

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

AUG. 16, 2017

## INSIDE TODAY

### PAGE 2

Jim Pumarlo says naming names not always the right answer.

### PAGE 3

It's OK to talk about the disadvantages of certain kinds of advertising, John Foust asserts.

### PAGE 6-7

KPA's Marketplace.

### PAGE 8

Doug Anstaett's conclusion: the Founding Fathers were geniuses.

## KPA CALENDAR

### AUG. 31

KPA Northwest District meeting, Gateway Convention Center, Oberlin.

### SEPT. 1

KPA Southwest District meeting, High Plains Journal offices, Dodge City.

### SEPT. 8

KPA Central District meeting, Andover Public Library, Andover.

### OCT. 5-7

National Newspaper Association 131st annual Convention and Trade Show, Tulsa.

### OCT. 20

KPA Southeast District meeting, Parsons, location to be announced.

### NOV. 10

KPA Northeast District meeting, KPA office in Topeka.

## KPA regional meetings to kick off

The first two regional Kansas Press Association meetings are scheduled for Oberlin on Aug. 31 and Dodge City on Sept. 1.

Regional meetings are an opportunity for the KPA staff to visit newspapers and to update members on what services are available to them.

The final three regional meetings will be Sept. 8 in Andover; Oct. 20 in Parsons and Nov. 10 in Topeka.

Meeting locations are listed in the calendar at

left. The meetings will include lunch and attendance is free of charge.

The presentations this year will include a session on advertising sales training. Chris Rhoades of Courtside Marketing in Blair, Neb., will present in Oberlin and Peter Cook, retired publisher of the Parsons Sun, will present advertising sales training sessions in the other cities.

[Go here to sign up](#) for any or all of the events and register as many staff members as you want.

### Students, colleagues gather at Union Station to remember Tom Eblen

An estimated 300 people took part in a memorial celebration for Tom Eblen on Aug. 6 at Union Station in Kansas City. Eblen died June 10, 2017. Former students and colleagues reminisced about Tom's influence on their lives and careers. Shown at right is (from left) son Matt Eblen, daughter Courtney Eblen McCain and Tom's wife Jeannie Eblen. They are pictured with Paul Stevens, retired regional vice president of the Associated Press, one of the presenters. Eblen's career included stints at the Kansas City Star and Fort Scott Tribune and as a Kansas Press Association news consultant, but he was probably remembered most fondly as the long-time general manager of The University Daily Kansan. In memory of their husband and father, the Eblens handed out red pens, Tom's trademark when he edited the Kansan each day for his students.



## GateHouse expands Kansas footprint

With its purchase of the Topeka Capital-Journal effective Oct. 2, GateHouse Media's newspaper ownership in Kansas will expand to 18, including 10 dailies.

Zach Ahrens, president and publisher of the Capital-Journal, said GateHouse Media "will solidify a tremendous network of award-winning journalists and advertising opportunities across Kansas."

Kansas newspapers that are part of GateHouse

include the Butler County Times-Gazette, Cherokee County News-Advocate, Dodge City Daily Globe, Fort Leavenworth Lamp, Garden City Telegram, Hays Daily News, Hutchinson News, Kiowa County Signal, Leavenworth Times, McPherson Sentinel, Newton Kansan, Pittsburg Morning Sun, Pratt Tribune, Ottawa Herald, Salina Journal, St. John News, Topeka Capital-Journal and the Wellington Daily News.

# This time, privacy outweighed right to know this child's name

Public records are the foundation for reporting a range of stories important to your readers.

Police reports reveal a string of continuing break-ins in a neighborhood. Minutes from a school board committee reveal discussions and eventual recommendation to close an elementary school. Letters sent from a state agency to landowners identify potential locations for off-site location of spent fuel from a nearby nuclear power plant.

All of these stories crossed my desk during my tenure as editor of the Red Wing (Minn.) Republican Eagle. As you might suspect, none of the news sources willingly volunteered the information. We relied on open meeting and data practices laws to get the information. Our newsroom credo: The more roadblocks thrown our way to gain access to public information, the more aggressive we became in our efforts.

