

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION MARCH 20, 2019

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Emily Bradbury says spellers — and journalists — learn to be resilient.

KPA to kick off Friday pressers

A new Kansas Press Association program is designed to increase access to newsmakers by offering them direct access to KPA member newspapers.

The program, called NewsNow Presser, kicks off later this week with an interview with two Kansas Farm Bureau representatives about its healthcare benefit legislation. The program will utilize GoToMeeting technology.

"The NewsNow Presser was started as a way to get newsmakers in front of our members for questions and information that they normally would not have access to," said Emily Bradbury, KPA executive director.

The program is in no way

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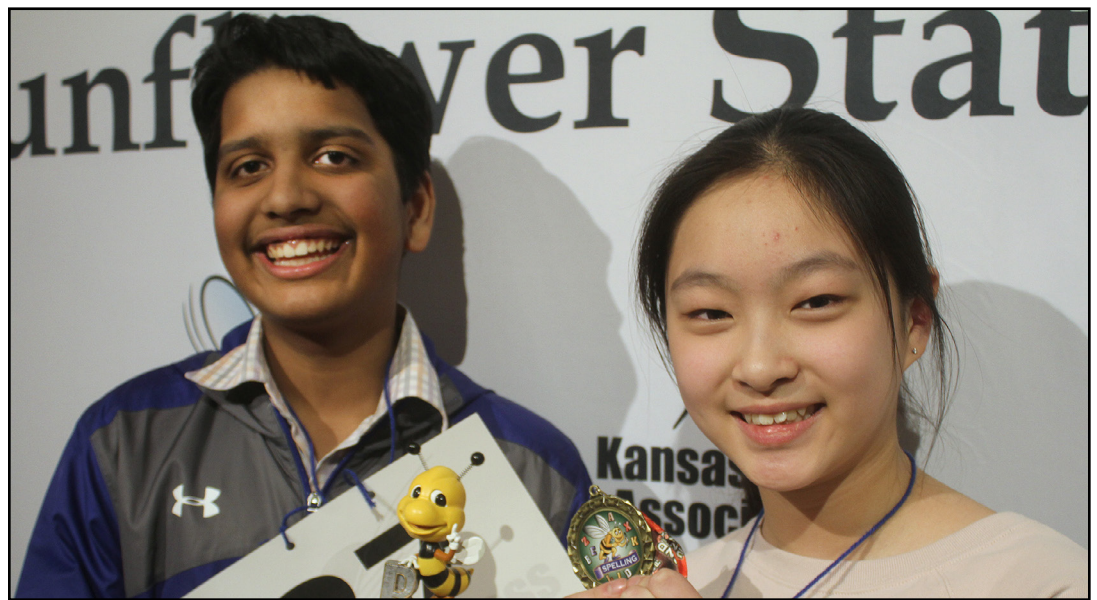
KPA signs contract to sell building

The Kansas Press Association has signed a contract to sell the KPA building in Topeka to Sunflower Association of Realtors, the local association that represents residential real estate salespeople in the Capital City.

As part of the agreement, the KPA staff will remain in the current location for at least the next year as the association searches for a new location, possibly one closer to the downtown area and the Kansas Statehouse.

"We decided to sell because we have a beautiful building that was not being used to its full potential," said Emily Bradbury, KPA executive director. "This will also provide financial relief to the organization. The commercial real estate market both for rental and for purchase in Topeka is very soft so while the process took almost a year, we are happy to be moving forward."

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Sukeshe Kamesh, left, winner of the Sunflower State Spelling Bee, and Rebecca Xue, right, who took

second, from all smiles on Saturday after the spelling bee. (Photo by Wendy Nugent)

Spelling bee can cause 'horripilation'

By Wendy Nugent

The word with which second-time state winner Sukeshe Kamesh from Kingman Middle School won the 2019 Sunflower State Spelling Bee could very well have been something he experienced during the event on Saturday at Newman University in Wichita.

The word, horripilation, can happen when someone is excited or afraid, and Kamesh had his share of jitters that day, since he said he was too nervous to eat lunch.

"Horripilation" is another word for goosebumps.

