

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

NOV. 15, 2017



The recipients of Leadership Transformation Grants gathered in October following an orientation session for a picture. And, yes,

Emily Bradbury and Doug Anstaett of the Kansas Press Association are in the picture ... somewhere.

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Know when to stop talking and close the sale, John Foust says.

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The Star's series on transparency in Kansas is a clarion call for action, writes Doug Anstaett.

KPA CALENDAR

DEC. 15

226th anniversary of the U.S. Bill of Rights.

FEB. 8-10, 2018

Annual convention, Kansas Press Association, Topeka.

KNF to underwrite leadership training

A recent successful grant application has opened the door for members and friends of the Kansas Press Association to participate in professional leadership training, with most of the cost covered by a grant from the Kansas Newspaper Foundation.

Three separate programs are available to KPA members through the Kansas Leadership Center's Transformation Grant. This world class training is available tuition-free to KPA members in 2018 only.

"I've said since I took the 'Your Leadership Edge' training earlier this year that this is something that would have been extremely helpful to me 30 years ago when I led a newsroom staff and then an entire newspaper," said Doug Anstaett, KPA executive director. "The skills they teach at KLC and the interaction with others during the training sessions show participants how critical collaboration is to

being an effective leader."

Emily Bradbury, KPA's assistant director and member services director, wrote the grant after she attended a 2 1/2 day session last spring.

"The Kansas Leadership Center is a real gem," she said. "I have utilized a number of the skills I learned there. As a team, we decided this kind of intensive training would serve a critical purpose for KPA as we identify and train the future leaders of our organization and of newspapers in the state."

The grant covers tuition for the training, but since it involves overnight stays in Wichita and other expenses, KNF will pick up a good portion of those incidental expenses, Bradbury said.

The grant covers 40 slots in three different sessions, but KPA is suggesting that two of them

See LEADERSHIP on Page 2

Newsrooms slow to embrace social media

By Jane Elizabeth, American Press Institute

For newsrooms, the social media tumult began a decade ago.

In 2008, journalists new to digital media in legacy print newsrooms were trying to adapt to a Twitter invention called the hashtag.

Facebook was confounding them, and MySpace was dying just when some were beginning to understand it.

Then came the terrorist attacks in Mumbai, largely chronicled on social media. An American student was rescued from jail with a one-word tweet. A few months later, Captain Sully Sullenberger crash-landed on the Hudson River and social media photos told the story.

As social media grew as a platform and even

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Leadership

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— “Your Leadership Edge” and “Lead for Change” — be completed before taking advantage of the third training, “Equip to Lead.”

“We’re announcing this now so that KPA members can look at the dates for 2018 and choose which sessions would best fit their schedules,” Bradbury said.

And enrollment in some classes is limited, so Bradbury suggests members sign up as quickly as possible by following the links with the program descriptions provided by KLC in italics below.

YOUR LEADERSHIP EDGE

We know people who exercise leadership greatly impact communities and culture.

By attending Your Leadership Edge, you’ll join others from all sectors and levels of authority with a common aspiration: to move forward on what you care about most.

Our leadership framework has helped thousands more effectively diagnose situations, manage themselves, intervene skillfully and energize others. In addition to an introduction to the KLC framework, you’ll receive feedback and support from highly trained teachers and coaches.

Your Leadership Edge (formerly You Lead Now) is our most popular and accessible program, happening once a month or 10 times a year. Join a community of others equipped with skills to move forward.

Dates for 2018 in Wichita

Feb. 6-8 | March 6-8 | April 3-5 | May 8-10 | June 4-6 | July 10-12 | Aug. 7-9 | Sept. 11-13 | Oct. 9-11 | Nov. 7-9

Dates for 2018 in Kansas City

Feb. 21-23 | June 12-14

Tuition cost: \$400

KPA member tuition cost: FREE

Expense reimbursement for YLE

The Kansas Newspaper Foundation will reimburse up to \$250 in lodging (two nights stay in Wichita) and \$70 for meals. The participant will be required to purchase class materials for \$25.

LEAD FOR CHANGE

(only four spots remain – please contact Emily Bradbury before enrolling)

We know people working to create significant change need steady support.

By attending Lead for Change you’ll join others from all sectors and levels of authority with a common aspiration: to move forward on what you care about most. We’re looking for dreamers, those with aspirations for large-scale change both within yourself and within the systems where you live and work.

