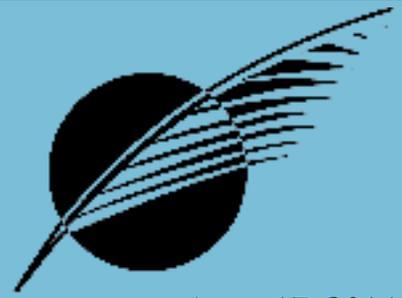


# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION AUG. 17, 2016

## INSIDE TODAY

### PAGE 2

Kevin Slimp takes aim at those who pooh-poohed John Oliver's video on journalism.

### PAGE 3

John Foust says advertisers want two things: long-range stability and success.

### PAGE 4

KPA president Sarah Kessinger discusses the continuing trend to shrink the size of newsroom staffs.

### PAGE 6

Newspapers are seeking creative leaders and advertising salespeople, and several properties are advertised for sale this month.

### PAGE 8

Doug Anstaett says credibility is what sets newspapers apart from the rest of the noise out there.

## KPA CALENDAR

### SEPT. 8-9

Two days of Adobe InDesign training with Kevin Slimp, Salina.

### SEPT. 22-24

National Newspaper Association 130th annual Convention & Trade Show, Franklin, Tenn.

### OCT. 7

Montgomery Family Symposium, University of Kansas, featuring Mike Blinder.

### APRIL 7-8, 2017

Kansas Press Association annual convention, Capitol Plaza Hotel, Topeka.



Kevin Slimp will be in Salina Sept. 8 and 9 to train newspaper staff members on design software, PDFs, photo reproduction and other subjects. Sign up using the registration link below.

## Slimp to teach on Adobe InDesign

**D**o you have staff members who need to learn Adobe InDesign, from the basics to the advanced?

The Kansas Press Association is teaming up with John Baetz of the Lincoln Sentinel-Republican to bring nationally-known newspaper consultant Kevin Slimp to Salina in September to teach basic to advanced Adobe InDesign.

Sign up for one day or both, but don't miss the opportunity to work with one of the nation's leading trainers.

Cost to attend the seminar will be \$95 for both days or \$50 for one day. Both fees include lunch and snacks.

KPA also has set aside rooms at the Courtyard by Marriott in Salina for \$101/plus tax a night. To sign up online, [go here.](#)

### Thursday, Sept. 8

9:30 a.m. to noon — The Basics of InDesign for New Users.

12:45 p.m. to 1:15 p.m. — Finding and Fixing Problems in PDFs.

1:30 p.m. to 3:30 p.m. — Going a Little Further in InDesign.

### Friday, Sept. 9

9:30 a.m. to noon — Advanced InDesign Skills.

12:45 p.m. to 1:15 p.m. — What We've Learned About the Newspaper Industry.

1:30 p.m. to 3:30 p.m. — Getting Near Perfect Results from Photos on Newsprint.

Slimp also will be around afterwards each day to visit with attendees and answer questions.



Mike Blinder

## Blinder to lead digital seminar

**O**ne of the world's leading trainers in digital marketing will be the headliner at the Montgomery Family Symposium Oct. 7 at the University of Kansas.

Mike Blinder will discuss trends in the digital arena but also will provide participants with ideas they can take home and implement immediately.

To sign up online for the event, [go here.](#)

His sessions in Lawrence will focus on what's new out there, how newspapers can supplement print with digital and who should lead that effort at the newspaper.

See **BLINDER** on Page 5

# John Oliver's video nailed it; journalism needs public support

Those of you who write columns for a living know what I'm talking about. This is one of those days when I'm not sure what to write. It's not that I lack subject matter. The options are almost endless, and I don't have the inclination or space to cover everything in one column.

Let's begin last week when I received an email from Iris Chyi, Ph.D, faculty member at The University of Texas School of Journalism and author of "Trial and Error: U.S. Newspapers' Digital Struggles toward Inferiority."

Dr. Chyi and I have corresponded over the past few years, primarily comparing notes on studies we've conducted concerning the health of newspapers. She and her colleagues in Texas take a close look at what's going on in the metro newspaper world while I tend to spend more time conducting research among non-metro newspapers, although we share an interest in newspapers of all types and sizes.

