

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION SEPT. 10, 2014

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## KPA CALENDAR

### SEPT. 15-17

ASNE-APME, Chicago.

### OCT. 2-5

National Newspaper Association convention, Phoenix.

### OCT. 5-11

National Newspaper Week.

### OCT. 9

Montgomery Family Symposium, University of Kansas.

### NOV. 13

KPA Fall Conference, Hays.

### DEC. 15

National Bill of Rights Day.

### APRIL 17-18, 2015

Kansas Press Association annual convention, Junction City.

## Sign up now to get free design critique

If you want a design critique done on your newspaper in connection with the Oct. 9 Montgomery Family Symposium at the University of Kansas, you have just a few days to get PDFs to the presenter.

Want to spice up the look of your newspaper?  
Want to design a website that grabs attention?

This year's symposium, underwritten through the Montgomery Family Fund in the Kansas Newspaper Foundation, will feature award-winning designer and consultant Ron Reason.

Participants who sign up by Sept. 15 will receive a free critique and redesign ideas from Reason.

### Don't miss the deadline!

Do you want a free design critique done on your newspaper product by Ron Reason?

If so, you have to send PDFs to him by Monday, Sept. 15, so he'll have time to complete his evaluation. Don't delay!

This year's "Do More with Design" workshop has been created to help publishers, editors and others in-

See MONTGOMERY on Page 3



*The 2014-15 Kansas Press Association Board of Directors met recently in Salina for its summer retreat. Shown are (seated from left) Scott Stanford, Lawrence; John Baetz, Lincoln; Dena Sattler, Garden City; and Dan Thalmann, Washington, and (stand-*

*ing from left) Sarah Kessinger, Marysville; Denise Kuhns, Meade; Susan Lynn, Iola; Travis Mounts, Goddard-Cheney; Andy Taylor, Caney; Kent Bush, El Dorado; Olaf Frandsen, Salina, and Joe Warren, Atchison. Not shown is Peter Cook, Parsons.*

### On Annual Publisher's Statement

## You can count online subscriptions

Every newspaper with a Periodical Class Permit is required to publish an annual statement of ownership in October detailing the number of copies published and the ownership status of the newspaper.

This year's report has a new twist: it allows publishers the

opportunity to count online subscriptions in the total distribution figure.

The new form can be downloaded from the Kansas Press Association website at [http://kspress.com/sites/default/files/new\\_form\\_3526\\_annual\\_publishers\\_statement.pdf](http://kspress.com/sites/default/files/new_form_3526_annual_publishers_statement.pdf).

Remember, owners of

weeklies have the entire month of October to publish the statement in their newspapers.

Those who publish more often than weekly must publish the statement by Oct. 10.

A paper copy of the statement is also due at the local post office where you enter the mail by Oct. 1.

# Don't forget about Bridge; it's one of Adobe's best tools

I have to admit: I'm as much to blame as anyone. Honestly, I figured everyone was already using Adobe Bridge, so I've not put much effort into teaching Bridge tools at workshops and classes over the past few years.

Longtime photo editors remember the Browser from versions of Photoshop prior to CS2. Since then, Bridge has been included in all Creative Suite/Cloud packages and also with stand-alone Adobe Photoshop.

So why am I bringing up the Bridge now? After recent trips to train small and large newspapers in several states, I noticed that most designers and photo editors rarely, if ever, use the Bridge. As a result, I added a Bridge class in a day long training session for a large paper in California in September, and the response was pretty surprising. Almost everything I taught was new to everyone in the group.

What is Adobe Bridge?

First and foremost, Adobe Bridge is a digital asset management application. It keeps track of your files, whether they are photos, PDFs or whatever and makes them easy to find and display intuitively.

The most common use for Bridge is simply finding files. Click on a folder or drive

and see thumbnails of all the files in that location. I've found the Bridge most useful for browsing pictures on a camera card and quickly deciding which to keep and which to discard.

Not only can you search files by name, users can find files using metadata. Metadata is a set of standardized information about a file, including author, resolution, color space, copyright, and keywords applied to it. For example, most digital cameras attach some basic information to an image file, such as height, width, file format and time the image was taken. These are all included in the metadata.

