

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION NOV. 11, 2015

## Merriam says thanks

**R**e: The gratitude and praise KPA members sent me on my retirement.

One usually hears such words only in a eulogy. But I'm not dead yet, so I stole some space to thank you.

If you felt I was just your lawyer, I failed, for I love your calling and I hate to leave it. You will be in reliable care, though. Thank you.

Mike Merriam, attorney

## Max Kautsch takes over Legal Hotline

**M**ax Kautsch, a graduate of Washburn University School of Law, has been named the new Legal Hotline attorney for the Kansas Press Association.

Kautsch, 37, succeeds Mike Merriam, long-time media attorney who announced his retirement in October, citing ongoing health challenges.

He will serve the Kansas Association of Broadcasters and the Kansas Sunshine Coalition for Open Government in a similar capacity.

"While we're sad to see Mike retire, we were fortunate to have Max

Kautsch read to step in and hit the ground running," said Doug Anstaett, KPA executive director. "We've got a number of important open government issues facing us, and Max has shown a keen interest in all of them."

In his practice, Kautsch specializes in helping clients assert and protect First Amendment rights and has practiced law since 2003 in a variety of fields including criminal defense, landlord/tenant and entertainment law.

He lives in Lawrence with his



Max Kautsch

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## KPA CALENDAR

### DEC. 11

Kansas Press Association Board of Directors meeting, KPA office, Topeka.

### DEC. 15

National Bill of Rights Day.

### APRIL 22-23, 2016

Kansas Press Association annual convention, Overland Park DoubleTree Hotel.



Amber Jackson, director of advertising for the Kansas Press Association, discussed the basics of advertising

sales at the South-Central District Meeting in Newton on Oct. 16. It was the fourth district meeting this year.

## Committee focuses on private email solution

**A** special committee looking at how to correct a flaw in the Kansas Open Records Act on the use of private email accounts to conduct public business will meet Friday.

It's the fourth time the Kansas Judicial Council Open Records Advisory Committee has met on the subject since the 2015 legislative session.

"I think we're prepared to forward an amended version of Senate Bill 306 that will effectively close the loophole identified in Attorney General Derek Schmidt's opinion earlier this year," said

Doug Anstaett, executive director of the Kansas Press Association.

The new language would amend KORA to treat private emails as public records based on their content rather than their location.

"If a communication refers to the business of the public, the record will be considered the public's business and attainable under KORA — be it a private text, email, tweet or some other method of electronic distribution that isn't even invented yet," Anstaett said.

# Newspapers need to improve conversation with community

A newspaper's credibility is directly linked to its ability to identify, collect and report the relevant community news.

Then why do so many newspapers make it so difficult for readers to connect with reporters?

Let me explain. I'm passionate in my belief that community newspapers still can claim a stronghold in today's fractured media landscape — if they stick to the basics. That means owning the franchise for aggressive reporting of local news. That will occur only if readers have a direct pipeline to editors and reporters.

Yes, I understand the important and necessary role of social media both in collecting and reporting the news — in connecting with readers. Social media is integral in my day job directing communications and media relations for a statewide business advocacy organization.

But nothing replaces direct, one-on-one conversation. It's truly amazing the barriers that so many newspapers place between themselves and their readers — their news sources.

A few tips from someone who has sat on both sides of the editor's desk:

Post your contact information — prominently — on the home page of your website. Include phone numbers as well as e-mail addresses.

Provide the direct phone numbers and individual e-mail addresses for staff, if available. Readers have no assurance that a general voice mail or e-mail boxes are regularly monitored and messages forwarded to appropriate staff.

Keep contact information current. If you have voice mail, change your recording daily so readers know whether you are in the office and whether you are monitoring messages. Ditto for e-mail; use your "out of office" message when applicable.

Avoid using automated phone answering services during regular business hours. If you must, callers still should have an opportunity to connect to a "live voice."

Be responsive to customers. Be prompt in returning phone or e-mail inquiries.

I recently tried to submit a news item about

a former resident to his hometown newspaper — the type of "people" items that remain the lifeblood of community newspapers. I searched the newspaper's website for at least 10 minutes for a list of reporters and contact information. I finally called the 800 number; the recording only gave me options to reach



**Jim Pumarlo**

someone in the circulation department. I turned to Google, matching the newspaper's name with "e-mail addresses." It didn't surprise me, but it should concern the newspaper, when the search produced a website with the declaration that this newspaper "does not offer e-mail support." Among the reasons: "few readers have wanted it." Not exactly a ringing endorsement for the newspaper's community connections.

