

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION AUGUST 15, 2012

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KPA CALENDAR

AUG. 17

KPA board teleconference.

OCT. 3-7

National Newspaper Association convention, Charleston, S.C.

OCT. 18

Western Kansas Mini-Convention, Hays.

DEC. 15

The 221th anniversary of the signing of the Bill of Rights.

MAY 3-4, 2013

The Kansas Press Association annual convention, Topeka.



Russell Viers, considered the nation's foremost authority on Adobe products including PhotoShop and InDesign, will lead sessions at this year's Western Kansas Mini-Convention Oct. 18 in Hays.

Viers to headline annual mini-convention

Russell Viers, often referred to as the nation's top presenter on Adobe products such as InDesign and PhotoShop, will headline the Western Kansas Mini-Convention Oct. 18 at the Holiday Inn Express in Hays.

Kansas Electric Cooperatives is the lead sponsor of the mini-convention again this year.

Rooms at the Holiday Inn Express are \$89, with the convention registration at \$75, which includes lunch. Call 785-625-8000 for reservations.

The day begins with a continental breakfast at 8:45 a.m. Sessions begin at 9 a.m. with Viers on "Increasing Your Bottom Line with Better Production Habits."

The afternoon session

will include another session with Viers, "Putting Out Your Newspaper Faster," but will include breakouts with Tom Eblen on writing tips and John Baetz on "Special Projects and How to Use Them to Make Money for Your Newspaper."

A brochure will be available soon. For more information, contact Emily Bradbury at ebradbury@kspress.com.

Newspaper executives see hope for recovery

Despite stories questioning the health of the industry, newspaper executives find some reason to be optimistic, according to a new study of media executives conducted by American Opinion Research of Princeton, N.J.

One in four newspaper executives say the industry will be more relevant to consumers

five years from now than they are today, a third higher than the percentage saying newspapers will be less relevant. About half say there will be no difference.

Executives say they are working to stay relevant by focusing more on local news and events in their communities, information many consumers

can't get elsewhere. They are also focusing more on digital content to keep pace in our changing media environment. These are some of the findings of a study of daily and weekly newspaper executives in North America, conducted for Newspaper Association Managers,

See STUDY on Page 4

Training sessions represent grab bag of varying interests

I realize that I'm dating myself, but here goes. When I was a little boy, drug stores used to have these bins that held bags filled with multiple "secret" items. They were often called "grab bags" and you never knew what would be in them. As an adult, you realize this was older stock that the store had trouble selling, but as a kid it was exciting to get a bag filled with "valuable" items for a quarter.

That's what I felt like when I looked at my calendar for the next few weeks. There's a publishers' summit, an advertising conference, a keynote at a state newspaper association event, along with a couple of training sessions.

When I look at these from a distance, I see a bunch of scattered events in different areas of the country with unrelated topics.

And as I try to decide what to say to these very different groups, the task can seem overwhelming.

I see the topics they've requested and they vary from "How to Increase Revenue on Newspaper Websites" to "Finding Ways to Adapt to a New Marketplace" to "The Present and Future Relationship Between Print and Mobile Journalism," with a few other topics thrown in, just to keep me on my toes.

As a speaker, teacher and consultant, the idea of trying to say something that will be helpful and valuable to different types of audiences, even though they're

all related to the newspaper industry, can be daunting.

In the constantly evolving world of communication, of which we are a major player, we are bombarded daily with the idea that we're missing something.



Kevin Slimp

There must be some golden key out there which will unlock the door to future success. Without that key, we fear, we are doomed to failure.

JCPenney thought they'd found that key a year ago when they hired former Apple exec Ron Johnson as their CEO. I was speaking at an advertising convention, of all things, the week after the announcement was

made about the company's new marketing strategy, and a major topic of a panel discussion was "How will this change affect JCPenney?"

While panelists felt like it could go either way, most agreed the change would prove to be a huge success or failure within a year.

I'm more apt to express an opinion during these conversations so I shared that I believed sales would fall between 20 and 30 percent within a year and that the CEO would be gone before Christmas 2012.

As you've probably read, sales are down around 20 percent and, while Johnson is still on board as I write this,

As a speaker, teacher and consultant, the idea of trying to say something that will be helpful and valuable to different types of audiences, even though they're all related to the newspaper industry, can be daunting.

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2011-12 KPA BOARD

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bmarshall31@cox.net

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rebecca@rebeccarice.com

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chronicle@taylornews.org



THIS MONTH'S QUESTION

Q. How is the management contract between the Kansas Press Association and the Kids Voting Kansas and Kids Voting USA working out?

