

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

JAN. 16, 2019

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Journalists selected for HOF, Reed

Three long-time journalists have been selected as the 2019 inductees into the Kansas Newspaper Hall of Fame.

They include Rosalie Ross, founder and now co-editor of the Rawlins County Square Deal in Atwood, Ned Valentine, editor and publisher of the Clay Center Dispatch, and Doug Anstaett, former Newton Kansas publisher and executive director of the Kansas Press Association.

They will be inducted at the KPA convention on Feb. 8 in Topeka.

At the same meeting, Dena Sattler, former editor/publisher of the Garden City Telegram, will be presented the Clyde M. Reed Jr. Master Editor Award.

Ross began her newspaper career at her high school news-

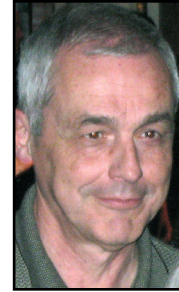
paper in St. Francis and then at her Phillips University newspaper in Oklahoma.

After she and her military service husband raised their family, she served in various capacities between 1980 and 1992 at the Citizen Patriot in Atwood, including two years as publisher, before embarking on a new adventure.

She and her husband and two other couples formed a corporation and established a new newspaper in Atwood, the Square Deal.

Ross served for 21 years as publisher before selling the newspaper to Lloyd and Susan Huff, who she has mentored the past five years.

She was presented the Gas-



Ned Valentine



Rosalie Ross



Doug Anstaett



Dena Sattler

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KPA CALENDAR



FEB. 7, 2019

KPA Day at the Statehouse.

FEB. 8-9, 2019

Kansas Press Association annual convention, Capitol Plaza Hotel, Topeka. A copy of the convention program and a registration form are attached to today's Kansas Publisher.

Make your KPA convention reservations today

The Kansas Press Association annual convention in February will feature a nationally renowned speaker on generational audience engagement and a host of sessions of interest to staff members of Kansas newspapers.

Keynote speaker will be Chuck Underwood, whose expertise in generational studies and strategies will bring suggestions to attendees on how to deal with the ever-changing interests of readers from five different living generations.

Underwood, who began his career as a news reporter, is one of the half-dozen visionaries who popularized this discipline.

Thursday events

The convention will kick off on Thursday with the annual Day at the Capitol, when KPA members will get an update on the legislative session, have lunch with legislators and then, if they wish, visit individually with their own representatives and senators.

The KPA Board of Directors will meet on

Key details on 2019 event

- If you don't have a hotel room reserved and need one, call Emily Bradbury at (785) 271-5304 immediately for assistance.
- Convention registration deadline is Feb. 1, but early registrations are preferred so we can plan accordingly.
- Be sure to bring ideas for discussion to the daily and nondaily roundtables.
- Remember, Feb. 7 is our Day at the Statehouse. Invite your legislator to lunch.

Thursday afternoon, then on Thursday night a new event is scheduled called "News and Brews."

Teri Finneman, a professor at the University of Kansas, will moderate a discussion about journalism and what it brings to our system of government. This event will begin at 6 p.m.

See CONVENTION on Page 5



Joey Young of Kansas speaks to Texas publishers recently about what works for him.

Kansas publisher tells Texans his approach to today's realities

When Tommy Thomason invited me to spend a couple of days at the Texas Center for Community Journalism a few months ago, I was quick to answer. I don't work in Texas nearly as much as I used to, and I was ready go back to my old home state. (I attended college in Texas back in the day.)

Housed in the Journalism Department at Texas Christian University, TCCJ reminds me a lot of the University of Tennessee Newspaper Institute, which I directed for 20 years. Working with Tommy and his group was like going home in more ways than one.

Tommy explained attendance would be limited. Thirty registrants, all from Texas newspapers, would be allowed into the session. Only one per newspaper would be admitted. The group would be primarily publishers.

Tommy explained my assignment was to share as much information as possible in the time allotted, that would help these publishers grow their newspapers. With a limited number of class members, attendees would benefit by being full participants in

the session. I wouldn't be the sole instructor. These students would learn from each other.