I also vividly recall an instance years ago when telephones were the primary — the only — way to communicate. I called a fellow editor to ask a question. The receptionist politely responded that he did not accept any phone calls until after noon — not just that day, but any day — because he was on deadline in the morning. I always wondered: What if I had been a reader calling in with a breaking news tip?

I appreciate the frenzied pace of newspapers, no matter your department. Punching your DND button on the phone or deferring to e-mail communication certainly minimizes your interruptions. Be careful though; it

can backfire.

Remember, those interruptions can translate opportunities — to resolve a delivery issue, to accept an ad, to explore a potential news story. Those are the connections that keep you relevant to your communities.

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

## 2015-16 KPA BOARD

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# Incongruence can assist in advertising creativity

Congruence is an important characteristic of communication. In order to get a message through, all of the ingredients have to match. Most of the time, congruence comes naturally. Just notice how strange it feels to say the word “yes” and shake your head “no.”

On the other hand, incongruence can generate memorable advertising. Years ago, Volkswagen ran a famous ad which pictured a large photo of their beetle with the simple headline, “Lemon.” The copy explained that the car had been rejected by their inspectors, because a small part — the chrome strip on the glove compartment — was blemished.



**John Foust**

The headline didn’t match the photo. How could this shiny new car possibly be a lemon? That’s the power of strategic incongruence.

Unexpected photo-headline combinations are not limited to national advertisers. Consider an ad I once saw for a local title insurance company. Most ads for that industry reflect the somber nature of the profession. Indemnity issues, title defects, and unenforceable mortgage loans are not the most exciting topics in the world.

## KNF announces matching gift opportunity on upcoming William Allen White project

The Kansas Newspaper Foundation Board of Trustees has announced a matching gift program to partially underwrite a new video chronicling the life of William Allen White, the “Sage of Emporia.”

The KNF will match gifts from those with Kansas Press Association connections up to \$1,000, with an aggregate match of \$20,000.

The project is a new effort to commemorate the life and times of Kansas’ most famous journalist by 2018, the 150th anniversary of White’s birth.

While editor and publisher of The Emporia Gazette from 1895 until his death in 1944,

This was an image ad — a business-to-business ad — which was intended to build name recognition in the legal and real estate markets. When I called the company to get the inside story, I learned that the idea had started with a session to photograph a standard (in other words, boring) pose of the executives of the company sitting at a conference table. At some point, someone told a joke that cracked up the group, and the photographer caught the unscripted moment. A couple of the executives were leaning back in their chairs, grinning from ear to ear. One was rolling her eyes to the ceiling. And another was raising his hands in the air. It looked like they were having the time of their lives.

When the company reviewed the photos, they decided — with lots of encouragement from the photographer — to use the laughing photo. Although it was a complete departure from the original plan, they revamped the copy to fit. With the headline, “Title insurance is serious business,” the ad humanized the company and presented those executives as the kind of people you’d like to know. The message was relevant. It made readers think, “Hey, they’re a team. They’re

good enough at what they do to relax and enjoy their work. They won’t bore me to death when I call.”

The title insurance company told me the original headline was supposed to be something like, “We’re here to take care of your title insurance needs.” Pretty weak, huh?

An ad like that would have gotten lost in the blur of countless conference table photos that readers had seen over the years. But thanks to the company’s creative flexibility, they ended up with a

memorable message that stood out from their starched competitors.

Incongruence is no laughing matter. With the avalanche of words and images that bombard consumers each day, it’s smart to use a little incongruence every now and then to break away from the crowd.

*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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**With the avalanche of words and images that bombard consumers each day, it’s smart to use a little incongruence every now and then to break away from the crowd.**

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## Please fill out, return your KPA data sheets

Don’t forget to complete and return your Kansas Press Association data forms. They were mailed to each member newspaper of the Kansas Press Association within the past few weeks ago.

Remember, to keep your dues payments ac-

curate, your October Publisher’s Statement and the data directory information must be updated.

