

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION JULY 16, 2014

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Doug Anstaett writes about some important retreats scheduled this summer.

## KPA CALENDAR

### JULY 17-18

Technology Academy, KPA office, Topeka, featuring Russell Viers, Adobe products guru.

### SEPT. 15-17

ASNE-APME, Chicago. First joint conference of the nation's top editors.

### OCT. 2-5

National Newspaper Association annual convention and trade show, Phoenix.

### OCT. 9

Montgomery Symposium, University of Kansas. Featured presenter is Ron Reason.

### DEC. 15

National Bill of Rights Day.



*John Montgomery, editor and publisher of the Hutchinson News, and Lisa Mendoza, a Kansas*

*assistant attorney general, take a break during a KORA-KOMA training session in 2012.*

## KORA-KOMA training next week

Registration continues for the annual Kansas Open Meetings and Open Records Act training seminars, which will be presented at six locations across the state and sponsored by the Kansas Attorney General's Office, Kansas Sunshine Coalition for Open Government, Kansas Press Association and Kansas Newspaper Foundation.

"We are pleased to once again offer these seminars on the basics of Kansas open meeting and open records laws," said Derek Schmidt, Kansas attorney general. "Keeping public officials, members of the media and the general public informed

about the requirements of these laws helps prevent unintentional violations from occurring."

Doug Anstaett, executive director of the Kansas Press Association, encourages KPA members to attend the training sessions, scheduled in Dodge City, Concordia, Topeka, Wichita, Emporia and Overland Park.

"This is a good opportunity to learn about the open government laws and to discuss situations that have arisen in your area," Anstaett said. "We have panels made up of media professionals,

**See KORA-KOMA on Page 3**

## Foundation tops \$1 million in assets

The value of the assets of the Kansas Newspaper Foundation topped the \$1 million mark at the end of the second quarter of 2014.

It's a first for the KNF.

"Because of the generosity of KPA members and other benefactors during the first decade of the new century, the foundation now has the assets to make a

difference for the newspapers of Kansas," said Doug Anstaett, executive director of the Kansas Press Association and the KNF. "The KNF had a capital campaign that ended in about 2005, but a good portion of the growth of the funds has come from solid decisions the trustees have made through the years while working with a Topeka investment

firm, GTrust, now a subsidiary of BOK Financial of Oklahoma."

On Thursday, the KNF Board of Trustees will meet in Topeka for a planning retreat.

A good portion of the agenda is devoted to identifying ideas for using the proceeds of the foundation to meet its mission

**See KNF on Page 6**

# What about the Adobe Cloud?

## Some assumptions to consider

I've written a couple of columns related to the Adobe Cloud. Still, I'm stopped several times at every speaking event by publishers wanting to know if they should upgrade.

CS6 suites are available for individual purchase via electronic software download on Adobe.com. Customers must pay with a credit card and will receive an individual serial number and download. To upgrade, buyers must already have a CS5 or 5.5 license.

Unless your paper needs to purchase a CS6 version of InDesign to match other users in the workflow, it really doesn't make financial sense to purchase CS6 instead of subscribing to the Adobe Cloud. Here's my thinking:

■ To purchase a full version of Creative Suite 6 Design Standard, which includes InDesign, Illustrator, Photoshop and Acrobat, the cost is \$1,299. Adobe claims an upgrade is available from CS5, but after 30 minutes, I've still not been able to find it on the Adobe.com site. Versions before CS5 are not upgradable.

■ The cost of an individual license of InDesign CS6 is \$699.

■ As of this writing, Adobe is offering a promotional price of \$29.99 per month for a subscription to Adobe Cloud, which includes any software newspapers might use, including InDesign, Photoshop, Muse, Illustrator, InCopy, Acrobat and dozens of other titles.

■ A subscription for an individual application, such as InDesign, is \$19.99 per month.

■ Files from InDesign CC (Creative Cloud) can be saved so they can be opened in previous versions of InDesign.