When I visited with Jean Matua, Minnesota publisher, three years ago, she asked how we could create a photo archive that would enable her staff to easily pull up any image from the past. We did that using Adobe Bridge. By adding keywords into the

metadata of each image, a process that takes just a moment, the pics can be found in a matter of seconds with a simple search in the future.

I've used a variety of Bridge tools since Photoshop added the Browser way back in March 2002. My favorite has been the "Batch Rename" feature, which allows me to take all - or any selected - images on a camera card and move or copy them to a new location with the name of my choice.

This is incredibly valuable, as it allows me to take all 200 of those photos taken at the high school game and place them in a designated folder with the names "2014Football-001," "2014Football-002," etc.

The Image Processor is another valuable tool in the Bridge. With it, I can select a folder full of images and convert them to JPG, TIF or PSD format with the click of a button. Even better, the Image Processor allows me to run Photoshop Actions on all images in a folder at once, without leaving the Bridge.

I'd almost forgotten how easy it is to create web galleries using the Bridge. By simply selecting a folder or group of images, then clicking a few buttons, I have a complete gallery of images, in whatever format I choose, ready to upload to an FTP site. This

means a user can literally create a Web page catalog of hundreds of photos, which can be clicked and enlarged on the screen, in a matter of seconds.

There's more to Bridge. Edits made through Camera RAW are actually non-destructive. The settings are saved in an external file instead of embedded into the

image. Sure, you can edit your RAW images in Photoshop, but working in Camera RAW in the Bridge is quicker.

Users can create image catalogs, assign copyright messages, export files for social media and more. Needless to say, Adobe Bridge is a valuable tool in any designer or photo editor's arsenal.

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



Kevin Slimp

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**First and foremost, Adobe Bridge is a digital asset management application. It keeps track of your files, whether they are photos, PDFs or whatever and makes them easy to find and display intuitively.**

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## 2014-15 KPA BOARD

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joe.warren@npgco.com

# Watch out for overlap; it can become an issue

Meredith has been selling advertising for many years. “Watch out for overlap,” she told me. “It’s a big challenge in the sales profession. Just like all companies who compete with each other, my paper and my competitors offer a lot of the same things. I’ve heard that – depending on the industry – feature overlap can be more than 50 percent.”



John Foust

According to Meredith, when a sales person focuses on things that the competition can do just as well, there’s little chance for differentiation. The prospect thinks, “Why buy advertising in Choice A, when Choice B offers the same thing?”

Here are some common areas of overlap:

1. Audience: “To sell beyond the overlap, this is a good place to start,” Meredith said. “The number one media question that advertisers have is: ‘How many prospective buyers will my ads reach?’ All sales people talk about audience, but not many of them acknowledge the fact that other media choices reach some of the same people.”

Selling beyond the overlap forces you to analyze how many of your advertiser’s prospects you – and your competitors – can reach. With facts on your side, your selling approach becomes: “Of course, we cover

x-audience, like so-and-so does. But let me show you where we reach more people (better quality buyers, etc.)”

“Even when you’re selling against TMC (Total Market Coverage) products, there can be gaps in coverage,” Meredith said. “You’ve just got to look for them.”

That leads us to another possible source of overlap.

2. Market research: More and more media companies are offering research services to their advertisers. This can be a good point of differentiation.

“It’s important to promote your research department as an objective source of information,” Meredith said. “If advertisers start to think it’s just to stack the deck in your favor, they’ll turn away.”

3. Ad production: “Although most media companies are capable of producing ads, this is where you can put some distance between you and your competition,” Meredith explained. “Unless your prospect uses an ad agency, your creative team will have a big influence on the content and style of the advertising. In fact, you might close the deal, if you have some good examples of ads your paper has created – both print and online.”

4. Flexibility: “Advertisers are concerned about adaptability,” Meredith explained.

“How quickly can they adjust to shifting market conditions? Obviously, dailies can outmaneuver weeklies, and weeklies can outmaneuver monthlies. On the other hand,

it looks like online marketing levels the playing field. But there are bound to be gaps.”

5. Customer service: “Actions speak – and sell – louder than words,” Meredith said. “Everybody talks about their great customer service, but how many

actually walk the talk? If your competitors are slack in this area, you can position yourself as extraordinary.