A few weeks before the December event, I heard from Tommy again. He wanted to offer an experience the attendees wouldn't



Kevin Slimp

soon forget. Who could be invited, he asked, to warm up the crowd and share some real-world experience? He wanted someone who was a walking success story in the community-newspaper business.

It took me about two seconds to respond, "Joey Young, from Kansas."

I remember when a 20-something-year-old Joey Young first approached me at a Midwest newspaper convention five years

ago and asked if we could visit. He was concerned about the number of papers in his area being bought by venture capital groups and the impact it was having on quality journalism. He thought he had a better approach to community journalism.

On that Thursday at TCU, Joey shared his experience from that first paper. He

See SLIMP on Page 8

2018-19 KPA BOARD

Andy Taylor

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joey@kspublishingventures.com

Marcus Ashlock

Southwest District Director
Syracuse Journal
editor@thesyracusejournal.com

Mary Hoisington

At-Large Director
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mhoisington@gbtribune.com

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jjump@kconline.com

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tomari.quinn@cjonline.com

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Legislative Director
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denas@gctelegram.com

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news@eurekaheald.com

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THIS MONTH'S QUESTION

Q. Does the Kansas Press Association have any surplus equipment available for sale?

A. Absolutely. KPA has a sophisticated camera for sale. It's a Canon EOS 60D camera with a TAMRON lens and RODE microphone and a carrying backpack and all the cables. It's in excellent condition and retails for over \$2,000, but you can be the new owner for just \$1,000. Email ebradbury@kspress.com for more information.

Clients don't care what you've done for others

Back in my ad agency days, I learned a big lesson about what to do – and what not to do – in a sales presentation.

I was sitting in the office of the owner of a construction business, ready to show him that I was the right person to handle his advertising account. I had been referred to him by a mutual acquaintance at a much larger ad agency, an agency that was pursuing only much larger accounts.

At that point in my young advertising career, my sales presentations consisted mostly of showing samples of my work and evaluating the state of a prospect's current ads. So I opened the portfolio book of ads I had created for other clients and proceeded to describe the strategy behind each ad. After a few pages, this prospect stopped me cold in my tracks. He said, "I don't care what you've done for other people. All I care about is what you can do for me."

All of us have experienced events that were turning points. Meeting our future spouse. Finding a new job. A conversation with a favorite teacher or coach.



John Foust

WII-FM has been a sales cliché for years. It's an acronym for everyone's favorite radio station:

"What's in it for me?" That acronym came to life for me that day – in a comment that became a turning point in the way I conducted business presentations. Of course, he was 100 percent correct. Why in the world should he sit there and listen to me talking about me, when all he cared about was himself

and his business? Thank goodness, I was able to shift gears and ask about his business situation and his marketing goals. And thank goodness he threw caution to the wind and gave an assignment to me.

I'll always be grateful to that direct – but exceedingly wise – advertiser for teaching me an important lesson. As it turned out, the assignment was an audition. I handled his company's ad account for 24 years. Over time, I realized that he was not being intentionally rude that day. His philosophy was, "Give me the information I need to make a decision and do it quickly."

Sometimes I joke that his words should be posted in advertising departments:

Every time a sales person prepares ... he or she should simply ask, 'How can I make this presentation revolve around the prospect's needs?'

"I don't care what you've done for other people. All I care about is what you can do for me." That cuts right to the core of a sales presentation. It's not about the sales person or the sales person's product. It's about the customer.

There's nothing earthshakingly new about all of this. Every time a sales person prepares for an appointment, he should simply ask himself, "How can I make this presentation revolve around the prospect's

needs?" And every time a sales person displays samples of ads, she should ask herself, "What's relevant about these ads? How can I relate the characteristics of these samples to the goals of this specific advertiser?"

Do these things and stay in step with your advertisers.

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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Digital First Media's hostile bid for Gannett, USA TODAY 'too low'

From USA TODAY

A hedge fund-backed chain that is aiming for a hostile takeover of Gannett, which owns USA TODAY and 109 local media properties, placed too low of a value on the company and is betting on a level of cost cutting that may be unrealistic, analysts said.