"A bristling of the hair on the skin from cold,

fear, etc.," dictionary.com stated about the meaning of the word.

It's probably a word most people haven't heard and one that's not used in daily conversation.

During the bee, which was sponsored by the Kansas Press Association, Kamesh, for every word he was presented to spell, wanted to know the word's language of origin, asked for the word to be used in a sentence, wanted to know if there were other pronunciations of each word and the definition. Then, he set about spelling the word on his

See **CONVENTION** on Page 8

Health of newspapers depends on location of ownership group

It was a lot like other experiences I've had at conventions over the past couple of years. In March, as I gathered my backpack to head out of the room where I'd just spoken in Madison, Wis., a man approached and said, "I really appreciated what you had to say. May I ask a question?"

I was in no rush. Immediately ahead was a five-hour drive to Des Moines, where I was speaking to a newspaper conference the next day.

"Sure," I answered. "Of course. How can I help?"

His question was straightforward and deliberate. "What's really going on at newspapers across the country?"

I knew it wouldn't be a quick answer. I had been standing for two hours and there were a couple of chairs in the corner of the room, near the door. I suggested this was a conversation that required sitting.

As I began to answer his question, the area began to fill. Soon, there were a dozen or more publishers, editors and others standing in a semicircle, intently listening in on the conversation. I appreciated their interest. It's a bit humbling to know people sincerely care what I think about anything.

I shared my thoughts with the group. Heads nodded as I mentioned most locally-owned papers seemed to be doing fine. Big metros, not so much.

Someone spoke up, "My paper is part of a small local group. That's how it is with us."

I went into more detail about the state of newspapers of various sizes and types, then explained that I should get on my way to Des Moines. As I began to walk toward the hallway, I heard a familiar refrain, "Thank you for what you do for all of us."

You know, I hear that at every newspaper and convention I visit. I appreciate that people think that way.

But the truth is I'm not really sure what I do. I study. I do research. I visit papers. I asked what's going on. Then I share the information. It seems a lot like what journal-

ists at newspapers do every day.

As I was leaving the Concourse Hotel in Madison — one of the nicest I've stayed at, by the way — I glanced at my email and text messages. There was an email from a magazine reporter in New York, asking if I had five minutes to talk.

I recognized the name. He had interviewed me a week or two earlier for a story he was writing about the state of newspapers. During the interview, when he shared who he had spoken with while doing his research, he mentioned Iris Chyi, University of Texas, and other names that could fill a "Who's Who" list of researchers in the area of newspaper health.

In his brief email, he mentioned his editors were skeptical concerning the content of his story. Apparently the people he was interviewing were consistent in their findings. Most locally-owned newspapers are doing well. The same is not always true of other newspapers. The further the newspaper from the owner or ownership group, the more likely the paper isn't doing well. That has been a consistent finding of my research for the past few years.

A few days later, the reporter and I talked on the phone and he asked if I could point him to some data that he could show to his editors. I did, reluctantly. I was reluctant because I'm starting to feel outnumbered. There seems to be stories on social media and in national publications almost daily about how one large newspaper group after another is falling apart. As I reminded this reporter, most newspapers aren't part of large national groups. Most newspapers are still

locally owned.

I didn't even mention the publishers who I've run into over the past few weeks who are starting or have just started new papers. Frankly, I really didn't care what the magazine ran, if anything.

Relaxing in the lobby of the hotel in



Kevin Slimp

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Legislative Director

Multi-tasking is desirable, but it's almost impossible

Joseph was talking to me about something he feels is important to the ad staff he manages. "These days, there's a lot of talk about multi-tasking," he said. "But according to what I've read on the subject, there's no such thing. We can shift back and forth between tasks, but doing two tasks at once would be like putting a stick-shift car in first gear and second gear at the same time. It can't be done."

"Sadly, multi-tasking is seen as a desirable skill," Joseph explained. "I know a lot of people who claim it's one of their greatest strengths. Some job descriptions even list it as a requirement. They just don't understand that multi-tasking is an unrealistic cliché."