A. Great. Our management contract fees really help us maintain the kind of staff numbers that help us respond to the needs of our members. Without this assistance, we would likely have to downsize the staff, which would cut the services we could provide to members. The two executive directors, Emily Bradbury and Rachel Willis, continue to do great things for Kids Voting and for KPA.

Here are five strategic tips for Mom and Pop stores

Most of the businesses in your town are locally owned and operated “Mom and Pop” establishments. That means that most of the advertisers – and prospective advertisers – in your market are small businesses.

When it comes to marketing, these advertisers don’t have access to ad agencies on Madison Avenue or number-crunching marketing officers in the home office. They depend on local sources for help. And your paper plays an important role.

Here are five things that Mom and Pop advertisers should keep in mind as they develop their overall strategies:



John Foust

1. Differentiate. Generally speaking, local businesses have three categories of competition: national chains (including online), other local businesses, and in some instances, do-it-yourselfers. For example, if you need an oil change, you can go to a nationally-run chain, visit your neighborhood mechanic, or change your oil in your driveway. (For do-it-yourselfers, the oil comes from – surprise! – a national chain or a locally-owned business.)

In order to succeed, a business has to stand out in the crowd. While it’s nearly impossible for Mom and Pops to compete on pricing (think Walmart), the big boxes are vulnerable in the area of customer service. When you’re searching for points of differentiation, look at customer service, convenience, caring support staff, etc. Capitalize on local-ness.

2. Budget wisely. When I was a kid, I worked for my allowance – raking leaves, mowing the lawn, and helping with household chores. More than once, I heard, “Don’t spend it all in one place.”

Advertisers would be wise to follow that advice and distribute advertising dollars throughout the year. Full pages or quarter pages? Four color or black and white? Take a look at the budget and analyze peak seasons for specific products and services. Don’t limit the thinking to one area; consider combinations of ROP, special pubs, inserts and online.

3. Schedule wisely. In today’s over-communicated world, an ad-by-ad approach won’t create much brand recognition. (“Quick, what can we run to promote this week’s sale?”) A strategic ad campaign is always better than a string of unrelated individual ads.

Marketing is a marathon, not a sprint. This week’s sale is more than an event; it’s

a piece of the brand identity picture. How will it fit the overall perception that the business wants to create in the consumer’s mind?

4. Develop a web presence. The first step is a clean, easy-to-navigate web site. And the second step is a link on your paper’s web site. That allows advertisers to reach consumers on a 24/7 basis, even when ads don’t appear in the current print edition.

Print vehicles must embrace the online world and its enormous opportunities for advertising revenue.

5. Take advantage of co-op ad dollars. Mom and Pop may have a rich uncle. Many manufacturers have generous co-op programs to help promote their brands on a local level. Sometimes it’s simply a matter of featuring a corporate logo in the advertising.

Co-op can make a small campaign bigger. And better.

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.

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Slimp

Continued from Page 2

former Target Corp. Chief Marketing Officer Michael Francis left his position as JCPenney president in June.

I see a direct correlation between what’s happened at JCPenney and the demise of The Times-Picayune as a daily newspaper in New Orleans.

During an interview with Poynter’s Andrew Beaujon, Advance.net Chairman Steve Newhouse recently said that transforming The Times-Picayune and other properties to a digital-centric operation is necessary for the company’s survival.

It sounds to me that Steve has been drinking the same juice that Ron has been drinking at JCPenney. “We must convert everything to digital!” might be their rallying cry, but they’re listening to bad advice.

OK, back to my upcoming schedule. While the topics and audiences are differ-

ent, I realized as I looked at my calendar this morning that attendees at all three of these events want to know the same thing: Will I have a job next year?

If Michael had realized that what works for Target doesn’t necessarily work for JCPenney, he’d probably have a job today.

If Ron realized that JCPenney isn’t an Apple Store, he’d probably still have a job in January.

Now it’s time for Steve to learn that The Times-Picayune isn’t The Huffington Post or Amazon.com.

I’m looking forward to sharing my thoughts with these groups over the next few weeks.

Don’t expect to hear that the sky is falling, because unless you drag it down from the heavens and try to recreate it, the sky will probably stay right where it is.

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

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Another serial story is about ready for Kansas newspapers

The Kansas Newspaper Foundation has again teamed up with Harris Enterprises to underwrite part of the cost of an original 16-chapter serial story, "Wishing You Home," that is available at no cost, during the 2012-2013 school year.