Our leadership framework has helped thousands more effectively diagnose situations, manage themselves, intervene skillfully and energize others. On top of a deep dive into the KLC leadership framework, you’ll gain tangible skills, evaluate assumptions holding you back, receive personalized feedback through a 360 leadership assessment and work 1:1 with a leadership coach who will challenge and support you in your efforts to move forward.

Lead for Change is our most extensive offering aimed at helping you deeply invest in the challenges facing you. Join a community of others with skills and support to move forward.

Only three cohorts are offered in this two-part, seven-day on-site experience:

Cohort 1: Jan. 30-Feb. 2 and April 17-19

Cohort 2: May 1-4 and July 24-26

Cohort 3: Aug. 14-17 and Oct. 23-25

Tuition cost: \$1,295

KPA member tuition cost: FREE

Expense reimbursement for LFC

The Kansas Newspaper Foundation will reimburse up to \$600 for lodging (five nights total over two different onsite experiences) and up to \$150 in meals.

EQUIP TO LEAD

If you returned from Your Leadership Edge (formerly You Lead Now) or Lead for Change training asking yourself the question “now what?” we invite you to join us for this follow-up experience.

In addition to a reintroduction to the KLC framework, you’ll learn how to clearly communicate KLC ideas, receive feedback and support from highly trained teachers, engage with lots of other KLC alums and leave with skills to immediately apply in your context.

By attending Equip to Lead, you’ll join others from all sectors and levels of authority with a common aspiration: to equip more people to move forward on what you care about within your organization, your business or your community.

Dates for 2018 in Wichita

March 13-14 | May 16-17 | Aug. 23-24 | Oct. 18-19

Expense reimbursement for ETL

The Kansas Newspaper Foundation will reimburse up to \$125 in lodging (one night stay in Wichita) and \$25 for meals. The participant will be required to purchase class materials for \$25.

[Click here](#) to sign up for Your Leadership Edge.

[Click here](#) to sign up for Lead for Change

[Click here](#) to sign up for Equip to Lead

The KPA promo code for tuition free discount for each program is KPA2018

2017-18 KPA BOARD

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Leave your prospects on top of the mountain

Alex is an ad manager who wants his sales team to be professional from start to finish.

"Some sales people talk too much, especially at the end of a sales conversation," he said. "It's like a car that diesels when you turn off the ignition. The engine just keeps on going."

Dieseling was common in the early days of catalytic converters. I used to have a car that had that problem. After I turned it off, it sputtered for about five seconds – even after I removed the key. It was like the car had a mind of its own.

"It can be a real challenge to bring a conversation in for a landing," Alex said, "so we put a lot of emphasis on turning the end of an appointment into a transition to the next step. We want to leave our prospects on the top of the mountain, not let things run downhill at the end."

That approach reminds me of the Walt Disney quote: "The way to get started is to stop talking and start doing." If a salesperson has had a productive meeting, it's time to shift gears and go into action.

"I've heard about a helpful four-step process," Alex explained. "Thank them,

summarize what you've talked about, ask if there are questions, then mention the next step. That ends the discussion on a positive note with everybody on the same page."

Here's how it works:

1. Express appreciation. "In a lot of conversations, a simple 'thank you' indicates that the conversation is nearing a close," Alex said.

"That sets things in motion for you to end the meeting the right way."

2. Summarize the conversation. "Think of bullet points," he said. "A summary should be a quick re-statement of the main points you discussed. It's usually best to cover them in chronological order. You can say something like, 'Let me recap to make sure we've covered the things that are most important to you. We talked about key point A. Then we talked about key point B. And we discussed the differences between strategies C and D.' This is the old idea of saying what you're going to tell them, then telling them, then telling them what you've told them."

3. Ask if the summary covers everything. According to Alex, asking "Does this

cover all the bases?" is a simple way to find out where things stand. "It's important to show that you value their input. If something hasn't been covered thoroughly – or even worse – if an important issue hasn't been addressed, you've got more work to do."

4. Specify next steps. "Every meeting

should end with some kind of action plan," he explained. "If possible, set a deadline. For example, you can say, 'I'll have that proposal ready for you by next Monday. Let's set a time to go over the details.' That's a simple, professional way to end a presentation. It's a clean landing with no doubts about what happens next."

It sure beats sputtering, doesn't it?

