

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION JAN. 15, 2020

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Emily Bradbury writes that New Year's resolutions can sometimes backfire.

## KPA CALENDAR

### FEB. 13, 2020

KPA Day at the Statehouse, Topeka. [Sign up here.](#)

### MARCH 19-20, 2020

Kansas Press Association Golf Tournament and Annual Convention, Newton.

### MARCH 21, 2020

Sunflower State Spelling Bee, Wichita.

### APRIL 2, 2020

Kansas Civics Games, Topeka.

### JUNE 19, 2020

President's Gala, Topeka.



*Newspaper consultant Kevin Slimp will headline the 2020 Kansas Press Association convention lineup March 19 and 20 in Newton. Other convention highlights will be the Awards of Excellence luncheon and breakout sessions on a variety of newspaper topics.*

## Slimp to keynote 2020 KPA convention

**K**evin Slimp, nationally known newspaper consultant and industry champion, will headline the 2020 Kansas Press Association annual convention scheduled for March 19 and 20 at the Meridian Center in Newton.

Slimp, who has presented numerous times at past KPA conventions and advertising conferences, will discuss what's working and what's not at the nation's newspapers and how Kansas newspaper staffs can use digital offerings to supplement print revenue.

[Click here to register and see the schedule.](#)

This year's KPA convention marks a dramatic change from those in past years. Because of feed-

back from members, the training sessions and the former Friday night banquet will now be separate events.

"We asked our members after the convention in 2019 what changes they would like to see made to our programming schedule. The majority of respondents indicated that time away from the newspaper was their number one concern when deciding to attend an out of town event. Respondents also indicated that they would like the President's Banquet to be a separate event as well as the KPA Day at the Legislature.

See **SLIMP** on Page 5

## Legislative session off to quick start

**By Doug Anstaett, KPA lobbyist**

**T**he Kansas Legislature kicked off its 2020 session this week, and we've already got issues of interest to Kansas newspapers.

### HB 2424

The first, House Bill 2424, filed by Rep. David Benson, D-Overland Park, seeks to change the way records are handled fol-

lowing officer-involved death, whether it be a shooting or a traffic incident.

Benson proposed the bill in the wake of a shooting in 2018 when an Overland Park teenager in crisis was shot and killed as he backed the family's van out of his garage.

Johnson County District Attorney Steve Howe ruled the shooting justified, but the family

successfully sued in civil court, the city settled and awarded \$2.3 million to the family.

Sheila Albers, mother of the victim, told media representatives in Topeka on Monday that she has never seen any public records of the incident beyond two of the four police videos recorded during the shooting.

See **BILLS** on Page 3

# We're all trying to figure out how digital can drive revenues

I will remember the fall of 2019 as a season of research. I was involved in two major newspaper studies: one related to millennials for the North Dakota Newspaper Foundation and one to determine how community newspapers benefit (or suffer) from their digital presence, as part of a project I led for the Texas Center for Community Journalism (TCCJ).

Previously, I shared some of the information we gathered about news consumption among millennials. Now it's time to share a little of what I learned while engaged in the digital project with TCCJ.

The assignment was simple, or so it seemed. Tommy Thomason wanted to make his final session after 20 years as director of TCCJ his best. He invited Andrew Chavez of the New York Times to visit with the group on Thursday evening about technical and design issues related to newspaper websites.

On Friday, I was to spend the day sharing what was working and what wasn't working in digital areas at community newspapers.

Tommy and I held several conversations in the months leading up to the event. Both of us had been to too many workshops promising newspapers unrealistic revenues using new digital bells and whistles. Our self-declared assignment was to give Texas publishers a realistic idea about what was working and what wasn't at community papers.

I was impressed by Andrew Chavez. He

was upfront that what works at the Times might not work at community papers. He shared ideas about how papers could track visits to their sites and critiqued websites of newspapers represented at the session, offering helpful tips and ideas to improve their sites.



Kevin Slimp

He was also clear that print drives revenue at community papers and digital might best be used to enhance the print product. Andrew and I held private conversations during breaks, and I was glad to know we shared many of the same views about community newspapers and how they might best utilize digital tools.

