

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION SEPT. 16, 2015

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KPA CALENDAR

SEPT. 17

Kansas Press Association district meeting, Atwood.

SEPT. 18

KPA district meeting, Garden City.

OCT. 1-3

National Newspaper Assn. Convention, Saint Charles (Mo.)

OCT. 16

KPA district meeting, Newton.

OCT. 23

Montgomery Symposium, University of Kansas.

NOV. 6

KPA district meeting, Topeka.

DEC. 15

National Bill of Rights Day.



Amber Jackson, advertising director for the Kansas Press Association, talked about the key elements of advertising sales and also explained how the KPA ad

networks operate at the first KPA district meeting in August in Iola. The meeting attracted two dozen newspaper professionals from southeast Kansas.

District meetings move to western Kansas

The Kansas Press Association continues its schedule of district meetings this week with Atwood on Thursday and Garden City on Friday.

The meetings are designed to bring the services of KPA directly to members in all five districts in the state.

The final two meetings are scheduled Oct. 16 in Newton (in conjunction with a regular KPA Board of Directors meeting) and Nov. 6 in Topeka.

Each meeting runs from 11 a.m. to 1:30 p.m.

Programming will include sales training by Amber Jackson, advertising director for KPA, an explanation of what KPA has to offer members

Montgomery to focus on attracting millennials

The 2015 Montgomery Symposium is scheduled for Oct. 23 at the University of Kansas

Pam Fine, who holds the Knight Chair at the William Allen White School of Journalism, has designed a program around recruiting and how to address the millennial generation.

"We look at who the millennials are and what they want," Fine said.

Sessions will include ways to convince millennials to come work in your newsroom, a panel

Start here to sign up online

Want to be a part of the remaining KPA district meetings?

No problem. There's still time to sign up for the meetings.

Just click on this box to sign up.

and a discussion on the upcoming 2016 Day at the Legislature.

Lunch will be provided through a grant from the Kansas Newspaper Foundation, and there will be no charge to members who attend the meetings.

discussion including recent graduates and current students and a discussion of how to mentor millennials.

Cost for KPA members to register is just \$50, which includes lunch. Non-members can register for \$75.

The remainder of the symposium costs will be underwritten by a gift from the Montgomery newspaper family in Kansas.

To register, email Emily Bradbury at ebadbury@kspress.com.

On deadline, newspaper staff faced InDesign filter problem

The e-mail came to me at 6:15 on a recent night, just as I was getting ready to take my two teenagers out for dinner. It was from Joe, a publisher at a small weekly who, like many newspaper publishers, has become my good friend over the past 20 years.

I had mentioned to some folks in my office that I needed to come up with a topic for this column. A couple of ideas were tossed around when, finally, I said, “Don’t worry. Something will come up. It always does.”

I just didn’t know that “something” would be my friend, Joe. I threw the Xbox remote to my daughter and said, “Take Zach on in a game of Tetris while I make a phone call.”

After a few rings, Joe was on the other end of the line. It’s funny how, after being in this business for so long, things like this don’t seem nearly as frantic as they once did. We’ve all faced crises at deadlines, and we’ve all lived to tell the tale. But this was a tough one.

A big storm had knocked out the power at Joe’s paper for a while. When the lights came back on, Joe and his staff opened InDesign to finish laying out the pages. That’s when the problem arose.

As Joe went to open the InDesign file he had been working on before the storm, the words “Cannot place this file. No filter found for requested operation” popped up on the screen. It might as well have said, “Danger, Will

Robinson,” because, just as in the old TV series “Lost in Space,” Joe had a major problem on his hands.

He was, as he so eloquently penned in his e-mail: “Dead at deadline.”

After a couple of decades as a consultant, I’ve learned a few important skills that help at times like these. The most important task at deadline is to get the paper out. Figuring out the exact cause of the problem can come later.

Once, while training the staff at The Columbus (Ohio) Dispatch, a pressman ran into the room shouting, “We need you now!”

It seems the plates were on the press, it was a few minutes past deadline, and there was one page that wouldn’t go through the RIP (the processor that sends the files to the platemaker). We could have spent precious time trying to determine the cause of the problem. But no one was very interested in the cause. They just needed a plate. I made some adjustments to the PDF, sent it to the RIP, and we figured out the cause of the problem later.

