

# THE KANSAS PUBLISHER



A MONTHLY PUBLICATION FOR THE KANSAS NEWSPAPER INDUSTRY SEPTEMBER 3, 2008

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## KPA CALENDAR

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### SEPT. 6-14

KPA Booth, Kansas State Fair

### SEPT. 10

Huck Boyd Lecture at Kansas State University (see page 3)

### OCT. 5-11

National Newspaper Week

### OCT. 23

Editorial writing conference, Red Rocks, Emporia

### OCT. 23

KPA board meeting  
Junction City

### OCT. 24

KPA Advertising Conference  
Junction City

## Goering announces decision to retire from Capital-Journal

By Rick Dean

*Topeka Capital-Journal*

Finding the words to summarize the 35-year career of a journalist who used words simply, powerfully and often beautifully, is a struggle.

Pete Goering, after all, wore a variety of hats in 3½ decades of immeasurable service to The Topeka Capital-Journal. He was a sports beat reporter, sports columnist, sports editor, news columnist, managing editor and, ultimately, executive editor. On a personal basis, he was a working role model, a friend and mentor to

several generations of young reporters. Mark Nusbaum, the third C-J publisher to ask Goering to direct this paper's newsroom, wonders "if anybody had a greater impact on The Capital-Journal in the last 40 years than Pete."

And yet at the health-related end of Goering's years of service to Topeka and Kansas — his retirement at age 59 becomes effective today, and his last column is included here — one word might best summarize Goering's skills as a journalist.

See **GOERING** on Page 4



Mike Kautsch, left, media law consultant for the Kansas Press Association, led a panel discussion of free press/fair trial issues Aug. 27 at a conference sponsored by the Great Bend Tribune. The panel included media representatives, a county attorney and two judges.

## KSHSAA adopts new credentialing procedure

Effective with the 2008-09 school year, the procedure for members of the professional working media to obtain credentials to Kansas State High School Activities Association state championship events will change.

A letter was sent out by

KSHSAA last week detailing the changes, which should streamline the process and "protect the KSHSAA from abuse by individuals who seek media credentials inappropriately," said Gary Musselman, executive director.

Letters were sent Aug. 27 from KSHSAA to all print and

electronic media outlets.

"If any KPA member has a problem with the new procedure or runs into difficulty getting credentials, we need to know immediately," said Doug Anstaett, executive director.

To read a PDF copy of the KSHSAA letter, go to [www.kspress.com/view.asp?ID=207](http://www.kspress.com/view.asp?ID=207).

# Adobe Acrobat 9 Pro impressive; offers new features on colorwork

**O**K. Stop what you're doing. Seriously, stop. What I am about to tell you is worth a few minutes of your time.

I get software upgrades constantly. Designers and paginators salivate when they come by my office and see all the software on my desk. Right now there is a glut of products from Adobe, Extensis, Subrosa, Quark and a few others lying there. Sometimes I have to force myself to look at another upgrade. But that's what I do. And I don't take this duty lightly. So, against all natural tendencies, I keep inserting those disks and installing those new versions. And a day like today makes it all worth it.

Could any product be worth this build up? Yes, it could. Adobe Acrobat 9 Pro has impressed me once again! How can it be? Has it really been 15 years since I created my first PDF file? Has it been 14 years since the first full-color PDF, a Frank and Ernest comic strip, was printed in a building behind my office? Has it really been 13 years since the first newspaper printed totally from a PDF file came off the press? I must be getting old.



**Kevin Slimp**

You might remember my review of Acrobat 8 Professional last year. I was blown away by the "fixup" capability added to the preflight function. You may remember that this tool allowed users to fix specific problems in a PDF file. These included removing OPI information and converting the PDF, among others. A few of the solutions didn't work as well as I had hoped. One, meant to convert all colors to grayscale, tended to miss color in EPS files. A few others had similar problems. That was OK, though. The ability to find and remove OPI information and convert the PDF version with the click of a button more than made up for any problems.