Michael Kupinski, director of research at Noble Capital Markets in Boca Raton, Fla., said most newspapers, after years of staff reductions across the industry, "are running pretty lean."

He predicted that Gannett's board will decline the offer.

MNG Enterprises, which also operates as Digital First Media, is proposing to buy Gannett for \$12 a share, or about \$1.36 billion. That would be a 23 percent premium above Friday's closing price of \$9.75 a share. Gannett (GCI) shares on Monday closed up 21 percent, or \$2.07, at \$11.82.

MNG, majority owned by hedge fund

Alden Global Capital, owns about 200 publications, including newspapers such as The Denver Post, The Mercury News of San Jose, California, the Los Angeles Daily News and the Boston Herald. The company has also gained a reputation for deep cost cuts and extensive layoffs in newsrooms.

A plan to prune Gannett for additional return on investment may be faulty, Kupinski said.

"I guess this particular firm is notorious for going in and slashing costs," he said. "I really don't view Gannett as being one of the companies that has bloated staffing or anything like that. There might be an opportunity to consolidate maybe some facilities but they were moving along that direction anyway."

Paul Caminiti, a spokesperson for MNG, said it "has extensive operational experience and a successful track record in

See GANNETT on Page 5

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Let's make America's newspapers 'great again'

When Alf Landon cast a ballot in the 1936 presidential election in his hometown of Independence, he did so under the glare of flash bulbs (the old-style, single-use bulbs of photographers) and the Movie-Tone movie cameras that caught the historic event.

The next thing Landon did after casting his ballot was visit the local newspaper office, where he undoubtedly "shot the bull" with the local chums and power brokers. He likely did so without the glare of the press lights. It was, after all, a different era in America.

My, my ... how times have changed.

It would almost be just as historically momentous if our current president would visit any newspaper office in the United States.

However, the spirit of camaraderie between politician and newspaper — akin to the days of the William Allen White era — have long been washed away in a sea of 24-hour network television, crowded social media, partisan colors.

I refuse to drown in those waters. I don't want the newspaper industry to become mere stagnant backwater either.

I personally am irked when I see candidate for office find their way to a local radio booth or TV station set, yet totally bypass the newspaper office.



Andy Taylor

And even if they do provide a "visit" to the newspaper, it's only a matter of minutes, where nothing of real conversation takes place. In fact, I have personally found that the newspaper office is nothing more than a potty stop for many candidates and their staffs.

We've got to get back to an era when leaders — from local school board presidents to even U.S. presidents — didn't feel squeamish walking into a newspaper office to gauge the climate of the town.

Our doors and our offices need to be open to them, where they can be allowed to loosen their neckties but still know who holds the pen.

They have to know our editorial stances — based on our readers' expectations — carry weight, which is why visiting the newspaper office is a must-do for any elected leader.

That means we have to know the pulse of our communities and markets, keep our personal political hats on the coat rack and serve as the spokesperson for Main Street ... and the rural back roads.

We also should know when to straighten our backbones when we feel we are being used by politicians ... or merely being a conduit for a politician's "free advertisement" in the form of a news story.

But we have plenty of work to do on our own turfs, too. Sadly, I've personally witnessed many newspapers where newsrooms lack the basic knowledge of the political process or are unable to identify the candidates even on facial recognition.

Some in our industry seem to have flunked American Government in high school ... and don't seem to give a flip that they did.

That's scary.

Imagine what a conversation would be like in your newsroom if the likes of Bob Dole would walk in today and

ask your reporter — or even editor or publisher — how he or she gauges the local voters' sentiments.

Could you articulate a true picture of your market ... or would you give off the wide-eyed look of frightened deer?

Allow your stomach to turn if your reporter attends a governmental meeting for which they have zero knowledge on the subject matter, or are too timid to ask questions. (Pass me the Tums).

And, ask yourself if your place in the news world is to be the holder of the town's mirror ... or to sit on the sidelines and allow others to hold that mirror. I'd

We've got to get back to an era when leaders — from local school board presidents to even U.S. presidents — didn't feel squeamish walking into a newspaper office to gauge the climate of the town.

