

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

NOV. 14, 2018

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Kevin Slimp finds optimism as he travels across America.

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KPA president Andy Taylor says it’s time to give thanks.

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Emily Bradbury talks about the recent KPA road trip.

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Visit KPA’s marketplace for job openings and newspapers for sale.

## KPA CALENDAR

### NOV. 16

Montgomery Symposium, University of Kansas.

### DEC. 1

Deadline for nominations for the Kansas Newspaper Hall of Fame, Reed and Gaston Awards.

### DEC. 15

The 227th anniversary of the ratification of the U.S. Bill of Rights.

### FEB. 7, 2019

KPA Day at the Statehouse.

### FEB. 8-9, 2019

Kansas Press Association annual convention, Topeka.

## Nominate for special awards by Dec. 1

The deadline is Dec. 1 to make nominations for the Kansas Newspaper Hall of Fame, the Clyde M. Reed Jr. Master Editor Award and the Gaston Outstanding Mentor Award.

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

Qualifications for the Reed and Gaston awards include outstanding leadership as an editor over one’s career or developing staff members in a mentorship role.

To initiate the process, send a letter of nomination to KPA Executive Director Emily Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com).

Judging of the Hall of Fame nominations is done by KPA past presidents. The other awards are judged by the KPA staff.



The Kansas Press Association staff made a two-day swing through north-central, western and south-central Kansas in late October to visit newspapers, talk KPA shop and listen to mem-

bers. Shown at the Eureka Herald are Judy Beach (KPA), Jen Thomsen, Lexie Biering, publisher Robin Wunderlich and Emily Bradbury, KPA executive director. See more pictures on Page 8.

## Judicial Council to propose KORA change

### Recommendation doesn’t require police shooting videos to be open

An interim study of last year’s House and Senate bills on vehicle and body cam videos has led to recommendations from the Kansas Judicial Council, an arm of the state court system that studies issues for the Kansas Legislature.

While the changes don’t solve the problem of access and

go as far as media advocates preferred, it proposes a new balancing proposition that is designed to make decisions on the release of such videos take into account the public’s interest in disclosure.

“The council didn’t go far enough,” said Doug Anstaett, Kansas Press Association con-

sultant and lobbyist, “because its language still regards these videos as law enforcement records and does not give them the special status we believe is necessary because of the public’s interest in their timely dissemination.”

See JUDICIAL on Page 4

# What are newspaper folks saying about the state of their industry?

Recently, I've traveled from coast to coast speaking at newspaper conferences and meeting with Canadian and American journalists about what is happening at their newspapers and, hopefully, offering a little good advice.

As I've met with publishers, editors and writers in places like Keene, N.H., Phoenix and Bismarck, N.D., I've become even more convinced that the results of the Newspaper Institute spring publisher's survey were right on target when it comes to the state of newspapers across the U.S. and Canada.

At newspaper conferences, I often give a "pop quiz" to learn a little about what is going on at newspapers and what journalists think is going on at papers across the country. I used to be surprised that most attendees could guess, with relative success, the answers to the quiz.

While much of the public might think most papers are part of large groups, the fact that 51 percent of newspapers are independent and locally owned, doesn't get past most quiz-takers, and the fact that less than 20 percent of papers are related to large regional or national groups isn't a surprise.

In Bismarck, I met with publishers, editors and reporters from more than 20 newspapers in one-on-one meetings.

I learned there are quite a few younger editors and publishers moving up the ranks at newspapers, that most newspapers are doing well and are continually looking for ways to improve their products and serve their communities better.

I met with college and high school newspaper staffs who are excited about their futures in journalism. I met with metro newspaper investigative reporters about how to dig deeper to get better stories. I met with several publishers who were concerned

that their readership was rapidly shrinking due to centralized production, meaning their papers are filled with stories from other places that local readers have no interest in reading.

Reporters still struggle with boredom while covering school board, city commission and other meetings that must be attended. I learned there are still a lot of newspapers where one or two people do everything from reporting, designing, selling ads and running the paper.

I learned that print is still king, and that the further a newspaper is from its corporate headquarters, the more likely it is that its readership is shrinking rapidly.

Meeting over dinner conversation, I heard many times how hard it is to be a journalist. Hard work and long hours, combined with the wrath of angry readers, requires a special breed. I also learned while many publishers and editors talk

about someday moving off to the mountains or beach, in reality they can't imagine doing anything else.

Yes, journalism is unlike any other career, and newspapers require a special type of journalist.

