

CELEBRATING OUR 150TH YEAR!

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION NOV. 20, 2013

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KPA CALENDAR

NOV. 21

Special digital revenue workshop follow-up. See story at right.

DEC. 15

Celebrate the 222nd anniversary of the U.S. Bill of Rights.

APRIL 11-12, 2014

KPA annual convention, Manhattan Hilton Garden Inn. President's Reception and banquet at Flint Hills Discovery Center.

Valassis postal decision blasted by NNA

The president of the National Newspaper Association expressed disappointment with a decision by the Court of Appeals for the District of Columbia Circuit that affirmed the Postal Regulatory Commission's (PRC) handling



of the Valassis postage discounts last year.

"The court did not say it agreed with the Postal Service's decision to grant special discount rates to this large direct mailer. It simply said it would not disrupt the expertise of the PRC," Robert

M. Williams Jr. said. "That is the posture federal courts normally take in regulatory matters. But we believed, and still believe, that the commission's analysis of the antitrust issues in this case was flawed."

NNA joined the Newspaper

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Jim Brown (top right) of Borrell Associates discusses the competition newspapers face in the digital

marketplace during the 2013 Montgomery Family Symposium Nov. 7 at the University of Kansas.

Borrell wows crowd; schedules follow-up

More than 40 Kansas Press Association staff members attended the Borrell Associates presentation on digital revenue opportunities Nov. 7 at the University of Kansas.

Now, Borrell's is offering those Montgomery Symposium attendees and their colleagues an opportunity to take what they learned to the next level. The company will host a 45-minute webinar at 2 p.m. (CDT) on Thursday.

"We received several comments from attendees," said Dean Abbott, director of training for Borrell Associates. "Many included a desire to us to offer additional help in understanding local digital advertising needs, how to train staff and what products to offer."

Consequently, Abbott has invited all Mont-

Register for special webinar

Borrell Associates will lead a webinar at 2 p.m. on Thursday (Nov. 21) that will take the lessons of the Montgomery Symposium and help newspaper staff members plan for the next steps. Go here to register: <https://www2.gotomeeting.com/register/743598298>

gomery attendees and their fellow staff members to participate in the follow-up webinar.

Abbott said the webinar will include a demonstration of the Compass Ad Spending program offered commercially by Borrell's.

You can register by clicking on the hot link in the green box.

Let's stop the funeral procession; print is alive and well in the USA

I had to laugh a few days ago, when I saw my pic on the top fold of the front page of a monthly industry pub with the headline, "Slimp's invention has served newspaper industry for 20 years."

I've got to tell you. I don't know where those years went. Back in those days, it seemed like everybody introduced me as the "young whiz kid" of the newspaper industry when I stepped on stage at a convention. In those early days, it seemed like everyone wanted me to speak about where I came up with the idea for using PDFs to print newspapers and transmit ads. My first speaking gig was keynoting the Texas Press Association Convention. I remember having the flu and barely making it downstairs to speak.

When discussing the steps that led to newspapers using PDFs, my most popular line was, "I don't know. It seemed like it ought to work."

You know, most great discoveries in life and business seem to boil down to common sense. As I write this column, I've just returned from Nashville, where I met with a group of publishers from middle and west Tennessee. Metros, small dailies and non-dailies were represented.

When I lead something like this, I become a statistic junkie for days before, as I study every stat I can get my hands on. Two statistics struck me as very interesting as I prepared for this summit.

The first was a study released by Pew Research Center, indicating just how little most social media sites, other than Facebook, are actually used by anyone. My best friend, Ken, who is a marketing guru in Dallas, had me convinced that it was time to throw away Facebook, paper and all my other resources because the world, as he had described it, had turned to Instagram and Twitter. Well, I certainly know now, thanks to this study, that compared to print and Facebook, Instagram and Twitter are used by just a small portion of the population. I was especially surprised at how few teens used Instagram, after Ken almost

had me drinking the Kool-Aid.