How does this all pan out? Users can subscribe to InDesign CC for three years for the price of purchasing a copy of InDesign CS6. Three years is probably about the time you'd give in and subscribe to the Cloud anyway, if not sooner.

For \$30 per month, anyone with CS3 or higher versions of the Creative Suite can upgrade to Creative Cloud for the next year. So for \$360, you would have access to just about everything Adobe offers for 12 months.

Let's assume the price will go up to \$50 per month after a year. That adds up to \$1,560 over the next three years for access to the entire Adobe Creative Cloud collection. If you purchase just Adobe InDesign (as an individual subscription) over the next three years, your cost (at \$20 per month) would be about the same as purchasing InDesign CS6 today.

I know it's confusing. But I don't get a dime from Adobe, so I have no reason to mislead you. Here's my official advice. Take it for what it's worth.



Kevin Slimp

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**Unless your paper needs to purchase a CS6 version of InDesign to match other users in the workflow, it really doesn't make financial sense to purchase CS6 instead of subscribing to the Adobe Cloud.**

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1. If you have Adobe CS6 and have no reason to make additional purchases (no new computers being added to the mix), then keep what you have and look into an upgrade in a year or two.

2. If you have CS5 or 5.5, consider upgrading to the \$30 per month plan (for the entire CC suite) or \$20 (for InDesign only), but don't stress about it.

3. If you have CS3 or 4, go ahead and subscribe to the Creative Cloud while they are offering the \$30 per month introductory pricing.

4. If you have Adobe software prior to CS3, give serious consideration to upgrading to the Creative Cloud. One of the risks of waiting too long to upgrade is that it becomes more expensive to get software when you

finally have to have it. At the moment, you should be able to subscribe to the Cloud for \$50 per month (normally \$70 per month).

If you use QuarkX-Press, that's a "whole 'nuther" issue. Let's leave that for another column. For the moment, that should give you enough information to begin dealing with a potential

upgrade.

One more thing: make sure your hardware can handle a software upgrade. Most of us already have hardware that can handle Adobe Creative Cloud, but be sure to check before making a purchase.

*Kevin Slimp is a speaker and trainer in the newspaper industry. He can be reached at kevin@kevinslimp.com.*

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# Are you a hunter — or are you a farmer?

I was talking to Kirby about the makeup of the ad team he manages. “A big key is to match personalities with job tasks,” he said. “For years, I’ve heard that salespeople can be categorized as either hunters or farmers.”

These terms are self-explanatory. Hunters live for the thrill of the chase. Ask them to find new prospects, and they’ll be out the door in an instant. They love to attend networking events, find people who have just opened businesses in town, and make presentations to new prospects. On the other hand, farmers are at their best when they are providing customer service and working with clients to move them to the next marketing level.

“It’s important to have both types,” Kirby said. “In industries like real estate and automotive, it’s fine to have a lot more hunters than farmers, because they’re always dealing with new prospects. But in the media business, where you build long-term marketing partnerships, you need more balance. Hunters keep the sales pipeline filled and get new advertisers started in the right direction. And farmers strengthen existing relationships.”

In other words, hunters provide width and

farmers provide depth. Hunters specialize in bringing in new advertisers. And farmers help those advertisers develop, analyze and tweak their marketing campaigns.

One is not better than the other. They’re simply different.

By nature, hunters need the stimulation of newness. New prospects. New contacts. Instant results. Get a contract today and start looking for the next one tomorrow.

Farmers take a longer view. Plant seeds and help them grow. What did they learn from the last marketing campaign? How can they build on that?

“Obviously, it’s not always practical to have one group for new business and one group for existing accounts,” Kirby explained. “That’s why the best managers become matchmakers with account assignments. In addition to making the right hires, they have to figure out how to make the best use of the talent on their staffs. Along the way, it’s part of their job to help hunters become better farmers and farmers become better hunters.”

