

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

DEC. 12, 2018

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Emily Bradbury urges everyone to attend the 2019 KPA convention.

KPA CALENDAR

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



Table Stakes —

Juanita Kepka and Linda Denning of the Ellsworth County Independent-Reporter pose a question to Quentin Hope at the annual Montgomery Family Symposium in November at the University of Kan-

sas. Hope was outlining for participants the Table Stakes process, which encourages newspapers to set stretch goals, develop buy-in from all staff members and follow up frequently on progress.

KPA's 2019 convention taking shape

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



Chuck Underwood

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 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. downtown at the Pennant

restaurant.

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

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Digital can supplement print, but it won't take its place soon

Some of you will remember Facebook. If you're over 40, you probably visit Facebook on a regular basis. If you're like most of the college students in my life, ask a parent or older friend. They can tell you about it.

Earlier this week, I checked my Facebook notices. I generally skip the "memory" notices. Those are the ones meant to remind us of posts we've made on this date in years past.

There it was. Seven years ago on this date, I spent the day in Manhattan, in front of 50 or so journalists at the CUNY Journalism Graduate School, recently renamed the Craig Newmark Graduate School of Journalism at the City University of New York. Why was I there, you asked? To discuss digital journalism.

Beginning in the late 1990s, I began receiving requests to speak about the future of digital journalism at conferences and schools of journalism throughout the U.S. and Canada. Large audiences would pack rooms as I discussed online video, vodcasts, podcasts, slideshows, hardware, software and more.

Back in those days, like a lot of folks, I was enamored with the technology. I loved teaching folks how to use the software and gadgets needed to record and get videos online, create newspaper websites, and most of the hardware and software companies were more than happy to send me free samples

of their products, in hopes I might include them in reviews.

Like a lot of folks, I was giddy with thoughts of how the Internet was going to change the newspaper business. At the time, we anticipated converting our print publications to digital publications, assuming readers would gladly switch from paper to screen. We also assumed advertisers would be just as thrilled with the possibilities of digital media, and gladly pay hefty sums to fund our journalistic efforts.

It's funny how time can change expectations. It didn't take long to realize print wasn't going away, at least not as quickly as we anticipated back in those heady days. It was tempting to ignore the facts and move full-steam ahead into the digital era, leaving print behind. Most of the folks I know who took that approach aren't in the news business any more.

Like many things in life, most healthy papers came to realize the newspaper business isn't an either/or proposition. For most newspapers, it became quickly evident that digital advertising dollars couldn't sustain their publications without a serious reduction in staff and other resources.

Sure, there's the Wall Street Journal and New York Times, but those are exceptions to the rule, not the rule itself.

As recently as last



Kevin Slimp

It didn't take long to realize print wasn't going away, at least not as quickly as we anticipated back in those heady days. It was tempting to ignore the facts and move full-steam ahead into the digital era, leaving print behind. Most of the folks I know who took that approach aren't in the news business any more.

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THIS MONTH'S QUESTION

Q. I noticed that some convention events will be held at the Pennant. What is it?

The Pennant is a new restaurant in downtown Topeka. Arcade games and a bowling alley complete the feel of this retro event spot.

You can find more information here: <https://thepennanttopeka.com/>

Advertisers care about what you can do for them

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: "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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KPA dues statements mailed soon; new initiatives planned for 2019

Dues statements for membership in the Kansas Press Association for 2019 will be mailed out later this week.

"We hope all members will continue to be a valued partner in our efforts," said Emily Bradbury, KPA executive director. "We have exciting things planned for 2019."

New initiatives will include a KPA Internship Program and a new community journalism training program.

The internship initiative will place those with an interest in journalism around the state, but especially in rural areas. Details are still being worked out, but there will be some incentives included for newspapers.

The community journalism training initiative will utilize the expertise of retired Kansas publishers to help train new hires who might not have a background or

previous experience in journalism.

In addition, dues payments will continue to be used to offer:

- Robust educational opportunities.
- Free access to KanFocus, where you can track legislation and the voting records of your representatives and senators.
- Free access to expanded legislative coverage by University of Kansas students and underwritten by the Kansas Newspaper Foundation.
- Free access to the KPA Legal Hotline and KPA's attorney, Max Kautsch.
- Free access to the services of KPA staff and consultants.
- Continued sales efforts by KPA on behalf of all Kansas newspapers.

Should you have any questions about your 2019 invoice, please contact Bradbury at the KPA office at (785) 271-5304 or e-mail her directly at ebadbury@kspress.com.