“It’s better to talk less – and do more – about customer service. Demonstrate your customer-centered philosophy by returning phone calls and emails right away, by keeping your accounts informed about their ads, and by sending hand-written thank you notes.”

*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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## Montgomery

Continued from Page 1

involved in news and ad design to give their print and web products more energy and appeal.

Pam Fine, who holds the Knight Chair at the University of Kansas and organizer of the symposium, said the session is designed to allow participants to:

- Get new ideas for content, community engagement and digital publishing, and learn about the visual and brand strategies that drive them.
- Learn how to make stories more visual and interactive, even on a shoestring.
- Find new ways to create ads that engage consumers.
- Develop contacts from other news organizations in Kansas that can serve as a professional resource when you’re thinking about how to redesign or develop new projects.

Cost to attend will be \$50 for Kansas Press Association members, which includes lunch.

The Montgomery Fund in the Kansas Newspaper Foundation will subsidize the remainder of expenses.

Those who want pages critiqued and re-envisioned by Reason during a session called “Rethinking and Remaking Your Pages” should email PDFs of specific pages that you think were great successes or missed opportu-

nities no later than Sept. 15, 2014 — with the reasons why — to [ron@ronreason.com](mailto:ron@ronreason.com).

If you have an excellent or troublesome web site or page, send URLs to specific destinations. Please put “KU Symposium Submission” in the subject line and include your name and title. Reason will feature as many as possible at the symposium.

## AUGUST 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 August 2014.

Remember, if you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money. Sell one outside of Kansas (SDAN or SCAN) and you get to keep half the commission allowed to KPA.

Make an ad placement into another newspaper in Kansas or elsewhere and share the KPA commission.

- KDAN: The Anderson County Review sold two 2x4 ads for a profit of \$1,650; Hillsboro Free Press sold two 2x2 ads for a profit of \$800; Ellsworth County Independent-Reporter sold one 2x2 for a profit of \$400.

- KCAN: GateHouse Media sold 16 ads for a profit of \$2,550; the Anthony Republican sold two ads for a \$300 profit.

- SDAN: Anderson County Review sold two 2x4 out-of-state ads for a profit of \$360. Thanks to these newspapers for their sales efforts.

## NAMES IN THE NEWS

**Roger Bluhm** is the new managing editor of the Dodge City Daily Globe. He began his career in South Florida but has mostly served in the Midwest during his 28-year career.

He was editor of the newspaper in Branson, Mo. for four years.

**Zach McNulty** recently joined the Atchison Globe as a reporter covering city and general assignments.

He is a graduate of Northwest Missouri State and has worked at the Independence (Mo.) Examiner.

**Lori Jackson** has returned to the Kansas Press Association following the birth of her daughter, Jennika Dawn. She is the administrative assistant for advertising.

**Matt Guthrie** is the new senior group

publisher for the Morning Sun in Pittsburg and two newspapers in Missouri, the Carthage Press and the Neosho Daily News. He has 16 years of experience as a publisher at various newspapers. He is a graduate of the University of Georgia.

**Evan Dunbar** is the a full-time sports copy editor for the Topeka Capital-Journal. He is from Houston and has worked part-time in the sports department since December of 2013.



### THIS MONTH'S QUESTION

**Q.** I understand there are possibly new plans to produce a documentary on the life of William Allen White. Is KPA involved?

**A.** Yes. A committee has been working on ideas for the documentary composed of Kansas Press Association and William Allen White Foundation trustees. Rich Clarkson Productions has a proposal in the works to produce a PBS quality film and supplementary materials for use in classrooms and in club presentations. The Kansas Newspaper Foundation Board of Trustees has pledged matching funds for contributions to the project from KPA members. More information will be forthcoming in the next several months about how you can participate.

# CHOOSE WHO GETS YOUR VOTE

Communities with a local newspaper are smarter, stronger and closer. Their citizens are connected to one another, and invested in what happens around them.

The local paper is also one of the only places you can find timely news on what's happening right where you live. That's why 86 million Americans read local newspapers each week.