Back to Joe’s problem.

We could figure out the cause of the issue later. Right now, we just needed to get those ads on his pages so the PDFs could go to the printer.

The first course of action is to get the easy stuff out of the way. After learning he had already tried restarting the computer, I suggested he go ahead and try creating PDFs from the pages, even though it was doubtful they could be used.

He did. And they couldn’t be used. All of the ads were pixilated throughout the pages.

Next, since it seemed like an InDesign filter problem, I walked Joe through creating a “package” of the InDesign file, which he then sent to another computer. It was doubtful that two computers would have the same filter missing in InDesign.

You guessed it. When he opened the InDesign file on the other computer, Joe saw the same dire warning on the screen, “Cannot place this file. No filter found for requested operation.”

What were the chances that two different computers would lose the same filter during a thunderstorm?

This had all taken place within about 15 minutes.

My next idea was to walk Joe through the art of creating a Photoshop “action” that would take each of his ads and convert them to another format, perhaps TIFF or JPG.

That’s when things got really interesting. Photoshop could not open the files. You



Kevin Slimp

A big storm had knocked out the power at Joe’s paper for a while. When the lights came back on, Joe and his staff opened InDesign to finish laying out the pages. That’s when the problem arose.

See SLIMP on Page 3

2015-16 KPA BOARD

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Make sure you're giving advertisers the right tools

You may have heard the story about the man who asked the clerk at the hardware store for a wrench.

"What kind of wrench?" the clerk asked.

"Just show me what you've got," the man replied. Not quite knowing what to do, the clerk pulled a socket wrench from the shelf. "I think I'll try it," the man said.

About an hour later, the man came back to the store and said, "This wrench didn't work. Do you have a different kind?"

The clerk put a crescent wrench on the counter, and the man said he would try that one.

After another hour passed, the man returned to the store and said,

"This one didn't work, either. Do you have a bigger one?"

The clerk went to the last shelf and found the biggest pipe wrench in inventory. "How about this one?" he asked. The man broke into a big smile. "I know that one will work. I'm just going to use it as a hammer."

Ridiculous, isn't it? But how many times have we seen advertisers do something similar?

They insist on using the wrong tool and then get frustrated when it doesn't meet

their expectations — even when their expectations are way off base.

Generally speaking, there are two types of advertising — image and response. Image advertising — or institutional advertising, as some people know it — is designed to give consumers a positive feeling about the advertiser. The car dealer that runs ads claiming to be "the friendly dealership" is presenting itself as a nice place to do business. There's no specific call for action.

The appeal is indirect: "If you like us enough, maybe you'll decide to buy a car from us."

While image advertising can pay big dividends, it's a longer cycle. Powerful brands like Apple, FedEx and Coca-Cola didn't win their market share overnight. Their overall growth has been gradual — not necessarily snail-paced, but step-by-step in an upward direction.

On the other hand, response advertising is designed to create urgency. "Buy now," an ad might say, "because we're having a sale" ... or "because this offer expires on Saturday." There is a faster payoff and results are easier to measure. When an advertiser has a sale, you'll find out immediately if it's

a success. Either it works or it doesn't.

Repetition often forms a strong bond between image and response advertising. A business that runs a strong image campaign — one that resonates with its target audience — will eventually make sales. And an advertiser who runs a lot of response ads — ads that get results — will establish a strong image in consumers' minds.

Some of the best campaigns deliberately combine image and response. They project a carefully crafted image and ask for specific action — all at the same time. ("We're the friendly car dealer. That's why we're offering you these weekend specials.") If you take

this approach, make sure it's a consistent strategy, not a one-and-done experiment.

It's all about using the right tool.

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. (c) Copyright 2015 by John Foust. All rights reserved.



John Foust

Repetition often forms a strong bond between image and response advertising. A business that runs a strong image campaign — one that resonates with its target audience — will eventually make sales.

Slimp

Continued from Page 2

guessed it. A different warning appeared, letting Joe know that the files were corrupt.

I know what you're thinking. What about the backup files? None. What about Time Machine (a built-in function on all Macs since 2008 that periodically "remembers" everything done on a computer and saves it for future use)?