At the same time, newsrooms should not report public records with reckless abandon. As with any right, newspapers have an accompanying responsibility.

Consider our front-page report of a 7-week-old boy who was revived after suffering cardiac arrest. The “heroes” included the foster parents along with the Red Wing police lieutenant and other emergency personnel who responded – all who we identified.

One name was purposely absent from the story – the name of the child, who was under foster care. We also didn’t publish the child’s name in the ambulance runs printed on a separate page.

In this case, we decided the potential hurt to the natural parent outweighed the public’s right to know the identity of the infant. We made the decision after speaking with personnel at the county social services.

This was one of those rare cases where we withheld information.

Our reticence stemmed from the fear that one or more of the child’s parents might be living in the area. Identifying the child, who was born with medical problems, would raise the obvious question among acquaintances of the family: Why was the boy not in his parents’ home?

The county welfare director confirmed

our suspicion. In nearly all cases foster children are placed with families in the home county. That was true here as well; one of the youth’s natural parents lived in our home county.

In the final analysis, we asked ourselves whether we still had a compelling story without identifying the child. As the welfare director said, “It was a great story. The crew did a terrific job.”

Editors and reporters should remain vigilant in monitoring public information and the needs of readers. As with this instance, decisions to publish should be based on the merits of each case.

Flexibility is the best posture. Editors should try to blend policies to best serve community needs. But public information should be sacred ground to newspapers. It should be to readers as well.

If editors bow to readers’ wishes – and they were able to eliminate publication of news at the ease of a phone call – imagine the vast incompleteness of reports. An entire newspaper’s content would become suspect.

Readers often ask why newspapers stand firm on access to and publication of these records. It’s much like the proverbial “if you give an inch, they’ll take a mile.” If the press agrees to one concession, all too often an individual or agency will try to stretch the rules. Soon laws are enacted with additional restrictions on what once was routinely public data.

Newspapers should stand firm on the premise that readers are best served by a full menu rather than a selective serving of public data. Your argument is strongest if you deliver prompt and accurate reports.

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



**Jim Pumarlo**

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# Disadvantages have their advantages ... really!

Jared told me about a technique his sales team uses. "I learned it in a seminar years ago, and I've seen it used in different industries. It's based on presenting both sides of the story," he said. "It's natural for sales people to focus on positives, but prospects think about negatives. So we package presentations to show disadvantages along with advantages. It creates an atmosphere for open, realistic conversations."

"The first step is to learn the advertiser's needs and develop an overall campaign theme. The next step is to create three distinct choices – for ad placements, ad designs, etc. The third step is to pinpoint specific advantages and disadvantages of each choice. And the final step is to objectively discuss the choices with the advertiser."

I asked Jared why he recommends three choices. "Three is the right number," he explained. "Two can make one of the ideas look like an afterthought, and four can make the sales person seem indecisive – like the cliché of throwing spaghetti at the wall to see if something sticks."

Three ideas seem deliberate, and

they're easier to keep up with.

After a close look, we can make a recommendation."

Let's examine how Jared's idea works as a presentation starter. The sales person might say: (Introduction) "Based on our recent planning meeting, you want to reach your target audience with as many impressions as possible. You've been running in our print edition for a long time, but your local competitors are beginning to have a bigger online presence. You don't want to abandon print, but you'd like to make sure you're keeping your message in front of your customers. I believe we have three choices."

(First choice)

"The first choice is to increase your print schedule and drive people to your web site. The advantage of this idea is that you would keep the print connection that you have built with your regular customers. The disadvantage is that you would need to beef up your web site and sync it with the specials you run in print."

(Second choice) "The next option is to cut back on your print schedule and shift the majority of your budget to our digital site. The advantage is that you would be

more in step with your competition. The disadvantage is that you wouldn't have as much visual impact on the printed pages."

(Third choice) "The third option is to keep some print, run some digital and let us develop an email marketing campaign for you. The advantage is that this would put you in position to reach people on multiple fronts. The disadvantage is that it would take a little more time to set up,

because we would need to merge your customer database with our lists."