Her latest research, based on numbers from 2007 through 2015, covers 51 major metro newspaper in the United States. In her email, she summed up the results when she wrote, "In-market online readership has shown little or no growth since 2007, and more than half of them have seen a decline since 2011."

So when I read a story about the Toronto Star, which just made a (New Orleans) Times-Picayune style announcement that the newspaper will be reallocating resources toward the digital workspace, I say, "Good luck with that."

Then, there's the John Oliver video story. You've surely seen this video many times by now. Like most journalists I've heard from concerning the video, my immediate response was, "Yes! Someone outside the newspaper world finally gets it."

I've only had time to watch the 20-minute video twice, so forgive me if I've left out something important, but it seems to me John had three main points: 1) We need

newspapers. They're the only source of real journalism left. 2) The revenue model for newspapers isn't working for the big metros any longer. 3) Moving resources and energy to digital (including a concern for "clicks" over "news") has not been, and is not, the answer.

Folks actually wrote to me after watching the video and said they had just subscribed to their local newspapers after seeing it. To me, it seemed like the type of good publicity our industry needs.

All of this brings me to the third topic of the day: David Chavern, CEO of Newspaper Association of America (not to be confused with National Newspaper Association), being ticked off at Oliver over the video. He had some pretty harsh words for Oliver – Google "NAA" and "John Oliver" to read the details – and the public response to his criticism was both quick and pointed.

On a side note, 15 years ago I was the director of communications for a very large organization. One of my jobs was to make sure 1,200 spokespersons, located in different cities, kept from saying the wrong things in front of cameras.

When Chavern wrote a post Monday on the NAA website, accusing Oliver of "petty insults and stating the obvious," he set off a flurry of negative responses to his own

statement on social media. Someone should have stopped him. Obviously, no one did.

I've noticed something that isn't exclusive to the journalism world. Earlier in the year, while watching presidential debates, I would look at the screen and say, "Do none of these people have communication directors?"

More than likely, they all did. My guess is some of those communications directors told their employers they shouldn't say certain things, and others were scared to suggest they knew better than their bosses.

The response to John Oliver's video was overwhelming.



Kevin Slimp

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# Advertisers crave long-range stability, success

Randall oversees the advertising department of a mid-size newspaper. "Implication is one of the most important concepts in selling," he told me. "It's covered in a lot of sales seminars and books, but I'm surprised that so many sales people don't realize how it can drive marketing decisions."



**John Foust**

What is implication? It's a simple concept that explores how A impacts B and how B impacts C. There is a strong emphasis on the future. Let's say one of your tires has low air pressure. Whether you choose to ignore it or do something about it, there are long-term implications. If you ignore it, you could end up with an even bigger problem, a flat tire. If you decide to take action, the implication is that your car will be safer and you'll get improved gas mileage.

College football coaching legend Lou Holtz once said, "Things never stay the same. They either get better or they get worse." In other words, one thing leads to another.

"A lot of ad departments have tunnel vision," Randall said. "They tell their

prospects, 'Here's what my paper can do for your business right now.' That approach might produce a sale, but it doesn't drill down to what the prospect really wants – long-range stability and success. I encourage our sales team to take prospects down a different road. It's all a matter of asking the right questions."

Here's how implication questions can redirect a prospect's thinking:

**Advertiser:** I don't need to change my advertising.

**Salesperson:** How long has your current campaign been running?

**Advertiser:** About two years.

**Salesperson:** Are the ads working as well as they did in the beginning?

**Advertiser:** Actually they're not. We're getting fewer ad responses than we did then.

**Salesperson:** What do you think will happen to your sales numbers if you keep running the same ads? (Implication question.)

**Result:** *The client realizes that business could continue to slide if there's not a change in the advertising. That could have a negative impact on his plans to expand the business. He agrees to consider some new marketing ideas.*

Here's another example:

**Advertiser:** My new ad campaign is working pretty well.

**Salesperson:** That's great news. It shows that you're targeting the right audience with the right message.

**Advertiser:** Right.

**Salesperson:** Let's think for a moment about what could happen if your business increased even more. What kinds of things could you do? (Implication question.)

**Advertiser:** In the long run, I could add to the staff and maybe even upgrade the showroom.

**Salesperson:** Why don't we take advantage of the positive momentum you've built? Right now, you're running a quarter page ad every week. Let's move that up to a half page, which will give you even more visibility.