Joe's staff was working on Windows-based computers, so there was no Time Machine.

It wasn't the time for a lecture on backing up. It was deadline. And by now, 30 minutes had passed.

I asked Joe if he had the original InDesign files in which the ads were created. He did. I thought for a moment about replacing the original links with the InDesign files (you can place an InDesign file on another InDesign document), but there was too great a risk of font and link issues within those files.

Finally, I told Joe he had two choices. The first was to go with the pixilated PDF he was able to create. The second option, I explained, was to open each InDesign ad file, export them as PDF files, then hope for the best. Joe decided on the second option.

At 9:29, I received this message from Joe: "It will truly be a good night, thanks to you. Paper transferred to printer with no errors. Thank you. Thank you. Thank you. Sorry I interrupted your dinner with the kids. Will look forward to winter convention and dinner."

Yes, the kids and I did have dinner. I did most of my work with Joe while we drove to and from Abuelo's Mexican Restaurant. On the way to the restaurant, I apologized to my kids for being on the phone during the drive.

My daughter, who doesn't miss much, remarked, "I noticed you were taking the long way to Abuelo's."

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

Wake up & smell the coffee!

Let MultiAd® be *your* solution to help *your* customers stand out & ultimately *sell more!*

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Sometimes, it helps just to listen to each other

To better understand your customers, it helps to put yourself in their shoes.

On Wednesday morning, I hosted a meeting of downtown merchants. The purpose was to do a story on what they feel they are up against and if they could come up with some ideas to spur locals to shop downtown.

Out of the 15 invited, nine attended the 8 a.m. meeting held in the library's conference room.

I set some ground rules, including no

negativity. To enforce it, I placed five \$1 bills at each setting. For each negative comment, \$1 went into the pot. Conversely, a positive comment netted \$1.

That idea really didn't fly.

But perhaps it set the tone of what turned out to be 90

minutes of very constructive conversation.

Downtown merchants are situated around the town square that is two blocks on each side. It's really too big for today's population, and about half of the store fronts now serve as offices. Most of the retailers are on the southeast corner, including five clothing stores, a flower shop, second-hand store and pharmacy.

Other stores scattered among the eight blocks include a bakery, another jewelry store and stores that sell furniture and large appliances.

The biggest outcome of the meeting



Susan Lynn, publisher of The Iola Register, center, hosted a meeting of downtown merchants at 8 a.m. Wednesday. Merchants voiced support for the meetings to continue throughout the rest of the year.

was that it gave the opportunity for these merchants to view each other as friends, and not competitors.

It opened their eyes that they are not alone in their situation and that maybe, if they work together, they can generate more interest in people coming downtown.

I started the conversation by saying merchants in tourist towns such as Estes Park, Colo., have a three-month window of sales to carry them through the year.

That's about the same amount of time between now and Christmas, I said, and suggested we pull out all the stops to make the next three months the best ever for downtown merchants.

That spurred the discussion to revive the tradition of uniformly keeping stores open late on Thursday nights as well as Sunday afternoons; to open the Santa House on weekends; to bring the college choir to sing Christmas carols one night; and for merchants to agree on weekly

promotions from now until the end of the year.

They also agreed to display a flyer mentioning all the stores around the square and to not hesitate to refer customers to other businesses.

Better yet, they embraced a long-term goal of investigating how they could get the downtown buildings outlined in lights in the fashion of the Kansas City Plaza.

All the ideas and talk flying about the room will make for a great story, I thought.

And then came the kicker. "Can we meet again next week?" a merchant asked me.

"Well, sure," I gulped.

And all of a sudden I realized that "we" included me. I was a downtown merchant. How sweet it is.

Susan Lynn is editor and publisher of the Iola Register and president of the Kansas Press Association for 2015-16.



Susan Lynn

NEWS BRIEFS

Annual Publisher's Statement due Oct. 1

This is your annual reminder that the annual USPS Statement of Ownership, Management and Circulation (PS Form 3526) must be filed with your postmaster by Oct. 1.

All newspapers publishing more frequently than weekly must publish a completed copy of the form in their newspaper by Oct. 10. All weekly newspapers must publish a copy of the completed form by Oct. 31. Remember, you can claim your online only subscriptions on this report as long as the subscriber does not also receive your printed edition.