More surprising to me, however, were the most recent statistics from the Alliance for Audited Media, formerly known as ABC, showing the circulation of the 25 largest metro papers in the country. You may be wondering why I'm writing a column, primarily read by community newspaper publishers, about metro circulation. Just follow along for a little while longer.

How's this for a surprising number?



Kevin Slimp

The Atlanta Journal Constitution had a huge increase in circulation. That's not a misprint. According to the AAM report, they grew from 174,000 subscribers to 231,000 in one year. And the Orange County Register, the same paper I predicted would have huge growth, grew 27 percent, from 280,000 subscribers to 356,000.

I know what you're thinking, "It's those digital subscribers."

But guess what? Atlanta's total digital circulation sits at 6,000, while Orange County's sits at 15,000. Yes, less than 5 percent of total circulation for both.

So why do I even bother you with this stuff? Because, my friends, print is alive and well. We keep hearing that community papers, as a whole, are doing well this year. But we also keep hearing that the big papers are dying, which — in turn — means that we're all going with them.

That whole mess in New Orleans and other Newhouse cities has caused the whole nation to believe the sky is falling. But guess what. It's not. More newspapers than the naysayers would like us to believe are doing very well. Sure, some aren't. But many are. I believe that's always been the

Print is alive and well. ... That whole mess in New Orleans and other Newhouse cities has caused the whole nation to believe the sky is falling. But guess what. It's not.

case.

Last night, I spoke with someone from Associated Press about these numbers. She was quite surprised to hear them. So much so, that she asked me to send her the handouts we used at the summit, so she could see them for herself.

What did I discuss with these publish-

See SLIMP on Page 3

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Here's a simple formula for (sales) meetings

Sherry works in the production department of a large paper. She told me about the special formula they frequently use in meetings that are intended to evaluate procedures. The meetings are based on three simple questions: (1) What should we start doing? (2) What should we stop doing? And (3) What should we continue?

"I don't know the origin of the formula," Sherry said, "because it was being used before I arrived. Like so many other techniques, the beauty is in its simplicity. We begin by posting three sheets of flip-chart paper on the wall. One is labeled 'start,' one is labeled 'stop,' and one is labeled 'continue.' We focus on a specific issue and list ideas in each category. It's natural to bounce back and forth between the categories. One idea leads to another, sometimes on a different sheet."



John Foust

Let's take a look at the three questions:

1. What do we need to start doing? "In an industry that is changing faster than ever before, this forces us to think beyond the way we're currently doing things," Sherry said. "It also gives us permission to consider ideas we've heard about. We talk

to people at newspaper conferences – and sometimes we call other papers – to ask how they approach certain problems. Why reinvent the wheel, when we can learn from others?"

"We write down the ideas and analyze each one. What might work? What are the steps to implementation? How could we propose it to management?"

2. What do we need to stop doing? "This reminds me of the story about the lady who cut the ends off a ham before putting it in the oven," Sherry said. "A friend asked why, and she said her mother had always done that. The conversation motivated her to investigate and she learned that her mother did it because her mother had done it. Then she asked her grandmother about it and learned that the ends were trimmed to fit in her grandmother's small oven."

"Nothing is off-limits in our meetings," Sherry explained. "We can't afford to keep doing certain things because they've always been done."

3. What should we continue? "Of course we have to adapt to stay ahead, but change just for the sake of change is not

'We write down the ideas and analyze each one. What might work? What are the steps to implementation? How could we propose it to management?'

a good thing," Sherry said. "Some processes work fine – and we want to keep doing those things."

I believe Sherry's technique can be used in a lot of departmental meetings – including advertising. Think of all the time that is wasted by sitting

around the table trying to answer the vague question, "What should we try to change around here?" Wouldn't it be better to focus everyone's attention on these three specific areas?

"Not all of our meetings produce ground-breaking ideas," Sherry said. "But these three questions have helped us focus our attention on how to put out a better product. We don't care who comes up with the ideas. All we care about is results."

Results. That sounds like a pretty good reason to try this technique.