This story was written exclusively for Kansas newspapers.

Serial stories have been a favorite of newspaper readers for generations. They are a great way for you to increase your NIE, single copy and general circulation.

This story was written by the award-winning children's book author, Eunice Boeve, Phillipsburg, and was illustrated by Michelle Meade of Salina. The story won third place in the Midwest Circulation Management Association's contest for Newspaper in Education (NIE) promotion.

This 16-chapter, historical-fiction serial story follows the life of 10 year-old Bobby, who lives in a small Kansas town during

World War II. Bobby's father is overseas fighting in the war, as are many men in the community.

Bobby and his best friend Tommy are glad that their fathers are stationed together; but that all changes when they receive news that Tommy's father has been killed in the war. Bobby wishes that things would return to normal, but life during the war is anything but normal.

Your readers will love this touching story of courage and love. It also provides great history and character education lessons. A teacher's guide is also available.

This 6 x 10 serial story is turnkey — all you need to do is add your logo and/or sponsor information.

Your teachers and general subscribers will love this story!

To use this serial story, which will be **available for download by 5 p.m. Friday**, KPA members can go to the KPA website

at www.kspress.com and click on Member Services. You'll find the series under KNF Serial Story/Wishing You Home.

The series will be available to publish anytime after Aug. 20, 2012, and must be run in its entirety by May 17, 2013.

"Last year's story included an ending that required its full publication before Christmas," said Doug Anstaett, KPA executive director. "This year, there is more flexibility."

If you have any questions about this serial story, please contact Jeanie Warner, NIE coordinator for Harris Enterprises, at 785-822-1470 or via email at jwarner@salina.com.

She can answer questions regarding this serial story and give you ideas about marketing this serial story to schools in your area.

Even if you don't find a sponsor, this series can increase your circulation by creating excitement among your readership.

Taylor named to Ethics Commission

Andy Taylor, editor of the Montgomery County Chronicle and a Kansas Press Association board member, has been named to the Kansas Governmental Ethics Commission.

The Ethics Commission is a nine-member board that administers, interprets and enforces Kansas governmental ethics laws, including campaign finance, lobbying and financial disclosure.

He was appointed by Attorney General Derek Schmidt.



Andy Taylor

JULY'S KDAN, KCAN WINNERS

The following newspapers sold either KDAN or KCAN ads in July.

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, to place an ad.

- Anderson County Review — three 2x4 KDAN ads netting \$2,475 and one 2x2 KDAN netting \$400.
- Gatehouse Media — 17 KCANs netting \$2,550.

Study

Continued from Page 1

Inc. (NAM) by American Opinion Research.

Dean Ridings, NAM President 2012-2013, said, "The survey's guidance to my and the other press associations will be helpful in allocation of resources. However, it is also a call to action to provide increased leadership in promoting the industry."

This study is based on interviews with 386 daily and weekly newspaper executives from all 50 states and in Canada. Interviews were conducted between June 18 and July 6, 2012.

This research also found:

□ Concerns about advertising revenues tops executives' list of industry issues, followed by the need to retain readership; however, a significant percentage of industry leaders are also concerned about the

negative public image of newspapers and their lack of effective self promotion.

□ Executives give their state press associations high satisfaction ratings, overall, and for providing a variety of specific services.

□ However, executives also urge associations to be aggressive advocates in promoting the image and value of newspapers.

□ Training also remains an important role for press associations, according to newspaper executives. They are particularly interested in programs related to advertising sales training, digital strategies and social media strategies.

□ Almost two in three executives (63 percent) said they would send staff if press

associations cooperated to provide affordable, in-person, regional training programs.

Newspaper Association Managers, Inc. (NAM) is a professional organization of executives of state, regional, national and international newspaper associations

headquartered in the United States and Canada. NAM fosters communication and sharing of ideas and information among its members for the benefit of newspaper associations.