Psychologists agree that a human being is not capable of doing two tasks at the same time. Sure, we can do two things that don't compete for our focus (like carrying on a conversation while walking), but we can't concentrate on more than one thing at a time. When we think we are multi-tasking, we are actually task-switching – moving quickly from one thing to another. Think of it as a fast shift between first and second gear.



John Foust

"I think of multi-tasking as multi-risking," Joseph said. "We've all seen YouTube videos of people walking into telephone poles and falling into fountains while they're looking at their phones. And of course, we know that texting and driving is a lethal combination."

"Talking on the phone while driving is distracting enough, but texting is stupid. It's as dangerous as drunk driving."

"In the business world, trying to do two things at once might not put your life in danger, but it can cause mistakes. For example, if you try to write an email and talk on the phone at the same time, you'll risk miscommunicating something to both parties. You can give one or the other your undivided attention, but not both. Even if you don't make a mistake, it can be frustrating to the person on the other end to hear your keyboard clicking in the background."

"Trying to multi-task can also damage relationships," he said. "I remember going to a luncheon which featured several presenters. The manager of one of the speakers was there to support her staff member,

but spent the entire time looking down at her phone. Her seat was at the head table, right next to the lectern, so everyone in the audience could see that she wasn't paying attention."

A few days later, I ran into the speaker, and he told me that his manager's actions showed that she obviously didn't care about what he was saying, even though he was talking about the company where they both worked. Not surprisingly, a few months later he left to take another job."

Joseph is right about multi-risking. When someone tries to concentrate on two

important things at the same time, it creates a risk that is not worth taking.

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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The Kansas Press Association building at 5423 S.W. 7th St. in Topeka was built in the

late 1980s. The 7,500 square feet of finished space is far more than needed by KPA.

Contract

Continued from Page 1

"We will be in the basement for one year, rent-free with an option to remain at the current building after the sale for a ne-

gotiated cost. In the meantime, remaining here will allow us to determine what space we really need and either look for other space or remain at 5423 SW 7th St."

The purchaser has requested a 120-day due diligence period before the sale becomes complete.

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Asking questions about future is an ongoing task

Forgive me if my thoughts seem a bit scattered.

I'm excited to take on the responsibility of serving as president of the Kansas Press Association. That was not supposed to happen for about another 12 months, but duty pulled Scott Stanford out of Kansas to Indiana.

As journalists, we often get called into action with little warning. The call might



Travis Mounts

be to cover a fire or a car wreck, a special city council meeting, or a guest at school that nobody bothered to mention to us until 10 minutes before the event. When that call comes in, we grab a notebook and a camera, and we get busy.

That's the case for me. Duty called, so it's time to get busy.

Fortunately, we have a tremendous board of directors and top-notch KPA staffers who I know I can count on over the next 12 months.

Spring weather seems to be here for good ... finally. Many parts of the state have had it worse than in south-central Kansas where I am, but I'm still ready to look at winter in the rear view mirror.

At our papers, this spring brings a fresh optimism to tackle a year that has been a bit more challenging than we expected. We're taking a long, hard look at everything that

we do. We're asking questions about all of our publications.

What will our weekly papers look like five years from now? With a smaller pool of advertisers, how do we balance revenue versus costs?

We have a pair of monthly neighborhood papers in the Wichita market. Are we taking full advantage of what the Wichita market offers? How can we get in front

of more advertisers with the amount of time and staff that we have? How do we juggle multiple projects and priorities?

Asking questions about the future is no longer an effort you do occasionally. It is an every-day process.

Larger newspaper companies have been doing this on an ongoing basis for some time. These days, more and more mom-and-pop operations are taking the same approach, continually evaluating all parts of their businesses.

It can be tough to look at your newspaper with a critical eye. There are fears that doing something new can backfire.

As our papers begin this process, there is a feeling of optimism that what we do still matters and that our business is still very viable. There is excitement about what

new things we might be doing a year or two from now. Fear and excitement often are two sides of the same coin.

Of course, the Kansas Press Association has been doing this for some time. We've found no magic answers, but we continue to work with our members to learn what they need and to find a way to meet those needs. It's a process that started before I moved into the chairs with KPA, and it will continue when my time on the board is done.