**Result:** *The advertiser sees the benefits and agrees to increase her advertising investment.*

"Ideally," Randall said, "a sales conversation will include a progression of implication questions. Each one can lead you closer to a sale."

**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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## 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.

Also, tell your potential clients their ad will have a readership of approximately 1 million with either program.

**KDAN** — Anderson County Review, two ads for a profit of \$1,650; Kingman Leader-Courier, one ad for a profit of \$450; Iola Register, one ad for a profit of \$400.

**DIRECT PLACEMENT** — Hays Daily News.



## THIS MONTH'S QUESTION

**Q.** This upcoming digital seminar with Mike Blinder has me spooked. We haven't done much of anything along these lines, so I'm concerned the whole thing will be over my head or that I'll walk away with nothing.

**A.** We've specifically asked Mike to spend part of his presentation on what digital marketing is about, how almost any sized newspaper can utilize it and how you can combine it with your print product to maximize your impact. Don't be intimidated. Mike guarantees to do his best to give you at least one solid idea you can take home and use immediately to initiate a new revenue stream.

# Introducing



LSA Creative...

a harmony like no other.

LSA Creative is the premiere "movement" combining the best advertising-specific content with the experts who help businesses market to local consumers.

Access the content you've come to rely on with Creative Outlet and now as LSA, we can help you create customer pitches, circulars/fliers, social media imagery and many other print and digital graphics. LSA Creative is here to assist you when you need to keep your advertising & production in harmony.



www.creativeoutlet.com • sales@creativeoutlet.com  
309-690-5324

# Reduced reporting staffs harm ‘need to know’

The greatest challenge for newsrooms in recent years has been staff downsizing.

With tightening fiscal constraints, publishers have had little choice at most newspapers but to reduce reporting staff, which we see again and again as a net negative for the public’s need to know



**Sarah Kessinger**

what’s up with their governments, schools, hospitals, courts, law enforcement — their overall communities.

At the small weekly level, many of us are combining jobs once done by two or three staffers. The printed space to provide the news has shrunk along with the numbers of people to gather it.

Our websites give us space to tell longer, in-depth stories, but we don’t often have the staff to do research and investigative reporting.

The slide has been documented repeatedly in studies and stories. University of Kansas journalism professor Scott Reinardy recently released one of the latest looks at the trend with his book, “Journalism’s Lost Generation: The Undoing of U.S. Newspaper Newsrooms.”

I’ve not yet had a chance to read it, but plan to get a copy soon to see what Reinardy has found.

A KU news release about the book noted that downsizing has had a great effect on women in particular.

“Certainly that affects the quality of your coverage,” Reinardy notes in the release.

It seems a cruel irony that just as newspapers and newsrooms seemed to be moving out of an era of dominance by white male editors, an economic tsunami of sorts has hit our industry, taking with it a lot of young people from a variety of backgrounds and cultures, many of them women.

I work at a newspaper with nearly an all-female staff. It’s been that way for years, since long before I arrived. We don’t reflect the industry’s demographic changes in gender, but we do rely on larger regional and national newspapers that probably are more reflective of the

trend. We need them to inform us and supply ideas for local stories and our editorial page.

Our community readers, too, rely on those papers, although the large metro papers of this region — the Kansas City

Star and the Omaha World Herald — are no longer thrown on a daily basis in this part of rural Kansas. A small number of dedicated readers subscribe to them online.

My point is we need to have a well-rounded view of our world. Unfortunately that’s less likely to happen with less news, limited coverage and a reduced variety of perspectives reporting the news.

I am hoping that Reinardy’s book and

other research and writings offer some direction on how this picture improves.

*Sarah Kessinger is editor and publisher of the The Marysville Advocate and 2016-17 president of the Kansas Press Association.*

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## AG, Sunshine Coalition co-sponsor KORA-KOMA training

Free training sessions on Kansas open government laws are being offered at five locations across the state through next week.

The first sessions were in Larned on Monday and today in Mulvane.

Sponsors are Kansas Attorney General Derek Schmidt and the Kansas Sunshine Coalition for Open Government.

“Open access to the functions of government is important to self-government,” Schmidt said. “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:

Monday, Aug. 15 — 1 p.m. to 4 p.m., Jordaan Memorial Library, 724 Broadway, Larned.