I began the research for my Friday presentation weeks in advance. In all, I spent more than 80 hours preparing information to share with the group.

Naively, I polled newspaper digital folks online, thinking I'd get some great ideas that I could share with the group about

growing revenue on newspaper websites. Most of the responses were something like, "Let me know when you figure it out."

When nothing else seems to work, I tend to turn to original research. I created a survey and asked press associations to share it with their members, hoping to

get information that would help with my preparations. Within just a few days, almost 700 newspapers responded to the survey of

**He shared ideas about how papers could track visits to their sites and critiqued websites of newspapers represented at the session, offering helpful tips and ideas to improve their sites.**

See **DIGITAL** on Page 4

## 2019-20 KPA BOARD

### Travis Mounts

President  
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### Robin Clasen Wunderlich

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daseaton@ctnewsonline.com

### Ned Seaton

Northeast District Director  
Manhattan Mercury  
nseaton@themercury.com

## KPA DECEMBER NETWORK WINNERS

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in December 2019.

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.

Call Amber Jackson at KPA to get tips on how to sell these ads.

**KDAN** — Rural Messenger, two ads sold for a profit of \$1,760.

**KCAN** — GateHouse-Gannett, two ads sold for a profit of \$300.

**DIRECT PLACEMENT** — Hays Daily News.

# Speak in terms your target audience understands

Statisticians disagree on the number of commercial messages we are exposed to each day. Some say 1,000. Some say as many as 3,000. And others claim the number is closer to 20,000.

With estimates all over the map, all I can say for sure is that we live in an over-communicated world which has a short attention span. There is no way that anyone can notice and digest every single message.

This presents a challenge. How can we break through the clutter when we're creating ads? How can we gain – and hold – favorable attention?



**John Foust**

**1. The first step is to simplify the essential message.** Henry Wadsworth Longfellow wrote, "In all things, the supreme excellence is simplicity." Apple's first marketing brochure in 1977 quoted Leonardo da Vinci: "Simplicity is the ultimate sophistication." Simplicity was more than a slogan to Apple's Steve Jobs. It was a requirement. Years later, when he was overseeing the design of the iPod, Jobs insisted that each prototype pass a strict test. If he wanted to access a song or a function, he wanted to get there in no more than three clicks.

Smart salespeople know that it is better to communicate a simple concept than a complicated one. And successful advertisers know that simply stated points have more consumer appeal than long explanations.

I remember a radio spot which featured the sound of a car with a dead battery. For 25 seconds, listeners heard the groaning "errr errr" of a battery which was fading. The only words were in the voice-over at the end: "This wouldn't have happened with a DieHard battery." Additional words would have killed the drama. The message was simple and clear.

**2. Next, use your audience's language.** I remember visiting someone in the hospital and hearing a conversation between two doctors on the elevator. Although I wasn't trying to eavesdrop, I couldn't help but hear what they were saying. It wouldn't have mattered if it had been confidential, because I didn't understand a single word of their technical discussion. When the elevator stopped at their floor, I remember saying to myself that they would have to speak in plain language when they met with their patients.

It's the same in marketing. We must speak in terms that our target audiences can

easily understand.

**3. Then eliminate unnecessary words.** Thomas Jefferson once wrote, "The most valuable of all talents is that of never using two words when one will do." In other words: edit, edit, edit.

The most effective advertising slogans capture the essence of their products in only a few words. "Snap, Crackle, Pop" works better for Rice Krispies than "Our cereal is well known for its distinctive sound." "Nothing runs like a Deere" is more memorable than "John Deere equipment operates more efficiently

than the others." And Nike's famous "Just do it" slogan has more impact than "Get into action instead of just thinking about participating in sports."

Simple messaging should not be limited to national advertisers. Local businesses need it, too.

*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). (c) Copyright 2020 by John Foust. All rights reserved.*

## Bills

Continued from Page 1

Rep. Benson's bill seeks to open records when in similar instances no charges are filed.

The bill requires a written policy regarding how an investigation will take place, that two independent investigators independent look into the incident and that a complete report be provided to the county or district attorney.