See TAYLOR on Page 5

Awards

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ton Outstanding Mentor Award in 2005.

Harry E. (Ned) Valentine is in his 50th year managing the daily Clay Center Dispatch, a newspaper in the Valentine family since 1882.

He is a graduate of the William Allen White School of Journalism at the University of Kansas.

He and three other Valentines — great uncle Del Valentine, grandfather Lou Valentine, and father Harry E. Valentine — have served in leadership capacities with KPA during their careers.

He is a member and past president of the William Allen White Foundation Board of Trustees and has been active through the years with the local Chamber of Commerce and another economic development group and served on the Associated Press Manag-

ing Editors Freedom of Information Committee the 1970s.

Anstaett is a 1973 journalism and mass communications graduate of Kansas State University.

His journalism career spanned 45 years. He was a reporter or editor at newspapers in Pittsburg, Topeka and Nevada, Mo., before entering management training in 1979 in the Grand Island (Neb.) Daily Independent.

Two years later, he was named editor and publisher of the Brookings (S.D.) Register. After five years there, he transferred back to Kansas to lead the Newton Kansan from 1987 to 2003.

He won four first place awards in the Inland Press Association's William Allen White Editorial Excellence contest, one while in Brookings and three while in Newton. One of those Newton awards was also the overall Inland sweepstakes award winner in 1992.

From 2004 to 2018, he served as execu-

tive director of KPA. He now serves as a part-time consultant and lobbyist for the association.

Sattler served as editor-publisher of the Garden City Telegram from 2004 to 2018, and in 2018 was named southwest Kansas group publisher for GateHouse Media, serving as publisher of The Telegram and four other newspaper.

She's now an editorial writer for The Topeka Capital-Journal and other GateHouse Media papers in Kansas.

On Sattler's watch, The Telegram collected multiple Kansas Press Association Awards of Excellence Sweepstakes honors in news and advertising competitions for top medium-sized newspaper in the state.

She also has won several state and national honors for editorial writing, including first-place awards in Inland Press Association and National Newspaper Association competitions, and was named a GateHouse Media Editorial Writer of the Year.

Gannett

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the newspaper industry, enabling us to run newspapers profitability and sustainable so that they can continue to serve their local communities.”

Subsequent bidders could surpass the MNG/Digital First offer because “it would be below what I would expect the company to achieve,” Kupinski said. “We have a \$15 price target” on Gannett stock.

Huber Research analysts Douglas Arthur and Craig Huber, in a note to clients Monday, said any offer for Gannett should be at least \$14 a share.

The two analysts described the takeover attempt as “opportunistic.”

Gannett CEO Robert Dickey announced his retirement in December. Sharon Rowlands, who led USA TODAY Network Marketing Solutions, is leaving the company to become CEO of web.com.

MNG/Digital First said in its letter to Gannett’s board of directors that it had approached board members and management “on multiple occasions about a potential strategic combination. Despite our

overtures, Gannett has not meaningfully engaged with us.”

Gannett said in an email to employees late Sunday after The Wall Street Journal published a story about MNG/Digital First’s plans, “To date there has been no communication to Gannett regarding a proposal.”

In a subsequent email to employees Monday morning, Gannett confirmed “receipt of an unsolicited proposal” from MNG/Digital First for \$12 a share.

This first bid may not be the last and shareholders could be wooed, he said.

“If someone’s paying you cash, whether they’re the nicest people in the world or the worst SOB’s, their cash is the same,” Pierce said.

However, the Huber Research analysts wrote: “Alden has a controversial reputation in the newspaper business and is known for aggressively slashing staff (media sources refer to the strategy as strip-mining), selling off real estate and otherwise attempting to seemingly run papers until the very last iota of cash flow has been squeezed from it. We believe ... (Gannett) is on the right path with its digital growth push and legacy cost cuts.”

Taylor

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rather hold the mirror than to find a seat of non-relevance.

We are still relevant today ... but only when we show that we care to be.