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 john@johnfoust.com.

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Nominations sought for special awards: Newspaper Hall of Fame, Reed, Gaston

The Kansas Press Association is seeking nominations for induction into the Kansas Newspaper Hall of Fame in 2017 and for the Clyde M. Reed Jr. Master Editor Award and the Gaston Outstanding Mentor Award.

To qualify for the Hall of Fame, nominees must have served at least 25 years in Kansas as an educator, journalist, newspaper publisher or newspaper executive. The nominee may be actively involved, retired or deceased.

There are currently 130 members of the Hall. Last year's inductees were Mike Kautsch of the University of Kansas and Davis "Buzz" Merritt, formerly of the Wichita Eagle. Last year's Reed Award recipient was Chad Lawhorn of the Lawrence Journal-World, while Sally Gray of the Marysville Advocate received the Gaston.

Because the annual convention has been moved to February in 2018, nominations are due by Dec. 1, 2017. To start the process, send a letter of nomination to KPA Executive Director Doug Anstaett at danstaett@kspress.com.

KPA to manage regional spelling bees

The Kansas Press Association has agreed to take over the management of regional spelling bees in Hays and Topeka. The bees had previously been sponsored by local newspapers in those communities.

KPA will be paid by Scripps to manage the bees, but the chief income will come from sponsorships. If you know of a local business that might like to join in as a sponsor, please get that information to Amber Jackson, KPA's advertising director, at ajackson@kspress.com. The regional bees will include the winners of county and district bees.



John Foust

That approach reminds me of the Walt Disney quote: "The way to get started is to stop talking and start doing." If a salesperson has had a productive meeting, it's time to shift gears and go into action.

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

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High school journalists tackle tough issues

First it was in Pittsburg, when a team of students at the high school newspaper uncovered the ugly truth about their principal.

She had lied on her resume — badly — about her education, and her experience. Days after the student newspaper published the results of their investigation, the principal resigned and the superintendent apologized to the community at large.

More recently, in Salina, a student reporter for the newspaper at one of its high schools decided to tackle a sensitive reporting project: What did her fellow students think about race relations, and race in general?

The bombshell came from the star quarterback, who said that perhaps slavery was good for America.

Rather than hold back and potentially offend its readership, the newspaper opted instead not only to publish the comments,

but feature the lengthy amount of reporting work throughout its entire edition.

All this from high Kansas school students.

And from that, perhaps we can take a lesson.

It would seem in recent years that newspapers have taken a step back and considered the financial implications of the reporting efforts of our staffs.

I have been involved in, and heard stories about, conversations revolving around whether a particular story or photo is going to get the newspaper in hot water, and thus cause either a drop in circulation, or a significant advertiser to drop their account.

And there are times the pendulum has been swinging in the direction of the bottom line.

Is it proper, or just OK, to have those conversations?

Of course it is. We run a business, after all, and a tough one to make a decent profit in at that.

But we also have a deeper responsibility to maintain the core of our essence: Report on our communities, warts and all.

While running the business is a priority to stay alive, doing so with a healthy dose of integrity and purpose is an equal priority.

It's a tough balancing act some days. But if we are going to not only survive, but thrive, it's a balancing act we must be willing to practice every day.

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But we also have a deeper responsibility to maintain the core of our essence: Report on our communities, warts and all.



Olaf Frandsen

Olaf Frandsen is editor and publisher of The Salina Journal and 2017-18 president of the Kansas Press Association.

White House pledges to try to do better ... next time

Nearly all U.S. journalists covering President Donald Trump's appearance at a major economic summit in Vietnam were barred from attending key events Friday and Saturday, including photo-ops featuring interactions between Trump and Russian President Vladimir Putin, a situation the White House later pledged to take action to avoid happening again.

The small group of reporters who track Trump's movements abroad, known as the travel pool, was largely relegated to a holding room on Saturday while nearly two dozen world leaders posed for photographs and mingled at the Asia-Pacific Economic Cooperation forum in Danang.

A Fox News video crew and an official White House pho-

tographer were granted access to the meetings. Fox was the news organization that was tasked with providing pool video to other news outlets. But the rest of the pool reporters, including independent photographers from U.S. news organizations, were blocked from covering the event.

A similar situation unfolded Friday night, when planned coverage of an APEC dinner with Trump and other leaders was scrapped, leaving print reporters, photographers and other members of the pool without the ability to cover the event.