If at that point, the county or district attorney determines there is no basis to prosecute the officer, the report must be made public with redactions of information otherwise protected from disclosure.

### HB 2438

This bill, filed by Rep. Susan Concannon, R-Beloit, seeks to open up records concerning the state child death review board.

While the bill seems to open up informa-

See LEGISLATURE on Page 4

## Create, Sell & Profit



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Go to [metrocreativeconnection.com](http://metrocreativeconnection.com) now to preview the latest SearchBook® and see how Metro's spec ads, images, special sections, tools and ideas can help your publication navigate new roads to revenue – in print and online!

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[service@metro-email.com](mailto:service@metro-email.com)



## THIS MONTH'S QUESTION

Q. Can we help with the spelling bee and civics games?

A. Absolutely. We are seeking volunteers for two Kansas Press Association-managed events — the 2020 Kansas Civics Games and the Sunflower State Spelling Bee.

To volunteer for the spelling bee, scheduled March 21 in Wichita, contact Amber Jackson at [ajackson@kspress.com](mailto:ajackson@kspress.com). To volunteer for the April 2 Kansas Civics Games in Topeka, [click here](#).

# Newspapers need to make show of force in Topeka

We need to raise a ruckus in Topeka. OK, “ruckus” may be too strong of a word. But we need to see your journalistic smiles and smirks in Topeka on Feb. 13 for the 2020 edition of KPA Day at the Statehouse.



Travis Mounts

The Kansas Press Association Board of Directors and the KPA staff hope you’ll join us to discuss issues affecting our industry. Emily Bradbury has been working on the day, which will include a visit from Gov. Laura Kelly. We’ll have a legislative update, outlining the association’s top priorities for this session.

Lunch with legislators also is included. All

Kansas legislators will be invited, but it always helps if they receive a personal invitation from you and your paper. That invitation works best if you are there in person, too.

This event went away several years ago, mainly because fewer and fewer publishers and editors attended. Frankly, the poor showing was embarrassing.

When KPA brought it back a few years, attendance was strong. It was also a time when relations between Topeka and the press were more strained than they had been for years. Efforts to get rid of public notice

were at an all-time high.

Things have gotten better as of late, but we’re starting to see attendance decline. We hope that is just a temporary trend.

What we do on our editorial pages still matters. We continue to have an impact on our readers, especially when it comes to local and statewide issues.

But our strength also is visible when we show up en masse in Topeka. Yes, things have changed. Papers have fewer people on staff, and today there are far fewer reporters roaming the halls of the Statehouse than there were 20 or 30 years ago.

That’s why we need to continue to show our strength. And I don’t mean this in an adversarial way. Kansas papers represent many political views.

But there are those in the statehouse who view us – all of us, right and left – as an impediment. They don’t put a high priority on open government, and resent the media generally and newspapers specifically for the role we play in keeping government honest.

Some would try to punish us for doing our jobs in defending the First Amendment by doing away with public notice. They continue to have a beef over some slight, real or imagined, or just don’t care about the

role we play.

Keeping government open and honest is not a left or right position. That’s a belief in democracy as a concept, something we can all stand behind. And there are legislators who believe that, too. They need to know they can count on us.

Your presence next month will help deliver that message. Help us spread the word that we’re still here, we’re still relevant and that an open government is the best government.

Registration is free and it’s simple. [Just click here to sign up.](#)

One day is a small investment in doing our part in keeping democracy strong and viable.

If you want to make a ruckus, we can do that. If you just want to say “hi” to your legislator, shake a few hands, have a free lunch and spend time with your fellow journalists, that’s fine, too.

Just showing up and being seen is enough, although we’d argue that you’ll get much more than that out of the day.

We’ll see you in Topeka on Feb. 13.

*Travis Mounts is president of the Kansas Press Association for 2019-20. He is managing editor of Times-Sentinel Newspapers.*

## Legislature

Continued from Page 3

tion compiled by the review board to law enforcement, district and county attorneys, legislators and a host of other governmental agencies, it doesn’t include public access except for what is now included in its annual report, which involves mostly statistical information.