In my review, I mentioned that there were a couple of new features I hoped for in version 9. One was the ability to convert all colors to CMYK or grayscale with a simple click. The other was the ability to convert text to outlines. I'll take one out of two any day, especially when it comes to features as important as these.

OK, we can forget about converting text to outlines in this version. You still need Pitstop for that. But color, that's another thing altogether.

Here's what happened. First, I tried using the color fixups in the preflight area to see if they worked. You have a lot more control over which colors to convert, but color still snuck through when I chose the "Convert Color to BW" option.

There's good news. As in previous versions, I could still use Ink Manager to convert the spot colors to process. But I was looking for a method of converting all colors to process or grayscale with the click of a button. I found it in the updated "Covert Colors" command.

First, I instructed Acrobat to convert all colors to gray, with a 25 percent dot gain. Mission accomplished. Next, I opened an RGB photo in Photoshop and converted it to an RGB PDF file. I opened the PDF in Acrobat, selected "Convert Colors to Output Intent," and then selected "US Web Uncoated" as my output intent. You guessed it. The photo instantly converted to CMYK.

Finally, I created a document in InDesign and purposely included plenty of spot colors, RGB items and a photo saved in RGB. Yep, it worked like a charm. I almost leapt out of my seat when I checked all the items and found they were now in process colors.

See ACROBAT on Page 3

## KPA BOARD

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Garden City Telegram

denas@gctelegram.com



## THIS MONTH'S QUESTION

**Q.** I'd like to start a web site for my newspaper. Where do I begin?

**A.** We suggest you call the KPA's technology consultant, Cort Anderson, before you make any decisions about a web site. He can help guide you through the choices. Call him at (620) 488-2960 or e-mail him at canderson@kspress.com.

# Acrobat

Continued from Page 2

One other feature that I really grew to appreciate as I tested version 9 is the ability to quickly select single fixups from the Preflight menu. For instance, if I wanted to be sure black text overprinted, I would simply select "Set Black Text to Overprint" from the fixup menu.

Do you want to know what I really think about Acrobat 9 Pro? It's too good. It's getting too easy to check PDFs for problems and fix them. I'm not sure how I'll spend all my time now.

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

## Fitzwater to deliver Huck Boyd Lecture

Marlin Fitzwater, former press secretary to Presidents Ronald Reagan and George H.W. Bush, will speak at the 9th annual Huck Boyd Lecture in Community Media Sept. 10 at Kansas State University.

Fitzwater, 65, began his 40-year career in journalism and public service in his hometown at the Abilene Reflector-Chronicle.

His early career included stints at the Kansas State Collegian, Manhattan Mercury and Topeka Daily Capital. Fitzwater served Reagan and Bush from 1983 to 1992.

He will speak at 10:30 a.m. at Forum Hall in the K-State Student Union.

## KU J-School to host editorial page seminar

"The Editorial Page: the conscience of a community" will be presented as a free seminar by KU's William Allen White School of Journalism on Thursday, Oct. 23, at the William Allen White State Historic Site in Emporia.

Presentations will be made at the Visitor Center. Free lunch and a tour of the house will be included. Presenters will include Ann Brill, dean of the school; Pam Fine, Knight Chair for News, Leadership and Community at KU; and Tom Eblen of the Kansas Press Association.

More information will be available later. For questions, please contact Tom Eblen at teblen@sunflower.com.

# Kansas State Fair gives industry good chance to toot its own horn

A number of Kansas Press Association members will join KPA staff at the Kansas State Fair booth Sept. 6 through 14.

"We're encouraged by the response of board members and others to our call for assistance," said Doug Anstaett, KPA executive director.