E-mail Emily Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com) if you have any questions about the information requested. Updating the information is essential to accurate recordkeeping.

### Wake up & smell the coffee!

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# NAA chief: local news media provide the link

November is election time in America. Voters in many local municipalities will go to the polls soon to choose local public officials. Four states have statewide legislative elections and three of those states will select a governor. For some, the presidential election next year is top of mind.

But it is the breadth and depth of local elections in this country that truly astounds. Try and wrap your mind around the idea that there are more than 87,000 elective bodies filled with over half a million elected officeholders.

So the notion that “all politics is local” rings true. Popularly attributed to former House Speaker Tip O’Neill, the phrase actually originated with a newsman. In a syndicated column penned in 1932, Associated Press Washington Bureau Chief Bryon Price wrote, “all politics is local in the last analysis, and local considerations come first.”

Local news media are the link between prospective voters and candidates vying for office. Newspaper media — in print and in digital form — are especially well-positioned to make this connection.

New research data from Nielsen Scarborough show that among adults who always vote in local elections, seven in 10 read newspaper media in print, online or



David Chavern

on mobile devices in an average week. The data also show that among persistent voters in local elections there is little difference between self-identified Democrats, Republicans and Independents: seven in 10 of each group are engaged with newspaper content in print or online in a typical week.

In addition providing news coverage of candidate speeches, debates and events, newspaper voter guides are a crucial resource to help voters make informed decisions. The voter guide in print form, sometimes appearing as a special pull-out section, has been a staple of newspapers for years. These pages alert voters to polling locations and absentee ballot procedures, as well as candidates and their stances on issues.

Digital newspaper platforms now make local voter guides even more useful, with interactivity that drills down through the maze of local legislative districts using the voter’s location. For example, the Dayton (OH) Daily News online voter guide, Your Vote 2015, allows voters to browse 293 races and 447 candidates, or enter their location or address to find specific individual races. In Texas, the Dallas Morning News election guide has interactive features

to help voters navigate through the seven proposals to amend the Texas constitution. The guide also provides instructive context for voters: While the U.S. Constitution has been amended 27 times, their state constitution has been amended 484 times.

Online voter guides are not just the purview of newspapers in large markets. The York (PA) Daily Record has extensive detail on races for offices in townships and boroughs, for school boards, judges and commissioners. The Wilmington (NC) Star News voter guide covers three counties with information on 22 races and 87 candidates, along with inter-

activity by the voters’ address or location.

The all-embracing coverage of local elections by local newspapers in all forms is not something that is duplicated by television or radio stations, or other media outlets; they simply do not have the capability of local newspapers to cover the myriad candidates and issues in all localities.

Elections are a local business.

Newspapers are a local business.

The connection between the two is essential for democracy to function.

*David Chavern is president and CEO of the Newspaper Association of America.*

## DEATHS

### Jim Head

James Sylvester “Jim” Head, 80, died Saturday, Oct. 31, 2015 at Southwest Medical Center in Liberal.

Head was born Dec. 7, 1934 in rural Colbert County, Alabama. He was raised in Littleville, Ala. and in 1953, he graduated from Russellville High School in Russellville, Ala.

He served as a submariner in the U.S. Navy during the Cold War on the USS Pomodon stationed out of San Diego, Calif.

He attended the University of Alabama, where he began his newspaper career. He was publisher of the Cushing Daily Citizen in Oklahoma and associate publisher of the Florence Times TriCities Daily. In 1972, he became the publisher of the Southwest Daily Times and held the position for 18 years. He started the Liberal Light newspaper 24 years ago.

Jim was the former director of SNPA (Southern Newspaper Publishers Association).

He was active in the Liberal community. He served on the Southwest Medical Center Board of Trustees, Southwest Medical Center Foundation Board, Liberal Area Vo-Tech Foundation Board, United Way as Chairman, 30 M 70 Economic Development Committee and the Liberal Chamber of Commerce Board. He was a member of the Elks Lodge, a life member of the MacArthur Elementary PTA and served as its president, and was president of the Liberal Country Club.