And, that, dear newspaper friends, is our ultimate challenge.

Our industry has got to show that we care about our readers and our sources — from the old lady across the street to even an aspirant for the nation’s highest office.

Those people need to know that the local newspaper is the place to get an answer or get some feedback.

And when they leave, those people need to know they can take the newspaper’s accuracy to the bank.

Let’s make 2019 a year in which we show our readers and our communities — or even a candidate for U.S. president — that we are open for business.

Andy Taylor is editor of the Montgomery County Chronicle and 2018-19 president of the Kansas Press Association.



Get the message

At AT&T, we believe there’s only one thing to know about texting and driving — just don’t do it. Not ever. The AT&T “It Can Wait” program is dedicated to sending only one message: No text is more important than your life.

AT&T is a proud supporter of organizations like the Kansas Press Association.



MARKETPLACE

MANAGEMENT

PUBLISHER — Publisher needed for twice-weekly newspaper in Alliance, Nebraska. Family-owned for generations, affiliated with the Seaton group. Beautiful Sand Hills setting. Debt-free operation. Pay commensurate with experience, with an opportunity for ownership. Contact Ned Seaton, nseaton@themercury.com. (7-2)

NEWS

SPORTS EDITOR - The Hutchinson News seeks a sports editor with strong digital and writing skills to cover local events, including national juco basketball and volleyball tournaments. Email resume and work examples to Ron Sylvester, editor, atrsylvester@hutchnews.com. (1-3)

SPORTS EDITOR – The Fort Scott Tribune is seeking a sports editor for its twice-a-week publication. The candidate must be a self-starter, flexible, willing to tackle any assignment necessary including some regular news, understand deadlines and be proficient in AP style, Photoshop and InDesign. Coverage includes high school, junior varsity and college in a county that has a proud sports tradition. Send cover letter and samples to helm@ftribune.com. (12-5)

SPORTS EDITOR - The Chanute Tribune is seeking a sports editor, located two hours from Kansas City, Joplin, Tulsa and Wichita. Experience in writing, paginating InDesign and digital photography preferred. Contact stu@chanute.com. (6-19)

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@nwkans.com, and Steve Haynes at steve.haynes@nwkans.com EOE/M/F/D/V (1-4)

ADVERTISING

GROUP ADVERTISING DIRECTOR - A newspaper group in Kansas, has an opening for a person who can fill the role of Group Advertising Director. We are looking for a person who can successfully lead staff and sales teams in multiple locations. This person will oversee sales of daily and weekly newspapers cover-

ing communities in Emporia, Abilene, Chase County, Madison, and St. Marys, Kansas. This person must have the ability to work productively in a team setting and lead them. The person should have strong selling skills, and experience with multi-media and social media selling. We use all mediums to tell our stories and reach customers. Send cover letter, resume with references to Publisher Chris Walker by e-mail at walker@emporia.com (put Sales Director in the subject line), or by mail to 517 Merchant, Emporia Kansas 66801 or fax at (620) 342-4841.

NEWSPAPERS FOR SALE

For Sale: 141-year-old weekly newspaper in Hanover, Kansas. Owner died unexpectedly after 50 years of editing/publishing the paper. Official City Newspaper. Steady subscription. Call (785) 337-2242 for more information. (4-11)

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@squarddealnews.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 ebradbury@kspress.com. (6-14)

Respected 133-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Motivated seller. Will include building and property in sale or sell business only. Asking \$105,000. (785) 341-7573 after 5 p.m. MST. (5-29)

PRODUCTION

DISTRIBUTION MANAGER — This position reports directly to the publisher and will be responsible for directing all aspects of the company's circulation/distribution operations, marketing efforts, and driving overall viewership. Necessary skills in communications, positive coaching and motivation, customer service, organization/coordination, computers including Microsoft Office and social media, and

knowledge about local geography with ability to read maps are required. Preference will be given to a candidate with proven leadership in the publishing industry. This is a full-time salaried position with benefits for a small Kansas community publication with home delivery Tuesday-Friday and Sunday. Please send your resume and cover letter to mhoisington@gbtribune.com or Mary Hoisington, Great Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530. (5-1)

PRESS OPERATOR — Accepting resumes for Press Operator at progressive, family-run newspaper in Weatherford, Okla. Experience with Goss Community press helpful. Attractive compensation and re-location packages. Contact Phillip Reid at 580-772-3301 or email resume to Phillip@PhillipReid.net. (3-27)

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.