New York Times photographer Doug Mills, who is traveling with the president as part of the pool, tweeted his frustration at the lack of access, with an image of a black square attached.

[Read the entire article here at Politico.](#)

NEWSMAKERS

Topeka Capital-Journal reporter **Morgan Chilson** was a finalist in the national Editor and Publisher EPPY Awards contest.

Morgan's work revealed that St. Francis Health Center was in jeopardy of closing after a deal with a potential buyer failed.

Chilson's work was an EPPY finalist for best business reporting on a website with fewer than 1 million unique monthly visitors.

Kansas Attorney General **Derek Schmidt** announced a settlement with the chairman of the Johnson County Park and

Recreation District to resolve a violation of the Kansas Open Meetings Act.

The complaint involved serial communications among board members when the chairman was seeking support for a second term.

The chairman signed a consent order to receive training and agree not to engage in future violations of KOMA.

Jessica Mews has joined the staff of the Rawlins County Square Deal in Atwood.

Mews, a native of Grand Island, Neb., has a degree from the University of Ne-

braska at Kearney and a master's degree in negotiations and conflict resolution from Creighton Law School.

She and her husband, Paul, have three sons. He is the Atwood city treasurer.

Vern Brown, editor and publisher of the Anderson County Advocate, announced the newspaper has combined its two weekly editions into one and chosen a new name, Anderson County Area Community News.

Brown also said the newspaper would expand its internet presence.

Social media

Continued from Page 1

sometimes a source for breaking news, journalists began to wonder what it might mean for journalism. Newsroom managers were treading slowly, creating guidelines and restrictions for a medium that was designed to be unrestricted.

“When it comes to Twittering for The Post, our senior editors should know beforehand if a reporter plans to Twitter or otherwise live-blog something she is covering,” The Washington Post’s then-executive editor Marcus Brauchli said in 2009. Some print-focused newsrooms argued that posting information to social media before it was published in the newspaper was “scooping ourselves.”

Scott Kleinberg, a longtime social media editor in Chicago and New York, remembers the difficulty explaining why his role was necessary.

“One of the editors I worked with called it mumbo jumbo,” he recalled.

Today, much has changed. Publications can see from analytics how much traffic is coming through social media. Journalists make up a major component of Twitter users.

Some newsrooms have required social media quotas from reporters.

And news publishers are facing other issues spawned and cultivated by modern social media: the proliferation of misinformation and “fake news,” and its role in the decline of trust in professional media.

But as this report will detail, social media teams, on the front lines of both issues, still are largely doing what they’ve done for a decade. A new API survey of 59 U.S. newsrooms conducted for this report shows that posting links to their own content, mostly on Twitter and Facebook, is still by far the top activity of the average social media team. While organizations like Hearken, GroundSource and the Coral Project are working to help newsrooms use social media for audience engagement rather than just for clicks, there is still much progress to be made — in using social platforms as tools to understand communities and to bring audiences into news creation.

What’s more, the majority of newsrooms only “sometimes” or “very rarely” address misinformation on social media and comment platforms, our survey shows. And long-term strategies and planning are rare.

It’s time to rethink the newsroom social

media team: its structure, mission, responsibilities and skill sets.

In this strategy study, the American Press Institute, in conjunction with a fellowship awarded by the Knight Visiting Nieman Fellowship program, examines a reimagined social media team that refocuses its efforts on urgent issues impacting today’s media:

- ❑ Finding and fighting misinformation, as journalists on the front lines of “fake news”;
- ❑ Engaging audiences with a goal of increasing trust in professional reporting;
- ❑ Participating as full partners in the newsroom’s accountability reporting efforts.

Newsrooms face a non-stop barrage of challenges today: dwindling revenues, staffing cuts, cultural issues in and outside of the newsroom. So it’s understandable that you’re not in the mood to tackle another. We hope to show how rethinking some outdated newsroom social media processes can have a positive impact on those challenges — by helping to improve trust and engagement, increasing subscribers, and enhancing staffers’ skills and efficiency.

We’ll propose some ideas that may be relatively easy but have great potential in ad-

See **SOME IDEAS** on Page 8



*Believe.
Do.*

When a community works together, nothing is impossible. That’s why we strive to connect people with good jobs, create opportunities for all, advance education and promote the responsible use of our technology.