Kirby’s comments are right on target. In general terms, many hunters need to work on providing better customer service — an area which does not produce the instant gratifica-

tion of a new contract. And many farmers need to cultivate prospecting skills which require a higher level of assertiveness.

Kirby also had some observations about sales managers. “A lot of managers have risen through the ranks,” he said. “They became sales managers, because they did a good job as sales people. It’s human nature for managers to want to surround themselves with people like them,

but that can be a mistake. They have to be flexible enough to cultivate personalities that may be the opposite of theirs. They shouldn’t approach management like they approached selling. Now, their success depends on helping others perform at their best.”

Hunters and farmers. Effective ad departments have both. And effective managers know how to develop both.

*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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**John Foust**

**By nature, hunters need the stimulation of newness. New prospects. Farmers take a longer view. Plant seeds and help them grow.**

## KORA-KOMA

Continued from Page 2

public officials and others to discuss the situations we encounter and how each of the players responds to these different challenges.

“KPA also values these sessions because they are quite informative for beginning and even seasoned reporters.”

Lisa Mendoza of the AG’s office will present a general discussion of KORA and KOMA, followed by panel discussions involving members of the media and public officials. The schedule for the sessions is:

### Tuesday, July 22

9 a.m. – noon, Dodge City Community College Theater, 2501 N. 14th Ave., Dodge City.

### Wednesday, July 23

9 a.m. – noon, Cloud County Community College, Main Building, 2221 Campus Dr., Concordia.

### Thursday, July 24

1 p.m. – 4 p.m., Memorial Hall Auditorium, 120 SW 10th Ave., Topeka.

### Friday, July 25

8:30 a.m. – 11:30 a.m., Wichita State University, Marcus Welcome Center, 1845 Fairmount St., Wichita.

### Friday, July 25

2 p.m. – 5 p.m., Emporia State University Memorial Union, 1 Kellogg Circle, Emporia.

### Monday, July 28

9:30 a.m. – 12:30 p.m., Johnson County Central Library, Carmack Community Room, 9875 W. 87th St., Overland Park.

These 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 on 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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# Newspapering is a business; it's OK to make money

Should we be ashamed if we make money?

If we create a really successful business model in this business, is there any disadvantage to getting a lot of financial value out of our product?

I've learned there are many small newspapers that have almost no value left when an owner wants to retire. Some are given away with the hope that the new owner will just keep the paper going. Some just shut down when an editor can't find anyone to take them over. It hasn't always been that way.

At one time, a career in newspapers seemed like an upper echelon business opportunity.

I've noticed that many large, hundred-year-old houses in smaller communities used to be the local newspaper editors' homes. This was once a profession that evidently made a lot of people rich. I've read enough newspaper histories to know it didn't make everyone rich ... many entrepreneurs failed after less than a year's attempt at starting a paper. But there were obviously many savvy business owners and there continue to be many today who know how to make this business work.

You would think a successful business would be the goal of anyone who owns a newspaper. However, there are also many current newspaper owners, especially in the weeklies business, who are not as talented in the business arena as they are in getting a paper out each week.

I wish some of these folks would work a little harder at building their business. These skills do not come naturally or easily. Developing a financially strong newspaper takes work. As we constantly strive to put out our best feature story ever, we should also strive to build our business.



Dan Thalmann

I believe strongly we could all benefit from more effort focused on our businesses, while not letting our quality lag. We have costs and expenses related to this business and they are always going up. Why are some newspaper owners so unwilling to keep their rates aligned with the market?

As I've assessed my numbers over the years, and saw areas where my rate card lags, I've wanted to raise rates to where they should be, but I was often held back by the extremely low rates other papers charge. Those low rates had no connection to the current market — more often than not, those rates were left alone for too many years because the small town publishers didn't want to upset advertisers or subscribers, even as we all paid more anywhere else we did business.

Yes, I'm talking to those with extremely low rates.