Wednesday, Aug. 17 — 1 p.m. to 4 p.m., Mulvane Public Library 408 N. 2nd Ave., Mulvane.

Friday, Aug. 19 — 9 a.m. to noon, Memorial Hall Auditorium, 120 S.W. 10th Ave., Topeka.

Tuesday, Aug. 23 — 1 p.m. to 4 p.m., Cloud County Community College, Presi-

dent’s Addition, Room 257, 2221 Campus Dr., Concordia.

Wednesday, Aug. 24 — 9 a.m. to noon, Johnson County Administration Building, Lower Level Conference Center, Room 200, 111 S. Cherry St., Olathe.

The seminars are free and open to the public. Space at each location is limited, and registration is on a first-come, first-served basis at [www.ag.ks.gov/open-gov](http://www.ag.ks.gov/open-gov), or by calling (785) 296-2215.

The training about the Kansas Open Records Act and the Kansas Open Meetings Act is being conducted by attorneys in Schmidt’s office who specialize in open government laws.

## Those who cut back on newspaper advertising reduce overall ROI

Advertisers who are scaling back on newspaper advertising are missing a beat, says a new study conducted by effectiveness consultancy Benchmarking for Newsworks. It claims advertising with newspapers increases overall revenue

return on investment by three times.

The ROI study covers 500 econometric models to provide evidence of the impact news brands have on advertising campaigns. The results show that newspapers increase overall campaign effectiveness as

well as boosting other media. Newspapers make TV twice as effective and online display four times more effective. It goes on to claim that using digital news brands boosts print ROI by up to five times.

[Go here](#) to read more.

# Slimp

Continued from Page 2

Hundreds of journalists wrote or sent links to the video to me before I had any idea what they were talking about.

A manager at one of the big papers in New York wrote, asking me to write to John Oliver and explain not every newspaper operates the same way. He asked me to share the data I had collected, showing community publishers are having really good years and print hasn't been forgotten in the vast majority of newspapers across North America.

For too long, I'm afraid, voices that should have been heard in journalism have stayed quiet in fear of making their stockholders, publishers, deans, clients or whoever angry.

John Oliver was one voice, expressing thoughts shared by thousands of journalists around the world. Sure, he didn't tell the complete story. That wasn't his goal.

Using humor, he suggested that it's time to take our responsibilities as journalists and readers seriously. Because, as he so skillfully shared, good journalism is badly

## View John Oliver's video

If you would like to view the John Oliver video, [click here](#). WARNING: Contains potentially rough language.

needed, and newspapers are the core of good journalism.

I've been writing columns aimed at journalists for 22 years.

When I write one like this, my first thought is often, "I wonder who I will make mad this time."

Fortunately it seems, my views are usually shared by many others and, like most journalists, I take that responsibility seriously.

I appreciate the work of Dr. Chyi because it's not the type of research that lends itself to huge grants from digital companies and foundations. They go more for the shiny stuff.

It's important, however, to be reminded of what is real, and folks like Dr. Chyi and John Oliver did that in August.

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

# Blinder

Continued from Page 1

"We're excited that Mike has agreed to join us for this year's seminar," said Doug Anstaett, executive director of the Kansas Press Association. "He is one of the most highly sought after experts in this field."

The symposium is sponsored through an endowed fund in the Kansas Newspaper Foundation from the Montgomery newspaper family in 2005.

Earnings from the \$50,000 gift are used to defray speaker expenses.

Cost to attend the one-day training event will be \$75 for KPA members and \$150 for others.

"We suggest that those who are interested not put this off and risk missing out," Anstaett said.

Blinder was a well-known radio and television talent in Maine, but moved out from behind the microphone and camera to excel in media sales.

His career has grown exponentially since then, and Blinder is now in high demand as a sales consultant for some of the world's most respected media groups.



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.