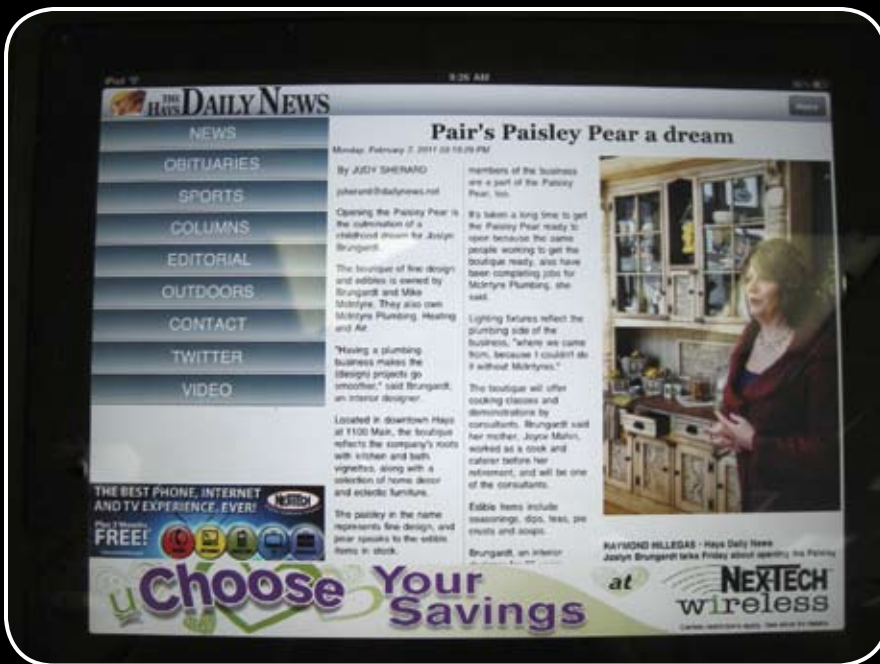
American Opinion Research (AOR) is a full-service international market research company headquartered in Princeton,

N.J. AOR has conducted research for companies in 46 states, the District of Columbia and more than 30 other countries.

Concerns about ad revenues top the list of industry issues, followed by the need to retain readership and concern about the negative public image of newspapers and their lack of effective self promotion.

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

Be ahead of the curve!



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

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

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

NEWS BRIEFS

Institute still has slots, offers \$100 discount

With less than two months until the next session of the Institute of Newspaper Technology, openings still remain.

The 15th session of the Institute is Oct. 11-13 on campus at The University of Tennessee.

Kevin Slimp, one of the presenters each year at the Institute, said, "This is the first time our Institute has coincided with the beginning of fall colors in several years. For those of you who have never been during a mid-October session, it can be a sight to behold, if the timing is right."

While a number already have registered, spaces still remain for those who would like to attend.

"With our new labs, space is not the problem it once was," Slimp said.

Instructors this year include Lisa Griffin, Karl Kuntz, Rob Heller, Fred Anders, Slimp, Ed Henninger and Tracey Trumbull.

Henninger will be teaching classes related to ad and page design (he's the recognized guru of newspaper redesigns) and Trumbull will be teaching classes in Final Cut Pro and iMovie.

There's still time to register. But hotel rooms will be filled soon, so don't wait.

In an effort to fill the remaining spaces, a \$100 discount is being offered to anyone who registers by Aug. 23. To receive this discount, be sure to register at: newspaperinstitute.com/discount.html

Dary to present Huck Boyd Lecture for 2012

David Dary, a Manhattan native, will deliver the 13th annual Huck Boyd Lecture in Community Media on Wednesday, Sept. 19.

His lecture, "Community Journalism and Other Stuff in a Changing World," will be at 10:30 a.m. in Forum Hall of the K-State Student Union.

It is sponsored by the Huck Boyd National Center for Community Media, housed in the A.Q. Miller School of Journalism and Mass Communications at K-State.

In conjunction with the lecture, K-State's

Hale Library will open "The Dary Trails: The Library and Papers of David Dary."

A reception will be held from 2:30-4 p.m. Sept. 19 in the Morse Department of Special Collections Gallery on the library's fifth floor.

The Dary collection contains more than 4,000 volumes related to the history of the West, ranching, Kansas and journalism. Items in the collection date from the 18th century to the present.

Both events are free and open to the public.

MidAmerica Newspaper Conference set Sept. 13-15

An annual production directors conference is scheduled at the Resort at Port Arrowhead in Lake of the Ozarks, Mo., Sept. 13 to 15.

It's the 52nd annual meeting of the MidAmerica Newspaper Conference, said Richard Salierno, Lawrence Journal-World production director and president of the group.

"While we struggle to survive in today's environment, it is imperative that we adapt

to new products, workloads and processes that we encounter each day," Salierno said. "Being innovative with your products and machinery, educating your people on the need for change and how to cope with it and inspiring them every day are the keys to survival."

The resort is at 3080 Bagnell Dam Blvd., Lake of the Ozarks.