I don't care how basic your newspaper might be, if you have a decent distribution, then you have value and you need to charge more. You need to have faith in the value of your newspaper. Not only would an increase help your bottom line, it will possibly give you a product with some value for when you want to retire.

I used to be concerned about rates, even as I saw other papers of similar size charging much more than me and doing much better than me. I used to attend KPA board meetings and lament how other weeklies seemed to be doing very well and I could barely squeak by each month.

However, I felt like I shouldn't jump more than 25 cents at a time, and I wouldn't do that more than once every other year.

Then I had a good business talk with a colleague whose rates were much higher than mine and I finally decided to jump the rates to where they should be, which was a full dol-

lar higher for display advertising and \$1.50 higher for classified displays. More recently, I started charging for obituaries (as Tom Eblen had been advising me to do for years) and other society items.

Did those moves hurt my business? Nope. I can count the number of complaints I received on one hand.

What that has done has enabled me to quit worrying so much about whether we'll squeeze through another payroll cycle and allowed me to focus on building the business even bigger, by offering more opportunities for advertising to even looking at acquisition of smaller papers that can generate a nice side income, even though they're small and located in small towns.

Don't get me wrong, newspaper publishers need to attempt to make sure quality is at as high a level as possible. There is no excuse for not giving your

all to proper coverage for your community.

If you own a newspaper, you know how the business can consume your life; why not make a little money to go along with that lack of sleep? Look at your regional market and make a move on your rates. If you do it, others can do it more easily. Together we can all create a little breathing room in our bank accounts and use that to help improve everything else.

Our newspapers are worth it. Our business deserves a long future. You deserve a proper income to go along with the stress and crazy hours. An improved financial standing will help you pay your staff better. This would be good for everyone.

*Dan Thalmann is editor and publisher of the Washington County News and Linn-Palmer Record and president of the Kansas Press Association for 2014-15.*

**If you own a newspaper, you know how the business can consume your life; why not make a little money to go along with that lack of sleep?**

## Photo project grows to 28

The Kansas Press Association has received 28 pictures so far for the project to find pictures of Vietnam War veterans who paid the ultimate price.

Those contributing so far to the project: Derby Informer, Eureka Herald, Fort Hays State University, Garden City Telegram, Great Bend Tribune, Harvey County Independent, Hays Daily News, Holton Recorder, Iola Register, Kingman Leader-Courier, Lindsborg News-Record, Oberlin Herald, Osage County Online, Salina Journal, Sterling Bulletin and the Wamego Smoke Signal.



## THIS MONTH'S QUESTION

**Q.** I'd like to nominate someone to the Kansas Newspaper Hall of Fame. How do I do that, what are the qualifications and who makes the final decisions?

**A.** Anyone with a connection to the Kansas newspaper industry may nominate someone for the Hall of Fame. The deadline is Feb. 1 each year. No particular form is necessary, but it's always helpful to include one or more letters of support of the candidate. The main requirement is that the person served a major portion of his or her career in Kansas at a newspaper, journalism school or wire service. The winners are chosen by the past presidents of the Kansas Press Association.

## KNF

Continued from Page 6

“to preserve the legacy, and to ensure and advance the prominence of newspapers and the communities they faithfully serve.”

The bulk of funds in KNF are unrestricted. The KNF Unrestricted Fund has a market value of \$382,374. The other, the KPA Fund for Excellence, is valued at \$392,177.

Those two funds together total \$774,551, just over 75 percent of the total assets in the foundation of \$1,016,187 on June 30, 2014.

KNF has five restricted funds. These are gifts that were designated as endowment funds by the donors, so only earnings from those investments are available for use. They include:

■ The Bill of Rights Fund, established originally by a \$100,000 gift from Ruth Garvey Fink. Its value today is \$133,715.

■ The Montgomery Family Fund, underwritten by a \$50,000 gift from the family of John G. Montgomery. Its current value is \$60,403. It underwrites the annual Montgomery Family Symposium in the fall.