Although this is an oversimplified example, it provides a glimpse of something that has helped Jared's ad team. The objective is to give advertisers an honest look at the

situation. Mentioning disadvantages can give sales people a real advantage in sales presentations.

**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**

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**The objective is to give advertisers an honest look at the situation. Mentioning disadvantages can help in sales presentations.**

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## Marshall sells Bulletin to Main Street Media

The Sterling Bulletin has been sold by Marshall Publishing, Inc. to Main Street Media, headquartered in Russell. The sale was finalized on Aug. 3.

Former publisher Ben Marshall has agreed to stay at the newspaper until Dec. 31 to help with the transition to a new general manager.

No other changes in personnel are anticipated.

The Bulletin, established in 1876, is the oldest business in Rice County.

Marshall and two partners bought the newspaper in 1997. He subsequently bought out his partners in 2007, five years after a fire destroyed the newspaper's office in downtown Sterling. The week following the fire, townspeople dressed as "newsies," distributed free copies of the newspaper in the business district because subscription records had been destroyed in the fire.

Marshall is a past president of Kansas Press Association and is president-elect of the Kansas Newspaper Foundation.

## JULY 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 July.

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) or do direct placement in other papers and keep half the commission allowed to KPA.

**KCAN** — GateHouse Media, two ads for a profit of \$300.

**KDAN** — Anderson County Review, two ads for a profit of \$1,650.

**SDAN** — Anderson County Review, two ads for a profit of \$225.

**DIRECT PLACEMENT** — Hays Daily News.

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309-690-5324

## Anti-campus carry activist seeks NRA, regent records

An anti-campus carry activist is raising money online to pay for Kansas Board of Regents documents outlining communications a staff member had with a lobbyist for the National Rifle Association, while the board developed its policy to implement a state law requiring colleges and universities allow concealed guns on campus.

Megan Jones, a graduate student at the University of Kansas, has been an outspoken opponent of the state's controversial concealed carry law that went into effect on college and university campuses July 1.

She said the money raised will pay for a Kansas Open Records Act request she filed with the board because she wants to see what kind of conversations the group had with the NRA while it was develop-

ing its overarching guns policy. The bill for the extended search has been estimated at \$3,203.21.

Jones said she requested all documentation of any conversations between NRA lobbyist Travis Couture-Lovelady — a former state representative — and the board of regents' director of government relations, Matt Casey, after an initial request she filed revealed the two had spoken about the board policy.

Kansas Board of Regents spokeswoman Breeze Richardson said, however, the board had turned over the documents its staff members knew of for free. She said Jones' request would require staff members to scour records looking for any other communications between the two.

"It is not our belief that that will produce

any additional documents," Richardson said.

Jones has set up a GoFundMe page and raised \$1,000 in the first two weeks.

The Kansas Board of Regents coordinates the state's 32 public colleges and universities. It governs the six state universities.

Jones said her concern over the NRA's lobbying began in March during a legislative hearing on a bill that would have prevented universities and the board from developing any policy concerning how and where guns are carried on campus.

At that meeting, Couture-Lovelady said the board had been great to work with, and that members of its staff had sat down and worked with the NRA on the policy.

"I don't think they consult tobacco companies about the campus smoking policy," Jones said.

## DEATHS

### DARREL MILLER

Darrel Miller, former publisher of the Smith County Pioneer and other newspapers in north-central Kansas, died Monday, July 24, 2017 in Hays.

Miller's funeral service was July 29 at the Downs United Methodist Church.

Darrel was born May 21, 1930 in rural Smith County. While in high school, he was editor of the school newspaper, the Lebanonian. After high school, he worked as a printer and writer at the Downs News, then owned by Dan and Grace McKay.

He was drafted into the U.S. Army, and served from 1951 to 1953. Although he took combat training,



Darrel Miller

he was assigned to the staff of the armed services' daily newspaper, The Stars and Stripes, in Darmstadt, Germany.