## MARKETPLACE

### NEWS

**SPORTS EDITOR/REPORTER** — Seeking a sports editor to join an aggressive weekly news team in south central Kansas. Coverage includes one of the top high schools in the state. Helpful skills beyond superior writing include in-game social media, web posting, photography, video editing and web management. Job may include some general reporting as well. Forward email and qualifications to [jeff@derbyinformer.com](mailto:jeff@derbyinformer.com). (8-9)

**REPORTER** — Journalist with diverse writing experience wanted to serve as chief reporter for outstanding Army community newspaper. Report on news, features, education, sports, military training and more in this thriving community, known as the “Best Hometown in the Army.” Stable, full-time position in an upbeat, professional environment with benefits through GateHouse Media. Demonstrated writing skills and journalism degree or equivalent required. Knowledge of the military a plus but not necessary if possess willingness to learn. • The Fort Leavenworth Lamp consistently places at national military and state journalism competitions and is considered one of the nation’s top military newspapers. • Local reporting on topics of national and international importance garners wide exposure as many other publications use Lamp stories and photographs. • An additional perk of this position includes the chance to team with and learn from some of the best professionals in the industry, including a news-savvy, talented editor and an innovative, award-winning photojournalist. • The Lamp reporter position is also one of few journalism jobs where employees can make plans and keep them, as most assignments are scheduled and reasonable. **CONTACT/SEND RESUME AND CLIPS TO:** Sandy Hattock, Leavenworth Times/GateHouse Media general manager, [shattock@leavenworthtimes.com](mailto:shattock@leavenworthtimes.com), (913) 682-0305 and Bob Kerr, Fort Leavenworth Lamp editor, [editor@fleavenworthlamp.com](mailto:editor@fleavenworthlamp.com), (913) 684-1729. (7-5)

**COMMUNITY NEWS EDITOR** — The St. John News needs an editor who is community-minded, independent and devoted to news gathering and reporting for a demanding audience both in print and online. It’s the perfect job for someone who likes to do it all — from photography to writing to page design and social media — with the support of a larger organization. The salary is competitive. The benefits are excellent and include BCBS, prescription card, 401(k), flex benefits and more. To apply, contact Conrad Easterday, publisher, The Pratt Tribune, 320 S. Main, Pratt, KS 67124 or e-mail [ceasterday@dodgeglobe.com](mailto:ceasterday@dodgeglobe.com). (8-8)

**EDITOR/GENERAL MANAGER** — Award

winning weekly newspaper in Gothenburg, Neb., looking for an editor/general manager to deliver top-notch local coverage and manage staff. Candidates must have a thorough knowledge of news writing and editing for print. We can train for the general manager position. Candidates must have excellent leadership skills and the willingness to become part of an active community. A community newspaper background is essential. Interested candidates should send a resume and work samples to Scott Wood at [swood@ntin.net](mailto:swood@ntin.net) (7-26)

**SPORTS WRITER-EDITOR** — Award winning northwest Kansas daily is seeking a full time sports writer-editor. We cover four high schools and a community college, and the candidate will also cover some news stories. Design experience in pagination using Adobe InDesign is desired. We are a small office and work as a team to produce our daily and sections. We offer competitive wages and health insurance. Send resumes and samples of articles to [sfriedlander@nwkansas.com](mailto:sfriedlander@nwkansas.com). (7-14)

**COPY EDITOR** — Dynamic journalist to be a copy editor at an award-winning newspaper and robust website in a Midwest capital city. The Topeka Capital-Journal is the No. 1 news source in northeast Kansas thanks to dozens of energetic journalists. If you’re the right candidate, you’ll be a skilled wordsmith with an eye for cutting-edge design. You’ll be a strong communicator who can question holes in stories. Versatile, enthusiastic recent college graduates will be considered. Send resume and references to managing editor news editor Clay Wirestone at [clay.wirestone@cjonline.com](mailto:clay.wirestone@cjonline.com). (6-30)

**PAGE DESIGNER/COPY EDITOR** — The Salina Journal seeks an experienced journalist with strong news judgment and design and copy editing skills to join the copy desk. The successful candidate will possess: • sharp editing skills and the ability to edit on deadline for accuracy, clarity, style, readability and potential legal problems; • the ability to design creative, attractive news and feature pages on deadline and to design special projects; • good communication skills; • the ability to work well with a team. Working knowledge of Adobe InDesign is a plus. The Salina Journal offers competitive wages; profit sharing and 401K plans, and health and dental insurance. Pre-employment drug screen required. Interested candidates should send resume and a cover letter to Sharon Montague, Executive Editor, P.O. Box 740, Salina 67401 or by email to [smontague@salina.com](mailto:smontague@salina.com). (6-23)