The form is appended to today's Kansas Publisher.

In addition, please e-mail a copy of your annual statement to the KPA office: Emily Bradbury, Kansas Press Association, 5423 S.W. 7th, Topeka, KS 66606.

Don't overpay USPS for mislabeled papers

National Newspaper Association postal expert Max Heath has good news for Kansas newspaper publishers: you only have to pay once for a newspaper that was mislabeled if you provided a change of address order to the U.S. Postal Service.

The Kansas Press Association contacted Heath after Sterling Bulletin publisher Ben Marshall complained that a new postmaster was charging him for every one of the newspapers returned from the same customer, even though a change of address form had been completed.

Former NNA president Steve Haynes read about the problem in an e-mail and put KPA in contact with Heath.

Heath confirmed it was only necessary to pay the one time and that refunds can be requested for any overpayments on those copies with the same address.

A copy of Heath's letter is appended to today's Kansas Publisher with details from the postal manual.

NAMES IN THE NEWS

Clausic Smith, former Bonner Springs mayor and long-time owner of that city's newspaper, has been named to receive this year's "Wyandotte Countian of the Year" award from Kansas City Kansas Community College. The award recognizes individuals who have made significant contributions to the Wyandotte community.

A "newspaper man" all his life, Smith owned the Chieftain until 2000. He served on the Bonner Springs City Council for eight years before serving as mayor for 10 years.

Randy Cope has become a partner and managing director with **John Cribb** and **Gary Greene** to form the newly named Cribb, Greene & Cope.

Cribb, Greene & Cope specializes in brokerage, appraisal and consulting in the media space.

From 2008 to 2013, he served as president and CEO of Dallas-based American Consolidated Media, which had more than 60 publications in eight states and previously was an executive with American Publishing Co. and Liberty Group Publishing.

Adam Sullivan is the new sports reporter

for the Butler Times-Gazette in El Dorado. He is a 2013 graduate of the University of Kansas and hails from Shawnee, Kan.

John Zetmeir is the new sports editor at the Dodge City Daily Globe. He is a 2015 graduate of Kansas State University.

Derrick Mead, a native of Pretty Prairie, has been named managing editor of the Wellington Daily News, while **Matt**

Bates of Clearwater is the new multi-media sales executive. Mead played basketball at McPherson College and Kansas Wesleyan, while Bates attended college in Arizona.

Rayma Gegg is the new editor of the Coffeyville Journal.

Rudy and Kathy Taylor celebrated their 50th wedding anniversary Aug. 20. They are co-publishers of Taylor Newspapers, Inc.

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 2015.

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 and share the KPA commission.

Ask advertisers: "How would you like for your classified ad to appear in 140 additional newspapers for just \$300 more?"

Here are the newspapers that placed ads in August:

- KDAN — Anderson County Review, two ads for a profit of \$1,650; Hutchinson News, one ad for \$825 profit; GateHouse Media, one ad for \$400 profit.
- KCAN — GateHouse Media, eight ads for \$1,200 in profits.
- Ad Placement — Hays Daily News, profit of \$557.47.

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**



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KANSAS

MARKETPLACE

DIGITAL MEDIA

Tired of not being able to update your website? Do you hate the design, but have no one on staff who can alter it? Have your eyes widened in shock when hearing what a new website might cost? Relax ... The Hays Daily News' Pixel Power Haus is your solution. Call Patrick Lowry at (785) 628-1081 to hear how we can help. Designed by a newspaper, for newspapers.

PRESSROOM

PRESS OPERATOR — The Junction City Daily Union has an opening for a qualified web offset operator for our six-unit Goss Community press. We are a five-day-a-week morning newspaper with several outside printing jobs. Good mechanical skills, valid driver's license, along with a good work ethic needed to join our team. We offer a benefits package that includes BC/BS health insurance, 401k and more. Submit your resume with references or request an application by contacting production.mgr@thedailyunion.net

PRESS OPERATOR — Are you dependable? Like working with your hands? Enjoy learning how things work the way they do? Have an ability to fix things? Then you may have the abilities we're looking for. The ideal candidate will have previous mechanical experience and a demonstrated ability to work well with others and can work flexible hours, including nights during the week. Prior newspaper press experience a bonus but not mandatory. The Nevada Daily Mail and Nevada News is located within easy driving distance of Kansas City, Joplin, and Springfield. We're part of Rust Communications, a family newspaper company. Interested applicants should contact Chris Jones, production manager, by calling 417-667-3344 after 4 p.m., or via email at cjones@nevadadailymail.com (7-14)

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@gbtribune.com.