After his military service, he enrolled at Kansas State University under the G.I. Bill of Rights and studied journalism. He worked on the staff of the Kansas State Collegian, and during his semester as Collegian editor, the newspaper received an All-American rating.

His early career took him to the Hutchinson News, but then got an opportunity to enroll in graduate school at Michigan State University. He left MSU before earning his master's degree because of the death of Dan McKay. Mrs. McKay offered to sell him the newspaper, and he jumped at the chance.

He operated the Downs News with his wife, Ruth from 1958 to 1968 and bought the Lebanon Times, his hometown newspaper, in 1967.

From 1968 to 1972, he leased both news-

papers while he joined the Oklahoma State University news bureau and also started a publication called Agriculture at OSU for the College of Agriculture.

He and Ruth returned to Downs in 1972 and added the Smith County Pioneer in 1973, which he edited and published for the next 34 years while Ruth edited the other newspapers. They also bought the Cawker City Ledger in 1979.

He served as KPA president in 2002-03 and received the Clyde M. Reed Jr. Master Editor Award in 2004 and was inducted into the Kansas Newspaper Hall of Fame in 2009.

Ruth died in 2013. Survivors include daughters Michelle Doherty, Rockville, Md. and Lara Ketter, Tipton, son Randy Miller, Bethesda, Md., and seven grandchildren.

Memorial contributions may be sent to the Darrel Miller Memorial Fund, P.O. Box 94, Downs, KS 67437.

### KURTIS ALAN GASTON

OSAGE CITY — Kurt Gaston, Osage City, died Wednesday, Aug. 2, at his home in Osage City. He was 61.

He was born Dec. 22, 1955, at Belleville, the son of Karl and Dorothy (Buckley) Gaston. He grew up in Ellsworth, where he learned to love small-town life, sports and the English language.

He attended the University of Kansas where he met his wife, Marcy. They were married Jan. 8, 1977, and were married for 37 years.

Kurt was a long-time newspaper editor, and after learning the trade at his father's newspaper, The Ellsworth Reporter, Kansas,

served as managing editor for The Jefferson Gazette, Ohio; The Sterling Bulletin, Kansas; Southwest Daily Times, Liberal, Kansas; The Baytown Sun, Texas; The Osawatimie Graphic, Kansas; and The Norton Telegram, Kansas.

He enjoyed reading, photography and watching sports, especially Jayhawks basketball. He appreciated the occasional cigar, and delighted in time spent with his granddaughter.

He was preceded in death by his parents and his brother, Kent.

He is survived by his brother, Kale, and wife, Jennifer, of Raleigh, N.C.; his four children, Rebekah, her husband Steve and

daughter, Ida, all of Lawrence; Jeremy, St. Paul, Minn.; Elisabeth, Lawrence; and John, Osage City; and three nephews Aaron Gaston and Alex Gaston, of California, and Andy Gaston, wife Nicole and son Henry, of Nevada.

Kurt was cremated and will be placed with his parents in Ellsworth Cemetery. A memorial reception will be from 4 to 6 p.m. Sunday, Aug. 20, at the Carnegie Building, 200 W. 9th St. in Lawrence. A private inurnment ceremony will be held in Ellsworth.

In lieu of flowers, please consider purchasing a subscription to a daily or weekly newspaper.

# Leach family sues for records on son missing since 1988

By Chad Lawhorn

*Lawrence Journal-World*

The parents of a child who has been missing since 1988 have filed a lawsuit that seeks to force Leavenworth County and the Leavenworth County Sheriff's Department to release investigation records from the case.

Harold and Alberta Leach have filed the lawsuit in Leavenworth County District Court. The Leaches' son, then 17-year-old Randy Leach, was last seen April 16, 1988, at a party in Leavenworth County. The case of his disappearance has never been solved. For years, the Leach family has sought to see the investigative records related to Randy's disappearance, but Leavenworth County officials have declined to release the documents.

Lawrence attorney Max Kautsch has filed the lawsuit on behalf of the Leach family. The lawsuit argues the records should be released under a provision of the Kansas Open Records Act that allows for criminal investigation records to be made public when

the records are in the public interest.