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?

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Sell &
Profit**



**Ready-to-Use Spec Ads,
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Get ready for another round in public notice fight

Kansas newspapers will need to pay close attention to the actions of the Kansas Legislature during the 2019 session, which begins in early January.

Your livelihood and survival may well hinge on one key topic: the continuation of public notices in Kansas newspapers.

Staff members and officers from the Kansas Press Association have already been told by some state lawmakers to anticipate a bill that would greatly restrict — if not eliminate — public notices as we now know them. The arguments from the lawmakers and government-sponsored lobbyists are trite and trivial: the public is more accustomed to online websites; newspapers are dying, if not dead; the publication of legal notices is burdensome on governmental coffers; blah, blah and more blah.

As we have done repeatedly in past years, newspaper publishers and editors can readily combat those arguments. So, brush up on your debate skills as you confront your lawmakers next session,

However, there is one argument that KPA staff has heard from all corners of the state that carries ample weight. Here is the concern as told by the local governments and attorneys: many newspapers no longer

care or are sloppy with the handling of publication notices. Publications are often printed in error, caused by incompetence on the part of the newspaper staff. And, newspapers often do not know how to properly prepare affidavits for publication and are poor in the handling of public notice statements.

Ouch.

To be honest, I have heard the same thing from my own city clerks, school superintendents and county treasurer.

Double ouch.

If newspapers plan to survive with the help of public notices, then we must do our part to assure accuracy and readability.

I often see Kansas newspapers treat public notices as something to “fill in” at the bottom of a classified ad page. They are in a poor, obscured mix — tucked between house ads and crossword puzzles. We should no longer treat such a key component of our newspapers as mere filler.

The great newspaper design consultant Ed Henninger opened my own eyes to the presentation of public notices during a program at a KPA convention two years ago. In short, Henninger said public

notices should be properly displayed on forward pages of the newspaper, not relegated to the bottom of page B9.

And public notices should also be readable and understandable, not printed in the age-old tradition of agate type, Henninger said.

To complement the actual publication of those notices, the newspaper should devote story space to explaining what the notices mean ... and why readers should even care reading them.

Do you run an index on page A1 that points readers to the location of public notices in your newspaper?

The most visible public notices of each year are the budget summaries from local city governments, school districts, townships and county courthouses.

Yet, very few newspapers even provide news coverage of those actual notices. Is it any wonder, then, why so many of those public budget hearings are held without public comment?

As an industry, we must do a better job of making public notices a key feature of our newspapers. And, KPA staff and

If newspapers plan to survive with the help of public notices, then we must do our part to assure accuracy and readability. ... We should no longer treat such a key component of our newspapers as mere filler.

See TAYLOR on Page 7

Convention

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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

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



Finneman



Wolgast



Freeland

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

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.

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.



Merry Christmas from the KPA Staff



*Believe.
Do.*

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

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



MARKETPLACE

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 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 tohelm@fstribune.com. (12-5)

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@nevadadailymail.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. (6-19)

MANAGING EDITOR — Kansas Publish-

Are your ads still timely?

The Marketplace Page is how we tell each other about job openings, newspapers for sale and miscellaneous items for sale.

Some of the ads on this page have run for several months. We rely upon you to tell us when a position has been filled or an item sold.

Please review the ads on this page and indicate to ebradbury@kspress.com if they are still timely. Thanks.

ing 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 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 (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)

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@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)

DESIGN

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.

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. Attract-

MARKETPLACE/CONT. FROM PAGE 6

tive 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 com-

municate 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-o-veyor. 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)

Taylor

Continued from Page 4

officers are toying with an idea of devoting a class at the next KPA convention to the study of public notices: What are they? Why do we print them? Why should people care? How should they be presented? If that class is part of the convention roster, I would sincerely hope you attend.

Should the Kansas Legislature, in whatever zone of poor-decision making it finds itself, chose to eliminate public notices, I can assure you some Kansas newspapers will lock their doors.

My family owns very small weekly newspapers, where public notices constitute at least 30 to 40 percent of total revenues in any given year.

In a small county like Chautauqua County, our newspaper is the lone game in the entire county. So the local school

districts, county commission, cities, townships and Extension district use the newspaper for budget notices, meeting notices and ordinances/resolutions.

A change in the public notice laws would be a final coffin nail for many small newspapers. That's frightening to consider ... knowing that some areas of rural Kansas will become a "news desert," or, as I like to refer it, "a deep well of ignorance."