As this year moves forward, please feel free to contact me with anything you'd like to see KPA do for you, or reach out to anyone in the KPA office. We are here for you, the members of the Kansas Press Association.

I look forward to writing these columns each month for the Kansas Publisher,

and to tackling the work of the KPA over the next year. It is honor to serve you as president of this great organization.

Travis Mounts is managing editor and co-owner of Times-Sentinel Newspapers, based in Sedgwick and Sumner counties and president of the Kansas Press Association for 2019-20.

As our papers begin this process, there is a feeling of optimism that what we do still matters and that our business is still very viable. There is excitement about what new things we might be doing a year or two from now. Fear and excitement often are two sides of the same coin.

Why KPA board has mandated the uploading of PDFs

After years trying to convince and cajole Kansas Press Association members to voluntarily upload PDFs of their pages, the KPA board recently voted to make the system mandatory.

As a member, you probably wonder why.

There are several reasons.

One is cost to your association. KPA has been using NewzGroup to build our statewide public notice website (kansas-publicnotices.com) for several years. When NewzGroup receives your pages in PDF format, it charges KPA less for that service.

That website has been our answer when legislators start talking about moving public notices to a government website and out of printed legal newspapers in Kansas.

"We're already doing that on a voluntary basis," we tell them, "so it would be ridiculous to set up a whole new system

that would be a burden to most governmental entities."

But with under half of all newspapers providing pages in PDF format, NewzGroup must scan all the other newspapers from hard copies. That's more expensive, and they pass that cost on to KPA.

Another is cost to you. If we can get all newspapers to upload the same PDFs they send to their printers, we can end the practice of having you send up to five printed copies of your newspaper to KPA every week. That saves you on postage and printing costs.

Since KPA will within a year be eliminating much of its floor space, we can no longer collect printed copies at our office.

A third reason is speed. PDFs can be uploaded immediately, meaning the public notice website is as current as humanly possible.

If we wait for printed copies to arrive and then be sent to Columbia, Mo., to be scanned, the notices might be old news.

A fourth reason is PDF uploading provides you with a free archive of your newspaper.

If you are already uploading your newspaper to NewzGroup, keep doing what you are doing.

For those of you who are not yet uploading, KPA staff members Emma Platt and Lori Jackson have begun contacting member newspapers to help you with this transition.

It will be painless, we promise!

This will be more cost effective for both the KPA and your newspaper. By May 1, every newspaper will need to be uploading.

If you have any questions, please contact Emily Bradbury at ebradbury@kspress.com.

New non-profit to aid government transparency efforts

A new non-profit institute to aid efforts at making government more transparent has received tax-exempt status from the Internal Revenue Service.

The Kansas Institute for Government Transparency, Inc., (KIGT) is the brainchild of Mike Kautsch, a University of Kansas law professor and long-time media law consultant for the Kansas Press Association.



Mike Kautsch

Since it is dedicated exclusively to charitable and educational purposes, KIGT has been approved for tax-exempt status under section 501(c)(3) of the Internal Revenue Code.

Kautsch said KIGT is non-partisan, and its specific purposes are to educate the public about:

- Transparency laws, including Kansas statutes requiring that government records

and meetings be open to the public;

- Rules and regulations that affect the balance between the public's interest in access to information and competing interests in privacy and security; and

- Citizens' First Amendment rights to express themselves freely.

"KIGT's plans include researching and analyzing Kansas laws and public policies related to government transparency," Kautsch said. "In addition, KIGT anticipates supporting or undertaking litigation in matters that bear significantly on advancement of open government or freedom of expression in Kansas. KIGT has developed criteria for determining when litigation may be warranted.

"I am grateful to the Kansas Press Association for being strongly supportive of KIGT. When I was with Doug Anstaett before he retired as the KPA's full-time

executive director, he referred to the free press as the 'champion of the people.' He and his successor, Emily Bradbury, are champions of government transparency, too."