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.

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Slimp

Continued from Page 2

ers in Nashville? I reminded them that their future is bright, if they'll resist the lure of the "print is dead" philosophy and keep producing quality publications.

You know, there are groups that don't invite me to speak anymore because I refuse to say that we should all abandon print. But I remember when I was working on the PDF project 20 years ago. It seemed that everybody, including Adobe, said it would never work. Only a few close colleagues believed that we would ever transmit and print files in a method we take for granted today.

But common sense told me they were wrong. And common sense tells me that statistics don't lie. Our newspapers have a bright future. Hold on for the ride.

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

KPA needs your completed data forms

The Kansas Press Association office needs your completed data forms so we can produce the most accurate printed member directory possible.

A recent mailing asked for the latest Annual Publisher's Statement, the latest rate card and the completed forms. You may mail, fax or email the forms back to our office.

If you need additional forms or haven't received them, contact Emily Bradbury at ebradbury@kspress.com or (785) 271-5304.

Your cooperation is necessary for a world-class membership directory.

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 2013. 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. Make an ad placement into another newspaper and share the KPA commission.

- KDANs** — Hays Daily News, two ads sold, retained \$820.
 Anderson County Review, one ad sold, retained \$2,475
 Coffey County Republican, one ad sold, retained \$400.
 Clay Center Dispatch, one ad sold, retained \$400.
 Ellsworth County Independent-Reporter, one ad sold, retained \$400.
- KCANs** — GateHouse Media, 19 ads sold, retained \$2,850.
- SDAN** — Anderson County Review, five ads sold, retained \$900.

We must all fight for First Amendment protection

During the recent Inland Press Association annual meeting in Chicago, much attention was devoted to new and innovative ways to improve print and digital content and sales in the midst of our industry's changing landscape.

One of journalism's more long-standing, vital roles also warranted attention.

An important, thought-provoking presentation during the Inland meeting addressed issues related to news gathering and First Amendment protections in today's technologically advanced world.

In "Protecting our Reporters," Karen Kaiser, associate general counsel for The Associated Press, took up ramifications of the case involving AP and Fox News — a situation with disturbing revelations and a chilling impact on a news-gathering process essential to maintaining the free flow of information to the public.

Department of Justice officials acknowledged earlier this year that they seized records for 21 AP phone lines during an investigation into who provided information for an AP story in May 2012 on a foiled al-Qaida bomb plot in Yemen. A Fox News reporter also was labeled a criminal "co-



Dena Sattler

conspirator" as an excuse to get his e-mail correspondence.

The case raised serious questions about federal government data-mining, and whether some journalism efforts could be considered a crime. And, it brought a sobering reminder of how a free, unfettered press may be threatened and create situations in which the public only hears what government wants it to hear.

A challenge always comes in how to balance the secrecy sometimes required in national security investigations with the public's right to know what its government is doing. As journalists, though, we're charged with doing what we can to protect the free flow of information.

During her Inland presentation to publishers and editors from throughout the country, Kaiser noted the Obama administration has been part of more "leak investigations" than all previous administrations combined. Expect that trend to escalate amid more progress on the technology front.

While the number of investigations grows, would-be whistleblowers in position to expose government corruption may be reluctant to work with journalists interested

in reporting the facts.

When a reporter faces the threat of jail if they don't reveal their sources at government's request, sources understandably tend to be less likely to cooperate, which severely hinders the news-gathering process.

Kaiser did cite a positive step in recent U.S. Senate committee approval of the "Free Flow of Information Act of 2013," a victory for media shield law supporters.

The bill wouldn't be a cure-all, she acknowledged, but would provide common-sense protections. Republican and Democratic

lawmakers alike should be able to agree that a free, independent press provides the most swift and effective check on government power.

Kaiser also said the attacks on AP and Fox journalists' ability to do their jobs should generate public outrage, and compel news organizations to do more in speaking out.