NEWS

REPORTER — The Concordia Blade-Empire is seeking a multi-skilled person who can write, design pages and layout ads. Applicants must have writing skills and be willing to learn graphic design and page layout. The Blade-Empire is a five day a week publication located in North Central Kansas. Benefits include health care insurance, retirement plan, six paid holidays and paid vacation. Compensation includes salary, commissions and bonus for the right person. Send resume to Brad Lowell, Box 309, Concordia, KS 66901 or call 785-243-2424 or email jbrad@nckcn.com.

REPORTER/PAGE DESIGNER — The Arkansas City Traveler seeks help in the newsroom with reporting and designing pages. Duties include newsroom coverage and writing, for both print and Web; some page design; and occasional photography. Candidates should have basic computer, writing and interpersonal communication skills. We seek people who are motivated and organized, show initiative, and have a good attitude. Familiarity with Adobe InDesign and Photoshop software would be a plus, but is not a requirement. We will train the right candidate. To apply, email daseaton@arkcity.net or call (620) 442-4200 ext. 122. Drop off a resume at the Traveler office, or mail one to The Arkansas City Traveler, 200 E. Fifth Ave., Arkansas City, KS 67005. (7-22)

FREELANCER — Journalist/writer with experience in breaking/hard news, features and news narrative looking for freelance work. Journalism degree plus 20 years experience. Reply to JMcdaniel19714@gmail.com. (5/20)

DIGITAL JOURNALIST — The Wichita Business Journal is looking for a digital journalist who is passionate about growing audience using compelling content, strategic social media techniques and analytics at an award-winning operation

that is part of a great company. Our digital editor is in charge of all the WBJ's digital efforts, from posting blogs to engaging with readers using social media and creating strategies for delivering content. Interested? Check out more information here: <http://acbj.com/careers/detail/acbj.1611> (7-13)

MANAGING EDITOR — The Clarion newspaper needs a new managing editor. This South Central Kansas weekly has won its division on the editorial side at the annual KPA convention the last two years. Short drive to west Wichita amenities. Great working environment. Contact Publisher Joey Young with your resume at joey@kspublishingventures.com (6-22)

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@nwkansas.com, and Steve Haynes steve.haynes@nwkansas.com. Colby Free Press/Nor'West Newspapers, Colby, Kan. (785) 462-3963. EOE m/f/h/v (4-30)