**Keep reading your local newspaper...and keep your community going strong.**



[kspress.com](http://kspress.com)

## Reynolds Institute studies news archiving

A recent poll by the Donald W. Reynolds Journalism Institute found that about a quarter of news organizations have lost significant amounts of their news archive.

Unlike print, digital news content can silently vanish in the blink of an eye. Digital preservation (not just backup) is the key to ensuring long-term survival of your news content, content that news organizations need for context, credibility, reuse and monetization.

That's why RJI is asking journalists to join librarians, historians, archivists and entrepreneurs in formulating a national agenda for saving digital news content.

If you are a decision-maker in a news organization who recognizes the value of digital archives and want to change the future of the past, join RJI Nov. 10 and 11 for the "Dodging the Memory Hole: Saving Born-digital News Content" forum at RJI in Columbia, Mo.

The event is made possible by grants from The Mizzou Advantage and RJI. To learn more and register, go to <http://www.rjionline.org/events/memoryhole>

## National Newspaper Week is Oct. 5 to 11

Once a year, we in the newspaper industry get a chance to tell readers our story.

We can toot our own horn, of course, but we also can take advantage of the week to more clearly explain why we do what we do and why it is important to our form of government.

This year, National Newspaper Week is Oct. 5 through 11. This year's theme is: "Newspapers: The Foundation of Vibrant Communities."

A kit will be available around the middle of September that contains

editorials, editorial cartoons, promotions ads and more that is available at no charge to all Kansas Press Association members. KPA has paid a fee so you can use those materials.

A link to the materials will be provided soon.

## Vietnam project jumps to 54 pictures found

The Kansas Press Association is continuing its effort to help find a photograph of every soldier who paid the ultimate sacrifice during the Vietnam War.

As of Sept. 10, we have collected 54 pictures collected out of 265 sought. There were 627 Kansans killed in Vietnam.

KPA joined a nationwide effort with other state and regional press associations to help collect a photo of every soldier who died in combat during the Vietnam War.

Kansas newspapers and others providing pictures so far include the Derby Informer, Eureka Herald, Fort Hays State University, Garden City Telegram, Great Bend Tribune, Harvey County Independent, Hays Daily News, Holton Recorder, Hugoton Hermes, Hutchinson Public Library, Iola Register, Kansas Chief, Kingman Leader-Courier, Lawrence Journal-World, Lindsborg News-Record, Oberlin Herald, Osage County Online, Oskaloosa Independent/Valljssssssddddey Falls Vindicator, Salina Journal, Sterling Bulletin, Topeka High Historical Society, Topeka Capital-Journal, Vietnam Veterans of America Chapter 912 and the Wamego Smoke Signal.

The Vietnam Veterans Memorial Foundation project, "Faces Never Forgotten," wants to complete an electronic "Wall of Faces" in the new education center at the Vietnam Memorial Wall before Veterans Day in November.

To access the list of pictures needed, go to <http://kspress.com/866/weve-jumped-54-pictures-found-vietnam-project>.

# CREATING JOBS AND PROSPERITY

*How KU benefits the economy*

University of Kansas researchers don't just make discoveries that change the world. They make discoveries that create jobs for Kansans and prosperity for our state.

**24** active startup companies

**159** active license agreements for **commercial use** of KU inventions

**\$12 million** in licensing revenue

**\$275.2 million** in externally sponsored research expenditures, including **\$250 million** from sources outside Kansas

**\$9 million** in corporate-sponsored research funding

**29** corporate tenants in the Bioscience & Technology Business Center at KU, including **Garmin** and **ADM**

**KU**  
THE UNIVERSITY OF  
**KANSAS**

## MARKETPLACE

### NEWS

**GENERAL ASSIGNMENT REPORTER** — If you're looking to put yourself in a position to advance your career, come join our family newspaper team. We have a proven reputation of award-winning journalism and placing our reporters at larger operations. We're seeking a talented and motivated journalist who can produce well-crafted, clean copy and lots of it. Fast-paced daily newspaper environment for a general assignment reporter who likes variety. Photo skills, knowledge of Internet reporting, and page layout useful. We're located in southwest Missouri within easy driving distance of Kansas City, Joplin and Springfield. Apply to Publisher Floyd Jernigan at fjernigan@nevada-dailymail.com (9-8)