**EDITOR** — Join the Wellington Daily News. Will write, design pages, take photos and post daily to web and social media. Competi-

tive salary and benefits packaged offered. Respond with clips, resume and references to [cjanney@butlercountytimesgazette.com](mailto:cjanney@butlercountytimesgazette.com) (4-25)

**REPORTER** - Hays-based Eagle Communications is seeking to fill a reporter position in its innovative and growing converged newsroom. Click [HERE](#) for details. Eagle Communications is an Employee-Owned company and an EEO employer. <http://www.eaglecom.net/jobs/reporter-hays-ks/> (8-3)

### ADVERTISING

**GENERAL MANAGER/ADVERTISING** — The Parsons Sun is seeking a dynamic, multimedia advertising General Manager. This is an ideal position for someone who wants to be outside working with sales reps to help their customers develop effective advertising campaigns.

We are seeking a general manager with an expertise at new revenue generation utilizing new media as well as managing the two daily newspaper sales staffs, classifieds and a strong commercial printing business. Strategic planning and creative thoughts will be critical for the right candidate. The Parsons Sun and its sister paper, The Chanutte Tribune, are five-day daily papers in SE Kansas. We offer a competitive salary with a performance bonus plan as well as health care benefits. Interested candidates should send resume to: [brucewallace03@gmail.com](mailto:brucewallace03@gmail.com).

**SALES PROFESSIONALS** — Located in Topeka, Kansas, The Capital-Journal is the oldest and largest media outlet in Northeast Kansas and the area’s most trusted source of news. We are looking for confident, passionate sales professionals who are excited about meeting with lots of customers and creating print and digital solutions that meet and exceed our clients’ expectations by delivering the right results at the right time. If you are looking for a company where you can build a successful career and where your efforts make a difference and will be supported, look no more. Previous sales experience is preferred but we will train the right candidate. Compensation includes a competitive base salary plus commissions. To apply, submit a cover letter and resume to [HR@CJonline.com](mailto:HR@CJonline.com)

**CREATIVE SERVICES TEAM LEADER** — The Hutchinson News is seeking a dynamic leader to head our creative services team. The right candidate must have exceptional creative and technical skills and have the skills necessary to inspire a staff. A degree in graphic and digital design or equivalent experience is a must, must be knowledgeable in

## MARKETPLACE CONT. FROM PAGE 6

Adobe Creative Suite, Flash, Dreamweaver, video production and website development. This key position will be responsible for the organization and training of the creative team along with facilitating the production of daily advertising and creative work for the print and digital advertising products, coordinating the layout of the daily paper and special sections. If you are passionate about design, well-organized, a strong leader, work well under deadlines and have excellent communication skills, you may have what it takes to lead our team. Position reports to the Marketing Solutions Director. Benefits include: 401(k), profit sharing medical, vacation and more. Send cover letter, resume and 3 non-returnable samples to: Jeanny Sharp, Marketing Solutions Director, The Hutchinson News, 300 W 2nd Ave PO Box 190 Hutchinson, KS 67504-0190 or [jsharp@hutchnews.com](mailto:jsharp@hutchnews.com) (5-31)

**SALES MANAGER/MULTI-MEDIA SALES EXECUTIVE** — Position available in Dodge City, KS. We are a sophisticated, multi-media, local news organization and a leader in delivering local content to consumers and local marketing solutions to businesses. We are well positioned to meet, adapt and excel in the future of delivering local content and business services through a variety of media options. Our company is looking for a true sales leader that can help us continue to evolve, grow and deliver custom solutions to local businesses. This person will be responsible for growing advertising revenues through both the management of other sales team members and the development of their own book of accounts, using a consultative sales approach for both print and digital solutions including newspaper, specialty publications, direct mail, digital display, SEO, PPC, social media, mobile, website development and local services. Candidates must have sales experience and preferably management experience as well; media experience would be helpful but is not required. Compensation includes a competitive base salary plus commissions. We offer Health, Dental, Vision, Flexible Spending Accounts, Life Insurance and 401(k). To apply, submit a cover letter and resume with salary expectations to Lee Bachlet, Senior Group Publisher, GateHouse Media [lbachlet@gatehousemedia.com](mailto:lbachlet@gatehousemedia.com). An Equal Employment Opportunity Employer. (5-19)