■ The Meyer Family Fund, established originally through gifts from the Bill and Joan Meyer family of Marion and supplemented by memorial gifts following his death. That fund's value is \$20,134.

■ The Anstaett Family Fund, endowed through a gift of \$20,000 from Doug and Lucinda Anstaett, which underwrites an annual scholarship for a journalism student at Kansas State University. Its current value is \$27,384.

## Marketplace

Continued from Page 6

parts/equipment, or compatibles from inserting equipment or mailing machine. Call James at (620) 792-1211.

FOR SALE — Hewlett Packard Design Jet 750C Plus Plotter in excellent condition. Extra cartridges included. For more information call 785-628-1081 and ask for Jan or Mary.

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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## MARKETPLACE

### NEWS

**EDITOR** — GateHouse Media Inc. is seeking an editor in south-central Kansas who excels at producing news for a multimedia audience. The successful applicant will be able to cover both news and sports and design pages for a weekly print product. Experience in the position is a plus, but consideration will be given to reporters who are ready to take the next step. The position offers a competitive salary and excellent benefits with the opportunity to advance within the GateHouse Media organization. Send cover letter, resume and samples of your work to: Publisher Kent Bush, 204 E. 5th St. Augusta, KS, 67010. kbush@butler-countytimesgazette.com (6-30)

**REPORTER** — The Arkansas City Traveler seeks a general assignment reporter who also will help paginate, take photos and update our website. Some news writing experience is required. Knowledge of InDesign a plus. Will help train the right person. Courage and cooperative attitude in a true team setting dedicated to putting out the best daily news report we can for our subscribers and the public. Send resume and clips to Publisher David A. Seaton at daseaton@arkcity.net and/or call 620-442-4200, ext. 122. (6-25)

**MANAGING EDITOR** - The Dodge City Daily Globe is seeking a managing editor who excels at producing news for a multimedia audience. The successful applicant will be able to ensure the stories everyone expects and break the stories no one saw coming. Experience in the position is a plus, but consideration will be given to reporters who are ready to take the next step. Extra consideration will be given to applicants who are fluent in Spanish. The position offers a competitive salary and excellent benefits with the opportunity to advance within the GateHouse Media organization. Send cover letter, resumé and samples of your work to: Publisher Conrad Easterday, 705 N. Second Ave., Dodge City, KS 67801, or ceasterday@dodgeglobe.com. (5-30)

**PAGE DESIGNER/COPY EDITOR AND COPS/COURTS REPORTER** — The Hutchinson News, Hutchinson, KS., needs to fill two positions – page designer/copy editor and cops/courts reporter. If you are interested in either of these two positions please contact managing editor Mary Rintoul. (See contact info below.) The News is the flagship paper of six Harris family-owned newspapers. It is known for

its news coverage and award-winning designs. Salary is negotiable. The News offers a competitive benefits package that includes a 401(k) and health insurance.

A journalism degree is preferred for both positions. The page designer needs to have a working knowledge of InDesign. Designers should submit a resume, cover letter, two references and two examples of their page designs. Courts/cops reporting candidate should send a cover letter, resume, two references and two examples of their writing. Please submit these materials to Mary Rintoul, managing editor, The Hutchinson News, PO Box 190, Hutchinson, KS 67501-0190 or email them to mrintoul@hutchnews.com. For additional information, please contact Rintoul at 620-694-5746. (5-20)

**SPORTS REPORTER/EDITOR** — Full-time sports reporter/editor for small-town five days a week daily paper. Must love local sports. Coverage focuses on small towns, one college. Weekends and evenings required. Expected to be a good writer, take own pictures, lay out pages using InDesign, have Internet competence. Team player, courteous, cooperative, reliable professional for five-person office. Send letter, clips, resume, references to zaccaria@winfield-courier.com. (4-15)