**GENERAL ASSIGNMENT REPORTER** — Full-time general assignment reporter for busy newspaper group. Looking for a writing beast with photography skills. In the past year covered everything from county fair kids and city council meetings to breaking business news and at least one shooting. Over the next year we want you to help us grow our online presence. Pagination skills a big plus. Times-Sentinel Newspapers produces three suburban-rural weeklies, two metro monthlies and a variety of special sections. Competitive pay, health insurance available. Busy office, relaxed atmosphere, growing operation based just outside of Wichita. Send resume/cover letter/clips to managing editor Travis Mounts, news@tsnews.com, fax 316-540-3283 or P.O. Box 544, Cheney, KS 67025. (9-2)

**SPECIAL SECTIONS EDITOR/COPY EDITOR** — The Hays Daily News, located in Hays, Kan., is seeking to fill the position of special sections editor/copy editor. The applicant must show a knowledge of InDesign, PhotoShop, Illustrator and social media. The position will require a tight schedule of paginating numerous pages for the daily paper, as well as special sections. Must be willing to work on tight deadlines daily while juggling many other aspects of the job. Copy editing expertise is a must. Seeking someone who can create attractive, effective special sections. Must be willing to work as part of a strong team and add to the growing resume of products the HDN offers. Job is demanding, but rewarding. The Hays Daily News has been named the Kansas Press Association Sweepstakes Award winner three of the last four years in its division. Salary is based on experience, and position is open until filled. Send cover letter and resume to: The Hays Daily News, % Nick Schwien, managing editor, P.O. Box 857, Hays, KS 67601 or email cover letter and resume to nschwien@dailynews.net. (8-27)

**REPORTER** — The Hays Daily News, located in Hays, Kan., is seeking to fill a reporter position. The applicant must show the ability to find his or her own stories, as well as work on a tight deadline. Seeking someone who can produce quality, award-winning stories who also has knowledge of pushing stories to the Web in a timely manner as well. This candidate also will help move the HDN into a new age of

social media and delivering the product through many different avenues — not just the print edition. Position will cover several areas, as well as Fort Hays State University — one of the fastest growing NCAA Division II schools in the country. Must be willing to work as part of a strong team and add to the growing resume of products the HDN offers. The Hays Daily News has been named the Kansas Press Association Sweepstakes Award winner three of the last four years in its division. Salary is based on experience, and position is open until filled. Send cover letter and resume to: The Hays Daily News, % Nick Schwien, managing editor, P.O. Box 857, Hays, KS 67601 or email cover letter and resume to nschwien@dailynews.net. (8-27)

**HELP WANTED** - Part time help in newspaper office in Alma, Kansas. Experience with Microsoft Word preferred. Experience with InDesign and familiar with Mac Computers a plus. Willingness to learn and good customer service skills required. Apply in person with Ervan Stuewe at Wabaunsee County Signal-Enterprise. Call ahead for appointment at 785-765-3327. (8-4)

**MULTIMEDIA JOURNALIST** — The Kingman Leader-Courier has an immediate opening for a multimedia journalist, who will be responsible for covering community events, breaking news and feature assignments. Strong writing/photography skills needed. Email resume and samples to Jason Jump at jjump@kcnonline.com. (8-4)

**MANAGING EDITOR** for small daily on High Plains, on I-70. Are you ready to step up? This person will lead a full-time staff of three, plus part-timers, plan and track news coverage, coordinate photo and stories, design and lay out pages, cover some meetings and write some stories, deal with public and online/Facebook pages, generally run the newsroom. Journalism degree preferred, at least two years' newspaper experience. This is a good paper, hoping to get better. Apply to Sharon Friedlander, publisher, sfriedlander@nwkans.com, and Steve Haynes steve.haynes@nwkans.com. Colby Free Press/Nor'West Newspapers, Colby, Kan. (785) 462-3963. EOE m/f/h/v (7-30)

**REPORTER/NEWS EDITOR** for award-winning weekly on High Plains. Are you up to the challenge of continuing a strong tradition? Can you do it all? Do you want to learn the news business? This person will plan news coverage, coordinate the work of part-time staff, cover stories and features, take photos, design and lay out pages, post to web pages and Facebook. Journalism degree or some newspaper experience preferred. Competitive pay, location in Northwest Kansas. Apply to steve.haynes@nwkans.com and kl.davis@nwkans.com. The Oberlin Herald/Nor'West Newspapers, Oberlin, Kan. (785) 475-2206. EOE m/f/h/v (7-30)

