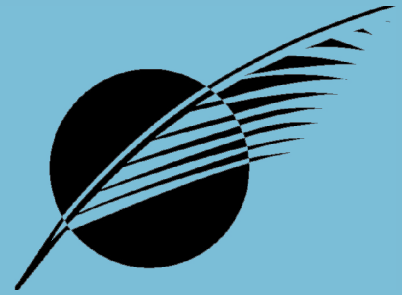


THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

FEB. 19, 2020

INSIDE TODAY

PAGE 2

Kevin Slimp highlights some of the new applications available to help with photos and design layout in newspapers.

PAGE 3

Try to meet your customers where they are, advises John Foust.

PAGE 4

KPA president Travis Mounts has the tables turned on him by the local school newspaper.

PAGE 6-7

Visit the Kansas Publisher's Marketplace to view job openings and newspapers for sale.

PAGE 8

Emily Bradbury writes that it's time for the newspaper industry to avoid the rear view mirror and focus on the future.

KPA CALENDAR

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, Kansas Historical Society, Topeka.

DEC. 15, 2020

The 229th anniversary of the U.S. Bill of Rights.



Rep. Jason Probst, D-Hutchinson (right), explains last week what he has learned about the

legislative process since leaving the newspaper business during KPA Day at the Statehouse.

KORA cost limits included in new bill

Following a slow start, activity picked up in recent days at the Kansas Legislature, at least as far as Kansas Press Association issues are concerned.

While Senate President Susan Wagle continued to block movement on Medicaid expansion in protest of the Kansas House's failure to pass a constitutional

amendment allowing legislators the power to limit abortion, a number of hearings finally took place on other issues.

Here is a rundown of bills the KPA is following and their status as of today:

☐ SB 434 — This is a bill supported by the KPA, Kansas Association of Broadcasters and the Kansas Sunshine Coalition

for Open Government.

The bill would attempt to get a handle on costs associated with requests for public records. If approved as written, it would limit how much can be charged for searching for and producing records. It also would allow for fees to be waived if the KORA

See **BILLS** on Page 5

It's KPA convention time; don't miss out!

The deadline is approaching for the Kansas Press Association's annual convention, scheduled for March 19 and 20 at the Meridian Center in Newton.

Are you registered?

"I believe we've put together an outstanding program this year," said Emily Bradbury, KPA executive director. "All that's missing is you."

Bradbury did have one admonition: rooms are limited and can't be guaranteed after Feb. 28. [Click here](#) to reserve your room at the Holiday Inn Express.

And [click here](#) to view the entire schedule for the 2020 KPA convention.

Kevin Slimp, nationally known newspaper consultant and industry champion, will headline this year's convention. He has presented numerous times at past KPA conventions and advertising conferences and 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.

See **CONVENTION** on Page 4

Here are some new applications that are effective – and cheaper

I spent a recent morning writing about mergers, buyouts and bankruptcies. I don't know about you, but I'm ready to spend a few minutes on something more fun.

For the past three or four months, I've been holding on to three new applications, waiting for the time to share them with my friends at newspapers. Now is that time.

Affinity Publisher

The first, Affinity Publisher, made a lot of noise in 2019 as several online publications wrote about the similarity to InDesign, Quark and other layout applications at a fraction of the cost.

I believe Rob Dump, a publisher in Nebraska, was the first to write me and ask if his newspaper should cut the monthly subscription fees from Adobe and switch over this \$49 (that's a one-time process, not a monthly subscription). Others soon followed with the same question.

The good folks at Affinity were nice enough to give me free copies of each of their products: Publisher (similar to InDesign), Photo (similar to Photoshop), and Designer (similar to Illustrator). They had

good reason. The products are solid and, with a few improvements, could work well in newspaper and magazine design.

However, and there always seems to be a however, Affinity Publisher is not ready for prime time yet. It's a great product for some-

one designing a newsletter, poster, business card or whatever. There is, unfortunately, a major problem that makes it unusable in its current form for professional page layout: It just can't handle PDF files in a way that makes them work correctly on the page.

I could spend 800 words explaining the issue, but I only have 800 words for my column, so let me break it down to its simplest element.

In Affinity Publisher, PDF files may be edited when placed on the page. That sounds good. It's not, for our purposes. As a result, fonts are replaced, things move and

other issues appear that will not make your advertisers happy.

Until that's fixed, and I wouldn't expect it to be fixed anytime soon, Affinity Publisher just won't work for our purposes.



Kevin Slimp

Affinity Publisher is not ready for prime time yet. Unfortunately, a major problem that makes it unusable in its current form for professional page layout: It just can't handle PDF files in a way that makes them work correctly on the page.

least I've not been able to find them, which are important in our work to ensure optimum printing in CMYK, but there are ways to address these.

Affinity Photo

Affinity Photo, however, comes much closer to replacing Photoshop for our purposes. While still lacking many of the tools available in Photoshop, Affinity Photo is impressive and allows the user to edit a photo with good results.