I recently heard one publisher say, "Journalism is a thankless job."

I turned to her and said, "Thank you."

Callings aren't always easy. Usually, they're not. But something within continues to drive us, and the world is a better place because of what we do.

I still fall in love with every place I visit. I still meet close friends and make new friends at each conference. I suppose that's because we've heard the same calling.

Oh, by the way, thank you.

**Kevin Slimp** is a speaker and trainer in the newspaper industry. He can be reached at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).



**Kevin Slimp**

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## THIS MONTH'S QUESTION

Q. What is this survey that we are promoting in our networks?

A. The Pulse Research study will give us valuable information for clients about buying habits for people in Kansas. The information gained from this survey will be shared with members, so the more participants the better! All participants are eligible to win a \$4,000 prize.

You can take the survey here: [www.pulsepoll.com](http://www.pulsepoll.com)

## Don't spoil presentation with too many opinions

**B**ack when I was in the ad agency business, I made a logo presentation that turned into a fiasco. It was an uncomfortable reminder of the importance of a presentation environment.

This particular client was a real estate development company which was on a fast growth track. They were going through a name change and needed a sleek new brand identity for their newspaper ads, stationery and signage. We had been through preliminary meetings and this was the unveiling of (what I thought was) the final version of the logo.



**John Foust**

The meeting started innocently enough. Dan, the company president, and I were in his office. We reviewed our previous strategy conversations and I summarized their long-term corporate image plans. When I showed the logo design, his face lit up in a big smile.

He said, "That's exactly what we need," and described the steps they could take to replace their existing logo. Then he said, "Let's get a second opinion," walked out of his office and returned a minute later with their office manager.

When she frowned and said she liked

the old logo better, I could see Don's enthusiasm fading. She had not participated in our strategy meetings – and she had no knowledge of the reasoning behind a logo change – but all of a sudden, she had become a key influencer in the decision process.

Dan said, "Wait here. Let's get another opinion." He invited several more people into his office. Within minutes, a group was huddled around his desk, critiquing the logo that I had spent so much time designing. They seemed to be competing with each other to see who could make the most negative comments. It was a selling nightmare. They ignored my efforts to steer the conversation back on track.

The incident seems comical now, but it wasn't funny when it happened. One person said she didn't like the logo, because it had one of the colors in the Romanian flag. I checked later and learned that the Romanian flag is blue, yellow and red (I also learned that she was born in Romania, the only possible explanation for such a strange comment.)

It was no surprise that Dan rejected the logo design. Although he was a corporate

executive, he frequently struggled with decisions. His attempt to get objective input from others had created a chaotic decision-making environment.

The only solution was for me to go back to the drawing board to tweak the idea. When I presented that one, I explained that he was the only one in the company who was in position to make a fair judgment. I truly believed that he was uniquely qualified to see the big picture and make the decision. Fortunately, he took the compliment to heart and we had a positive one-to-one meeting which resulted in a sale.

The lesson was crystal clear. Too many opinions spoil a presentation. Do everything you can to limit the number of decision makers in the room.

*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](mailto:john@johnfoust.com).*

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**They seemed to be competing with each other to see who could make the most negative comments. It was a selling nightmare. They ignored my efforts ...**

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## New KPA ad commission rate system starts to attract attention

**W**hile the Kansas Press Association's decision to change its commission structure has not borne fruit yet, the change will still make our rates more competitive as more agencies and clients learn about it.

And it looks as if they are starting to notice the change.

In an attempt to reverse the trend of declining advertising placements in its member newspapers, the KPA Board of Directors voted at its July meeting to change the procedure for ads placed through the association.

For more than 20 years, the KPA has marked up local rates 25 percent to allow for the association's commission.

Unfortunately, many sales were lost to this mark-up as clients realized that going directly to newspapers would result in a better rate

In addition, to land a sale, some news-

papers were compelled to offer better rates to the client or advertising agencies than offered to KPA, which at times damaged the association's reputation as a trusted advertising placement service.

In order to keep member services high, dues low and the KPA solvent, the board decided a commission change was necessary.

The KPA now quotes the newspaper's local rate and the KPA retains a 10 percent commission from that net rate.

So, how is it working so far?

"While we continue to promote our services to everyone, we are starting to get a lot of calls from agencies curious about what we can do for them," said Amber Jackson, KPA advertising director. "They are finally realizing that we are truly their one stop shop for helping their clients."

Please email [ajackson@kspress.com](mailto:ajackson@kspress.com) with any questions.