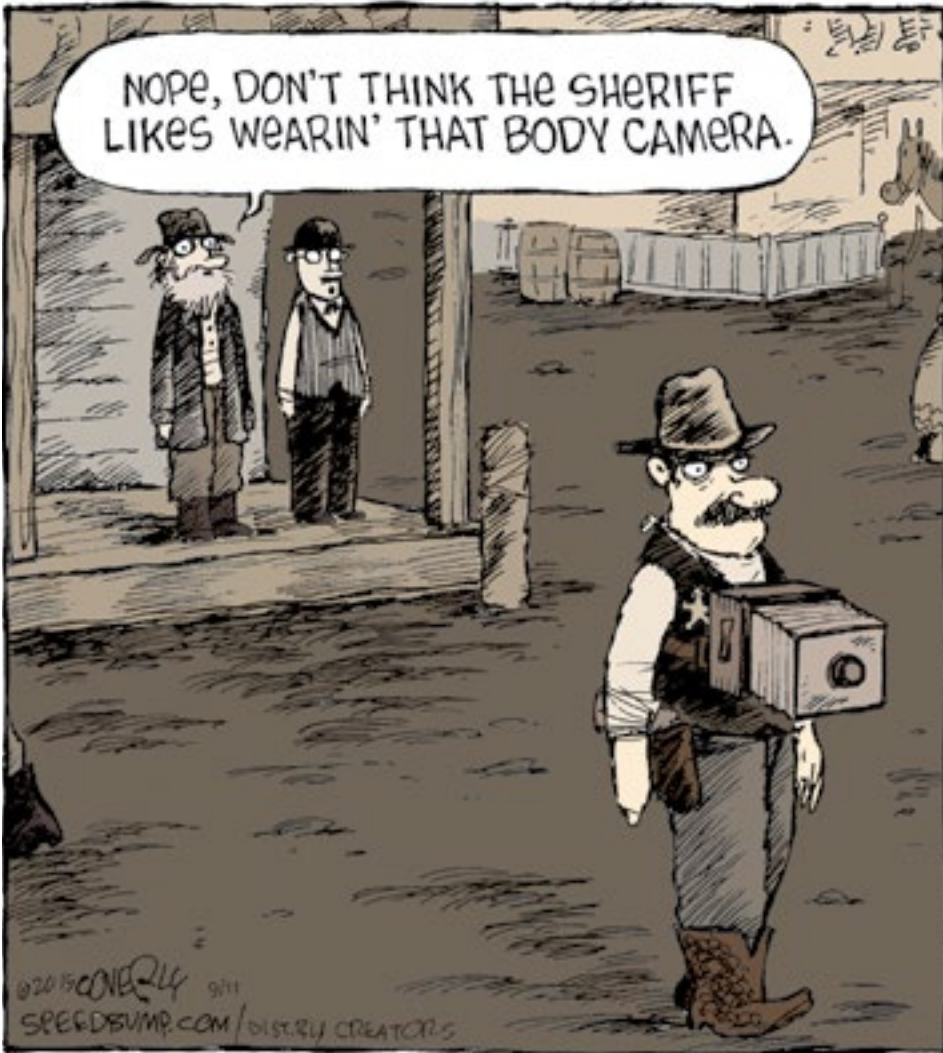
MANAGING EDITOR — The Pittsburg Morning Sun is looking for an editor. We're looking for a hands-on managing editor who can lead by example and motivate a strong news team. Please send a cover letter, resume: mguthrie@gatehousemedia.com.

ENTERPRISING community journalist needed at award-winning weeklies near resort lakes. Great place to start. Fully paid benefits. Details at <http://marionrecord.com/job/>

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

Speed Bump

Dave Coverly



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MARKETPLACE

pages, post to web pages and Facebook. Journalism degree or some newspaper experience preferred. Will consider two years-plus experience. Pay commensurate with ability and experience. Competitive pay, benefits, location in Northwest Kansas. Apply to steve.haynes@nwkansas.com and dpaxton@nwkansas.com. The Norton Telegram/Nor'West Newspapers, Oberlin, Kan. (785) 475-2206. EOE m/f/h/v (4-30)

NEWSPAPER 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. Call

(785) 341-7573 after 5 p.m. MST.

MISCELLANEOUS

WANTED — Muller Martini 227 inserter hoppers, turning station, 310/20 stacker parts/equipment, or compatibles from inserting equipment or mailing machine. Call James at (620) 792-1211.

FOR SALE — Hamada 800 DX w/spray unit, electrostatic unit, 3M dampening sleeves; LOG Electronics 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.

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Committee on right track to close KORA loophole

Two bills introduced in the waning days of the Kansas legislative session this year were written to right a terrible wrong in our state.

Senate Bill 306 and House Bill 2256 seek to insert language in the Kansas Open Records Act that would close a huge loophole that allows — at least according to Kansas Attorney General Derek Schmidt — officials to hide their public conduct behind the impenetrable wall of their private email accounts.



Doug Anstaett

While KORA seems to be clear on the subject, Schmidt argued in an attorney general’s opinion that the right words aren’t in the law to make these records public. He later drafted language that would go far in solving the problem.

Following the tense legislative session, the chairs of the two houses’ Judiciary committees, Sen. Jeff King of Independence and Rep. John Barker of Abilene, asked the Kansas Judicial Council to look at the issue.

In his letter to the Council, King acknowledged the issue affects all 50 states and the federal government, adding, “Both of these bills are similar to a proposal made by the Kansas Attorney General following his formal opinion on this issue.”

The committee has met twice so far, and at least in my view, is making a good faith effort to come up with a solution that will work. Two more meetings are scheduled, one in October and the final meeting in November.