On March 10, 1963, he married Jane Stanley in Littleville, Ala. She survives. Other survivors include three sons: James Stanley “Jim” Head and wife Emily of Lynn, Ala.; Jon Stephen Head and wife Danielle of Shreveport, La. and Jeffery Scott Head and wife Julee of Jackson, Tenn.; a daughter, Jennifer Sue Grubbs and husband Scott of Valdosta, Ga.; a brother: Billy Joe Head and wife Teresa of Killen, Ala.; and six grandchildren: Auston James

Head, Savannah Jane Head, Adrian Joseph Head, James Loyd Head, Ellen Elizabeth Head, and Harper Brooke Head.

He was preceded in death by his parents.

A memorial service was Wednesday, Nov. 4, 2015. Condolences may be sent to the family at [www.brennemanfuneralhome.com](http://www.brennemanfuneralhome.com).

### BULLETIN Elon and Polly Torrence

We received word late today that Elon Torrence, 98, longtime Associated Press correspondent in Topeka, had died. His wife, Lois “Polly” Torrence, 95, died just two days ago in Topeka.

Elon Torrence received the Gaston Outstanding Mentor Award from the Kansas Press Association in 2013.

Funeral service for both will be at 10:30 a.m. Friday at First United Methodist Church in Topeka.

# Kautsch

Continued from Page 1

wife, Sierra.

He is the son of Dr. Mike Kautsch, professor of law at the University of Kansas and media law consultant to KPA, and his wife, Elaine.

Since 2014, he has litigated on behalf of media clients seeking access to probable cause affidavits and other criminal court records in Labette, Franklin and Douglas

counties. He represents the University Daily Kansan and has assisted student journalists in requesting and analyzing public records under the Kansas Open Records Act and the federal Freedom of Information Act.

Kautsch blogs regularly about First Amendment and open-government issues. He has testified and otherwise served as an advocate on proposed legislation studied by the Kansas Judicial Council and supported by the Kansas Press Association and the Kansas Association of Broadcasters. To read his blog, go to [www.kautschlaw.com](http://www.kautschlaw.com).

Kautsch also serves as the Kansas liaison for the national Records Preservation and Access Committee, which is a genealogist-backed organization supporting access to public records.

If you have hotline questions for him, he can be reached on his cell phone at (785) 393-5520 or by email at [maxk@kautschlaw.com](mailto:maxk@kautschlaw.com). He will operate under the same guidelines as his predecessor: the initial call for advice will be covered by KPA. Any legal advice beyond that will be negotiated between the two parties.

## Bookkeeper leaves \$10,000 to Foundation

**A**vaneil Sherrill Mitchell, who died this past May, left a certificate of deposit worth \$10,001.05 to the Kansas Newspaper Foundation.

Mitchell was a bookkeeper at the Southwest Daily Times for more than 50 years.

She began work at the Daily Times during World War II and retired in 1994 as assistant to the publisher, Jim Elsberry.

She was named Employee of the Century during a reunion of past employees.

"I am so happy she did this," said Earl Watt, owner-publisher of the Leader & Times and a former co-worker of Mitchell's.

## OCTOBER KDAN, KCAN WINNERS

**T**he following newspapers sold either direct placement, Kansas Display Ad Network, Kansas Classified Ad Network or out-of-state network ads in October.

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

- KDAN — Anderson County Review, two ads for \$1,650 profit; Ellsworth County Independent-Reporter, one ad for \$400 profit; Elkhart Tri-State News, one ad for \$340 profit.
- SDAN — Anderson County Review, two ads for \$375 profit.
- KCAN — GateHouse Media, 11 ads for \$1,650 profit; Oberlin Herald, two ads for \$300 profit; Times-Sentinel, one ad for \$150 profit.
- Direct placement — Wichita Eagle, two ads for a profit of \$709.61; Hays Daily News, five ads for a profit of \$712.03.