Newspapers should indeed constantly remind readers that freedoms of speech and the press enshrined in the First Amendment act as a check on government overreach and

... It brought a sobering reminder of how a free, unfettered press may be threatened and create situations in which the public only hears what government wants it to hear.

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NEWS BRIEFS

KCC fined \$500 for KOMA violation

The Kansas Corporation Commission was fined \$500 recently for violating the Kansas Open Meetings Act.

A Shawnee County District Attorney Chad Taylor brought the case after the Citizen Utility Ratepayer Board filed a complaint about its practice of "pink-sheeting," also called notational voting, in which staff members meet with the three commissioners individually to get their opinions before writing public orders.

District Judge Larry Hendricks said KOMA applies to the KCC and its commissioners when "supervising, controlling or regulating public utilities." He also ruled a water district rate increase "invalid and nonbinding at the moment it was approved."

Even so, the three KCC members defended their practice of doing a good portion of their work outside the public eye, contending that their "quasi-judicial" status allows private deliberations.

Final webinar takes look at PhotoShop

The final in a series of free webinars, this one focusing on PhotoShop, is planned for Thursday, Dec. 12.

The webinar, "Photoshop: Practical Advice for Community Newspapers," will run at the usual 2:15 p.m. to 2:55 p.m. time slot.

Here's a link to register for the final webinar: <https://attendee.gotowebinar.com/register/8490154265689142785>

Judges: Deadline is approaching

We encourage judges working on the Wisconsin Newspaper Association contests to wrap up their work by Friday. Please contact Emily Bradbury at ebradbury@kspress.com if you have questions or concerns.

Suber to discontinue weekly column

Jim Suber has announced he is discontinuing his weekly column, "The View from Rural Route #8."

Suber, whose column has been published for 15 years in a number of Kansas newspapers, lives near Maple Hill and serves as a Wabaunsee County commissioner.

He previously covered agricultural news for the Topeka Capital-Journal.

Pratt Tribune names new ad manager

Isaac Pearson is the new advertising manager at the Pratt Tribune.

He previously has worked in internet advertising and most recently in advertising composition at the Newton Kansan, a sister GateHouse Media newspaper.

He is a native of Haysville and studied journalism and music at Wichita State University.

Valassis

Continued from Page 1

Association of America last year in appealing the PRC's grant of deeply discounted rates through a Negotiated Service Agreement (NSA) to Valassis for launching of a weekend direct mail program intended to pull advertising out of newspapers and into the direct mail stream.

Vigorous industry protest against the decision resulted in heavy litigation at the PRC and the courts, and objections on Capitol Hill, where many members of Congress raised concerns about the deal.

The Postal Service has not yet provided a report to the PRC on the Valassis NSA.

"We believe this unfair alliance will still not be successful," said Williams, noting that plans by Valassis have not materialized as planned. "Valassis has long been one of the newspaper industry's largest customers themselves and I believe they will find no better

vehicle for retailers than newspapers."

Recently, Valassis CEO Robert Mason declined to comment on the success of the weekend program, branded as Spree. He said "we have packages in market ... (W)e'll make a determination where it goes in terms of rollout by the end of this year."

Williams said: "Many members of Congress have told our member newspapers that they do not want the nation's postal system to play off one private industry against another in the advertising marketplace," he said. "NNA certainly believes USPS owes it to newspapers not to intentionally attack our businesses.

"We have maintained an effective partnership with the Postal Service for more than 100 years. This Valassis deal tarnished that relationship. We hope USPS now understands how deeply newspapers feel about fair play in the advertising markets."

Sattler

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help protect our democracy.

We need to fight for our role as advocate for the public's right to know, and continue on our mission of disseminating information people need to see — to include missteps by our elected officials. The same principles apply whether we're covering federal, state or local governments.

We all have a duty to engage in the ongoing fight for First Amendment protection and the ability to do our jobs. If we take our precious rights for granted, others will, as well — and those rights will continue to be under assault.

Dena Sattler is the 2013-14 president of the Kansas Press Association and editor and publisher of the Garden City Telegram.