That's why it is an absolute must for KPA members to gain their voice when these bills come to the committees for consideration.

KPA staff will obviously be there to rattle the cages in Topeka.

However, your voice carries great weight, too, if not more. Use it as if your newspaper's survival depended on it.

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

NOVEMBER KDAN, KCAN WINNERS

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

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.

AD PLACEMENT — Eureka Herald, Hays Daily News and Hillsboro Free Press.

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President

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(for questions on cameras in the
courtroom, the court system and
KORA-KOMA)

Don't miss out; 2019 convention has much to offer

If you are anything like me your list of to-dos is a mile long – especially this time of year.

There are so many tasks to complete, kids to keep alive and purchases to make.

This time of year can be



Emily Bradbury

overwhelming, but I would ask that you add one more thing to your list – please make plans to attend the 2019 Kansas Press Association Convention.

The KPA staff and I would like to formally invite you to the 2019 KPA Annual Convention Feb. 7 to

Feb. 9, 2019 in Topeka.

We have so many amazing things planned!

As I announced last week, Chuck Underwood of Generational Imperatives will be our keynote speaker.

He loves newspapers and believes in

our role as the Fourth Estate.

He believes in journalism so much that he reduced his speaking fee. By “reduced” I mean he gave us one heck of a deal, so let’s show up like it’s a sale.

Among his 500-plus clients: Hewlett-Packard; Procter & Gamble; Coca Cola; Time Warner Cable; Macy’s; State Farm; United States Military; American Council On Education; Veterans Healthcare Administration; National Association Of Corporate Directors; and others in media, entertainment, travel and tourism, conference and trade show sectors and virtually all other industries.

He is going to give you and your staff concrete examples on how to reach all generations of your readership using

editorial, advertising and marketing strategies.

Chuck will even tell you how to capture those readers that you haven’t reached yet. You won’t want to miss it.

We also have sessions that focus on how to increase your advertising sales, social media how-tos, college readership and social media habits, how to get your community to see beyond the shouts of “fake news” and many other interesting topics that

are sure to be worth the time and money you will spend to come to Topeka in February.

Who knows – this may be the best thing on your to-do list all year.

Emily Bradbury is executive director of the Kansas Press Association.

He is going to give you and your staff concrete examples on how to reach all generations of your readership using editorial, advertising and marketing strategies.

Slimp

Continued from Page 2

week, a publisher of a successful community paper emailed me to let me know he was significantly reducing his newspaper’s digital emphasis. In his words, he put pencil to paper and came to the conclusion there was very little financial return based on the number of hours his staff was putting into their website and social media presence.

I still visit a lot of community newspapers. Heck, I still visit a lot of all types of newspapers. What I’m seeing is no increase in the digital efforts at most newspapers, especially community papers. Most have a website, with highlights of news. Most have a paywall for readers who want to see full stories. Most engage with social media, primarily Facebook and Twitter, to promote stories, share late-breaking news and attempt to draw readers and subscribers.

In the past, I noticed the majority of the publishers I visited felt like they were missing out on something. There was a feeling that “everybody” else had a handle on the whole digital thing, yet they were somehow left behind.

This seems to be another area where time seems to alleviate many of our misconceptions. Sure, newspapers still try to determine the right “mix” of print and digital efforts. Metro and many dailies might

have a hard time existing without income from their online presence.

Most – notice I wrote “most” – community papers have come to the conclusion that digital media isn’t going to be their savior, at least not any time in the near future.

So they offer subscriptions to their newspaper online. They get a little income, usually not much, from online advertisers. They use social media to promote subscriptions. I’ve seen a few community newspapers make significant income by livestreaming area high school ballgames and other events, with sponsorships from local advertisers.

It’s becoming more common, as I visit community papers, to see live broadcasts of news or newsmakers, usually on a daily or weekly basis. In many cases, the focus of the effort is to enhance what is happening in the local newspaper, not replace it.

Do I think print will totally give way to digital in the near future? No, as I first wrote 10 years ago, print is going to be around for a long time. Do I think newspapers will give up on digital efforts? No, of course not. Heck, even the cupcake shop down the street has a website. It’s a normal part of business.

Then what do I think is going to happen?

I think newspapers will continue to look for ways to incorporate digital efforts in

ways to enhance their current products and, as time moves forward, find even more ways to benefit from their digital presence.

It’s my educated guess that we will continue to search for ways to benefit from the digital side of our business, without throwing out the products that still bring in the most revenue and reach the widest audience.