"The requested records are indeed in the public interest because the media's extensive reporting of the matter reveals a plethora of controversies related to the investigation conducted by the Leavenworth County Sheriff's Office," Kautsch said in a written statement. "The requested records would help the Leaches and the public investigate and resolve those controversies."

Law enforcement officials generally have broad latitude under the law to not release criminal investigation records, upon the premise that the release could interfere with future law enforcement actions.

Kautsch, who also handles the Legal Hotline for the Kansas Press Association, argues that isn't an issue in this case.

"The Leaches fail to see how records in a public agency's possession before 1993 has any bearing on any 'prospective law enforcement action' when no one has ever been charged in connection with Randy's disappearance and likely death," Kautsch said in a

written statement.

A spokesman for the Leavenworth County Sheriff's Office didn't return a phone call seeking comment.

A 2014 article by the Journal-World raised multiple questions about the case. Earlier that year, the couple learned that law enforcement officials had a suspect in the case in the 1990s, but law enforcement officials never told the Leaches of that information.

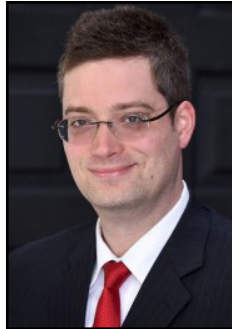
"No one ever said a word about this to us," Harold Leach said in the 2014 article.

The suspect, Eric Montgomery, also had been a suspect in two 1990 homicides that occurred 7 miles from the Leaches' home. Montgomery died in prison in 2010.

"We just want to see what's been done," Alberta Leach told the Journal-World in 2014. "We have done a lot of stuff to find Randy, and we just want to make sure they did, too. We know they didn't do some of the things they said they were going to do."

A hearing date for the motion to release the investigative records hasn't yet been set, but Kautsch said he was hopeful it would be set quickly.

"Their ultimate goal is to learn what happened to their son," he said.



Max Kautsch

*Get the message*

At AT&T, we believe there's only one thing to know about texting and driving — just don't do it. Not ever. The AT&T "It Can Wait" program is dedicated to sending only one message: No text is more important than your life.

AT&T is a proud supporter of organizations like the Kansas Press Association.



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## MARKETPLACE

### MANAGEMENT

Main Street Media Inc. is currently seeking an Assistant Group Publisher for 27 weekly newspapers in Kansas, Missouri and Nebraska. Based in Russell, KS, birthplace of Bob Dole, Main Street Media is seeking someone with a basic understanding of the industry as well as someone willing to "rollup the sleeves" and work. The right candidate will have the opportunity to not only work up to the top managerial slot, but will also have the opportunity to become part owner. If you're the right one and ready to join our team, send your resume to: Frank Mercer, PO Box 513, Russell, KS 67665 or [fmercer@mainstreetmedia.us](mailto:fmercer@mainstreetmedia.us). (7-5)

### NEWS

**REPORTER WANTED** - Dodge City Daily Globe has an opening for a news reporter in its four-person newsroom. Contact publisher Conrad Easterday ([ceasterday@dodgeglobe.com](mailto:ceasterday@dodgeglobe.com)) and/or editor Roger Bluhm ([rbluhm@dodgeglobe.com](mailto:rbluhm@dodgeglobe.com)) with resume and clips. We hope to move quickly to fill this opening. (8-2)

**COPY EDITOR** — High Plains Journal, a nationally recognized weekly farm and ranch magazine, seeks a production/copy editor. This person will help manage the flow of copy through the editorial department, including editing copy, writing headlines and cutlines, and tracking deadlines, photos and stories. The desired candidate will be organized and deadline-oriented, and possess exceptional attention to detail. Experience in workplace organization is required. Ideally, the successful candidate will have experience in the production of a newspaper or magazine and be well versed in agriculture. This is a part time position, located in Dodge City, Kansas. Benefits include paid vacation.