**WANTED: SPORTS WRITER** passionate about local sports to energetically be a part of a two-person department in covering high school and college programs that are perennial state and national contenders. This full-time position is responsible for daily multimedia sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation, and most importantly, a desire for excellence. Weekend and evening hours required. If this is you, please send letter, clips, resume and references to Managing Editor Dale Hogg, 2012 Forest Ave., Great Bend, KS 67530. (1-29)

**WANTED: REPORTER-PHOTOGRAPHER** — Pagemaker, PhotoShop, photography and newspaper layout skills, and **ADVERTISING SALES CONSULTANT** for Lincoln, NE and rural communities. Call 402-792-2255 or send resume to asap.voicenews@inebraska.com. Independently owned, largest community weekly newspaper in southeast Nebraska. www.voicenewsnebraska.com. (7-15)

### ADVERTISING

**MULTI-MEDIA SALES EXECUTIVE** — Searching to fill outside sales position for established website and print products. Includes service and growth of existing accounts and new relationships. Email cover letter, resume and salary expectations to: ceasterday@dodgeglobe.com. (5-20)

**CREATIVE SERVICES MANAGER** — The Garden City Telegram is seeking a Creative Services manager to oversee the paper's graphic arts staff and operations. Responsibilities include managing workflow; coordinating special projects, print and digital ad design and other marketing design work; and meeting daily deadlines. The successful candidate will have experience in graphic arts programs, including Adobe Creative Suite, and especially Photoshop and InDesign. Knowledge of Illustrator is helpful but not required. The Telegram, a daily newspaper in southwest Kansas and part of the Harris Group, offers a generous salary and benefits package. The Telegram is an Equal Opportunity Employer. To apply (email only), send resume and cover letter to: Advertising Director Robin Phelan at rphelan@gctelegram.com. (5-19)

### NEWSPAPERS FOR SALE

Respected 128-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady subscription, advertising, annual sales approximately \$140,000. Will include building and property in sale. (785) 341-7573 after 5 p.m. MST. (11-2)

### 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** — Harris 1973 press. Cottrell model V-15A. Good condition. Price negotiable. Contact Sarah Kessinger, The Marysville Advocate, Marysville, Kan., 785-562-2317.

**WANTED** — Muller Martini 227 inserter hoppers, turning station, 310/20 stacker



## NEWS BRIEFS

### Capital-Journal welcomes three new staff members, intern

The Topeka Capital-Journal has welcomed a new copy chief, copy editor and reporter to the staff.

Kent Nichols is the new copy chief. He is a Topeka native and Washburn University graduate. He most recently worked as a copy editor at the Las Vegas Review-Journal.

Caroline Sweeney joined the newspaper as a copy editor. She is a Kansas State University graduate and was most recently at the Pottstown, Pa. Mercury, where she was a multimedia journalist.

Ben Fitch comes to the Capital-Journal from the Emporia Gazette. He also is a Washburn University graduate.

In addition to the three new hires, Emily DeShazer is serving as a summer photography intern.

She is a Topeka native who will graduate from K-State in December with a journalism degree.

### Moser named executive editor at Manhattan Mercury

Megan Moser has been named executive editor of the Manhattan Mercury. She succeeds Steve Cameron, who retired.

Moser is a 2008 journalism graduate of Kansas State University. She was an intern at the Mercury in 2008 and then joined the staff full-time as lifestyle editor. She was named news editor in 2012.

She is the first woman named to the top editor's position in at least 100 years.

### Colburn named news editor of Hoch Publishing newspapers

Marion native David Colburn is the new news editor of the Marion County Record, Hillsboro Star-Journal and Peabody Gazette, all owned by Hoch Publishing Co.

He succeeds Adam Stewart, who has joined the Hutchinson News as a copy editor and page designer.

Colburn has bachelor's and master's degrees from the University of Kansas.

He will be joined by news reporter Eliot Sill, a recent University of Illinois journalism graduate. While in college, he worked for the Daily Illini.