**ADVERTISING DIRECTOR** — The Garden City Telegram, an award-winning, seven-day-a-week morning newspaper serving a dynamic, diverse community in southwest Kansas, is seeking applications for an advertising director. The ideal candidate will be an innovative thinker experienced in creating new revenue streams and implementing suc-

cessful strategies, with the ability to motivate and empower a sales team in display, classified and digital sales. The advertising director also manages the Print Plus division, which produces brochures, banners and other marketing materials for clients. Candidates should be goal-driven, organized and detail-minded. The exceptional candidate will have experience in newspaper and digital media sales — including management experience — and success in growing revenue across multiple platforms. Competitive pay based on sales performance. Full benefits package. Please submit a letter of application and resume to: Dena Sattler, Editor-publisher, The Garden City Telegram, P.O. Box 958, Garden City, KS 67846, or e-mail [denas@gctelegram.com](mailto:denas@gctelegram.com). (5-9)

### NEWSPAPERS FOR SALE

Small southeast Kansas weekly for sale. In business for more than 100 years. Official paper for two towns, two school districts and county. Very supportive community. Twenty miles from larger city for ad sales. Send inquiries to [danstaett@kspress.com](mailto:danstaett@kspress.com). (8-15)

Caldwell (KS) Messenger for sale. Family owned since 1980. Price reduced to \$25,000. Building extra. Prefer to sell quickly. If interested, please contact Erika at (316) 258-9697. (8-15)

138- and 126-year-old weekly newspapers in south-central Kansas near Kansas Star Casino covering two smaller cities. One is official county legal publication. Each official publications of its town and school district as well as some townships. Farm communities with progressive thinking and friendly relaxed atmosphere. No competing newspapers. Motivated. Call (620) 488-3695 after 5 p.m. or email [shayleencasteel@yahoo.com](mailto:shayleencasteel@yahoo.com) for more information and to make offer. (6-14)

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. (4-2)

### PRESSROOM

**PART-TIME PRESS OPERATOR** — The Great Bend Tribune is seeking a part-time press operator to join our printing team. The ideal candidate will have previous web press experience, including print of process color and press make-ready. Good work ethics along with mechanical skills and ability to react quickly to print related problems. We are willing to train the right person. Job requirements include: • Current valid driver's

license with clean driving record, ability to pass a written fork lift test and train on lift; • Color vision and depth perception; • Ability to lift a minimum of 75 pounds; • Ability to read and comprehend written and/or oral English instruction along with ability to communicate effectively with team members. To submit a resume with references or request an application contact [jaudus@gtribune.com](mailto:jaudus@gtribune.com).

### DIGITAL MEDIA

**DIGITAL EDITOR** - The Wichita Business Journal is looking for a turned-on, energetic professional to take charge of its digital platforms. The Digital Editor is responsible for the day-to-day management of all online content and owns the execution of the online content strategy across multiple platforms and products, including Web, email, mobile and social media. It is mandatory that the candidate thrive in a breaking-news culture and has demonstrated content programming experience in an online environment. Submit materials to Bill Roy, [broy@bizjournals.com](mailto:broy@bizjournals.com). See more about the position at <http://acb.com/careers/detail/acbj.1774>.

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** — Vanguard Model 1958, Serial BF 103, Last used December 2015. It worked well at that time. It has two units, but we've only used them separately. Buyer will need to dismantle and move it! \$4,000; ATF Chief 17, Model 11.17, \$300; ATF Chief 215 Model 2.15. Used mostly to print envelopes & two part forms, \$150; MGD Duplicator 20, \$100; Argyle 23 Process Camera Model G23, \$50 in 2012; Photostat Whitin Masterlith Duplicator Model 1115 Perforator, \$100; NuArc FT40UP Ultra-Plus Flip-Top Platemaker, \$175 in 2015; free negatives and plates, various sizes. Call Linda Foster (785) 413-0349 or email at [thewholeisgreater@gmail.com](mailto:thewholeisgreater@gmail.com) (1-8)

**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.

# Bedrock of our profession simply ‘credibility’

It’s been 55 years since Ted Levitt wrote a book that made a bold yet damning statement about the railroad industry.