Interested? Submit a letter of application and resume by Aug. 7, 2017 via email to Bill Spiegel, editor, High Plains Journal, at [bspiegel@hpj.com](mailto:bspiegel@hpj.com) (7-26)

**FULL-TIME PAGINATOR/GRAPHIC DESIGNER** — Job involves laying out pages working with graphics and photos and updating the web site and social media. 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, GreatBend

Tribune, 2012 Forest Ave. Great Bend Kan. 67530 or [todhogg@gbtribune.com](mailto:todhogg@gbtribune.com). (5-30)

**NEWS EDITOR** — The Cowley CourierTraveler is looking for a news editor to help lead a nine-member newsroom providing compelling and quality journalism for its readers in south-central Kansas. The CourierTraveler is a new publication based on the merger of established dailies in Winfield and ArkansasCity, Kan., in July of 2016. These are exciting times as we reach deeper and broader in our coverage of the region. The news editor works out of the Ark City office with the editor to coordinate coverage, and to paginate the front and other daily pages, as well as special sections. This position requires solid newsjudgment, good headline writing and editing skills, and command of AP Style and InDesign. Please contact David A. Seaton at (620) 442-4200, ext. 122, or [daseaton@ctnewsonline.com](mailto:daseaton@ctnewsonline.com). (4-24)

### ADVERTISING

**GENERAL SALES/BUSINESS DEVELOPMENT** — \$1,000 SIGNING BONUS. Some sales reps like a comfortable chair. If that's you, DO NOT apply. Some sales reps think of a million things to do besides make sales calls. If that's you, DO NOT apply. Some sales reps like to show off their tattoos and nose rings. If that's you, DO NOT apply. You SHOULD apply if you're a manic multi-tasker, if you get an obsessive compulsive buzz from finding sales where no one else can, if you can think outside the box, if you want to be a part of something new and big and if you like MONEY. Experience helps, but if you're a real KILLER you know it and so will we. This is NOT a job for just anyone. Our company is moving to a new level in a new arena and we're investing in the premium people capital to get us there. Contact Dane Hicks at The Anderson County Review, [dhicks@garnett-ks.com](mailto:dhicks@garnett-ks.com).

### MISCELLANEOUS FOR SALE

**FOR SALE** — Atlas offset press. 2 quad units and four mono units with folder, roll stands and all electrical equipment needed for operation. Also includes bay window to print full color on both sides of one web, plate bender and punch. Comes with conveyor belt and count-o-veyor. \$45,000. Call 620-626-0840 or email [earl@hpleader.com](mailto:earl@hpleader.com)

**FOR SALE** - ECRM Newsmatic CTP. 2008 model. Very well kept and lightly used (about 12 plates per day, six days per week for two years). CTP fully functional with all software and RIP. Bought a second newspaper and used the one that came with it. Comes with Kodak plate processor, but it needs a couple pumps we used on other machine. Paid \$140,000. Will take \$32,000. Call 620-626-0840 or email [earl@hpleader.com](mailto:earl@hpleader.com).

### NEWSPAPERS FOR SALE

Rawlins County Square Deal weekly newspaper in northwest Kansas. Official city, county and school publication. Only newspaper in county. Strong subscription and advertising base and supportive community. Sale includes building, up-to-date equipment and software, archives and active e-paper. Call 817-805-3600 or [emaileditor@squaredealnews.com](mailto:emaileditor@squaredealnews.com) for more information. (7-5)

The Western Times weekly newspaper for sale. Located in Sharon Springs, KS. Established in 1874 and still going. Newspaper has hard copy and online edition with a 1,200 count circulation and a strong community following. Sale comes with Main Street building the newspaper is currently located in. Asking price \$100,000 but willing to negotiate. Call Sunny Henderson 785-852-4900 or email: [westerntimes@wbsnet.org](mailto:westerntimes@wbsnet.org) for information. (6-1)

136 year old weekly newspaper in southeast Kansas. Owner wishing to sell publication, which he has owned for 39 years. Steady subscription base, located in historic Kansas town. Inquire through KPA by emailing [danstaett@kspress.com](mailto:danstaett@kspress.com). (6-14)

The Elkhart Tri-State News in southwest Kansas has been published since 1892 and is the official publication of two cities, two school districts and Morton County, Kan. Owner is moving out of the area. Can sell with or without real estate. Please call (620) 309-1148 for more information. (4-17)

Respected 131-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. (6-1)

# Overcoming objections tops questions for ad consultant

Since my last column, I have been getting some questions that are very basic to being successful in advertising sales, and several have focused on how to overcome objections.