**SPORTS REPORTER** — The Dodge City Daily Globe is seeking applications for a sports reporter. The position represents a great op-

portunity for a recent graduate or experienced reporter with the initiative and work ethic to cover a high school, community college, PRCA rodeo and a professional indoor football team. The successful applicant will have knowledge of and interest in a wide variety of sports. Traditional "game" coverage must be accompanied by off-the-field news, engaging features and commentary. The Globe offers a competitive wage, excellent benefits and the opportunity to advance to larger publications within GateHouse Media. Send cover letter, clips and resume to Publisher Conrad Easterday (ceasterday@dodgeglobe.com) at the Dodge City Daily Globe, 705 N. Second Ave., Dodge City, KS 67801. (7-17)

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

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

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

**SPORTS REPORTER/EDITOR** — Full-time sports reporter/editor for small-town five days a week daily paper. Must love local sports. Coverage focuses on small towns, one college.

## MARKETPLACE

Weekends and evenings required. Expected to be a good writer, take own pictures, lay out pages using InDesign, have Internet competence. Team player, courteous, cooperative, reliable professional for five-person office. Send letter, clips, resume, references to [zaccaria@winfieldcourier.com](mailto:zaccaria@winfieldcourier.com). (4-15)

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

### NEWSPAPERS FOR SALE

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

### DIGITAL MEDIA

The Hays Daily News' Pixel Power Haus wants to give you control over the directory residents use to find information about the businesses that make up your coverage area. BizLink is a searchable database of businesses and organizations that provides considerable upsell opportunity for newspaper seeking new revenue streams. You've seen expensive "subscription-based" models ... try one that works within your budget. Call Patrick Lowry at (785) 628-1081 to hear how we can help.

### ADVERTISING

**GRAPHIC DESIGNER** — Looking for a career in graphic design? The Hays Daily News has a full-time opening in the Ad Services department. Duties include designing ads and layouts for online and print products. Individual must be able to design on deadline, be team-oriented and have experience with Adobe Creative Suite. Generous benefit package included. To apply, send resume and cover letter to Mary Karst, advertising manager at The Hays Daily News, P.O. Box 857, Hays, Kansas 67601 or [maryk\\_ads@dailynews.net](mailto:maryk_ads@dailynews.net). Applications accepted until position is filled.(9-2)

### REGIONAL ADVERTISING DIRECTOR

— Gatehouse Media is seeking a strong sales leader to manage local digital products and services, as well as print and online marketing programs and packages. This role involves direct oversight of eight multi-media sales executives for a group of three daily newspapers in southwestern Missouri. Responsibilities include driving sales of Propel Digital Products and Services, newspaper and other print products, direct mail and event based marketing solutions; maximizing key revenue initiatives; coaching and developing the staff; collaborating effectively with management colleagues; building a sales pipeline; and maintaining excellent client relationships. Propel Marketing is a full service digital services firm owned

by Gatehouse, with offices located in each newspaper market. The ideal candidate will be a strategic thinker, knowledgeable and creative about developing customized local advertising solutions. Digital sales and management experience strongly preferred. If you are motivated, goal oriented and success driven, this may be the career position for you. We offer a competitive base salary, excellent bonus plan. We also offer Health, Dental, Life Insurance, 401(k) and flexible spending accounts. To apply, submit a cover letter, resume and salary requirements to: [michelle.smith@gatehousemedia.com](mailto:michelle.smith@gatehousemedia.com) An Equal Employment Opportunity Employer (9-2)

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

### PRESSROOM

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### MISCELLANEOUS

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**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 Ultralite 1500 plate burner; 2 Nu-Arc light tables; 1950 Anniversary Edition Heidelberg Windmill press, very good condition. Nor'west Press, Goodland, Kansas. Call 785-899-2338.

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# If the hammer is your only weapon, then use it!

One of the tasks for Richard Gannon and me each week is to look at newspaper clips, especially those that have to do with open government issues around the state.