At the same time, the discussion has taken on an ancillary but just as critical issue — the potential misuse of private text messaging.

So far, at least, the committee’s discussion has been on point. It appears the consensus is moving toward a solution that defines public records by “content” rather than “location.”

If legislators try to define where a public record might be created, or stored, we’ll be back in a few years when the next new technology comes along.

Defining public records by their content solves this problem.

A record is a record, no matter how it was created or where it is stored. By turning the argument to the content of a communication, you eliminate the need to continually revisit KORA in the future.

As the story below indicates, all the key “players” on this issue are at the table. We have legislators from both parties and representatives of the major media and public officials associations.

That’s important, because the language that emerges from this committee almost certainly will be what we refer to in Topeka as “agreed to.” Agreed-to language often reduces the kinds of questions that later bog down the legislative process.

While SB 306 and HB 2256 are still alive, the language that is created by the Judicial Council committee will hold greater weight when hearings begin in the next session.

One thing is for sure: while attorney general opinions aren’t necessarily binding in court, they are often cited as the “law of the land.” Therefore, it is imperative that we eliminate this chasm in KORA, because email and text messages have become the way most of us do business.

And while we seem right now to have almost everyone on the same page, it’s time to fix the problem.

I encourage KPA members to talk to their local legislators and make sure they know you’re watching this issue closely.

Doug Anstaett is executive director of the Kansas Press Association and a member of the committee.

Defining public records by their content solves this problem. A record is a record, no matter how it was created or where it is stored.

KPA, KAB represented on private email committee

The Kansas Press Association is represented on a study committee charged with reviewing the state’s Open Records Act to cover officials’ emails about public business on private accounts.

The Kansas Judicial Council committee has met twice so far to formulate legislation to fix a loophole that shields private email accounts from scrutiny under KORA. Two more meetings are scheduled.

The issue arose following disclosures that Budget Director Shawn Sullivan used a private email account at least twice in December to circulate details about potential budget proposals. Gov. Sam Brownback later acknowledged conducting public business through private emails.

The records law doesn’t cover communications with private accounts or devices, even those concerning government business. State and local agencies don’t have to disclose their contents to the public.

“So far, the discussion has been frank and quite informative,” said Doug Anstaett, KPA executive director. “It’s obvious to everyone

on the committee that this problem needs fixed now. The committee is leaning heavily toward a definition that would address the ‘content’ of emails over the ‘location.’ That would help take into account future advances in technology.”

Sen. Molly Baumgardner, R-Lenexa, is chairing the committee. Committee members include Nicole Proulx Aiken, League of Kansas Municipalities; Athena Andala,

Attorney General’s Office; Doug Anstaett, Kansas Press Association; Rep. John Barker; Sen. Anthony Hensley; Kent Cornish, Kansas Association of Broadcasters; Rich Eckert, Shawnee County counselor; Frankie Forbes, attorney; Stan Hazlett, Disciplinary Administrator’s Office; Prof. Mike Kautsch, University of Kansas School of Law; Melissa Wangemann, Kansas Association of Counties; and Rep. Jim Ward, D-Wichita.



THIS MONTH’S QUESTION

Q. What have you found out from the digital survey you asked members to fill out?

A. We’re still collecting data. We’ve heard from about 60 newspapers, but need to get information from all of them. What we hope to find is just how engaged Kansas Press Association newspapers are with Facebook, Twitter, Instagram and other social media. When we complete the survey, we’ll compile the information and provide it to the Kansas Newspaper Foundation Board of Trustees, which requested the information. To fill out the survey, [go here](#). It will only take a few minutes and will be quite helpful to KPA and KNF.



Statement of Ownership, Management, and Circulation (All Periodicals Publications Except Requester Publications)

1. Publication Title	2. Publication Number <table border="1" style="width: 100%; height: 20px; border-collapse: collapse;"> <tr> <td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td><td style="width: 10%;"></td> </tr> </table>												3. Filing Date
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c. Total Paid Distribution [<i>Sum of 15b (1), (2), (3), and (4)</i>] ▶			
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f. Total Distribution (<i>Sum of 15c and 15e</i>) ▶			
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i. Percent Paid (<i>15c divided by 15f times 100</i>) ▶			

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I certify that 50% of all my distributed copies (electronic and print) are paid above a nominal price.