Go here to register for the event: <http://www.midamericanewspaper.com>

Golfers set for Little Brown Jug event in Missouri

Four golfers have won the right to represent the Kansas Press Association at the annual Little Brown Jug competition against Missouri in September.

The four were the top qualifiers in an event July 27 at Turkey Creek Golf Club in McPherson.

Medalist at the event was Jay Lowell of the Concordia Blade-Empire, who shot a 73 on the par 70 course.

His three teammates will be Gregg

Ireland, Topeka Capital-Journal, who shot an 83; Tom Broeckelman, Gove County Advocate, who shot an 87, and Brad Lowell, Concordia, who shot a 95.

Ben Marshall, 2012-13 KPA president, serves as golf chair.

The KPA team will travel to Excelsior Springs, Mo., Sept. 27 and 28 to compete for the coveted Little Brown Jug.

KPA has a slight lead in the long-running event, 25-23, with one tie.

KPA OFFICE STAFF

Doug Anstaett

Executive Director
danstaett@kspress.com

Amy Blaufelder

Accountant
ablaufelder@kspress.com

Emily Bradbury

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

Richard Gannon

Governmental Affairs Director
rgannon@kspress.com

Lori Jackson

Administrative Assistant/Advertising
ljackson@kspress.com

Sara Marstall

Advertising Director
smarstall@kspress.com

Rachel Willis

KPA Education Director
and Executive Director,
Kids Voting USA
rwillis@kspress.com

KPA CONSULTANTS

Tom Eblen

Community Newspaper Tune-ups
teblen@sunflower.com

Ron Fields

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

Mike Kautsch

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

Mike Merriam

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

FRIEND OF KPA

Randy Brown

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

JOB OPENINGS/FOR SALE

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.

ADVERTISING

ADVERTISING SALES PROFESSIONAL — Seeking an energetic, highly motivated sales professional interested in working with an established company in Hays! Applicant must possess excellent oral and written communication skills and sales experience. Must be able to maintain, develop and expand active and inactive accounts by making regular sales contacts. The position is full-time 8 a.m. - 5 p.m. Monday - Friday. Paid Holidays & Attractive Benefits Package. Send Resume with cover letter

to: The Hays Daily News, Attention: Mary Karst, P.O. Box 857, Hays, KS 67601. Applications accepted until position is filled

□ **REGIONAL AD DIRECTOR** — GateHouse Media is seeking an experienced sales leader. The successful candidate will be responsible for developing and leading a team of sales professionals at several of our publications in Kansas and Missouri to maximize revenue growth, increase market share and provide value to current and prospective customers. The ideal candidate will demonstrate strong leadership and relationship-building skills. This position plays a critical role in developing and executing innovative revenue programs and is responsible for implementing company-wide revenue initiatives in our local markets. Develops strategies to maximize sales and grow revenue; maintains strong relationships with key customers; plays an active role in area chambers and the community; works in the field with the sales team; analyzes marketplace trends and competitive set; develops and implements sales, pricing and packaging strategies; develops and executes annual advertising strategic plan; recruits, trains, coaches, develops and motivates sales team; develops goals and incentives programs; creates a positive and productive team culture with consistent and open communication; works collaboratively with all departments. We offer competitive pay and great benefit programs including mileage reimbursement, health and life benefits, paid vacation, and a 401(k) program. Qualified applicants should submit a current resume and cover letter, with salary requirements via email to Terry Ward, Director of Sales & Digital | Community Newspaper Division at tward@corp.gatehousemedia.com or by mail at 410 S. Liberty Street, Independence, MO 64050. We are an equal opportunity employer.

NEWS

REPORTER — The Chanute Tribune in southeast Kansas is seeking a reporter to cover city government beat and feature writing. The beat will require everything from covering meetings to enterprising feature stories. Knowledge of AP Style and experience in photography, videography and InDesign experience a plus. College degree in journalism is preferred. The Tribune, is a five-day a week AM newspaper located two hours from Kansas City, Tulsa, Joplin and Wichita. Please email resume to editor Stu Butcher: stu@chanute.com or mail to Chanute Tribune, P.O. Box 559, Chanute, KS 66720



REPORTER needed — The Daily Union in

Junction City is seeking a reporter to cover its city government, crime and business beats. The beats will require everything from covering meetings to enterprising feature stories. The ideal candidate must be able to demonstrate the ability to understand and report in depth on local government issues, be the first to know when a new business is coming to town and follow criminal cases from arrest to resolution. Knowledge of AP Style and experience in a deadline-oriented setting are required. Photography, videography and InDesign experience a plus, but will teach. College degree in journalism is preferred. The Daily Union, a five day a week newspaper, engages readers across a variety of platforms, and reporters are required to write for the newspaper and website and engage readers through social media. Candidate also must be willing to work some nights and weekends as needed. Junction City is a community made up of 23,000 residents and is at the door of Fort Riley in Kansas' north-central Flinthills. The Daily Union offers excellent compensation package including salary, medical/dental insurance and 401(k). Please email resume and three writing samples to managing editor Lisa Seiser at m.editor@thedailyunion.net.