Objection No. 1: "I've tried to advertise before, and got no results."

Objection No. 2: "Nobody reads that paper anymore."

Objection No. 3: "I do all my advertising on Facebook."

Many think that all objections can be summed up with "No, I'm not interested" in advertising with you. Often, that could not be anywhere near the truth.

When a client voices an objection, it usually means one of these six things:

1. They are not convinced of the value of what you are offering.

2. They need more information about the benefits of what you are selling, or even what the benefits were to what they are already doing with you.

3. They need to be reassured that purchasing your product is a good decision.

4. They have made mistakes by purchasing products from you that did not prove to be effective.

5. They have doubt that what you are presenting will satisfy their needs.

6. They are putting you off because they really don't want to take the time needed to think about what you are offering.

You can often turn objections into sales by practicing all of the following:

**Be prepared.** Know your customer and their business well enough that you can anticipate their objections and overcome those objections by addressing them in your sales presentation.

**Listen.** Your client will reveal to you what they need to know to purchase what

you are offering. You need to understand their needs.

**Relax.** Welcome the objection. Very few sales are made without objections. Be calm and professional and let the client know that you are not surprised by their concerns.

**Provide useful information.** Demonstrate that you understand the market, and share with them testimonials of other clients who have taken advantage of what you have offered them.

**Focus on benefits to the client.** It's tempting to focus on features: quality, circulation, price, etc., but through all that, your client is probably asking "What's in it for me?" Your client wants to know how it will increase his or her business by purchasing your product.

One of the best ways to overcome an objection or concern is to use the "Feel, Felt, Found" technique.

No matter what the objection, you can answer with:

"I understand how you **FEEL**." (Everyone needs to feel understood).

"I've **FELT** that way before myself." (If you can provide a personal example of a time you experienced a similar doubt, that would help).

"Here's what I've **FOUND**." (Then explain how you overcame your feelings of doubt and experienced a positive outcome).

Obviously, this little formula has several applications other than advertising sales, and has proven itself to be very useful.

**Peter Cook** is an advertising sales consultant for the Kansas Press Association. He is the former publisher of the *Parsons Sun*.



**Peter Cook**

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## THIS MONTH'S QUESTION

Q.Explain again how the Legal Hotline at the Kansas Press Association works.

A. Max Kautsch, a Lawrence attorney, runs the hotline. His role is to answer routine legal questions about open records and open meetings, whether the wording of an advertisement meets legal criteria or whether a news story might expose a newspaper to a libel lawsuit. The initial call is free. The cost of any legal consultation beyond that initial call would be between you and Max. He can be reached at (785) 393-5520.

# Our nation's founding city brings U.S. history to life

On a recent trip to Philadelphia, I was reminded of the following: Those who toiled through four months of hard work at the Constitutional Convention in 1787 exhibited an unbelievable grasp on human nature.

Representatives of the 13 colonies had just 11 years earlier declared their independence from Great Britain.

In Philadelphia, they were able to sit down, negotiate, haggle and argue their way to a final document that, for the most part, has survived surprisingly intact for more than two centuries.

It might be an overstatement to call them geniuses, but what else could account for the many safeguards, the checks and balances and the foresight that to this day have helped us through so many trials and tribulations?

The delegates who gathered to write the U.S. Constitution included those who supported a strong central government — Federalists — and those who believed that more power should remain in local and state hands — the Anti-Federalists.

A trip through the National Constitution Center in downtown Philadelphia transports you right into the middle of the conversations that helped shape our nation's future.