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If the publication is a general publication, publication of this statement is required. Will be printed
in the _____ issue of this publication.

Publication not required.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner	Date
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I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

Instructions to Publishers

1. Complete and file one copy of this form with your postmaster annually on or before October 1. Keep a copy of the completed form for your records.
2. In cases where the stockholder or security holder is a trustee in items 10 or 11, include the name of the person or corporation for whom the trustee is acting. Also include in item 10 the names and addresses of all stockholders owning or holding one (1) percent or more of the total amount of stock. If not owned by a corporation, give the name and address of each individual owner. If owned by a partnership or other unincorporated firm, give its name and address as well as the name and address of each individual owner. If the publication is published by a nonprofit organization, give its name and address and complete item 12. In item 11, include all bondholders, mortgagees, and other security holders owning or holding one (1) percent or more of the total amount of bonds, mortgages, or other securities. If none, check the box. Use blank sheets if more space is required.
3. Be sure to furnish all circulation information called for in item 15. Free Non-Requested circulation must be shown in item 15d.
4. Item 15g, Copies not Distributed, must include (1) newsstand copies returned to the publisher, (2) estimated returns from news agents, and (3), copies for office use, leftovers, spoiled, and all other copies not distributed.
5. If the publication had Periodicals authorization as a general publication, this Statement of Ownership, Management, and Circulation must be published, i.e., it must be printed in an issue that's primary mailed distribution is produced not later than October 10 for publications issued more frequently than weekly; or not later than October 31 for publications issued weekly or less frequently but more frequently than monthly; or in the first issue that's primary mailed distribution is produced after October 1 for all other publications.
6. In item 16, check the box if electronic copies are being included in your total distribution and complete line items 16a through d.
7. In item 17, report the date of the issue in which this Statement of Ownership will be published, if applicable.
8. Item 17 must be signed.

Failure to file or publish a statement of ownership may lead to suspension of periodicals authorization.

From Max Heath, NNA postal consultant

Hard-copy Address Change Notice refund info provided by NNA

I get multiple copies of the hard-copy Address Change Notice, Form 3579, some months old, at a cost of 59 cents each. Is there any way to get my money back?

Yes. Domestic Mail Manual (DMM) 507.1.5.2 provides in paragraph (f) that "A publisher may request a refund of the fees paid for duplicate address correction notices on Forms 3579 provided by the USPS if the customer submitted a change-of-address order and the first and duplicate notices are provided on magnetic tape by ACS or on printed copy by a Computerized Forwarding System (CFS) unit. The refund request must be supported by documentation showing the number of duplicate notices received."

That means you can present all duplicates to the primary post office where you pay postage, and they should refund the fees for all copies except one from a designated deposit account. The postmaster does NOT have to send these elsewhere for handling, but should honor the language above.

If refused, NNA members can contact the postal hotline via maxheath@lcni.com. NNA has contacts in the Memphis Address Information Center who have assisted newspapers in getting the refunds for which they are entitled.

There is no way for a newspaper to get a Form 3579 unless it has been processed by a CFS site, other than some locally-generated by post offices. Current USPS policy discourages local offices from doing so, and requires that Undeliverable As Addressed (UAA) mail be processed by a CFS site. NNA is not particularly supportive, since these sites are notoriously slow in getting through backlog of Periodicals and other mail, thus the multiple copies coming over long periods of time.

It should be noted that newspapers converting to electronic documentation and full-service Intelligent Mail barcode are eligible to receive free ACS electronically. The infrastructure for this is being perfected, but your mail presort software vendor should be able to advise and assist.

EXACT TEXT FROM DMM

DMM 507.1.5.2.f. A publisher may request a refund of the fees paid for duplicate address correction notices on Forms 3579 provided by the USPS if the customer submitted a change-of-address order and the first and duplicate notices are provided electronically via ACS or on printed copy by a Computerized Forwarding System (CFS) unit. The refund request must be supported by documentation showing the number of duplicate notices received. The USPS does not process refunds for duplicate notices if the original and duplicate notices are not provided both by ACS or both by CFS.