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THIS MONTH'S QUESTION

Q. It's getting toward the end of the year and I'm wanting to give some money to the Kansas Newspaper Foundation. My gift is fully tax deductible, right?

A. Yes. KNF is a 501(c)(3) foundation. It serves to receive charitable contributions to advance the educational and benevolent activities of the Kansas Press Association and other programs identified by donors, such as the Montgomery Family Fund, Ruth Garvey Fink Bill of Rights Fund, the Meyer Family Fund and the Anstaett Scholarship Fund. To name a fund, an initial gift of \$10,000 is required. Individual gifts to KNF's Unrestricted Fund also are encouraged. KNF had a net worth of \$933,280 as of Sept. 30, 2013.

MARKETPLACE

NEWS

Looking for a storyteller who can take pictures, gather news, cover sports and, hopefully, even lay out a page or two. Times-Sentinel Newspapers LLC, publisher of the WestSide Story, three weekly newspapers and numerous special publications, seeks a REPORTER who can write about a blue-ribbon-winning quilt in one story, tackle sports or city council in another, and switch to a breaking crime story if needed. Photography skills a must, layout skills highly desirable. Self-motivation required. Excellent pay & benefits. We're a fast-paced newsroom and a growing company. If you believe print isn't dead and want to play a key role in our relationship with our readers, contact us today. Travis Mounts, managing editor, news@tsnews.com, PO Box 638 • Cheney, KS 67025, 316-540-0500.

ASSISTANT MANAGING EDITOR — The Lawrence Journal-World is hiring an assistant managing editor to work with reporters and others to create the best possible story packages on the web and in print. This is a coveted opportunity to work with a first-rate team focused on quality public-service journalism and ever-increasing audience engagement across all platforms. This editor reports to the managing editor. He or she must have the organizational and people skills to back-up the managing editor and to mentor our outstanding journalists who are engaged in telling the stories of our community. The Journal-World's products include a daily newspaper in Lawrence, Kansas, and ljworld.com; the health-focused WellCommons.com; the features website Lawrence.com; and four weekly newspapers and five related websites serving nearby communities. Ideal candidates will have four or more years' relevant experience in editing news for print and the Web, strong news judgment, excellent writing and copy editing skills, knowledge of AP style, knowledge of and demonstrated experience with social media, and demonstrated experience with InDesign in a Mac environment in addition to a collaborative work style and experience coaching journalists. Experience with audio, video, image editing software and content management systems and databases strongly preferred. Bachelor's degree in journalism preferred. Knowledge of Kansas is a plus. Must have the ability to work weekends and occasional evenings. We offer a competitive salary with an excellent benefits package including health, dental and vision insurance, 401k, paid time off, tuition reimbursement and more! Background check and pre-employment drug screen required. Apply at jobs.the-world-co.com and include a link to your portfolio. EOE

WANTED: SPORTS EDITOR passionate about local sports to energetically lead a two-person department in covering high school and college programs that are perennial state and national contenders. This full-time position is responsible for coordinating daily multimedia sports coverage and reporting. Must be reliable and professional, possess good writing and communications skills, have reliable transportation, and most importantly, a desire for excellence. Weekend and evening hours required. If this is

you, please send letter, clips, resume and references to Managing Editor Dale Hogg, 2012 Forest Ave., Great Bend, KS 67530.

SPORTS EDITOR — The Kingman Leader-Courier seeks a sports editor. Photography, video and layout skills a plus. Also responsible for web/social media posts. Competitive salary plus benefits. To apply, send resume and work samples to jjump@kcnonline.com. (9-25)

Wanted: Full-time NEWS REPORTER. Photography, video, editing, design and social networking skills preferred. Respond to Cristina Janney, McPherson Sentinel, P.O. Box 926, McPherson, KS 67460 or email cjanney@mcphersonsentinel.com. (7-24)