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 belt and count-offveyor. Price reduced to \$25,000. Call 620-626-0840 or email earl@hpleader.com

EQUIPMENT NEEDED

Forklift clamp with an electrical bypass for rotating rolls. If you have one for sale, please email Mary Hoisington at mhoisington@gbtribune.com. (11-7)

Convention

Continued from Page 1

downtown at the Pennant restaurant.

Following that presentation, attendees will be encouraged to stay for networking opportunities and arcade games.

Friday events

Events kick off early on Friday with the annual meeting of the Kansas Newspaper Foundation Board of Trustees at 7:30 a.m.

Following a continental breakfast, the morning's sessions kick off at 9 a.m. with a roundtable discussion about the state of Kansas agriculture, sponsored by and featuring a panel from the Kansas Farm Bureau.

That will be followed by Underwood's first session, which is designed to "pour the foundation" for the remainder of his presentation.

The annual Past Presidents' Luncheon is planned at 11:30 a.m.

Underwood will deliver the luncheon speech, focusing on generational editorial strategies.

Afternoon breakout sessions will focus on advertising and marketing strategies, how to increase sales performance, tips to increase social audience engagement and how to get your audience to understand we are not "fake news" with Steve Wolgast.

Daily and weekly roundtables are

scheduled from 4 p.m. to 5 p.m., followed by the President's Reception from 6 p.m. to 7 p.m. and the President's Banquet, where we will recognize special award winners and induct three new members — Rosalie Ross, Ned Valentine and Doug Anstaett — into the Kansas Newspaper Hall of Fame.

The evening will culminate with the President's Hospitality reception, celebrating Andy Taylor's year as KPA president. Taylor is editor of the Montgomery County Chronicle.

Saturday events

The final half-day's events will kick off with the KPA Annual meeting at 8 a.m., followed by breakout sessions beginning at 9 a.m. and repeated at 10:30 a.m.

They will focus on buying and selling newspapers, how to reach a Hispanic audience with K-State's Gloria Freeland, a session with KPA Legal Hotline attorney Max Kautsch and another on how to use video in your operation.

The day will culminate with the annual Awards of Excellence Luncheon at 11:30 a.m.



Max Kautsch

WBJ managing editor dead at 58

Bill K. Wilson, 58, managing editor of the Wichita Business Journal, died Wednesday, Jan. 9, 2019, at Via Christi St. Francis Medical Center in Wichita following a courageous battle with cancer.

He was born June 5, 1960 to Carl M. and Gladys V. (Robb) Wilson at Newton and was a lifelong resident of Burrton.

His 35-year journalism career including positions with the Newton Kansan, Hutchinson News, Wichita Eagle and, most recently, the WBJ.

A memorial service will be 10 a.m. Thursday, Jan. 17, at Burrton Christian Church, with the Rev. Kim Andrews officiating. Inurnment will follow at Burrton Cemetery.

DECEMBER KDAN, KCAN WINNERS

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in December.

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

Currently, there is an additional incentive for sales representatives who sell a KDAN. Not only does your newspaper get its commission, but we send the sales rep an additional commission for their efforts. See the flyer attached to today's Publisher.

KDAN — Anderson County Review, two ads for a profit of \$1,650; Rural Messenger, four ads for a profit of \$1,000.

KCAN — GateHouse Media, two ads for \$300 profit; Wilson County Citizen, one ad for \$150 profit.

DIRECT PLACEMENT — Hays Daily News and Eureka Herald.