That’s why we proudly support the Kansas Press Association.



MARKETPLACE

NEWS

MANAGING EDITOR – The Atchison (Kansas) Globe seeks a well-rounded journalist with multimedia skills to lead print and digital efforts for the 2,300-circulation twice-weekly and atchisonglobe.com. We prefer a college degree with a concentration in journalism or communications and three to five years of practical experience. To apply, send a letter of introduction, resume, references and examples of your best work. Please mention you are applying for POSITION 1102 ME. Apply to careers@npgco.com or send your materials to Human Resources, News-Press & Gazette Co., 825 Edmond, St. Joseph, MO 64501. (11-8)

WRITER/DESIGNER — Immediate opening for enterprising feature writer/page designer at award-winning Flint Hills weeklies. Salary to \$27,500 includes health insurance and potential student loan forgiveness. Details at <http://mnks.us/job> (11-7)

EDITORIAL CARTOONS — Tired of all the Trump cartoons? Try local Kansas cartoons instead. 4-5 cartoons per week delivered daily to your email can be used in print and online. Cartoons are customized with your paper's name. Low monthly costs for dailies and weeklies, samples at drawing-attention.blogspot.com. Contact Greg Kearney gkearney@gmail.com or call (785) 251-3581. (8-29)

REPORTER WANTED - Dodge City Daily Globe has an opening for a news reporter in its four-person newsroom. Contact publisher Conrad Easterday (ceasterday@dodgeglobe.com) and/or editor Roger Bluhm (rbluhm@dodgeglobe.com) with resume and clips. We hope to move quickly to fill this opening. (8-2)

FULL-TIME PAGINATOR/GRAPHIC DESIGNER — Job involves laying out pages working with graphics and photos and updating the web site and social media. Involves some weekend and evening work. Must be reliable quick but accurate and have a keen eye for design and sense for details. If this fits you please send letter portfolio resume and references to Dale Hogg, managing editor, Great Bend Tribune, 2012 Forest Ave. Great Bend Kan. 67530 or to dhogg@gbtribune.com. (5-30)

SPORTS EDITOR — Award-winning western Kansas daily needs someone who loves sports to cover community college and 4A high school, co-ordinate coverage of smaller schools, create dynamic, interesting sports pages and engage the community. College town on I-70, close to Denver, great hunting, biking, trails, great sports. This might be the one for you. Benefits. Contact Sharon Friedlander, publisher, at sfriedlander@nwkansas.com, and Steve Haynes at steve.haynes@nwkansas.com EOE/M/F/D/V (1-4)

MANAGING EDITOR — needed for award-winning daily on I-70 in western Kansas. The Colby Free Press needs a leader to take its news department to the next level. Are you ready to step up, face new challenges? Supervise news staff, page design and community coverage. Close to Denver, great outdoors, biking, trails and hunting. Benefits. Contact Sharon Friedlander, publisher, at sfriedlander@nwkansas.com, and Steve Haynes at steve.haynes@nwkansas.com EOE/M/F/D/V (1-4)

REPORTER NEEDED now for western Kansas twice-weekly, near lake with state park and federal reservoir, great hunting, fishing hiking, biking. Cover city and county, schools and more, features and creative coverage. Help with page design, learn the craft of newspapering. Pay competitive, based on experience, plus benefits. Contact Dana Paxton, general manager, at dpaxton@nwkansas.com, and Steve Haynes at steve.haynes@nwkansas.com EOE/M/F/D/V (1-4)

ADVERTISING

WANTED - Advertising salesperson to sell advertising from home. Strong niche publication with loyal advertiser following. Please call 620-966-7557.

AD SALES: 133-year old newspaper in northwest Kansas needs ad salesperson. Commission or salary plus commission. For more information, email sentinel@ruraltel.net or call 785-675-3321. (9-29)

ADVERTISING SALES — Looking for a change? Eagle Communications an EEO employer, is seeking an experienced advertising executive to take over an established TV/digital account list in the Salina/Abilene area. For information email resume and cover letter to eagletv@eaglecom.net (11-10)

NEWSPAPERS FOR SALE

Rawlins County Square Deal weekly newspaper in northwest Kansas. Official city, county and school publication. Only newspaper in county. Strong subscription and advertising base and supportive community. Sale includes building, up-to-date equipment and software, archives and active e-paper. Call 817-805-3600 or emaileditor@squaredealnews.com for more information. (7-5)