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# Let's give thanks for blessings we take for granted

**M**y minister has begged his church congregation in the past weeks to constantly assume the virtue of thankfulness during the month of November.

That's an awfully tough task to dole out to crusty journalists, many of whom (myself included) have a jaded view of humanity.

The minister's task to his parishioners was simple: each day, think of something or someone for which you are thankful and let your thankfulness be known.

The world of social media makes it easy for people to express thanks, even if it might seem hyper-energized by the instant feedback that social media provides.

Some church members are simply sending out thank you notes and postcards through the mail. Others express their thanks in various other ways.

So, let me extend this column as a vehicle for expressing my thanks.

- I'm thankful for my readers: for being faithful with their loyalty, and for being forgiving for the innumerable errors I make.

- I'm thankful for my newspaper staff: for being my peers in a world where there are fewer and fewer journalists, for being excited when sparks of creativity fly, for

being the packhorses when heavy lifting is required and for being the ambassadors for a product that is representative for the communities in which we serve.

- I'm thankful for my press operator: for making magic with ink and paper, for converting an average-appearing issue into a showpiece, and for reinvigorating an editor's place in the world via the strong aroma of ink.

- I'm thankful for my advertisers: for seeing the purpose of using a community newspaper to spread their messages, for keeping us alive, for putting beans on the editor's table.

- I'm thankful for the Kansas Press Association: for offering resources, advice and friendship on a myriad of topics related to my business and for being a constant beacon in an industry that needs to maintain a strong light.

- I'm thankful for technology: for allowing speed and convenience through digital photography and pagination, for making global connections and for making the flow of information as portable as cell phone in a coat pocket.

- I'm thankful for teachers: for stamping out ignorance, for teaching people to

read, for inspiring young minds to think beyond their limits.

- I'm thankful for the newspaper: for being a product that is still revered and well regarded (even as others in power denigrate its existence), for being a stalwart crusader, for its leadership, for its celebration of joys, for its cries of defeats and for providing a purpose for this editor's place in the world.

I urge my fellow Kansas Press Association members to express their thanks this month ... not only in the form of an editorial but also through personal connections with the people they interact with on a daily basis.

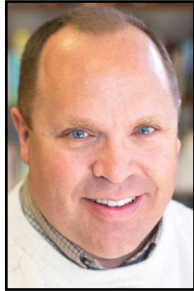
A few notes of appreciation would do much to improve our place in the world.

So, start writing those notes of thanks, hammer out editorials

about the people who deserve a pat on the back, and shake the hands of the men and women who keep our newspaper operations in high gear.

Happy Thanksgiving to all.

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



**Andy Taylor**

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## Judicial

Continued from Page 1

The KJC's language requires the public's interest in law enforcement records to now be a consideration if a court is asked to rule on disclosure.

However, Kansas Press Association hotline attorney Max Kautsch believes the definition of "public interest" in the KJC's proposal, which is based on *Harris Enterprises, Inc. vs. Moore*, will not lead to more disclosure.

Kautsch contends the Harris decision still places a considerable burden on the requester to prove "public interest." And, he says, a judge can find that a record is of public interest but still not require its disclosure.

Any change, of course, will be up to Kansas legislators in the session that begins in January.

The Judicial Council was asked to weigh

in on House Bill 2571 and Senate Bill 360 from the 2018 session. The Legislature did approve some access to law enforcement videos included in those bills last session, but it was limited to family members of victims and their attorneys.

The KLC's proposed new language provides for a definition in the Kansas Open Records Act of "public interest." KORA currently does not contain such a definition.

The new definition borrows some of the language from the Harris case referred to by Kautsch:

"Public interest means more than mere public curiosity. To be a matter involving public interest, it must be a matter which affects a right or expectancy of the community at large and furthers public evaluation of governmental performance."

Anstaett said, "What we have proposed is a requirement that video involving law enforcement officers — especially when it involves the discharge of a firearm or results

in great bodily harm — be treated differently because of the public's interest in making sure our communities are being served well and that problem officers are dealt with and removed from the streets. The KJC's position, however, is that these particular videos should be treated the same as any other law enforcement record.

"We strongly disagree and will once again be pursuing a far more open process during the 2019 legislative session. We will be looking for a legislator to help carry our message that these records should be treated differently."

Anstaett and Kent Cornish, executive director of the Kansas Association of Broadcasters, served as ad hoc members of the committee.

Kautsch provided significant background information for the committee as it considered the issues.

The committee will meet by teleconference Friday to finalize its recommendation.