Volunteers who will take shifts at the fair include Gary and Twyla Mehl, McPherson Sentinel; David Powls, Holton Recorder; Les and Nancy Anderson, Wichita State University; Ben Marshall, Sterling Bulletin; Todd Vogts, Moundridge Ledger; Tom and Jeannie Eblen, KPA and KU University Relations; Dale and Linn Hogg, Great Bend Tribune; Tom and Pam Throne, Junction City Daily Union; Linda Mowery-Denning, Ellsworth County Inde-



pendent/Reporter; John D. Montgomery, Hutchinson News; Dane Hicks, Anderson County Review; and Cort Anderson, KPA consultant. KPA staffers will include Nicole Schings, Becca Gray, Victoria and Eric Singer, Emily Bradbury, Richard Gannon, Rachel Willis and Doug Anstaett.

## KU hosts Editor's Day this Saturday

The annual Editors Day is scheduled for Saturday, Sept. 6 at the William Allen White School of Journalism and Mass Communications at the University of Kansas. It is open to the public.

The program will begin at 1:30 p.m. in Alderson Auditorium at the Union. The program, "Post Conventions: What's Next in Election 2008?" will include a panel of political pundits brought together by the Dole Institute of Politics.

Panelists include: Bill Lacy, director of the Robert J. Dole Institute of Politics and former campaign manager for Fred Thompson's presidential campaign; Walter

Shapiro, Washington bureau chief for Salon.com; and Raymond D. Strother, author, political consultant and television political commentator. School of Journalism Associate Dean David Guth will moderate the panel.

Following the program, a pre-game buffet will begin at 3:30 p.m. hosted by Chancellor Bob and Leah Hemenway at their residence, 1532 Lilac Lane.

Kansas plays Louisiana Tech at 6 p.m. at Memorial Stadium.

Those who want football game tickets (if still available) should contact Susan Shaw at sshaw@ku.edu.

## DEATHS

Wayne Stewart, managing editor of the Topeka Capital-Journal, died at his home Saturday (Aug. 23, 2008) following a courageous battle with cancer.

Stewart, 57, is survived by his wife, Sherry; a daughter, Laura; and his mother, Lavinia Ann.

Graveside services were Saturday (Aug. 30) at Mount Muncie Cemetery in Lansing.

The native Kansan held management positions at newspapers from Rhode Island to Las Vegas before returning to his home state in February 2004 to join The Capital-Journal.

Those close to him recalled a good newsman.



Wayne Stewart

"He was diligent, he was thorough. He was fair and even-handed. He was a good wordsmith," said Publisher Mark Nusbaum. "And he strove for excellence with each project that our staff members tackled."

He received a bachelor's degree in journalism from Baker University in Baldwin City in 1972 and previously worked at the Dayton (Ohio) Daily News, Las Vegas Review-Journal, Colorado Springs Gazette and The Call in Woonsocket, R.I.

# Goering

Continued from Page 1

Writer.

Jon Wefald, the Kansas State University president, calls Goering “Kansas’ Will Rogers.”

“He wrote with good old-fashioned Kansas small-town humor,” Wefald said of the native of tiny Lehigh in central Kansas. “He had an easy-to-read style that worked in a bowling alley or a board room. His columns were reflections on life itself, and he managed to get at the essence of every subject with humor.

“Very few writers can go from the sports page to the front page and keep that same style. But Pete was able to write about different political, social and cultural events — whether it was the Phelps family or Rita Cline or a ton of other subjects — with an incredible sense of humor.”

Indeed, Goering’s ability to apply the occasional needle — which he used on himself as well as the public figures he gently lampooned — without painful jabbing was a skill reflective of his background as the son of a Mennonite minister. He was a welcome throwback to another time in an Internet world of blog-and-burn.

“I just never felt comfortable slashing on teams or people when they’re down, which is probably something I learned from Bob Hentzen,” explained Goering, who became the lead sports columnist following the retirement of the longtime C-J sports editor who took pride in being known as “good ol’ boy.”

“It’s just too easy to rip people,” Goering added. “That wasn’t my style.”