Previously, records of the review board were deemed confidential except for legislative committees dealing with such issues.

### SB 254

This bill, filed on behalf of Sen. Jim Denning, R-Olathe, on behalf of Secretary of State Scott Schwab, would change the language for publication of constitutional amendments from one newspaper in each county in the state to “a newspaper of general circulation in each county.”

We believe this is an attempt to allow for publication in newspapers that have multi-county circulation, bypassing the one

newspaper per county rule. We will obviously oppose

### KORA costs

The Kansas Press Association, Kansas Association of Broadcasters, Kansas Sunshine Coalition for Open Government and Kansas Institute for Governmental Transparency have joined to support a change in the way Kansas Open Records Act requests are handled.

The four groups are still looking for a sponsor of this legislation, so there is currently no bill number.

State law is rather vague on what can be charged for researching and then providing public records. The proposed language would:

- Not allow charges for searches to determine if a public record exists.
- The rate charged shall be the lowest hourly rate of the person qualified to produce the records.
- The record custodian may exercise discretion to waive the costs if the request is deemed to be in the public interest. A

**We need you in Topeka**  
 Plan on attending KPA Day at the Statehouse on Feb. 13. A good turnout is essential as we tackle open government issues. [Sign up here.](#)

request would be deemed to be in the public interest if disclosure of the requested documents is likely to contribute significantly to public understanding of the operations or activities of the government and is not primarily in the commercial interest of the requester.

### Public notice

The bill proposed during the 2019 legislative session, HB 2237, is still alive because of the two-year term of the Kansas Legislature.

The bill would have allowed cities, counties and school districts to place their public notices on a website. We were able to keep the bill bottled up in committee, but it still could be resurrected during the session.

# Grants

Continued from Page 1

“To be clear, we are not eliminating any programming. We are simply separating events in order to keep the required time away for our members to a minimum. And after the ice disaster of 2019, members also asked that we move convention to March. We wholeheartedly agreed.”

The Newton event will concentrate more on training and informational sessions.

The traditional Friday night president’s banquet has been rebranded as the President’s Gala and will become a separate, stand-alone event on June 19 at the Kansas State Historical Society in Topeka.

At that event, the major citations such as Kansas Newspaper Hall of Fame inductions and the Clyde M. Reed Jr. Master Editor Award, the Murdock Award, the Boyd Community Service Award and the Gaston Outstanding Mentor Award will be presented.

The Newton convention will kick off with a golf scramble during the day on March 19 for those who want to arrive early.

## Thursday, March 19

The convention will kick off with a four-person golf scramble during the day on Thursday at Newton’s famous Sand Creek Station, a public course that has won national awards for excellence. If you play golf, you won’t want to miss this opportunity.

At 6 p.m., KPA and Newton Now are hosting an event called “The Future of Journalism in Kansas: Why You Should Care,” where the community will be invited to participate. A panel of journalists will discuss their thoughts on where our industry is headed and why survival of journalism is in the best interests of our communities.

That will be followed at 7:30 p.m. by “Cold Brews and Hot Topics,” a member networking event. Bring your tough questions to this event.

## Friday, March 20

The day’s events will kick off at 8 a.m. with the association’s annual meeting and a presentation on eNotice, a new initiative to modernize the logistics of how we handle and print our public notices.

At 8:45 a.m., we’ll host a panel from the Kansas Farm Bureau discussing what is happening in farming and ranching in the state and what we can expect in 2020.

At 10 a.m., Slimp will have the first of two consecutive one-hour sessions on what’s working and what’s not at newspapers. He’ll follow that with a session on what he has learned through research and

## Need hotel reservations in Newton? Click below

If you are ready to make your hotel reservations for the convention in Newton, [you can click here.](#)

The convention is at the Meridian Center, which is adjacent to the Holiday Inn Express, our convention hotel.

Deadline for reservations is Feb. 20.

while presenting at other press association conventions about the state of newspapers in the U.S.

At noon, we’ll gather for lunch, followed by the Awards of Excellence presentation for our annual news and advertising contests.