# Recruiting, training at top of members' wish list

For the past few weeks, the sermon series at our church has focused on wine making. (Yep, a church that is focused on wine making for a few weeks. Let me know if you want the address.)



**Emily Bradbury**

For those of you already familiar with the process of wine making, the term "terroir" (pronounced ter-wahr) is no mystery. Terroir is defined as "the environmental conditions, especially soil and climate, in which grapes are grown and that give a wine its unique flavor and aroma" (thanks, dictionary.com).

I am sure this sermon was meant to have me examine my own life and the make sure my personal terroir was optimal for a fruitful life but I started to think about our association instead. Are we serving our members in a way that allows them to improve their terroir or are we focusing our energies on things that, while they keep us

busy, are not producing the fruit that our members need?

Late last month, we took a tour of the western half of Kansas. In a little over 36 hours, we went 936 miles, visited 10 newspapers and had the best time. More specifically, our visits were the best part of the trip.

The car time in between visits may have consisted of the staff claiming to endure extreme forms of torture due to my need for high heat at all times, but I digress.

We talked to our members and we asked them about their biggest challenges and how we can help.

The two problems we heard about most were the struggle to recruit talent and lack of training for new employees.

After some brainstorming, we came up with two new programs to help our members tackle these issues. The KPA

board approved our plans and we are moving forward. More details to follow. We are excited about how this will help you and the newspaper industry in Kansas.

We pledge to do our best as we improve

the terroir for every member of the Kansas Press Association so that you can produce the very best publication your community deserves. We will do our part and hope you will consider doing yours. Take full advantage of the opportunities that

are offered by your association and, if you don't see what you need, let me know.

My door (and inbox) is always open. Now, excuse me as I do a little more research into wine making. This may involve a wine club, more church or both ... who knows.

*Emily Bradbury is executive director of the Kansas Press Association.*

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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.

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## MARKETPLACE

### ADVERTISING

**GRAPHIC ARTIST** for busy Sedgwick County newspaper group. Must be proficient in Adobe Creative Suite. PhotoShop and InDesign a must, Illustrator preferred. Ability to handle multiple projects and deadlines. You will work our sales staff and directly with clients. Competitive pay, health/dental insurance with employer contribution. Send us a sample of your work, and call to learn more about us and our newspapers. Travis Mounts, managing editor, news@tsnews.com, 316-540-0500.

### NEWS

**SPORTS EDITOR** – The Fort Scott Tribune is seeking as 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 [tohelm@fstribune.com](mailto:tohelm@fstribune.com).

**REPORTER** — You: A talented and capable writer with a curious mind, a passion for telling the stories of the people of Vernon County, an appreciation for rural life, attention to detail and pride in a job well done. You're comfortable behind a camera. You're a self-starter, and a multi-tasker. Layout and design experience a plus. Us: An award-winning daily newspaper with opportunities for the right candidate to stretch your wings as a writer and a journalist. The Job: This is an hourly, entry-level position, and the pay scale reflects this. Hours are mostly afternoons and evenings, with some weekend and occasional morning assignments required. Reporters produce copy daily and take their own photos. Reporters are expected to generate story ideas and to develop an assigned beat; this position reports on health, county schools, county and state politics, feature stories and covers breaking news as needed. Degree preferred. To Apply: Send a cover letter, resume and three writing samples to: Publisher, PO Box 247, Nevada MO 64772 Applicants also may bring materials to the Nevada Daily Mail offices at 131 S. Cedar St., Nevada; or send materials via e-mail to [lharter@nevada-dailymail.com](mailto:lharter@nevada-dailymail.com), with "Reporter" in the subject line. (7-2)

**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](mailto:stu@chanute.com). (6-19)

**MANAGING EDITOR** — Kansas Publishing Ventures is looking for a multi-talented journalist to fill the managing editor position at the Hillsboro Free Press. The editor will be just the second editor in the history of the newspaper and will have an opportunity to shape the early history of a newspaper in Marion County. Please contact Publisher Joey Young at: [joey@kspublishingventures.com](mailto:joey@kspublishingventures.com) if interested. (6-4)

**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: [mkepfield@mcphersonsentinel.com](mailto:mkepfield@mcphersonsentinel.com) (5-18)