Lori Jackson

### KPA ad staffer welcomes new daughter

Lori Jackson, administrative assistant in the advertising department at the Kansas Press Association, and her husband Anthony have a new addition to the family.

Jennika Dawn Jackson arrived Saturday at Lawrence Memorial Hospital. She weighed 8 pounds, 10 ounces and was 19 inches long. She has a brother Jakobe, 5.

Lori Jackson joined the KPA staff four years ago. She will return to the office in early September.

Ingrid Blaufelder is helping out during her absence.

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### Mike Kautsch

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mkautsch@ku.edu

### Mike Merriam

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

## FRIENDS OF KPA

### Ron Keefover

Retired, Kansas Court System  
President, Kansas Sunshine Coalition  
for Open Government  
ronkeefover@gmail.com  
(for questions on cameras in the  
courtroom and other issues involving  
the court system in Kansas)

## JUNE 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 June 2014.

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 in Kansas or elsewhere and share the KPA commission.

- KCAN — The Anthony Republican sold one ad for \$150 profit; GateHouse Media sold 21 KCANs for a \$3,288 profit; the Marion County Record sold one KCAN for \$150 profit.

- KDAN — Anderson County Review sold two ads for a profit of \$1,650; GateHouse Media, Hays Daily News and Gyp Hill Premiere all sold one KDAN each for a profit of \$400. The Review also sold an SDAN for a profit of \$360.

- Direct Placement — the Hays Daily News sold three ads for a profit of \$237.86.

# We want your ideas as we plan for KPA's future

Summertime seems to be the season of retreats. Kids go to camp; adults "retreat" at work to discuss the way they do things and brainstorm ways they can do them better.

We will have three retreats associated with the Kansas Press Association office this summer: one for the KPA staff, one for the KPA board and one for the Kansas Newspaper Foundation Board of Trustees here at the KPA office on Thursday.

The staff retreat two weeks ago represented a melding of the old and the new. Richard Gannon and I represent the "old." The "new" is represented by the other four staff members, Emily Bradbury, Lori Jackson, Amy Blaufelder and Amber Jackson, our newest staff member.

Rich and I are like horses headed for the barn at the end of a long day. We're both going to retire within about three years, so the KPA staff spent some time talking about some of the transition issues employees who remain will face.

We did the usual "personality test" to find out who is green, gold, orange and

blue. Without going into detail, it's safe to say the KPA staff has a rainbow of colors represented in the way staff members approach their jobs. And that is good.

We came up with a few suggestions, but the underlying "goal" that I've preached since my first day in the office in January of 2004 still is that we are a customer service organization. Our most important customers are KPA members, so everything we do is related to serving members.



**Doug Anstaett**

But we also have other customers — advertising clients — who we strive to serve well so they'll come back and use our services again and spend more and more money in Kansas newspapers.

We discussed the changing face of newspapers and how we need to change to meet new needs and expectations.

Thursday, the KNF Board of Trustees will have its first-ever retreat here. We completed a major fund-raising drive several years ago and now need to focus on how to make sure we meet the wishes of the donors while spending some of that money in the most effective way possible.

The trustees will have lots of financial information to review and the hope is we'll end the day with new energy and ideas for assisting the newspapers of our association.

Next month, the KPA board will have its annual retreat. We'll likely discuss that "transition issue" referred to earlier, but we'll also just step back and take a close look at what KPA is doing today and what it ought to do in the future.

Those 13 board members would like to know what your ideas are for the future of the association. After all, you know the issues you're facing today and will face in the next few years.

Give a board member a call, or send one or all of them an email. While they come from big and small newspapers from all areas of the state, you just might come up with the idea that heads our list of "Things to Do" in the near future.

If you want your idea transmitted to the entire board, each member's email address is located on Page 2 of the Kansas Publisher.

We look forward to hearing from you.

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

## 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**