Oh, the debate was not without problems. Those 55 delegates came with almost as many different ideas about what the final document should say.

They were there to fix shortcomings in the original Articles of Confederation:

❑ Each state had only one vote in Congress, regardless of population.

❑ Amendments to the Articles required a unanimous vote.

❑ For a law to pass, nine votes were required out of 13.

❑ There was no national system of courts.

❑ There was no power to tax.

❑ And, there was no executive branch.

The brilliance of what those delegates eventually agreed upon was that there would be three branches of government — executive, legislative and judicial — and that they would be equal. That way, no one branch could become too powerful.

The Anti-Federalists had a real problem with the Constitution as written, and it almost ended up sabotaging the entire effort.

They believed that without a Bill of Rights, individual rights might be lost.

Even though they disagreed, to move the process along, and to answer the concerns of the Anti-Federalists, Alexander Hamilton and James Madison conceded they would take up the matter in a series of amendments following the Constitutional Convention.

So why is all of this important today?

Well, just take a look around. Conflicts between the three branches of government abound, but that is just what those geniuses of 230 years ago planned.

Without absolute power, the three branches would often have to work to-

gether, to complement each other. While the process hasn't been pretty at times, we have a system of government that has survived nearly all of those tests.

Those checks and balances have saved our nation many times.

If the executive branch believes the legislative one has made a mistake, the president can veto the measure.

Yet, if Congress still wants that law, and believe the president is wrong, it has the power to override.

The courts, on the other hand, through the power of judicial review, can rule that an action of either the executive or legislative

branches is unconstitutional.

We see right now the way the three branches of government complement each other — and also keep each other in check.

However you stand on President Trump and his assertions about his power, the Founding Fathers foresaw a time when an overzealous executive might try to go too far.

The articles dealing with impeachment and removal from office may come into play again, just as they did under Andrew Johnson and Bill Clinton. While neither was convicted by the Senate, and Richard Nixon escaped impeachment by resigning from office, that check is there if needed, proof that we are a nation of laws, and not of men.

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



**Doug Anstaett**

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**What else could account for the many safeguards, the checks and balances and the foresight that to this day have helped us through so many trials and tribulations?**

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## KORA-KOMA training sessions set in September

Free training sessions on Kansas open government laws will be offered at five locations across the state in coming weeks, Kansas Attorney General Derek Schmidt and the Kansas Sunshine Coalition for Open Government have announced.

"Open access to the functions of government is important to self-government," Schmidt said in a news release. "As our office investigates complaints of violations of open government laws, most often we find the violations were inadvertent and can be avoided through better education.

"I encourage public officials, staff, members of the media and the public to participate in these training sessions to learn more about how these laws work."

The schedule for the sessions is as follows:

❑ 9 a.m. to noon on Friday, Sept. 8 — Leavenworth City Hall, City Commission Room, 100 N. 5th St., Leavenworth.

❑ 1:30 to 4:30 p.m. Monday, Sept. 11 — Manhattan Public Library auditorium, 629 Poyntz Ave., Manhattan.

❑ 1:30 to 4:30 p.m. Tuesday, Sept. — Hays Public Library auditorium, 1205 Main St., Hays.

❑ 1:30 to 4:30 p.m. Thursday, Sept. 14 — Bradford Memorial Library, 611 S. Washington St., El Dorado.

❑ 9 a.m. to noon Friday, Oct. 6 — Memorial Hall Auditorium, 120 S.W. 10th Ave., Topeka.

The training about the Kansas Open Records Act and the Kansas Open Meetings Act will be conducted by attorneys in Schmidt's office who have experience in open-government laws and who are charged by law with training and enforcement of them.

Panelists will include Kansas Sunshine Coalition members, local government officials and media representatives.

The seminars are free and are open to the public.

Space at each location is limited, and registration is on a first-come, first-served basis.

Those wishing to participate can register by visiting the Kansas Attorney General's website, [www.ag.ks.gov/open-gov](http://www.ag.ks.gov/open-gov), or by calling (785) 296-2215.