Goering, a Kansas State graduate who will continue to serve on The Capital-Journal editorial board, honed his writing style as a sportswriter who initially covered Washburn — which became his adopted university — and later Kansas and Kansas State. He saw the Chiefs win Super Bowl IV, the Royals go 1-1 in two World Series appearances, and covered KU’s improbable road to the 1988 NCAA national basketball championship.

But it was as a columnist that Goering was at his folksy, easy-reading best.



*Pete Goering was named recipient of the Clyde M. Reed Jr. Master Editor Award at the 2008 annual meeting of KPA in April in Junction City. He has announced his retirement.*

“I don’t recall Pete ever going negative,” said Jerry Farley, president of Washburn University. “It’s easy for us to poke fun in a negative way, or even get a little cynical. Pete didn’t need that. He was good with a quip and could make a point, but it was always light-hearted, never attacking.”

Added Dean Ferrell, a Topeka construction magnate who worked with Goering on projects involving Washburn and the city in general: “If he thought something was good for the city, Topeka didn’t have a bigger cheerleader. And when bad things were happening, he’d point it out without ever taking cheap shots. I think people liked that. He was always fair in analyzing issues, and people looked forward to that in his columns.”

Writing was always what Goering loved most about being a newspaperman.

Even when he reluctantly agreed to manage the newsroom staff — a transition he first made briefly in 1994, then again in 2000 and 2004 — Goering continued to write at a prolific rate.

“When I came back (as C-J publisher in 2004), he was writing four columns a week.” recalled Nusbaum, a Topeka native who was a newsroom copy clerk when he first met Goering in the early 1970s.

“That’s unheard of in this day — the editor of a mid-sized metropolitan

newspaper running the newsroom while writing four columns a week. And all the while he was in charge of all financial aspects of the newsroom, as well as moving the C-J forward into the digital arena with CJOnline.”

Nusbaum said he believed “that this newspaper, at that particular time, needed Pete’s leadership skills. But it took some arm-twisting.”

But Goering might have been at his best in one of life’s most pressing moments — when writing about his diagnosis with lung cancer in April 2007.

*I remember hearing the words “small cell carcinoma.” I don’t remember much else. I do recall protesting inwardly. That can’t be, I tried to reason. It’s been 20 years since I smoked.*

*Turns out, there is no magic date for a Get Out of Jail card. You smoke at all, you risk it all. Quitting when I did probably delayed the onset of cancer. That’s all.*

*I have kicked myself hundreds of times the past several days for being so stupid, so bullheaded so long ago. I knew this wasn’t health food I was sticking in my mouth.*

The ongoing battle with cancer made a difficult job even tougher and forced an early retirement. But Goering’s friends and readers appreciate his openness in discussing the fight.

“How many people can face the serious health problem he did publicly and with hope?” Wefald asked. “He looked his illness in the eye and said, ‘I’ll meet this challenge and fight it to the end.’ That is the warrior’s mentality.”

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**Writing was what Goering loved most about being a newspaperman. Even when he reluctantly agreed to manage the newsroom staff ... he continued to write at a prolific rate.**

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# Trip west brings ideas about how to improve

A Kansas newspaper mini-convention sent us southwest to Garden City recently where we visited with colleagues from primarily the western counties for a couple of days.

It was good to get away from our newspaper work, which never ends and is always there waiting for us when we return home.

We brought back some good ideas on how to improve our business and at the same time got a glimpse of how people live "out west."

We are eastern Kansas people, however, who had never before ventured very far off the well-worn path of westbound I-70 on our treks to Colorado. Actually, compared with most Americans, you could call us not very well traveled.

We probably work too much, involve our kids in too many activities and stay home too much, and when we do have some leisure time on our hands we choose to spend it with our family members who – you guessed it – live in eastern Kansas.

So traveling to Garden City was

somewhat of an eye-opening experience. What we found were huge farm and cattle operations and vast expanses of the state where deer and other wildlife out-populate human beings six to one, easily.