**REPORTER** — Whether you're a recent college graduate looking to get a start in the business, or a seasoned veteran looking for a new challenge, The Dodge City Daily Globe is looking for a bright, eager and multimedia savvy reporter to join its staff. Ideal candidates will have sharp reporting skills, the desire to go beyond superficial coverage for news and features, the ability to make complex stories relevant for readers, a web-first mentality and experience with multimedia and social media in news coverage. Experience at a daily newspaper a plus, but recent graduates ready to hit the ground running will be considered. Some evening and weekend work is required. The Globe, a daily newspaper in southwest Kansas owned by GateHouse Media, offers a generous salary and benefits package, and is an Equal Opportunity Employer. To apply, send résumé, cover letter and work samples to: Vince Marshall, managing editor, The Dodge City Daily Globe, 705 N. Second Ave., Dodge City, KS 67801. For more information or to express interest in the position, send e-mail to: [vmmarshall@dodgeglobe.com](mailto:vmmarshall@dodgeglobe.com). (4-10)

**WANTED** - The Abilene Reflector-Chronicle is seeking a part-time person for the newsroom. Being a small hometown daily newspaper, the first priority is professional news and feature reporting with photography and coverage of local government. Staff is also required to layout and design pages in InDesign. Some weekend and night hours. This is an opportunity for a self-starter. Contact Tim Horan at [editor@abilene-rc.com](mailto:editor@abilene-rc.com). (4-3)

**EDITOR** — The active age, a non-profit monthly senior publication, needs an experienced editor, proficient in Mac-based InDesign or willing to learn, to assign/edit stories, oversee finances. Send resume, cover letter telling why you're interested to [fran@theactiveage.com](mailto:fran@theactiveage.com). (3-21)

**WANTED** – Creative individual as a full-time paginator/graphic designer. Job involves laying out pages, working with graphics and photos, and updating the Web site. 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](mailto:dhogg@gbtribune.com). (2-27)

**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](mailto:dpaxton@nwkansas.com), and Steve Haynes at [steve.haynes@nwkansas.com](mailto: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](mailto:nseaton@themercury.com). (7-2)

### 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@square-](mailto:emaileditor@square-)

**MARKETPLACE/CONT. FROM PAGE 6**

dealnews.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-o-veyor. Price reduced to \$25,000. Call 620-626-0840 or email earl@hpleader.com

**FOR SALE** — Canon EOS 60D camera, TAMRON lens and RODE microphone with carrying backpack and all cables. Excellent condition. Retail for over \$2000. Asking \$1000. Email ebradbury@kspress.com for more information.

**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.

**KPA STAFF****Emily Bradbury**

Executive Director,  
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**Judy Beach**

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**Amber Jackson**

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**KPA CONSULTANTS****Doug Anstaett**

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**Mike Kautsch**

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**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)

**OCTOBER KDAN, KCAN WINNERS**

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

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** — Rural Messenger, five ads for a profit of \$1,250; Anderson County Register, three ads for a profit of \$2,475.

**KCAN** — GateHouse Media, one ad for a profit of \$150.

**DIRECT PLACEMENT** — Hays Daily News and Eureka Herald.



*Kansas Press Association staffers Lori Jackson and Judy Beach (far left and far right) pose with Dodge City Daily Globe staff members*

*Jim Hernandez, Kathy Runquist, Shelton Burch and Kat Peterson in front of the Globe office.*

# KPA staff hits the road to visit with members



*Bill Blauvelt, owner of the Jewell County Record in Mankato and the Superior (Neb.) Express, poses near his newspaper press in Superior.*



*Tracy Phillips, Shannon Fritz and Beth Day of the Smoke Signal and Wamego Times are shown with Judy Beach, KPA accountant.*



*Mary Karst (second from left), general manager and advertising director of the Hays Daily News, poses with KPA's Emily Bradbury, Lori Jackson and Judy Beach.*



*High Plains Journal staffers joined KPA advertising director Amber Jackson and Judy Beach: (from left) Dave Bergmeier, editor-publisher Holly Martin, Jennifer Latzke, Kylene Scott and Shauna Rumbaugh.*



# 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
<b>KDAN</b>	<b>2x4</b>	<b>\$1800</b>	<b>\$900</b>	<b>\$900</b>	<b>\$100</b>
<b>KDAN</b>	<b>2x2</b>	<b>\$900</b>	<b>\$450</b>	<b>\$450</b>	<b>\$50</b>
<b>KCAN</b>	<b>25 words</b>	<b>\$300</b>	<b>\$150</b>	<b>\$150</b>	<b>\$25</b>

**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:

**Amber Jackson,**

KPA Director of Advertising

at **785-271-5304** or **ajackson@kspress.com**