136 year old weekly newspaper in southeast Kansas. Owner wishing to sell publication, which he has owned for 39 years. Steady subscription base, located in historic Kansas town. Inquire through KPA by emailing danstaett@kspress.com. (6-14)

The Elkhart Tri-State News in southwest Kansas has been published since 1892 and is the official publication of two cities, two school districts and Morton County, Kan. Owner is moving out of the area. Can sell with or without real estate. Please call (620) 309-1148 for more information. (4-17)

Respected 131-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady subscription, advertising, annual sales approximately \$140,000. Will include building and property in sale. (785) 341-7573 after 5 p.m. MST. (6-1)

PRESSROOM

PART-TIME PRESS OPERATOR — The Great Bend Tribune is seeking a part-time press operator to join our printing team. The ideal candidate will have previous web press experience, including print of process color and press make-ready. Good work ethics along with mechanical skills and ability to react quickly to print related problems. We are willing to train the right person. Job requirements include: • Current valid driver's license with clean driving record, ability to pass a written fork lift test and train on lift; • Color vision and depth perception; • Ability to lift a minimum of 75 pounds; • Ability to read and comprehend written and/or oral English instruction along with ability to communicate effectively with team members. To submit a resume with references or request an application contact jaudus@gbtribune.com.

Parker buys Chapman-Enterprise paper

The Chapman & Enterprise News-Times, a weekly newspaper based in Chapman, Kan., has been sold to David Parker of Enid, Okla. The sale is effective Jan. 1, 2018.

The publication was owned and operated for the past 14 years by Sixteen 60 Publishing Co., publishers of the Lincoln Sentinel-Republican and Kansas Pregame Football Magazine. Sixteen 60 owners John and Bree Baetz purchased the News-Times from the Kansas Newspaper Foundation in 2004.

Parker also recently purchased the Council Grove Republican.

"I am excited about owning the Chapman newspaper and continuing on with

its fine tradition of providing news to the communities," Parker said.

Baetz said he plans to continue publishing the Lincoln Sentinel, in Lincoln, Kan., and hopes to expand his Kansas Pregame publication, the only statewide high school football preview for Kansas.

"My wife and I have enjoyed the time we owned the Chapman & Enterprise News-Times," Baetz said. "Chapman and Enterprise are wonderful communities with great people. USD 473 is truly one of the best school districts in the state. We'll miss the connection to Chapman and Enterprise area but we're certain the paper is in good hands with Mr. Parker, a community minded newspaper owner."

MARKETPLACE/CONTINUED FROM PAGE 6

MISCELLANEOUS FOR SALE

FOR SALE — Atlas offset press. 2 quad units and four mono units with folder, roll stands and all electrical equipment needed for operation. Also includes bay window to print full color on both sides of one web, plate bender and punch. Comes with conveyor or belt and count-o-veyor. \$45,000. Call 620-626-0840 or email earl@hpleader.com

FOR SALE - ECRM Newsmatic CTP. 2008 model. Very well kept and lightly used (about 12 plates per day, six days per week for two years). CTP fully functional with all software and RIP. Bought a second newspaper and used the one that came with it. Comes with Kodak plate processor, but it needs a couple pumps we used on other machine. Paid \$140,000. Will take \$32,000. Call 620-626-0840 or email earl@hpleader.com.

OCTOBER 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 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; Rawlins County Square Deal, one ad for a profit of \$450.

KCAN — Anthony Republican, three ads for a profit of \$450.

SDAN — Anderson County Review, two ads for \$225 profit.

DIRECT PLACEMENT — Hays Daily News.



THIS MONTH'S QUESTION

Q. I recently lost my job following the sale of my former employer's newspaper. How do I get out the word that I want to stay in the industry?

A. Just send us an ad that gives some background and contact information and we'll put it on the "Find An Employee" page on our website. These ads are free of charge. Then, if the Kansas Press Association gets a call about whether a reporter or advertising salesperson is available, we can pass on that information as well. Good luck!

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FRIENDS OF KPA

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Retired, Kansas Court System
President

Kansas Sunshine Coalition
for Open Government
ronkeefover@gmail.com
(for questions on cameras in the
courtroom and the court system)

The Star's series has become our call to action

There's nothing like a series of hard-hitting newspaper articles to get the attention of legislators and candidates for governor.