We concluded that western Kansas has some great farms, some great towns, some great papers and some great people.

In western Kansas, the big blue sky dominates the level landscape. Sunsets in western Kansas are even more beautiful than they are here in the east. And when storm clouds are rolling your way, you can usually see them coming from miles away.

We traveled to Garden City and western Kansas and back to Kansas City for the annual, awe-inspiring Susan G. Koman breast cancer walk that was held early on a Sunday morning (where we mingled and walked with more than 24,000 people) and – you guessed it – visited with our family members and walked as a team in support of my sister, Patty, who is herself an awe-inspiring breast cancer survivor.

From K.C. we traveled south to Garnett where – you guessed it – we visited with yet more family members and drafted players for our family fantasy football league.

Western Kansas, we're sure, is just as fine a place as anywhere in the world to live. It's much different than our eastern

part of the state, but the people are just as nice and the towns are just as friendly.

At a recent meeting of the Kansas Press Association board of directors, the various members discussed the strengths, weaknesses, challenges and opportunities of our member newspapers.

From the spirited exchange, it was learned that the newspaper business has now evolved for some to the point that on-line news products are just as important as the printed edition.

While some organizations claim readership of their news has never been higher, the number of their printed newspaper subscribers has gone down while the number of their on-line readers is climbing.

While representatives of the weekly newspapers said their businesses were performing OK, there's no reason to doubt that some trends seen today at the dailies may be coming sooner or later to the weeklies, too. Get ready.

Newspaper trade meetings like the one at Garden City can provide new ideas and the edge you need today to remain the leading news provider in your community. If you're not moving ahead with new technology, you're falling behind.

*David Powls is president of the Kansas Press Association for 2008-09.*



David Powls

## KPA site may require browser update

After months of preparation, the Kansas Press Association's new website went live recently. It can be found at the same address as before: [www.kspress.com](http://www.kspress.com).

The site, designed by the online staff at the Salina Journal, includes a number of new features, a front page that doesn't require scrolling on most computers, the capability to upload video, provide podcasting and much more. The site is more user friendly and allows for quicker uploading and editing of materials for the website.

"The site includes all the materials we had before, but we've expanded our ability to get important news to our members in a more timely fashion," said Doug Anstaett, executive director of KPA. "If a member has something they'd like to see on the KPA site, all they have to do is call Emily Bradbury or me."

The new site may require those with older internet browsers to update, but that was an unavoidable obstacle.

"We wanted lots of new features, but

that will require some adjustments by some members," Anstaett said. "Our staff may be able to help you find free browser updates that will accommodate the new site's requirements."

Website users can access far more from the home page than before by using the drop-down menus at the top of the page.

Other enhancements coming soon will be the addition of a separate site for the Kansas Newspaper Foundation and an online directory that will replace the printed KPA Directory of Newspapers.

"We've found in the past that our printed directory is obsolete the minute it rolls off the presses in December," Bradbury said. "This will give us the ability to maintain all our directory listings in real time, a huge advantage to our members and those who are seeking contact information about KPA newspapers."

Obviously, any new project involves a learning curve, Anstaett said.

"Please be patient as we work out the kinks," he said.

It's not print vs. Web anymore.



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# Insert user tells how company goes about attracting attention

By **John Foust**

I was talking to Sara, who handles the marketing for a company that places advertising in a number of publications.

“Inserts will never replace our regular newspaper advertising, but we do run



**John Foust**

them on special occasions,” she said. “And like everything else in our overall marketing plan, we want to make sure we’re getting the most for our investment.

“An insert rarely stands alone,” Sara said. “When we plan a printed piece, we know it will be competing with a number

of other inserts in the same issue of the paper – just like our regular ads compete with other ads. Our big questions are: (1) How can we grab attention?... (2) How can we hold attention?... and (3) How can we drive response?”