# 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

### KPA OFFICE

**ACCOUNTANT** — We're looking for a detail-oriented team player to serve as staff accountant for the Kansas Press Association in Topeka. Five years' accounting experience preferred. Full-time. Includes accounts payable, accounts receivable, payroll coordination, P&L and quarterly and year-end reporting. Competitive wage and benefits package. Email a cover letter and resume to danstaett@kspress.com. (10-30)

### NEWS

**COMMUNICATIONS SPECIALIST** - Kansas Electric Cooperatives, Inc., (KEC) is currently seeking a communications specialist. The selected individual will be responsible for designing publications, writing, and advertising sales. Additionally, the individual will assist with coordination of youth programs and other activities. Required qualifications include a Bachelor's Degree in Communications or related field, and experience working with Adobe InDesign, AP Styleguide. To apply, click:  
<https://cbsks.catsone.com/careers/index.php?m=portal&a=details&jobOrderID=6350982>

**COPY EDITOR** - The Topeka Capital Journal is seeking a copy editor. The right candidate will be a strong communicator and skilled wordsmith with an eye for cutting-edge design. Apply <http://tinyurl.com/morrisapp>. Questions call Kent at (785) 295-5655. (10-15)

**REPORTER/PHOTOGRAPHER** - A five-day-a-week newspaper is seeking an energetic reporter/photographer who can tell great stories and make local government meetings and issues interesting. PO Box 268, Newton, KS, 67114. (10-14)

**REPORTER** - The Wichita Business Journal is seeking a reporter who is able to marry strong traditional journalism skills with online and social media know-how. Whatever the platform, reporters in our shop produce content – original and curated – that is accompanied by perspective and context. Primary Responsibilities: Own the beat audience. Own the beat conversation. Build source network relentlessly. Contribute three to five online posts per day. Contribute 1 people and one enterprise story to the weekly print paper. Develop and curate a reporter page in the print paper each week, comprised of information, highlights and data gathered and reported on throughout the week. Meet or exceed goals relating to audience-engagement. Contact Editor Bill Roy at 316-266-6184 or broy@

bizjournals.com. (10-5)

**STAFF WRITER/EDITOR** — Do you have a passion for writing? The Independence Daily Reporter, a growing 134 year old institution, is looking for a motivated, self-driven Staff Writer/Editor to join our team. You must have your own transportation and a flexible schedule. Requirements include: A firm grasp of English and writing, open to learning newspaper format and able to keep up in a fast paced environment that changes daily. Please send a resume and sample of your work to [josh.umholtz@indydailyreporter.com](mailto:josh.umholtz@indydailyreporter.com) (9-29)

**MANAGING EDITOR** — A small three day a week publication in North Central Kansas is seeking a managing editor. This person will be in charge of a staff of three. Responsibilities will be to plan news coverage and photos, design and layout pages, deal with the public and keep track of ads. Journalism degree preferred, but someone with experience will be considered. We will train the right candidate. Apply by contacting Brad Lowell, [jbrad@nckcn.com](mailto:jbrad@nckcn.com), Box 309, Concordia, KS or call 785-243-2424. (9-22)

**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](mailto: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)

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

**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. 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](mailto:steve.haynes@nwkansas.com) and [dpaxton@nwkansas.com](mailto:dpaxton@nwkansas.com). The Norton Telegram/Nor'West Newspapers, Oberlin, Kan. (785) 475-2206. EOE m/f/h/v (4-30)

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

### ADVERTISING

**ADVERTISING SALES** – Accepting resumes for a self-motivated, goal driven individual to join an award winning sales team. Must have excellent written and oral communication skills. Established client base with the opportunity to develop new clients for both print and on-line business will be provided. Competitive pay and generous benefit package. Current driver's license and reliable car required. Send resume and cover letter to Mary Karst at [maryk\\_ads@dailynews.net](mailto:maryk_ads@dailynews.net) or mail to The Hays Daily News, P.O. Box 857, Hays, KS 67601.

### 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



*Doug Anstaett, third from left, was presented the Huck Boyd Leader of the Year award in Community Newspapers Nov. 5 at Kansas State University. He is shown with (left to right) Mike James, chair of the Huck Boyd Institute, Gloria Freeland, director of the Huck Boyd National Center for Community Media, and Ron Wilson, HBI director. Kent Cornish of the Kansas Association of Broadcasters received the radio and television award.*

## Anstaett, Cornish recognized with community media awards

The executive directors of the Kansas Press Association and Kansas Association of Broadcasters have been named recipients of the 2015 Community Journalism Leaders of the Year award by the Huck Boyd National Institute for Rural Development and the Huck Boyd National Center for Community Media.

Doug Anstaett, KPA executive director, and Kent Cornish, KAB executive director, were presented the awards at Nov. 5 luncheon at Kansas State University.