Breakout sessions will begin at 1:30 p.m. Attendees will have an opportunity to choose from a variety of sessions, including:

- Community journalism training session 1, with Doug Anstaett, KPA consultant and lobbyist.

- Rebranding your newspaper business, with Jeff Cott, publisher of the Derby Informer.

- Using Digital to Supplement Print Revenue, with Kevin Slimp.

At 2:30, the breakout sessions will include:

- Community journalism training, session 2, with Doug Anstaett.

- Ask the KPA’s Legal Hotline Attorney, with Max Kautsch.

- Best Management Practices, with Ken Knepper, bank executive and former publisher of the Newton Kansan.

The final event of the day will be roundtable discussions on topics that are of interest to you and an update on the current session of the Kansas Legislature.

**IT'S BACK...WITH A TWIST!**

**KPA**

**4-PERSON GOLF SCRAMBLE**

**MARCH 19, 2020 • 10 AM**

**SAND CREEK STATION, NEWTON**

**\$60 PER PLAYER (INCLUDES CART RENTAL AND LUNCH)**  
**REGISTER BY FEB. 15 FOR A \$10 EARLY BIRD DISCOUNT**  
<https://kspress.wufoo.com/forms/kpa-4man-golf-scramble>

**Start your convention experience off right.**

**There will be prizes, food and fun! You won't want to miss it!**

## 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)

**PUBLISHER**- Three newspaper paper group in southwest Oklahoma is seeking candidates for the publisher's position. Candidates should be experienced in community journalism, preferably with a background in advertising and marketing, but also with an understanding of newsroom operations and managing employees. Candidates must also be leaders with strong people skills. Please email a cover letter and resume to Scott Wesner at wesnermedia@gmail.com.

### NEWS

**EDITOR** — A full-time editor is needed immediately at The Chanute Tribune. The ideal candidate should have extensive knowledge of and experience in InDesign and Photoshop, have a demonstrable talent for covering local community news and uncovering special feature stories, and the ability and desire to be a team leader and self-starter. Our newspapers, The Chanute Tribune and Parsons Sun are independently owned and will stay that way. We are located in Southeast Kansas, two hours or less from KC, Tulsa, Wichita and Joplin. We offer health, dental and life insurance, as well as generous paid time off. Salary is commensurate with experience. Send resume with references and story/photo examples to Shanna L. Guiot, Publisher, PO Box 559, Chanute, KS 66720 or email to shanna@chanute.com

**COPY EDITOR/PAGE DESIGNER** - Newspaper and digital media company in vibrant Midwestern college town is seeking a talented copy editor/designer to work on a team that edits a variety of content and designs both print and digital pages. Candidates should have excellent writing and grammar skills, as well as a command of AP style and experience laying out print pages with Adobe InDesign. The job requires evening and some weekend and holiday hours. Duties include editing stories for print and online, writing engag-

### Are your ads still timely?

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

Some of these ads are quite old, and probably not even valid any more.

Please help [ KPA keep them timely and fresh.

Please review the remaining ads on this page and indicate to ebradbury@kspress.com if they should be killed.

ing headlines, designing news and sports pages and working closely with other night editors to produce a high-quality publication on deadline.

The Lawrence (Kan.) Journal-World operates a seven-day morning newspaper that is delivered to about 10,000 households in Lawrence and northeast Kansas. In addition, the company operates LJWorld.com, a comprehensive news website that attracts about 25,000 daily users and is supported by a strong base of digital subscribers. The company also publishes KU sports.com, which provides complete cover of athletics at the University of Kansas. Lawrence is a growing community of about 100,000 people, and is a short 30-minute drive from the Kansas City metropolitan area. Lawrence is home to the University of Kansas, and offers a host of cultural and sporting amenities to its residents.

The company offers a competitive wage based on experience and qualifications. The company's benefits package includes health insurance, paid vacation, sick leave, and 401(k) retirement plan. Applicants should send a cover letter and resume to Managing Editor Kim Callahan at kcallahan@ljworld.com. Finalists also should be prepared to take a copy editing test as part of the interview process.