Unfortunately, the subject of these articles is almost exclusively not about open government, but the opposite.

Gannon, director of governmental affairs, copies articles that deal with excessive and sometimes illegal use of executive sessions, meetings that occur without proper notice, votes taken behind closed doors and closed court hearings and records.

It's not a pretty picture and, yes, it seems to be getting worse.

In many cases, it becomes obvious while reading the articles that public officials are ill-informed, arrogant and sometimes plainly dishonest when dealing with their responsibilities as elected officeholders.

If this problem is getting worse, why is that?

First of all, it's because they see example after example of government secrecy displayed in Washington, D.C. and Topeka with few consequences. Why should they follow the law when the National Security Agency spies on Americans, the IRA abuses its power and state legislators meet out of the public eye to discuss the public's business?

## ***KPA plans golf outing to replace Little Brown Jug; play at Falcon Lakes or shop at Legends in KCK***

Golf at Falcon Lakes and shopping at the Legends are on the horizon, provided we can find some players, for Kansas Press Association members, their wives and friends on Thursday, Oct. 2 and Friday, Oct. 3.

Ben Marshall, publisher of the Sterling Bulletin and golf chairman for KPA, said those who don't want to play golf can "shop 'til they drop at the Legends."

The first annual "KPA-post Little Brown Jug" Golf Outing will be a 24-hour event at Falcon Lakes Golf Club (near the Legends area) so as not to interfere with weekend plans. Golf will begin at noon on Thursday, followed by a nice dinner somewhere in the Legends area and golf again at 8 a.m. Friday.

"You can be on the road home by 1:30 or 2 p.m. on Friday," Marshall said. "The golf isn't going to be serious ... something like a scramble format or Scotch foursome if enough ladies want to play on Thursday."

The dinner will be a great time to reconnect with friends.

All expenses will be on the participants. There are a number of reasonably-priced motels/hotels in the Legends area; here's a link to some of them: <http://www.legendsshopping.com/plan-a-visit/hotels-transportation/>.

We will ask you to pre-register for the golf and dinner so we can have tee times set aside on Thursday and Friday and seating for dinner on Thursday night. Deadline for registration is Sept. 26.

"Emily Bradbury will be sending a follow-up email soon to collect this information and help me with the reservations," Marshall said. "We look forward to seeing you on the 2nd and 3rd!"

For the past 50 years, representatives of the Missouri Press Association and KPA have taken turns hosting an annual golf competition. The tradition officially ended this year.

Second, when they do go into executive session and close a meeting to the public, no one knows what goes on behind those closed doors in most cases, so there's no way to determine if the discussions are within the parameters of the Kansas Open Meetings Act — or whether they stray far beyond what the law allows.

Third, despite the fact that the Kansas Attorney General's Office, Kansas Press Association, Kansas Association of Broadcasters and Kansas Sunshine Coalition for

Open Government join together to provide KOMA and Kansas Open Records Act training each year at various locations around the state, those who come to the meetings aren't usually the ones who need to be there.

They are the conscientious ones; they just want to make sure they're doing everything right.

The "violators," those who think they are above the law, rarely attend these meetings.

Recently, some officials in Galena, forced to do training because they obviously violated KOMA, were heard to say "this is bull----" when forced to participate.

Others, when caught red-handed in

KOMA or KORA violations, plead ignorance, often escaping with the usual punishment: admit the violation, get training and pledge to go and sin no more.

The open government laws of Kansas aren't complicated. They really don't require a Ph.D. in rocket science to understand.

They aren't followed because they are inconvenient to some public officials who believe they have such great judgment that the voters should just trust them.

That kind of government has never worked, and it never will.

## **The open government laws of Kansas aren't complicated. They really don't require a Ph.D. in rocket science to understand.**

The public must be actively involved in the process. It must have access to the discussions that lead to policy decisions and citizens must have their voices heard.

I know it's frustrating at times, but while a slap on the wrist does seem to be all the punishment we dole out in Kansas for violations, you still have the one tool that the government can't control: INK!

If public embarrassment of elected officials is the only hammer we have, then we need to utilize it.

So use that hammer — and nail them!

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



**Doug Anstaett**

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