Deadline, a regional shopper and The Real Estate Guide with placement in surrounding counties. Midwest Promotions Unlimited is a division within H & H that

handles a Register Promotions Program with supermarkets and grocers. In addition H & H offers services including business cards, envelopes, fliers, copies, and other promotional products.

Handley said the company's recent purchase of the Westmoreland Recorder, effective Friday, June 1, further expands its focus on community news.

Managing editor John Kendrick and three staff writers reach out to surrounding smaller towns in the county for news, features and civic coverage. Staff writers for the Bourbon County Review are Loretta George, Angela Holt and Adam Holt. Ad manager is Katie Lynn Hueston. Designer and composition manager is Dave Gilham.

### Jumps are new Kingman Leader-Courier owners

The Kingman Leader-Courier was sold in late June to Jason and Stephanie Jump of Humble, Texas.

The Jumps and their three children, Micah, Matilyn and Maelyn, wanted to move closer to their families who reside in Oklahoma, western Kansas and Arkansas City.

They bought the newspaper from Robert McQuin and his daughter, Connie Schoenhofer.

Jump is currently the owner of Lone Star Christian Sports Network, an award-winning online newspaper dedicated to the

coverage and promotion of private school athletics across the state of Texas (with two in Oklahoma). In 1997, Jump helped start the Piedmont Post newspaper in a northwest suburb of Oklahoma City. Earlier, he was managing editor for the RDP Publishing Group that published three different weekly papers in Oklahoma. He also worked as a sports editor for the Clinton Daily News in western Oklahoma.

Robert and Bev McQuin bought the newspaper in 1966 from Merle and Ruth Butcher. Bev died in 2011.

### Little Brown Jug qualifier July 27 at McPherson

Kansas Press Association golfers are invited to the annual Little Brown Jug qualifier July 27 at Turkey Creek Golf Club in McPherson.

Tee times begin at noon.

Any staff member currently working at a KPA member newspaper is eligible to qualify for the four-person team that will represent our association at the LBJ event versus the Missouri Press Association on Sept. 27 and 28 in Excelsior Springs, Mo. The Little Brown Jug event traces its

roots back to 1963. Each year since, teams have competed for the traveling trophy.

After 49 years of competition, the standings are: Missouri 25, Kansas 23, with a tie in 1992.

Lunch is provided, but greens fees and carts will be the responsibility of each golfer.

To sign up for the golf in McPherson, email Rachel Willis at KPA at [rwillis@kspress.com](mailto:rwillis@kspress.com) or call our toll-free number at (855) 572-1863.

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### FRIEND OF KPA

**Randy Brown**

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### THIS MONTH'S KDAN, KCAN WINNERS

The following newspapers sold either KDAN or KCAN ads in June. Remember, if you sell one of these ads, which run in almost 150 Kansas newspapers, you keep half the money. A \$1,650 KDAN (2x4 display ad) nets your newspaper \$825 and a basic \$300 KCAN (classified) nets you \$150. A portion of the rest goes into rebates to participating newspapers. Contact Lori Jackson, [ljackson@kspress.com](mailto:ljackson@kspress.com), to place an ad.

- Hays Daily News — two 2x2 KDAN ads netting \$800 to the newspaper.
- Anderson County Review — two 2x4 KDAN ads netting \$1,650 and four out-of-state 2x4 KDAN ads netting \$720 to the newspaper.
- Gatehouse Media — 15 KCANs netting \$2,250 to company.
- Lincoln Sentinel — one KCAN netting \$150 to newspaper.

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

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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).

# KORA-KOMA training sessions are for everyone

I'm going to be on the road next week attending each of the five training sessions on the Kansas Open Meetings Act and the Kansas Open Records Act.

I find these meetings quite useful because we get to sit in the same room with our usual adversaries and discuss exactly what we all believe KORA and KOMA say.

It can be quite enlightening.

Usually, however, I must admit that when push comes to shove, we're never really that far apart on our interpretations.

Quite often, these meetings allow all of us to agree on one key principle: open government, which KORA and KOMA seek to guarantee, is critical to our way of life.

Unfortunately, we do have some public officials out there who don't believe in the tenets of open government and in fact try at every turn to thwart them.

Still, the serial violators are rare.

Quite often, mistakes represent innocent lapses in judgment.

I think it's important for editors and reporters to attend these meetings:

(1) Even those steeped in the profession sometimes misunderstand just what KORA and KOMA require;

(2) Reporters need to know where their

local officials stand on the importance of conducting meetings in the open and dealing with requests for copies of public records and they need to hear tips on how to get the best results when approaching public officials for access.

This is, I believe, the fourth consecutive year the Kansas Press Association has co-sponsored these meetings. We contribute \$1,000 to help publish the booklets that are handed out, and KPA gets 250 copies for distribution to members.

The first two years were under former Attorney General Stephen Six and the last two (including these meetings next week) under current Attorney General Derek Schmidt.

The fact that the state's highest ranking law enforcement official believes in the importance of conducting such training sessions is important.

After all, it is ultimately the attorney general's job to make sure the laws of Kansas are enforced.

While we don't agree on all applications of the law, we're on the same page most of the time.

So if we're coming to a theater near you next week, please take the time to attend if at all possible. You'll be joined in the audience by private citizens, government

employees and elected officials also wanting to learn more about how these two laws ensure that government takes place in the light of day, right where it should be.

Of course, we don't agree on everything, as evidenced by the meetings that took place at Cedar Crest earlier this year.

We see these get-togethers of a majority of some House and Senate committees as nothing more than a meeting disguised as a social event.

Yes, the governor, legislators and staff members broke bread together and likely had a good time.

And maybe they didn't come to any firm decisions at those meetings.

But the process of getting together was a form of lobbying by the governor for his

agenda, an agenda that includes bills that those committees were considering.

The governor wanted the participants to hear his take on why he thought this or that should happen.

He could have avoided problems by inviting diverse groups where no majorities of a committee were present.

My feeble mind says that's a no-no.

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



**Doug Anstaett**

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**I find these meetings quite useful because we get to sit in the same room with our usual adversaries and discuss exactly what we all believe KORA and KOMA say.**

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## Slimp

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puter to that point.

I make it a habit to leave this drive at my home, in case some type of emergency destroys my computer and all its drives. Newspapers who have dealt with fires know of what I speak.

Every couple of weeks, I bring this drive to the office and do a complete clone of the original backup.

So at least I have my information from two weeks ago. This meant I could restore most of my email and critical files, but anything I've saved on my computer over the past two weeks is history.

I really am mad at myself. After spending three full days restoring my computer, you have no idea how mad that is.

What can you learn from my mistakes? Plenty. Let me share what I relearned,

never to forget again:

1. Have some type of backup device for each computer in your office. Most of mine are Firewire drives, but there are other types available.

2. Have an off-site backup plan. There are many of these around. I was using a popular application called Dropbox. I just installed a new cloud backup called "Just Cloud" that gets great reviews for both Macs and PCs. Unlimited backup space for one computer runs around \$10 per month.

3. Make sure that Time Machine (if you're a Mac user), your backup drive and off-site backups are all working correctly. I thought mine were. I was wrong.

Like Julie in Minnesota, someone will write me soon to let me know that I've "saved his life" by reminding him to get his backup program up to date.

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## Market

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success of our operation. Good mechanical skills required and press operation supervisory experience preferred. Preference will be given to qualified candidates with cost management and post-press experience. E-mail resumes and letters of interest to [danstaett@kspress.com](mailto:danstaett@kspress.com).

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