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.

PRODUCTION

PRODUCTION DIRECTOR — The Salina Journal is now interviewing for a Production Director. The job is a large one for this 30,000-circulation daily: The Production Director supervises the pressroom, with both an Urbanite and Community press; the mailroom; IT department; a significant commercial print operation; and building

Survey shows associations share common issues

My past year has been partially consumed by the responsibilities of serving as president of the Newspaper Association Managers.

This group of 50 or so meets a few times a year to discuss advertising and marketing strategies, legal issues and, of course, how to keep public notices in newspapers.

This year, we had American Opinion Research conduct a study of newspaper publishers across the nation to determine if press associations are on the right track in the issues they are pursuing on behalf of their members.

The results weren't surprising. Our members want us to place more advertising in their newspapers, protect public notice, fight for open government principles, provide legal hotlines, offer educational opportunities and promote the industry.

Despite all the changes of the past few years, the roles of press associations have remained fairly consistent, from the smallest associations with one or two employees to the largest with 50 or more.

If one state is having trouble with a bill on public notice, we all share that information because it won't be long before it comes to a statehouse near you.

Just like those of us in the newspaper

profession share our best ideas, so do those involved in state and local governments. Therefore, a "loss" in another state may well show up on our plate the next year.

So what are other states doing to adjust to the changing environment represented by the Internet?

Well, some are hoping and praying that the issue goes away, but others have decided to confront the issue head-on.

Florida and Illinois, for example, have changed the definition of a legal newspaper to include a publication that not only has a print edition but an Internet site where public notices can be uploaded to serve non-readers as well as those who subscribe.

In doing so, Florida accomplished an important goal: by agreeing that Internet posting does have some merit but only as a supplemental publication, they kept the "government" from getting the right to post those notices in lieu of newspaper publication.

In Florida, the legislation also says that the newspaper's printed version is "the" legal publication and that a mistake in translation when uploading to a web site would not be of "legal significance." In other words, the printed publication would stand as the official one and not be negated

by a mistake on the uploaded one.

In addition, the newspapers in Florida cannot put their public notices behind a paywall. Even if their other content is blocked, public notices need to be accessible for free.

This is important for us, at least for now, because it recognizes the permanence of print and the fact that it cannot be hacked or altered.

We also discussed the cost of obtaining public records, a popular topic recently in some areas of Kansas.

Some states don't allow for charges for obtaining records, while others set the per page copied price and others allow for some recapture of the expenses involved in searching for and

redacting documents that contain personal information.

What these meetings prove is this: while every state is unique in its topography, its population, its climate and its attractions, newspapers everywhere are still valued by readers.

NAM's goal is to try to keep it that way.

Doug Anstaett is executive director of the Kansas Press Association and immediate past president of the Newspaper Association Managers.



Doug Anstaett

Despite all the changes of the past few years, the roles of press associations have remained fairly consistent, from the smallest associations with one or two employees to the largest.

Market

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maintenance. A solid team awaits the right leadership to keep this Harris Enterprises Inc. paper on the march forward. Interested candidates should email a resume, and at least three references to Editor and Publisher M. Olaf Frandsen at ofrandsen@salina.com. The Journal is an Equal Opportunity Employer.



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 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.

NEWSPAPERS FOR SALE

For Sale — The St. Marys Star, founded in 1884, printed Wednesdays and only newspaper in county with website, www.thestmstar.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 ranaetetlow@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 pub-

lication 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.



Two hundred-year-old weeklies in Sumner County for sale. Owner is moving out of state. The Belle Plaine News (legal publication for city, county 2012 year, school, several TWP's) and The Oxford Register (legal publication for city, school, several TWP's). Steady subs and advertising. No cash flow problems. Comes with computers, software, archives, other big and small equipment. Mac-based office. Small towns, farm communities. Serious inquiries only. Phone owner at home, 620-488-3695 after 5 p.m.