The Kansas City Star's series this week that labeled Kansas as "one of the most secretive, dark states" in America was like the proverbial 2-by-4 upside the stubborn mule's head.

It got our attention, and we hope the attention of tens of thousands of Kansans interested in making government more accessible and duty-bound to those who ultimately have to pay the bills.

The Star's series delved into most of the issues the Kansas Press Association, the Kansas Association of Broadcasters and the Kansas Sunshine Coalition for Open Government focus upon — and a few more.

The series shined an intense light on how legislators introduce and pass new laws, how state agencies deal with requests for information from the press and from legislators and how Kansas state workers were encouraged to eliminate certain evidence to avoid having their notes become available under the Kansas Open Records Act.

While those three organizations listed above squawk every year about how closed the process is in Kansas, sometimes a nice newspaper expose is the best way to light a fire that coaxes even the most secretive to step forward and endorse more transparent processes.



Doug Anstaett

And someone said newspapers are dead. No, not by a long shot.

Why, even Secretary of State Kris Kobach jumped into the fray, although he just regurgitated his campaign slogan about the state's "culture of corruption."

So what happens next?

We're going to hold these officials to their word. We will join arm-in-arm with like-minded legislators and gubernatorial candidates who not only talk the talk of open government, but will commit to buckle down, roll up their sleeves and truly walk the walk.

The secretive nature of the Brownback Administration is unquestioned. The long-time senator came back to Kansas steeped in the ways of Washington and tried to incorporate that same kind of "pull-the-blinds" mentality that typifies our nation's capital.

Anyone looking closely at this state, its governor and its GOP-dominated Legislature in recent years could only conclude that the huge majority enjoyed by Republicans had gone to their heads.

The way legislators conducted themselves in hearings and the way experts were shunned in favor of partisans on many of our state's controversial issues showed a disdain for facts. Frankly, beliefs often were more important than facts.

It's time to shed that practice and

conduct government the way it should be: in the light of day and not in the dark of night after almost everyone has gone home.

If your ideas won't withstand the test of intellectual scrutiny, then they shouldn't become law.

If your beliefs cause you to denigrate the poor, the hopeless, the homeless and the helpless, you should find a different way to spend your time.

Governing takes effort. It takes an open mind. It takes a willingness to listen to the thoughts of others — and especially those with whom you disagree.

There aren't just two ways to look at an issue — liberal and conservative. There are a myriad of ways to attack our problems, and there

is always plenty of room for compromise from both sides of the aisle.

Now that the Star has further unmasked our state's secretive nature, it's time to demand a change in how we conduct business.

It's time to open up the process and quit hiding behind antiquated rules invented to dodge public scrutiny.

The Kansas Press Association and those who crave more openness in government will be leading the charge. Join us.

Doug Anstaett is executive director of the Kansas Press Association.

Some ideas

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dressings newsroom challenges and preparing for future social media needs. Other ideas are a bit more complex but, we believe, ultimately achievable. Here are a few of the essential strategies included in our report:

□ Calculate the time you spend posting links to all your content. Then, trade that effort for a stronger and more strategic focus on your top content that has deep value for readers, or, if it is part of your strategy, also is likely to go viral that day.

□ Find untapped skills and good strategists in your newsroom and in other departments. Advertising and marketing depart-

ments can be a great source of data about audiences, for example. Sportswriters are often well-versed in building and maintaining social audiences. Someone in the photo department may have a loyal following on Instagram; a feature writer might be an expert in Snapchat videos.

□ Check the corporate world outside of journalism to help learn more about engagement strategies. How do they reach new customers and keep current ones happy? Study the social media accounts of local companies to see who's engaging their audiences and how they do it. Follow national public relations and marketing groups for advice that could be used in a newsroom.

□ Leverage the social media knowledge that already exists in your topic area or com-

munity. You can get involved with meetups or start one yourself, seek grant-funded projects, and get involved with organizations that offer tools and guidance.

□ Get to know your region, and your current and potential news consumers. A surprising number of local journalists aren't familiar with the demographics of the communities they cover. To begin, check the U.S. Census Bureau's American FactFinder for deep data about people in your town or region.

Why now? A change in structure and mission is critical today considering the growing revelations about misinformation, disinformation, "fake news" and declining trust in media. Political campaigns are gearing up for the 2018 and 2020 U.S. elections, and newsrooms must as well.