Just a reminder: In the latest Newspaper Institute survey of U.S. and Canadian newspaper publishers, more than 90 percent indicated print advertising is still their No. 1 source of income. What was No. 2? Print subscriptions.

Income from digital sources came in at a little under 1 percent.

So here’s my advice. Keep putting out a great newspaper. If it’s not great, figure out how to make it better. Look for ways to use your digital presence to increase readership and advertisers, but don’t think they will replace income from your most profitable product.

You’re not alone. Just about everyone is still trying to figure this digital thing out. Look at me. I started writing and speaking about digital news more than 20 years ago, and I’m still trying to figure it out.

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

Saturday, Feb. 9, 2019

8 – 8:45 a.m. – Annual Meeting and breakfast

Join us as we address KPA business and elect new officers and members to the KPA Board of Directors.

Breakout Sessions

9 a.m. - 10 a.m.

10:15 a.m. - 11:15 a.m.

1. I Might Want to Buy a Newspaper: Now What?

Join Joey Young of Kansas Publishing Ventures and Ken Knepper, former newspaper publisher and current banker, as they explore options for buying and owning a newspaper. Find out the answers to questions of ownership, financing options, having the tough conversations with current owners, etc. This session is for members interested in buying a newspaper and those who would like to explore options for selling their newspaper.

2. Reaching a Hispanic Audience

After doing research on La Voz Latina, published by The Emporia Gazette, and speaking with other publishers and broadcast station managers whose audiences are Hispanic, Rafael Garcia and Gloria Freeland have some tips on how to reach a Hispanic audience. Garcia is a senior in journalism and mass communications at Kansas State University, and he served as editor of the K-State Collegian for several semesters. He interned at the Wichita Eagle during the summer of 2018. He did this research as an undergraduate in K-State's Developing Scholar Program. He is from Emporia, Kansas. Freeland has been a professor in the A.Q. Miller School of Journalism and Mass Communications since 1983, and she is the director of the Huck Boyd National Center for Community Media. She served as Garcia's mentor in K-State's Developing Scholar Program. Freeland spent four and a half years in Latin America — as a Peace Corps Volunteer in Ecuador and as editor/co-manager of an English-language newspaper in Costa Rica. In addition, she has traveled to Mexico, Panama, Peru and Bolivia.

3. College Students: A study on how they spend their time and consume their news with Stephen Wolgast, Kansas State University

Our audiences are changing faster than we have time to update our passwords, and keeping up with 18- to 24-year-olds and their media habits is a never-ending challenge. This presentation will show how students at Kansas State University use social media apps, where they spend their money and how they consume news — if they do at all. It will compare the answers to answers students gave in previous years, providing a framework that shows trends every publisher needs to be aware of. The information comes from market surveys conducted by student media at K-State, and while it doesn't have all the answers it will help you figure out how college-age students spend their time and money.

4. Ask the Media Law Attorney

Join our resident media law expert, Max Kautsch, as he examines hot topics in media law and gives you an update on the issues that affect your newspaper and your community.

5. How Your Newspaper Can Use Video for Your Advertisers: Even With Limited Resources

Join Brett Denham of the Hays Daily News as he shows you the best tips and tricks for using video to help your advertisers get the word out about their products and services. This session is designed for those interested in video but with limited resources and those seeking tips on how to make it work.

11:30 a.m. – 12:45 p.m. – AOE Awards Luncheon

Join us for a celebratory luncheon that honors individuals and newspapers on their accomplishments in 2018.



KPA Day at the Capitol and KPA Annual Convention

February 7 - 9, 2019

Capitol Plaza Hotel/Maner Conference Center, Topeka

sponsored in part by:



"Your Newspaper Since 1868"

Thursday, Feb. 7, 2019

Day at the Capitol - 11 a.m. – 2 p.m.

(all Thursday activities will be held at the Kansas Statehouse unless otherwise indicated)

11 – 11:30 a.m. Capitol Update

Noon – 1 p.m.- Lunch with your legislators

1:30 p.m. - Legislative Wrap-Up

2:30 p.m. - KPA Board Meeting

5 p.m. - Table Stakes Group Dinner

(invitation only) at the Pennant in downtown Topeka

6 p.m. - “News and Brews” at the Pennant in downtown Topeka

Join us for this public event that will examine our industry and why we do what we do. Moderated by University of Kansas Professor, Teri Finneman, this panel will take a look at journalism and the value it brings to our system of government. Audience participation will be encouraged and there will be time for questions from colleagues and the public alike.