REPORTER — If you're looking to put yourself in a position to advance your career, come join our family newspaper team. We have a proven reputation of award-winning journalism and placing our reporters at larger newspapers. We're seeking a talented and motivated journalist who can produce well-crafted, clean copy and lots of it. Fast-paced daily newspaper environment for a general assignment reporter who likes variety. Photo skills useful. Knowledge of Internet reporting, page layout helpful. We're located in southeast Kansas within easy driving distance to Kansas City and Pittsburg. Apply to Publisher Floyd Jernigan at fjernigan@fstribune.com. (7-9)

ADVERTISING

Award-winning media company seeks passionate customer-focused problem solvers who have the ability to cultivate client relationships. The ideal candidate not only should demonstrate skills needed for well-rounded print and MULTIMEDIA ADVERTISING SALES but also be well-suited for a team environment. Please email cover letter, resume and salary requirements or for more information, contact Laurie Blanco at lblanco@ottawaherald.com by Nov. 29. (11-18)

SALESPERSON: As an Account Executive with The World Company you serve as the primary client contact for selling advertising for Lawrence Journal-World, LJWorld.com, KUsports.com, Lawrence.com, LawrenceDeals.com, our four community newspapers, websites and digital products. As a key member of our sales team, you will sell clients a platform of products including print and digital advertising, social marketing packages, and event marketing sponsorships. If this job sounds intriguing, please send your cover letter and resume to hrapplications@ljworld.com. (7-3)

NEWSPAPERS FOR SALE

Direct mail newspaper on Colorado's Front Range, very profitable. Grossing over \$700k and growing. With owner carry terms and real estate. Contact Kansas Press Association. (11-11)

Respected 128-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady subscription, advertising, annual sales approximately \$140,000. Will include building and property in

sale. (785) 341-7573 after 5 p.m. MST. (4-2)

CIRCULATION/DISTRIBUTION

CIRCULATION SALES AND DISTRIBUTION MANAGER — The Daily Union in Junction City, Kansas seeks an experienced individual to lead the day-to-day circulation sales and distribution efforts for our group of newspapers in and near Junction City. This position oversees our distribution coordinators, a part-time telemarketing sales rep and reports directly to the publisher. The responsibilities include an active role in telemarketing and door-to-door sales, dealer and single copy sales/collections and kiosk sales. Other duties include recruiting and contracting independent contractors. Must be willing to work a flexible schedule. We offer a competitive salary, bonus plan and excellent benefits including medical, dental, 401K plan, paid holidays and vacation. Please submit resume to: T.Hobbs@thedailyunion.net. (2-14)

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

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 — Hewlett Packard Design Jet 750C Plus Plotter in excellent condition. Extra cartridges included. For more information call 785-628-1081 and ask for Jan or Mary.

FOR SALE — Hamada 800 DX w/spray unit, electrostatic unit, 3M dampening sleeves; LOG Etronics Film Processor Model #LL2218, 196-264 volts, single phase, 15 amps; Brown Ultralite 1500 plate burner; 2 Nu-Arc light tables; 1950 Anniversary Edition Heidelberg Windmill press, very good condition. Nor'west Press, Goodland, Kansas. Call 785-899-2338.

KANSA 480 INSERTER — Reduce labor costs with an efficient machine for handling preprinted inserts. The Garden City Telegram is selling its Kansa 480, 5:1 inserter, in good condition. This unit performs with a high degree of reliability and consistency over a wide range of operating conditions. Works with broadsheets for everything from single sheet fliers to multi-page editions and has been well maintained. Length 23'10", width 6'4" to 8'10" for creeper conveyor. We used an inline labeler and typically operated the unit at 6,000 to 6,500 pieces per hour though it is rated to do more than double that amount. Model #4601; Serial #480-036. Asking \$10,000, however no reasonable offer refused. For more information email Dena Sattler, denas@gctelegram.com, or call (620) 275-8500, extension 201.

DEATH

Michael James Cline

CONWAY SPRINGS -- Michael James Cline, 53, professional photographer, computer consultant and fourth generation publisher of the Conway Springs Star and Argonia Argosy, died Wednesday, Nov. 13, 2013.