Sara mentioned several things that she keeps in mind when she plans an insert:

1. Think big. According to Sara, the first step is to study the typical inserts in the publication that has been selected – and then print her insert on larger paper. “We can’t assume that our insert will be first in line,” she said. “Since it is likely to be in a grouping of other inserts, we want it to stick out around the edges. The way to do that is to use paper that is as big as possible.”

2. Print on both sides. Sara noted that some advertisers print their inserts on one side, and leave the other side blank. “If an insert is printed on just one side, there’s a fifty-fifty chance that the wrong side will

be facing readers when they flip through the paper. Even if the inserts are placed face-up, there are readers that sift through them from back to front. We always print on both sides, so our inserts will be visible.”

3. Print in color. “It’s false economy to print only in black and white. There’s probably more color in any given number of inserts than in the same number of ROP ads. We have to keep in mind that we’re competing with a lot of glitz and glitter among the other inserts in the same issue of the paper.”

4. Promise a benefit or provide timely information. Sara believes the old WIIFM philosophy is just as true with inserts as it is with other types of advertising: We all listen to the same hypothetical radio station – which stands for “What’s In It For Me?”

“There’s a lot of clutter out there,” Sara said. “People are bombarded with commercial messages screaming to ‘buy this,’ ‘buy that,’ ‘do this’ or ‘do that.’ We figure that we have a split second to get their attention, and another few seconds to introduce our copy point. If our message does not appeal to their interests, they’ll ignore us completely.”

5. Create urgency. “It’s our objective to motivate potential customers to take some form of immediate action,” Sara explained. “We like to think of readers going through a stack of inserts with scissors in hand. We want them to cut out our information – whether it’s a coupon or a return postcard.”

**John Foust** may be contacted for information about his training videos for ad departments at [jfoust@mindspring.com](mailto:jfoust@mindspring.com).

(c) Copyright 2008 by John Foust.

## Osborne retires, joins insurance agency

Bill Osborne has retired as marketing consultant for the Kansas Press Association to become a licensed insurance agent for the Tom Perkuhn Agency of Shelter Insurance in Topeka.

Osborne will concentrate on life and health insurance products and annuities.

Because of his past work with the Kansas Newspaper Foundation, he may from time to time contact KPA members about purchasing life insurance policies or annuities and naming the Kansas Newspaper

Foundation as the beneficiary.

“This is an excellent way to leave a legacy to the foundation,” Osborne said.

For more information, contact him at (785) 273-0650 or 640-8804.

Osborne has been in the newspaper business since the late 1950s when he started in advertising sales at the Council Grove Republican. He also served at the Southwest Daily Times in Liberal and the Topeka Capital-Journal prior to working for KPA from 2000 until his retirement.

# THE KPA MARKETPLACE

## ADVERTISING

Join the advertising sales team of the award-winning **Iola Register**. Base salary plus commission. Established client list with room to grow. Benefits plus a retirement plan. But best of all, an enjoyable place to work. Call Mark Hastings, ad manager, at 620-365-2111.

Advertising Director — The **Sedalia Democrat** is seeking an advertising director with a successful track record of driving new sales in a team environment. The Advertising Director reports to the publisher and is responsible for a department that includes local display, classified and Internet advertising. The director will coach, train and manage a sales team of 14 associates. This position is responsible for setting sales goals, developing new revenue streams and fostering an attitude of exceptional customer service. The Advertising Director will provide motivation, leadership, fresh ideas, and a can-do attitude and must possess strong organizational, communication and computer skills. The successful candidate will lead cross-selling efforts in print and on the Web and must possess a demonstrated familiarity with the Internet, as well as the ability to think strategically, to identify opportunities and to work well with a team. A college degree in advertising or marketing is preferred but not required. Sales experience and previous media management experience are required. With a circulation of 13,000, the Sedalia Democrat serves readers and advertisers in an eight-county area of west-central Missouri. We also print a suite of weekly shoppers that provide advertisers with a cost-effective means of reaching rural customers. Sedalia is a stable market, located near recreational opportunities at Lake of the Ozarks and Truman Lake, and within an easy drive of Kansas City and Columbia. We offer an excellent compensation and benefit package. Apply with resume and cover letter to Dave Phillips, Publisher, dphillips@sedaliademocrat.com, 700 S. Massachusetts, Sedalia MO 65301