KPA STAFF

Emily Bradbury

Executive Director,
Member Services Director
ebradbury@kspress.com
(785) 213-8524

Judy Beach

Bookkeeper
jbeach@kspress.com

Amber Jackson

Advertising Director
ajackson@kspress.com

Lori Jackson

Administrative Assistant/Advertising
ljackson@kspress.com

KPA CONSULTANTS

Doug Anstaett

Consultant, Lobbyist
danstaett@kspress.com
(785) 249-1108

Peter Cook

Advertising Sales, Marketing
(336) 529-9684
pjc1946@hotmail.com.

Max Kautsch

Legal Hotline, Media Law
(785) 393-5520
maxk@kautschlaw.com

Mike Kautsch

Media Law, KU School of Law
mkautsch@ku.edu

FRIENDS OF KPA

Ron Keefover

Retired, Kansas Court System
President

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

Press scrutiny is vital to good government

I like Twitter. OK, I like Twitter most of the time. It is a great way to keep in touch with our reporters on the ground. And it doesn't constantly bombard you with birthday reminders or friend suggestions.



Emily Bradbury

Not that I am against those things, it's just that I don't need that kind of constant pressure in my life. But I digress ...

One thing I have noticed since January of 2016 is the near constant Twitter debate among journalists and other journalism experts on how to

cover the Trump administration.

Some argue that the media should ignore him.

Others argue that he is the president of the United States and that every move he makes should be considered news.

And still others say there is a level of coverage that is between both extremes.

Watching this banter and arguments from all sides, I have come to the conclusion that while we may disagree on how to cover our local, state and federal government – we agree that we should.

We agree that we are vital to our system of government, hold our elected officials accountable and are the watchdogs for the public.

Study after study has been released about what happens when there is no newspaper watching decision-making at the local level:

- Taxes are generally higher.
- Meetings become more and more closed.
- As a result, the public becomes uninformed on the issues that affect them the most.

We do what we do because we believe in the public's right to know – period. We are united on this most important point.

Like most families, we may not agree on how we do something, but we are united in belief that we must inform the public while looking out for the public interest.

There is too much at stake to argue about that.

Before I go, a quick reminder: just because the KPA Convention deadline is Feb. 1 doesn't mean that we won't

Like most families, we may not agree on how we do something, but we are united in our belief that we must inform the public while looking out for the public interest. There is too much at stake to argue about that.

take your registrations now because we will ... gladly.

We hope to see you in February!

Emily Bradbury is executive director of the Kansas Press Association.

Slimp

Continued from Page 2

went on to explain how he started additional papers and purchased a couple of others.

You have to understand where Joey comes from to really understand the magnitude of his accomplishments. He wasn't a newspaper heir. He didn't come from a family of newspaper owners.

During his presentation in Texas — his first for an out-of-state group — he used the term “shoestring” several times. In retrospect, he told the group, he would have had an easier time if he had “50 thousand dollars in the bank” when he began, but he didn't.

Now, with six publications, Joey is a household name in the newspaper business in Kansas and surrounding states. He shared his secrets with the group in Texas.

Above all else, the secret to the success of Joey's papers is quality journalism. Joey knew he had to have rock-solid journalists to have a successful newspaper, and he shared how he hired his first away from a much larger paper and how that decision propelled the success that followed.

Joey doesn't heap praise upon himself; he spreads it among his staff. He was quick to share that much of his success is thanks to staff members from the community. There's no centralized editorial content.

“Local” is everything to Joey's newspapers, and it shows.

He discussed the importance of having an advertising manager who is well-known and respected in the community. “That makes all the difference,” Joey told the group.

Asked about his circulation staff, Joey turned a few heads when he said: “Everyone at all of my papers is on the circulation staff. When one of us is at a restaurant and a subscriber complains that they didn't receive a paper this week, we ask them to wait and run back to the office to get one for them.”

Joey explained that all staff members are connected to the circulation database on their phones and can check to see the status of a customer's subscription on-site when asked. They can also take subscriptions without forcing the reader to first call the office.

Speaking of calling the office, there are no auto-attended phones at Joey's papers. When readers call, they get a real, live person on the phone who can answer questions, take orders and handle any issues that come up.