Anstaett, a 1973 graduate of K-State with a degree in journalism and mass communications, was cited for his more than four decades of work in print journalism.

Before joining KPA in 2004, he worked at six newspapers in Kansas, Missouri, Nebraska and South Dakota, with 21 of those years as an editor and publisher.

“Doug Anstaett is the epitome of great Kan-

sas journalism,” said Gloria Freeland, director of the Huck Boyd National Center for Community Media. “He has worked in the trenches as an editor and publisher himself and now he is leading newspapers around the state through educational programs, editorial leadership and advocacy. He believes in journalism and the capacity of media to serve their communities.”

Cornish, a 1976 journalism graduate of the University of Kansas, was recognized for his leadership in the broadcast area. Prior to joining the KAB in 2008, he worked at television stations in Topeka and Wichita.

“Kent understands the daily challenges of running radio and television stations and KAB’s role in serving them, which makes him a very effective ambassador and spokesperson for the Kansas broadcasting industry,” said Steve Smethers, associate director of the A.Q. Miller School of Journalism and Mass Communications at K-State.

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### THIS MONTH'S QUESTION

Q. How does KPA determine which lawsuits to join on open government and other transparency issues?

A. The KPA board recently passed a resolution that such decisions are up to the executive director’s best judgment but should be based on a few criteria, but especially these two:

- Is the issue of value to other KPA members? In other words, will a victory on the issue aid other newspapers in Kansas.
- Will KPA’s financial involvement provide adequate assistance to the process without breaking the bank?

# It appears to be deja 'sue' all over again

Once again, Gov. Sam Brownback has been sued by a Kansas newspaper over his refusal to divulge vitally important information to the citizens of Kansas.

Earlier this year, The Salina Journal sued Brownback for the names of applicants for two county commission seats that were added in a local election.

He said no, citing a number of Kansas Open Records Act exemptions.

A local district court judge blew those arguments out of the water, handing the governor a major defeat.

He has appealed that ruling, further delaying the inevitable court ruling that, indeed, such applications are of huge public interest and should be open.

Now, the governor has been sued a second time. In the latest case, The Hutchinson News has been joined by the Kansas Press Association and Associated Press because the governor again refuses to share vital information with the public.

In this case, the News is seeking the names of those who applied for a vacant magistrate judge's position in Reno County.

What makes these two secret appointments especially egregious is that they are elected



**Doug Anstaett**

positions. If they had been on the ballot, everyone would know who was seeking election as a commissioner or a judge.

That's our system. If you want to be an elected official, you have to stand the scrutiny of the public.

Why?

Because that's how we try to root out the bad apples. Public scrutiny allows us to uncover bad actors before we elect them to office. It assists us in uncovering conflicts of interest, nepotism, those who have padded their resumes and those who have given money to political campaigns to try to buy favors.

Keeping those names secret is a crime against our system of government. Democracy demands that the public be involved in the process, and citizens cannot exercise their responsibilities if the door is shut in their faces.

When such open positions are filled by partisan county committees, they are often conducted in the light of day. Even partisans understand that decisions made in smoke-filled rooms often cause raised eyebrows among their constituents.

But not the Brownback administration. Its track record on transparency has been nothing

short of abysmal.

Remember the infamous Cedar Crest meetings early in the governor's first term?

More recently, the misuse of private email accounts has exhibited contempt toward the public.

While the Republican Party has jumped all over former Secretary of State Hillary Clinton for her use of a private email server — and rightly so — Republicans have not applied the same standard to their own conduct.

KORA and the Kansas Open Meetings Act

are explicit: records and meetings are to be open — and if a borderline case comes along, the acts are to be “liberally construed and applied to promote such policy.”

That means when you err, you err on the side of openness.

That's not what we're getting from

Kansas government, or our national leaders, for that matter.

Maybe that goes a long way in explaining why Kansas government got an “F” in a recent transparency study.

No big surprise there!

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

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**Keeping those names secret is a crime against our system of government. Democracy demands that the public be involved in the process ...**

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## MARKETPLACE/CONTINUED FROM PAGE 6

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](mailto:production.mgr@thedailyunion.net)

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417-667-3344 after 4 p.m., or via email at [cjones@nevadadailymail.com](mailto: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](mailto:jaudus@gbtribune.com).

### 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.

### MISCELLANEOUS

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