In “Marketing Myopia,” he blamed railroad executives for their own failures because they had mistakenly believed they were in the “railroad business” — and not the “transportation business.”

He argued forcefully that the industry had missed a growth opportunity because railroad executives could not think differently about what they did, how they did it and what the market demanded.

I can remember 25 to 30 years ago when one of my mentors, former publisher and Stauffer Communications Inc. executive Ken Bronson, often made a similar argument about our industry.

He said we had to get beyond the notion we were in the newspaper business.

“Don’t fool yourself,” he argued. “You’re in the information business.”

He used to talk about how local newspapers had to be committed to at least this one core objective: to be the primary information source in their communities.

Today, there are thousands, if not millions, of information sources out there.

Just Google just about any subject and you can come up with page after page of

links to stories about it. Or, turn on the radio or television or visit a social media site.

It seems everybody’s got an opinion. But do they have the facts?

Maybe, but more than likely they do not. Actually, far too often they serve as the “only” source upon which some of our citizens rely.

Even though our industry has faced tough times these past 10 years, we cannot abandon what has served as the bedrock of our profession for decades: credibility.

We complain about those political candidates who utilize other media for the vast majority of their advertising but then rip off our stories or our editorial endorsements to use in their last-minute TV and radio ads.

Why do they do that?

Credibility. When push comes to shove, they know that an editorial endorsement still carries considerable weight with many voters, that they trust us.

Can all those other “sources” compete with the local newspaper that is doing its job and making sure its readers are informed?

Of course not.

So we have to make sure we are doing

our communities justice in our coverage.

Are we saying “yes” when a reader brings in a tidbit of information, even though it has relatively little news value?

Are we making sure we’re there when the community has a fund-raiser, or a local person is recognized for his or her public service?

Are we providing our readers with detailed calendars of upcoming events

so they know when an important community issue is being discussed by the city council, county commission or school board or a community event is to take place?

If we must be, as Ken Bronson argued, the primary information source for our communities, those

decisions become easy.

Of course, you have to exercise editorial judgment, but we can be relevant, credible and accommodating all at the same time.

Yes, the way we disseminate information is changing, and we need to use social media and a solid website to supplement what we do. We have a huge responsibility, and we must never abandon it.

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



**Doug Anstaett**

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**Can all those other ‘sources’ compete with the local newspaper that is doing its job and making sure its readers are informed?**

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**Of course not.**

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## NEWSMAKERS

### KS Publishing Ventures buys Herington Times

The Herington Times, which last week appeared to have published its final edition, has been purchased by Kansas Publishing Ventures.

The newspaper will miss only one publication, said owner Joey Young, who announced last week he had come to terms to buy the weekly publication from John Roberts of Holden, Mo.

“We plan on publishing the paper next week and breathing some much needed life in it,” Young said. “Our Hillsboro Free Press staff has been gracious in helping us evaluate the situation and getting that first paper out so we don’t miss a week.”

“Herington will have an owner that cares about community journalism, will put out a good paper each week, and will be accessible with our main office being just 30

minutes away.”

Herington, located in southern Dickinson County, has a circulation listed in the Kansas Press Association’s online newspaper directory of 1,577.

“We are very happy to have the opportunity to print a newspaper there and keep a much needed cog in that community alive,” Young said.

KPV also owns the Hillsboro Free Press, The Clarion, Newton Now and other properties.

### College’s secret vote ruled KOMA violation

Cowley College trustees violated the Kansas Open Meetings Act recently when they used a secret ballot to fill a board vacancy, the Cowley CourierTraveler reported.

Cowley County Attorney Chris Smith

said he determined the vote to appoint Jill Long of Winfield was illegal because it didn’t take place in public.

“It is very clear that the Cowley College Board of Trustees violated the letter and spirit of KOMA,” Smith wrote.

The newspaper reported Smith cited the KORA provision that “no binding action by such public bodies or agencies shall be by secret ballot.”

Trustees said they did it to avoid hurting the feelings of those who weren’t chosen, but Smith said such “good intentions” are no excuse to avoid KOMA.

Smith suggested three actions that might help avoid court proceedings:

- Call a special meeting within seven days to rescind the appoint of Long to the board.
- Hold a new vote “with full public view.”
- Each trustee must obtain at least one hour of KOMA training provided by the Kansas Attorney General’s Office.