"During the formation of KIGT, I also appreciated encouragement and advice given by Kent Cornish and Ron Keefover, respectively, the leaders of the Kansas Association of Broadcasters and the Kansas Sunshine Coalition for Open Government. KIGT aims to operate in harmony with the KAB, the Coalition and the KPA," Kautsch said.

"I view KIGT as an experimental public-interest venture, and I appreciate the support of KIGT's founding board members — Russell Hickey, Nate Lindsey, Ann Premer and Leita Walker. All are outstanding alumni of the KU School of Law and were superb students in my media law-related classes. I hope to involve even more former students in KIGT and others who have an interest in open government and the First Amendment."

To assist the non-profit's effort, the Kansas Newspaper Foundation Board of Trustees in the spring of 2018 authorized the \$25,000 in seed money for the proposed project.

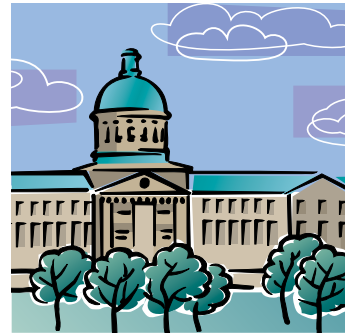
Kautsch expects KIGT to create opportunities for law students to participate in its public-interest endeavors. In this way, the students will be able to gain practical experience and advance the skills and knowledge they acquire in the classroom.

The benefits of the bill-tracking process include informing the public about: model language for transparency bills; the projected impact of proposed legislation on transparency, and the provisions of any particular current or prospective legislative proposal that would increase or decrease the flow of information to the public on matters of public concern.

The bill-tracking process was developed for KIGT by attorney Max Kautsch, who also serves as KPA's legal hotline attorney, with support from Lex Lumina, an LLC devoted to the public interest, in Lawrence.

You can find the non-profit's website at www.kigt.org.

It contains weekly lists of the bills that have been reviewed by Max Kautsch and his interpretation of their importance to the ongoing transparency efforts in Kansas.

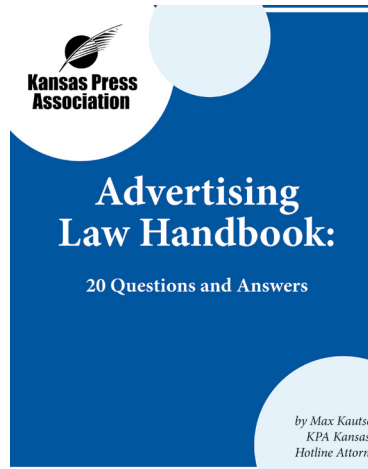


Don't forget about our updated law guide

Max Kautsch, the Kansas Press Association's Legal Hotline attorney, updated and adapted the KPA Advertising Law Guide into a more compact, frequently asked questions format last year.

The new streamlined guide can be accessed at the KPA website under Member Services, Media Law Library, or by [clicking here](#) and includes a number of links to more information.

"We found that there were a handful of questions that continue to come up in the advertising law arena, so we tried to make the answers more quickly accessible," said Doug Anstaett, KPA consultant and lobbyist. "In addition, the guide is digital and can be updated at any time when another new issue becomes important to our members."



FEBRUARY KDAN, KCAN WINNERS

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

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.

A flyer is attached to today's Publisher.

KDAN — Rural Messenger, six 2x4 ads for a profit of \$2,640.

KCAN — GateHouse Media, two ads for a profit of \$300.

DIRECT PLACEMENT — Hays Daily News and Rural Messenger.

MARKETPLACE

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 covering 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 multimedia 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.

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 thelm@fstribune.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)

SPORTS REPORTER - The McPherson Sentinel is seeking a sports reporter. Experience writing for a professional or student publication preferred. Candidate must be an independent and capable writer with competence in digital photography, videography and social media-driven storytelling. Experience with InDesign is a plus. Please email: mkepfeld@mcphersonsentinel.com (5-18)

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)

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)

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.

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 email editor@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 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)

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

MARKETPLACE/CONT. FROM PAGE 6

DESIGN

GRAPHIC ARTIST/PAGINATOR/DESIGNER - Creative individual as a full-time paginator/graphic designer. Job involves laying out pages, working with graphics and photos, and updating the website and social media. There may be some reporting duties as well. Involves evening and weekend 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.