## NEWS

The **Beloit Call** has an immediate opening for a general assignment reporter and sports writer. The Call is a three-day-a-week publication in a progressive community with a good school system. The job at the Call is an excellent entry level position for someone wanting to pursue a career in journalism. Experience preferred, but not necessary as long as the applicant has a good command of the language and has a strong desire to write. Benefits include health care insurance. Please contact Brad Lowell at the Blade-Empire in Concordia

(785-243-2424 or jbrad@nckcn.com) or Barbara Axtell at the Beloit Call (785-738-3537).

The **Dodge City Daily Globe**, a Gatehouse Media Co. newspaper, is seeking a hands-on managing editor to lead our newsroom team and manage all aspects of our editorial department. The Globe publishes a six-day morning paper Monday through Saturday, along with the Spanish-language newspaper La Estrella and weekly shoppers. Good leadership, organizational and management skills are required, along with a passion for quality community journalism. The successful candidate should have strong editing skills, strong attention to detail and experience writing weekly editorials and stories. In addition, he or she should have the ability to motivate, teach and inspire the newsroom staff to perform at its best. The ability to plan and manage a department budget and experience in page layout and design are musts. The Globe will offer a competitive salary, a full benefits package including health insurance, a 401 (k) program and a good working environment as a part of our management team. Please send resume, including salary expectations, and at least three work samples to: Debbie Eddy H/R Dept. c/o The Dodge City Daily Globe, P.O. Box 820, Dodge City, KS 67801.

**Junction City Daily Union** is looking for a motivated city beat reporter. Beat includes city, police, fire, sheriff and courts. Prefer someone with experience covering local government but will consider others. Prefer college education, especially with journalism courses. Send resumes, references and clips to m.editor@dailyu.com.

The **Parsons Sun** needs a sports editor. Cover high school and community college sports; designs pages. Send resume, clips and cover letter to Ray Nolting, rnolting@parsonssun.com or to P.O. Box 836, Parsons, KS, 67357.

The **Southwest Times**, a top award-winning three times a week newspaper in Liberal, KS, has an immediate need for a reporter. We are looking for a third person to complete our writing staff. Good pay, good benefits, and management has the highest commitment to excellence. This will be the kind of newspaper where you can really make a difference. Contact James Gutzmer at editor@swdtimes.com or call the Times at 620-624-2541 for more information.

The **Garden City Telegram** is seeking a reporter who can cover the law enforcement/courts beat in southwest Kansas, in

addition to helping out with general news and feature stories. Ideal candidates will have sharp reporting skills, the ability to go beyond superficial coverage and experience with, or the desire to learn, multimedia skills. Experience at a daily newspaper a plus, but recent college graduates ready to hit the ground running will be considered. Candidates who are bilingual in Spanish preferred, but not required. The Telegram, part of the six-newspaper Harris Group, offers a generous salary and benefits package, a chance to work with an outstanding staff and opportunity for advancement. We are an afternoon daily with a Saturday morning edition. The Telegram is an Equal Opportunity Employer. To apply, send resume, cover letter and work samples to: Brett Riggs, managing editor, The Garden City Telegram, 310 N. Seventh St., Garden City, KS 67846. For more information or to express interest in the position, send e-mail riggs@gctelegram.com.