**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)

### DESIGN

**GRAPHIC DESIGNER** - The Iola Register needs a second graphic designer to help design advertisements. We're looking for talent! A knowledge of Adobe Suite is a must. Starting pay \$35,000-\$40,000. We provide health insurance and a 401k. Visit iolaregister.com and use "guest" and "newspaper" to get past the paywall. Email advertise@iolaregister.com for more information.

### ADVERTISING

**SALES REP** - The Iola Register is looking for a Sales Representative to join our ambitious and creative team. Starting pay, \$35,000-\$40,000. Visit iolaregister.com and use "guest" and "newspaper" to get past the paywall. Email advertise@iolaregister.com for more information.

**RETAIL ACCOUNT EXECUTIVE** - The Great Bend Tribune is seeking a full-time Retail Account Executive or Sales Team Leader to join their award winning team. This strategic position will be responsible for bringing innovative advertising solutions to local businesses in Central Kansas. The right candidate will be a resourceful, performance-driven professional that has the tenacity to grow sales and market our customers. Computer and presentation skills are required for this position as well as a good driving record and reliable transportation.

The ideal candidate will have experience selling both print and digital advertising with a proven track record of delivering meaningful and compelling solutions for clients. He/she must be a team player willing to inspire and be inspired by being part of a dynamic media company focused on customer service.

Responsibilities include: Develop and maintain positive and productive relationships with our clients and staff, use professional selling techniques and marketing skills to close sales or upgrade existing accounts, increase and build client base, provide client feedback to internal team as appropriate, effectively communicate sales information and opportunities internally,

See MARKETPLACE on Page 7

## DEATH

### Lawrence Vierthaler

**S**PEARVILLE - Lawrence A. Vierthaler, 91, former owner of the Spearville News, died Friday, Jan. 10, 2020, at Reflections Living of Dodge City.

He was born Oct. 27, 1928 at Halstead, Kan., the son of Anton and Cecelia A.

(Schaplowsky) Vierthaler. He was a graduate of Halstead High School and attended Kansas State University and Pittsburg State University.

He purchased the Spearville News in 1952, which he operated for 60 years.

On Nov. 9, 1949 he married Erma Heskamp at St. John Church in Spearville. She preceded him in death in November 2019.

Survivors include: five children, Dr. Stephen Vierthaler and wife Peggy, Lee Summit, Mo; Dr. Lyle Vierthaler and wife

Donna, Wichita; Bruce Vierthaler and wife Cindy, Spearville; Greg Vierthaler and wife Jill, Spearville, and Dr. Lois Vierthaler Kessen and husband Greg, Dodge City; a daughter-in-law, Nancy Vierthaler, Dodge City; a brother, Anton Vierthaler, Kansas City, Kansas; 16 grandchildren and numerous great grandchildren.

He was preceded in death by his parents, a son, Dr. Carl Vierthaler; a granddaughter, Beth Vierthaler and a brother, Albert Vierthaler.

Service arrangements will be announced at a later date.

The family suggests memorials to Hospice of the Prairie in care of Ziegler Funeral Chapel, 1901 N. 14th Ave., Dodge City, Kansas 67801. Condolences may be sent to [www.zieglerfuneralchapel.com](http://www.zieglerfuneralchapel.com).

## MARKETPLACE/CONT. FROM PAGE 6

calculate, input and maintain records of sales, attend training and meetings as appropriate, network with local community professionals and assist in developing and growing market share.

Compensation includes a base plus commission with established account list and benefits.

To apply send your resume and cover letter to: Mary Hoisington, Great Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530 or email: [mhoisington@gbtribune.com](mailto:mhoisington@gbtribune.com)

**ACCOUNT EXECUTIVE** - The Iola Register is a locally owned newspaper. We are looking for a Sales Representative to join our ambitious team. This position would offer dynamic advertising solutions to local businesses. Email [advertise@iolaregister.com](mailto:advertise@iolaregister.com) for more information.

### PRODUCTION

**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](mailto: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](mailto:jaudus@gbtribune.com).