My son, Zac, is in a popular rock band these days. Recently, he came home from a concert and I asked how things went.

“You know,” he told me, “there are two kinds of warm-up bands. There's the kind that gets everybody energized and excited

about the main act, and there's the kind that puts people to sleep and makes them want to go home before the headliner even begins. Tonight, our warm-up band had everybody tired and ready to go home before we even took the stage.”

I'm lucky. I speak at a few conferences most months, and can't remember the last time I had an uninterested audience.

Tommy is a wise man, and he knew the right “opening act” would make my follow-up go even better.

Joey Young was the right choice, and his advice was well received:

- Keep everything local, from writing and editing, to sales and circulation.
- Hire the right staff and treat them as partners.
- Put the bulk of your emphasis on quality journalism, and sales will follow.

Over the next few weeks, I'll be in places like Wisconsin, Wyoming and Kentucky. If things go as they usually do, regardless of the topics I'm asked to cover, publishers and other journalists will stop me to ask what secrets I have to help them grow their papers.

There are no secrets.

It's the same recipe successful newspapers have always followed.

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

REGISTRATION FORM

CONTACT INFORMATION

Newspaper/Company _____ Contact Person _____

Address _____ City _____ State _____ ZIP Code _____

Area Code/Phone _____ Fax _____ E-mail _____

Name of Attendee Print clearly for name badges and check box if first time attendee.	Registration Fees please check one	Day at the Capitol activities	President's Banquet \$55 per person	Sat. Breakfast free w/registration	AOE Awards Luncheon free w/registration	Total Fees
<input type="checkbox"/>	<input type="checkbox"/> Full registration - \$150* <input type="checkbox"/> Friday only - \$100* <input type="checkbox"/> Saturday only - \$80	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	<input type="checkbox"/> Attending <input type="checkbox"/> Not attending	
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* - Please note prices do not include the Friday night President's Banquet.

TOTAL AMOUNT



Registration Fees

Convention registration fees include admittance to all sessions on the day(s) for which you have paid a registration fee. Additional fees, indicated on the registration grid at left, may apply for some special activities and meals.

Late Registrations

Registrations received after Friday, Feb. 1 will be accepted as space permits. Late and on-site registrations will be assessed a \$20 late fee.

Nonmembers

Rates listed are for KPA members. For nonmember rates, please call the KPA office at (785) 271-5304.

Refunds and Substitutions

Refunds will be issued on changes and cancellations received by 5 p.m. Friday, Feb. 1. Substitutions will not be allowed on registrations.

How to Register

Mail: 5423 SW 7th, Topeka, KS 66606
 Fax: (785) 271-7341
 E-mail: ebradbury@kspress.com

Overnight Accommodations

Sleeping rooms are being held until Jan. 14 for KPA convention attendees at the Capitol Plaza Hotel in Topeka located at 1717 SW Topeka Blvd. Please reserve your rooms at <http://bookings.ihotelier.com/bookings.jsp?groupID=2074455&hotelID=13576> - OR - call the hotel directly at (785) 431-7200 (please mention you are part of Kansas Press Association or group code KPA). The room rate is \$101/ plus tax per night.

Registrations are requested no later than Friday, Feb. 1.

Questions? Contact the KPA office at 785-271-5304 or ebradbury@kspress.com

President's Banquet Menu (extra ticket required)

Apple glazed pork chop topped with roasted apples and sweet onions served with whipped potatoes, garden salad and dessert.

- OR -

Portobello mushroom steak marinated in red wine, spices and grilled.

Number of vegetarian meals needed _____

Awards of Excellence Luncheon Menu

Lasagna with layers of pasta stuffed with beef, ricotta and mozzarella cheeses, seasonal vegetables and dessert.

- OR -

Vegetarian lasagna with stuffed with vegetables and various cheeses.

Number of vegetarian meals needed _____

PAYMENT INFORMATION

Check enclosed (made payable to KPA)

Please invoice me at the address above or send an e-invoice to the email on file.

Please charge to Visa, MasterCard or American Express. To protect the security of your identity and card number, please call the office with your credit card information.