8 – 10 p.m. - Cold Brews, Hot Issues and Retro Games at the Pennant in downtown Topeka

Join your fellow convention attendees for a drink and networking. Bring your quarters, the arcade will be open!

Sponsored by the Anderson County Review and the Eureka Herald

Friday, Feb. 8, 2019

7:30 – 9 a.m. – KNF Trustees Meeting

8:30 a.m. – Welcome, light continental breakfast and presentation of KNF auction items

9 a.m. - “The Changing Landscape of Agriculture and How it Affects Your Community”

Join us as we examine the issues affecting Kansas agriculture. Expert panelists will provide insight on farm and commodity prices, today’s challenging regulatory environment and how they affect our communities. *Sponsored by Kansas Farm Bureau.*

10 a.m. - “The Generations” with Chuck Underwood, The Generational Imperative

In the past two decades, the field of Generational Study and Strategies has emerged and swiftly proven its value to all of American business, government, education and all other components of American life - and especially to our nation’s news media, which must craft their messages for all five living generations. Today, Chuck Underwood - one of the half-dozen visionaries who created and then popularized this discipline, and whose prior career had been in news reporting - will arm us to take full advantage of the power of generational newspaper strategies. In this first session, Chuck will pour the foundation for accurate and full use of generational strategies: Millennials, Gen X, Boomers, Silents and the “Greatest Generation” G.I.s.

11:30 a.m. - Past Presidents Luncheon (open to KPA Past Presidents only)

Noon - Lunch and General Session - “The Generations and Editorial Strategies” with Chuck Underwood, The Generational Imperative

Chuck Underwood will focus on generational editorial strategies and explain why America’s news media have lost too many Gen Xers and Millennials and, unless we change, America’s next generation.

Breakout Sessions

1:30 - 2:30 p.m.

2:45 - 3:45 p.m.

1. The Generations and Advertising and Marketing Strategies

After focusing on Generational Editorial Strategies at lunch, Chuck Underwood now presents Generational Advertising And Marketing Strategies, showing examples that prove that generation-specific messaging achieves what all advertisers seek but seldom get: “cut through the clutter.” Lots of case studies in this session.

2. Increase Sales Performance Now

Newspapers were built on informing their communities. Communication is a KEY element! Everyday your sales people are sitting in front of local businesses, your reporters are gathering news from various sources and every day your internal departments are trying to effectively communicate with each other. Newspapers are VITAL to any community and getting hit hard lately! NOW, more than ever, it is SO important to BOOST SALES! Looking for the next biggest thing to sell; like a new promotion, an upsell, or an event are good, but it really boils down to ONE thing – effective communication. Spend 60 minutes with Carol Grubbe and she will teach you a simple and easy way to understand basic communication patterns by asking TWO questions that will change EVERYTHING! The results will be priceless.

3. 10 Tips to Increase Social Audience Engagement on Social Media

In two years, Teri Finneman grew the Facebook following for a small South Dakota daily by 3,600 and added 1,000 followers each to Instagram and Snapchat accounts started from scratch. This session will provide some easy strategy tips for weeklies and dailies to learn how to use social media more effectively to engage audiences and make money while doing it.

4. We Are Not Fake News: How to get your audience to see it that way too

Many of our readers think half of news is fake and all journalists are biased. How can you get them to see journalism the way we do? Steve Wolgast has been giving presentations around the state showing communities how to spot propaganda and hoaxes, and how to think the way a journalist is trained to think when coming across unusual information. His talks are sponsored by Humanities Kansas, a non-profit that will cover his travel expenses to give the presentation in your town. His presentation, which starts with William Allen White challenging a state law prohibiting free speech, then uses recent examples to lead a non-news audience to understand what it is we try to do. Wolgast will give you the information you need to host your own event.

4 – 5 p.m. – Daily and Weekly Roundtables

Join your fellow publishers for a roundtable session on issues important to you.

6 – 7 p.m. – President’s Reception

Join us for drinks and networking before the annual President’s Banquet.

Recommended dress code is business dress.

7 – 9:30 p.m. – President’s Banquet (additional ticket required to attend)

Enjoy a sit-down dinner as we recognize this year’s recipients of the KPA special awards.

We’ll also induct new members into the Kansas Newspaper Hall of Fame.

Recommended dress code is business dress.

9 – 11 p.m. – President’s Hospitality Suite (hotel bar)

Join Andy Taylor for a reception celebrating his year as KPA president.

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.

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:

Amber Jackson,

KPA Director of Advertising

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



**Kansas Press
Association**