### NEWSPAPERS FOR SALE

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](mailto: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](mailto:ebradbury@kspress.com). (6-14)

## KPA STAFF

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# In pursuing your goals, don't neglect relationships

**H**appy New Year! Listen, I don't do New Year's resolutions. I have a job I love, two busy kids I adore (most of the time), a supportive husband (with a demanding job himself) and a mortgage.

I don't feel the need to willingly participate in an activity that will add more pressure to my life.



**Emily Bradbury**

But I also learned something about myself years ago that makes resolutions hard. I am very goal orientated (good) but it can sometimes come at the exclusion of everything else (bad). I am a typical firstborn. We are typically reliable (when do you need me?) conscientious (is this bothering you?), structured (wait, was this planned?), cautious (I prefer the term "risk mitigation") and controlling. Ah, there it is — the trait that can turn a New Year's resolution into a nightmare.

A few years ago, I decided I was going

to focus on exercising more in the new year, admittedly unoriginal but the typical resolution that many Americans make on Dec. 31.

And I was controlled and focused. I had a plan and I stuck with it.

It was the No. 1 thing. And I kept it the No. 1 thing — at the sacrifice of everything else.

I quickly learned that what makes me so good at tackling goals made me more apt to neglect the thing that mattered most — relationships.

Focus, drive and control can be keys to progress if used correctly. If they aren't, you can alienate those you are trying to help and this can include your community.

Relationships are at the heart of everything we do but can be the first thing shoved to the side in the midst of disruption, goal attainment and the busyness of life.

But what is meeting a goal if we have

no one with which to celebrate?

What is meeting a deadline if we don't focus on building and maintaining relationships with the community we cover?

If we are not serving our customers and readers the best we can, what is the point of even having goals?

It is so easy to lose sight of the most important thing when we are undergoing the kind of change our industry is experiencing.

But I would argue that the relationships

that you and I build with stakeholders and statewide partners is the very thing that will help turn it around.

So set those goals and even make those resolutions (if you must). But don't forget about the relationships with people you meet along the way.

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

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## Digital

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20 questions related to the digital side of their operations.

Many of the responses were what I expected. About half of newspapers believed their digital presence was beneficial, with 3 percent reporting digital provides significant revenue. Forty-one percent said their digital presence was worthwhile and brought in some revenue. Thirty-one percent of respondents wonder if it's worth the effort to have a digital presence, while another 13 percent seem to think they'd be better off without an online presence. Another 8 percent report having no digital presence. Add them all together and the responses indicate about half of respondents feel like they benefit from their digital presence, and about half don't.

Most newspapers have a paywall on their websites, and the most common way

of charging readers is by packaging a digital subscription with a print subscription. At 20 percent of papers, most of their digital readers subscribe to the newspaper website without a print edition. Seven percent of respondents reported readers pay an upcharge to get the digital subscription along with their print subscriptions.

In Texas, we discussed various ways newspapers are generating revenue online, the amount of staff time spent on digital efforts at community newspapers, ways newspaper websites are created, and dozens of other topics.

The most interesting part of the day, according to the attendees, was live interviews with news-

paper publishers and digital gurus around the U.S. who had found unique ways to grow readership and revenue through their websites.

There was a publisher in Nebraska who came up with the idea to combine resources of 10 or so area newspapers into a single website, in addition to their individual sites, allowing each paper to benefit from

shared revenue. We spoke with a programmer in New York who directed the redesign of a successful daily newspaper website. We even spoke with a publisher in Kentucky who was driving significant revenue through live broadcasts of funerals. Yes, funerals.

I could go on, but I'm already over on my word-count. I'll be speaking about my research at several newspaper conventions this spring and summer. If you're in the area, be sure to attend and I'll share more.

Research didn't end in the fall. I'll be in New York next week, working with two community newspapers just north of the city, holding focus groups and meeting with the staff and other groups to find ways to grow their papers.

What's the bottom line of my fall research related to Millennial news consumption in the Midwest, and digital newspapers nationally?

As one publisher, who responded that his paper was generating revenue from the digital side, wrote in the comment area of the survey, "Don't give up on print. It's still where the profits are."

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

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