## PRODUCTION

Immediate opening for a full-time press operator for a Harris V15A press. The ideal candidate will have more than 3 years of offset web press experience to print our daily newspaper and commercial printing jobs. Darkroom and plate-making experience are a plus. Salary commensurate with work experience. This position offers a competitive benefit package, primarily daytime hours with the exception on an alternating Friday evening shift and a team-oriented fast-paced work environment. Only those with a good work ethic and solid attendance record need apply. Please submit an application and/or resume to the attention of Jeanny Sharp at The **Ottawa Herald**, 104 S. Cedar, Ottawa KS 66067 or via email to jsharp@ottawaherald.com.

## CIRCULATION

Weeklies — attract more subscribers and turn your circulation into CASH with the proven Hometown Sweepstakes circulation development program. Cheaper & better than telemarketing with a no-fee guarantee! Now booking fall '08 promotions. See more at [www.hometownsweepstakes.com](http://www.hometownsweepstakes.com), or e-mail Dane Hicks at dhicks@garnett-ks.com.

## WANTED

Do you have a Maloy MC Strap-tyer Model 50 or a Maloy Heavy Duty Model 50-5 tying machine that you're not using and could be available for spare parts? If so, contact Tom Throne, general manager, The Junction City Daily Union, at 785-762-5000 or email to t.throne@dailyu.com.

# When newspapers are under pressure, so are we

Your association staff is always looking for better ways to serve the Kansas newspaper industry.

Whether it is bringing seminars to your doorstep, being available by telephone and e-mail for advice or representing your interests at the Kansas Legislature, we only exist to serve you.

In other words, your existence — and therefore, your survival — is our most important assignment.

What sometimes gets ticklish is how to be on the cutting edge of technology and change — to lead the way — without leaving behind those who cannot afford upgraded software, new computers or other innovations. It's sometimes a difficult tightrope to walk.

Our recent web site upgrade is a case in point. We know that the internet is, even-



Doug Anstaett

tually, going to be an integral part of every newspaper's operation. Yet, as of now, about a third of our newspapers haven't taken that plunge yet.

Even so, we've got to try to be up on the latest innovations but not appear to be abandoning the traditional ink on paper approach that has worked so well for three centuries.

The web site will give us the capability to bring more and more information to our newspapers and, we hope, to the citizens of Kansas who are curious about our industry and want to know more about it.

Almost every page on our web site is available to the public, and for good reason. Citizens can become allies with us as we try to make government more accessible to everyone.

While you want to become your community's first and best source of local news, KPA wants to become the state's go-to place for information on open government issues. We want ordinary citizens to know we are fighting for access to public meetings and public records for them

almost as diligently as we are fighting that right for ourselves.

We'll try to do everything we can to meet the needs of all of our members. We'll continue to scour the nation for the best speakers on issues important to Kansas newspaper editors, advertising managers, circulation managers, reporters and photographers.

When we can — as we did with the recent Western Kansas Mini-Convention in Garden City — we'll bring those programs closer to your area so you can save on travel and time.

And we'll continue to listen to you when you think we're headed in the wrong direction.

You only exist because of readers who think your newspaper has value to them.

We only exist because — so far at least — our newspapers believe we have something valuable to share with them. We'll try to keep up our end of the bargain.

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

## House ads available

A series of five promotional ads designed to let you toot your own horn about your newspaper — including the ad at the right — are available online at [kspress.com](http://kspress.com) for your use. Go to Advertising Retrieval and click on Download House Ads to utilize them. Be sure to add your own newspaper name or logo in the ads.

The ads' themes include:

- (1) County fair (seen at right); (2) Farm; (3) Football game; (4) Student; (5) Wedding

The basic theme of the ads: "No one covers the news that matters to you like your community newspaper."

Download the ads in color or black and white at:  
[www.kspress.com/view.asp?ID=44](http://www.kspress.com/view.asp?ID=44)



The county fair.  
Our local government.  
Community events.

No one covers the news that matters to you like your community newspaper.

**your community. your newspaper.**

[INSERT YOUR NEWSPAPER NAME OR LOGO]

We're your newspaper.