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)

Slimp

Continued from Page 2

Des Moines the next day, a publisher approached and I invited him to visit. He told me his newspaper is enjoying significant growth. It has been growing, he told me, several years in a row. The past year has been the best yet. Then – you guessed it – he said, “Thank you so much for what you do for our industry.”

I wanted to thank him. It’s folks like him – like the publishers, editors and journalists I met in Wisconsin and Iowa over the weekend – who give me the energy to keep up the fight. They remind me of others I’ve met recently in Wyoming, Texas, Kentucky,

Tennessee, Vermont, Kansas and places I’ve momentarily forgotten.

One publisher in Iowa came up to the podium to tell me something

“Remember 10 years ago when the university dean told you he didn’t think there would be a single newspaper left in America in 10 years?”

“Yes,” I answered, “I remember.”

“You should mention that in every column you write. It’s been over 10 years and we’re still here, and we’re not going anywhere,” he told me.

Consider yourself told.

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

Pressers

Continued from Page 1

an endorsement of any particular issue or viewpoint, but an attempt to use technology to bring issues to members.

“This is also a way for our members to funnel questions directly to businesses and policymakers without leaving their newspapers,” Bradbury said.

The first presser will be at 1 p.m. Friday (March 21). [Click here](#) to join the GoTo-Meeting site at the time of the event.

It will feature Kansas Farm Bureau CEO Terry Holdren and Ryan Flickner, KFB’s senior director of public policy.

They will discuss Senate Bill 32, which has passed the Senate and is now tabled in the House Insurance Committee.

The bill would allow Kansas Farm Bureau to offer a health care benefit to its members outside the normal health insurance rules.

Holdren has been involved in every aspect of SB 32’s development and can address what he believes is misinformation surrounding the bill.

Amber Jackson, KPA’s advertising director, is coordinating the program.

If you know of an organization or business that would like to take advantage of the program, contact her at ajackson@kspress.com. Cost for businesses is \$250.

KPA STAFF

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Member Services Director
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THIS MONTH'S QUESTION

Q. What happened to House Bill 2237, this year’s version of the public notice to the government website bill?

A. At our request, the chair of the committee, Rep. Kent Thompson, cancelled a scheduled hearing on the bill and it did not get blessed to continue on during the remainder of this session. However, legislative language can be amended to other bills if leadership determines it to be germane to the existing bill. We are cautiously optimistic that this is dead for this year, but the bill will remain alive through the 2020 legislative session.

Journalists (and spellers) show true grit

Educators think they have identified the key to success for the next generation.

Author Carol Dweck, Ph.D., pioneered the theory behind the Growth Mindset.

“In a growth mindset, people believe that their most basic abilities can be developed through dedication and hard work — brains and talent are just the starting point. This view creates a love of learning and a resilience that is essential for great accomplishment.”



Emily Bradbury

We saw grit and resilience on display during the Sunflower State Spelling Bee on March 9, which the Kansas Press Association managed.

Eight-seven students from across Kansas tried their hand at spelling some of the more difficult words in the English language.

They came to Wichita from large cities and small towns. Some lived on a farm

while others lived in suburbia.

Their backgrounds may have been different, but their ability to soldier through a day-long competition was admirable. I am not sure many adults could endure the same kind of pressure that the kids faced that day.

I was honored to serve as an official at the bee (by the way, it is a fun job if anyone wants to volunteer for next year).

As I watched the competition from my front row seat, I couldn't help but think about how our members are showing the same kind of grit and resilience — especially in these challenging times.

Some of you are facing staff reductions yet you are hunkering down and covering your communities like never before.

Some of you are facing a decline in

advertising revenue so you have identified additional revenue streams to help bridge the gap.

Some of you are even starting a new newspaper to fill a need in a community.

And more of you are covering your communities in new and innovative ways.

As your association, we couldn't be more proud of you and are honored to represent you.

We are living in a time that requires the ability to pivot, tough grit and the gift of resilience.