He was born Nov. 14, 1959, the son of Raymond James and Dalice (Shinn) Cline and was a 1977 graduate of Conway Springs High School. He was preceded in death by his father in 2008.

Survivors include his mother, Dalice of Conway Springs; two brothers, Bradley (Michelle) of Goddard, Stephen (Anna Karina) Seattle, WA; and nephews Iain and Isaac.

Funeral service was Monday, Nov. 18, 2013, at the First Presbyterian Church. Memorials are suggested to the First Presbyterian Church or Conway Springs Volunteer Ambulance. Ebersole Mortuary, Conway Springs, was in charge of arrangements.

KPA's trade desk ready to help

The Kansas Press Association's effort to partner with members for advertising placements already is paying dividends.

"We are excited that our partnership has taken root and that many Kansas newspapers have taken advantage of the KPA trade desk to help their clients expand their reach through newspaper placement and digital placement," said Sara Marstall, KPA advertising director. "The clients our newspapers have begun offering these full services to have ranged from small family-owned businesses to large corporations."

To sign up your newspaper for this new offering from KPA, contact Marstall at smarstall@kspress.com.



Affordable Digital Solutions for the Community Newspaper



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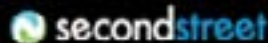
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This 7th grader got hooked on JFK news coverage

For those of us labeled Baby Boomers, these last few weeks have represented a total immersion in the early 1960s.

Television stations, from network to cable, are filled with stories about the 50th anniversary of the assassination of John F. Kennedy, the 35th president. Newspapers have done their part as well, seeking out those who were alive 50 years ago to find out where they were when they heard the news, reproducing timelines and other facts from a half a century ago.

We're being inundated — once again — with every wacky idea ever conceived by the conspiracy theorists, while others are clinging to their belief that Lee Harvey Oswald pulled off the murder of the century, quite possibly acting alone.

For me, it's a trip back to 7th grade. Where was I? In gym class just after lunch. We heard the news and then had it confirmed when our superintendent in Lyndon visited every classroom an hour later to announce the grim news. I'll never forget the red, tear-streaked face of Albert York as he told of the death of a president, his president.



Doug Anstaett

I know it's a bit morbid, but my interest in the news — and especially newspapers — was really sparked by this tragedy.

Yes, I watched a lot of television, as everyone else did. Yes, along with millions of others, I saw Oswald killed on live TV the following Sunday morning.

But it was the newspaper that really caught my fancy as a young 12-year-old.

At that time, we took three newspapers, the Topeka Daily Capital in the morning, the Topeka State Journal in the afternoon and the local paper, the People's Herald.

I ran outside to get the Capital in the morning before school, then grabbed the Journal in the evening after school. I couldn't get enough of the news, and I was always impressed with all the new information each day.

For those few weeks in November 1963, those two daily newspapers provided me with story after story about Oswald and Ruby and the various theories about the possible culpability of Cuba's Fidel Castro, the Soviets, organized crime, Vice President Lyndon Johnson, the CIA, the FBI and oth-

ers in a "plot" against the president.

I'm sure my mother probably wondered about my near-obsession with the assassination coverage. But she did a remarkable thing when the Warren Commission Report came out 10 months later: she bought me a copy of the summary, a navy blue bound book with all the details. I've still got it, although it shows the wear of 50 years of use.

Not often does a story of this magnitude come along.

Other generations since have experienced Vietnam, Watergate, the bombing of the U.S. Marine barracks in 1983, the explosion in 1987 of the space shuttle Challenger and, of course, the attacks of Sept. 11, 2001.

All those occasions brought us great journalism. They reminded us that with all that is good in the world, there is plenty of tragedy to cover as well.

I have to admit my obsession with the Kennedy assassination has continued to this day. I've read more than a dozen books, searching for new tidbits on the tragedy.

It helped shape my career. What can I say?

Doug Anstaett is executive director of the Kansas Press Association.

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