Journalists, and spelling bee contestants, can teach the world a little something about it all.

Emily Bradbury is executive director of the Kansas Press Association.

Spelling bee

Continued from Page 1

hand with a finger. He made no mistakes.

Kamesh did a few things to prepare for the event.

“Daily, just study,” said Kamesh, who was all smiles following the all-day event. “Even when I give up, just keep going. Never get de-motivated.”

He's happy he won.

“Great—just keep doing what I'm doing,” he said about the win, adding he hopes to do well at nationals.

After receiving his trophy, Kamesh's little sister, Vaishu Kamesh, 3, got on stage with her big brother and even posed with him for some photos.

Taking second place was Rebecca Xue, a seventh-grader from Johnson County. “I think it feels great,” Xue said. “When I got second, I didn't think I'd go to nationals.”

It was announced following the event that the first- and second-place Kansas winners would represent the Kansas Press Association and Kansas at the Scripps National Spelling Bee in Washington, D.C.

Other sponsors for the event were The Wichita Eagle, Kansas Independent College Association, Newman University and ITC, A Fortis Company.

On Saturday, 85 spellers from all over

Kansas converged at Newman University. For the bee, there were 615 registered schools, and all 105 counties in the state can take part, said Amber Jackson, bee coordinator with the Kansas Press Association.

At the end of the spelling bee, Xue and Kamesh were neck and neck, both spelling words correctly, until Xue missed one, and then Kamesh needed to spell a final winning word. The entire spelling bee went about 20 rounds.

The vocabulary portion consisted of participants choosing from two choices what a certain word meant, and this activity was sprinkled in throughout the bee.

“In order to be here, students must be declared a champion of their respective county,” Jackson said. “This group on stage represents the finest of the thousands of students competing in this year's program.”

Also speaking to the audience was Eric Ivey, local government and community affairs, senior community relations representative with ITC in Wichita. He spoke briefly at the beginning of the bee, and then at the end of the event, he presented awards to winners.

ITC was glad to be a major sponsor of the spelling bee.

“ITC is pleased to continue our support of the Sunflower State Spelling Bee,” said ITC Great Plains President Brett Leopold. “We place a significant value on education and believe that the children participating

Top 10 spellers listed

- Winner — Sukesh Kamesh, Kingman County.
- Second — Rebecca Xue, Johnson County.
- Third — Asher Wolfe, Douglas County.
- Fourth — Jaydon Noah Hahan, Hodgeman County.
- Fifth — Carden Escobar, Miami County.
- Sixth — Sophia Jones, Anderson County.
- Seventh — Isaac Searle, Leavenworth County.
- Eighth — Adriana Rodriguez, Grant County.
- Ninth — Jeremiah Rather, Butler County.
- 10th — Adalina Bloomfield, Waukegan County.

in the spelling bee receive benefits outside of just language development to include enhanced self-confidence, communication skills and public speaking. We congratulate all the participants in this year's Sunflower State Spelling Bee.”

The state bee was taken on in 2018 as a new revenue stream for KPA.

[Click here](#) to see more pictures and the list of all participants.

CASH IN!



**KPA is implementing a
NEW sales reward program!**

This new program will reward a salesperson of a KPA member newspaper (in good standing and current advertising network participant) with cash for selling ads into our KDAN & KCAN program April, May and June 2018!

		Total Cost	KPA Gets	Newspaper Gets	Salesperson Gets
KDAN	2x4	\$1800	\$900	\$900	\$100
KDAN	2x2	\$900	\$450	\$450	\$50
KCAN	25 words	\$300	\$150	\$150	\$25

GET PAID EVERY WEEK!
Sell ads every week, get paid for each week.

Rules and restrictions - This program will take affect 04/02/2018 and run through 06/30/2018. Sales reward program is good for any salesperson that works for a network participating newspaper, in good standing with KPA. Rewards will be paid on any new client. (New client is any customer that has not run an ad in the KPA networks or direct ad placement within the last calendar year.) Salesperson must send ad directly to KPA along with payment address.

For more information please contact:

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**Kansas Press
Association**