There are some tools missing, or at

See DIGITAL on Page 8

2019-20 KPA BOARD

Travis Mounts

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Ned Seaton

Northeast District Director
Manhattan Mercury
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KPA JANUARY NETWORK WINNERS

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in January 2020.

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 for a profit of \$1,760.

KCAN — Gannett (formerly GateHouse), one ad for a profit of \$150.

DIRECT PLACEMENT — Hays Daily News, Eureka Herald.

Attempt to meet your customers ‘where they are’

Tim manages an ad sales team. “When I started my career in the newspaper business, I quickly learned that advertisers can be worlds apart in their knowledge of marketing,” he said. “That’s why one of my favorite sales principles is the old slogan, ‘Meet them where they are.’

“This means we have to recognize that our prospects have different levels of experience. Most of them don’t have our knowledge of the intricacies of newspapers.

“If we don’t talk to them on their level, they will tune us out. And most of them are too polite to tell us we’re doing a poor job of explaining things.”

Tim’s comments remind me of the time my wife and I helped her father select a car.

He loved his 14-year-old car, but it was time for a replacement, because expensive things were beginning to go wrong with it. At the dealership, we found a nice used car with only 12,000 miles – a much newer version of his old model.

Our salesperson was sincere and down-to-earth, but unfortunately, he was hung

up on technology. He spent most of the test drive talking about the screen in the middle of the dashboard.

He was a walking encyclopedia of Bluetooth and Wi-Fi and digital programming, but my father-in-law had no interest in those things. He just wanted to see how the car drove and learn the relevant differences between his old car and the new one.

His patience with the barrage of comments like “look at this other cool feature” was a clear sign that he liked the car.

In spite of the salesperson’s single-minded focus, my wife’s dad decided it was the right car for him.

When the transaction was over, he mentioned that the salesperson was nice, but extremely confusing.

The next day, he accepted my offer of a simple tutorial. I sat in the car with him, placed my hand over the dashboard display and said, “The first thing we’re going to do is forget about all of this.”

He said, “That’s a good start.”

Then we reviewed and practiced some basics until he was comfortable. When we finished, he said he was more confident and even more excited about the car.

Age and experience make a big difference. That car salesperson should have known that a person of my father-in-law’s age wouldn’t care about fancy technology. But he was so blinded by his own interest that he couldn’t see things from another person’s perspective.

“It’s all a matter of common sense,” Tim said. “If a prospect is a numbers person, we should talk in terms of numbers – even if we’re not numbers people ourselves.

“If someone is an idea person, we should focus on ad concepts. Of course, this means we have to be prepared to talk to about advertising from all angles.”

Meet your prospects where they are. Let that be your guideline and you’ll be on the right road.

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



John Foust

That car salesperson should have known that a person of my father-in-law’s age wouldn’t care about fancy technology. ... He couldn’t see things from another’s perspective.

Mounts

Continued from Page 4

But all our futures will depend on how we connect to our communities. And no other media are doing as good of a job of covering our communities as we do.

Recent research from Duke University, highlighted in a Washington Post story, points to that.

According to the story, “local newspapers produced more of the local report-

ing in the communities we studied than television, radio and online-only outlets combined.”

We produce the most journalism and the best journalism in our communities. To survive, we need to keep doing that.

It will be hard, but things that are truly worth doing rarely are easy.

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

THIS MONTH’S QUESTION

Q. Health insurance costs are rising and the increases are not sustainable. Has the KPA ever looked into an association health plan (AHP) for members?

A. Before recent rule changes it was not possible for the KPA to implement an AHP. However, we are currently looking into the possibility of creating an AHP for members. We are still gathering information and will update members as we learn more.

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Tables were turned on one local newspaper editor

A couple of weeks ago, I sat down for an interview.

This one felt different, because I was answering questions instead of asking them. It's a position I've been in before but not very frequently.

One of our local school districts recently approached us about a "reverse" story — the district's communications director wanted to feature the local newspaper and what it does for the school district and the local community.



Travis Mounts

Like most Kansas newspapers, we work closely with our local school districts. We talk to coaches every

week of the sport season, we check in with superintendents and principals regularly, and we run as many cute photos and features of young students as we can.

We were glad for the publicity as well as the appreciation shown for the work we do. It helped me see the importance of community connections.

As part of the story, the school district did a quick count of the number of stories, photos and news briefs that we did during the course of 2019. It added up to 350 events, activities and stories that

appeared in the 52 editions we produced last year. That's basically a story or item every day.

I was blown away by that number. Then I thought about the other six school districts we cover each and every week. That's a lot of local school news.

I don't share this to pat ourselves on the back or to crow about how great we are. I've seen many of the other papers produced in our state. I know that your newspapers are doing the same.

But sometimes we need to be reminded of what we do for our communities. In turn, we need to make sure we let as many other people as possible know what we are doing for our communities.

And then we need to make sure we put as much energy as possible into all the other ways we build those connections. That ranges from regular appearances at Chamber of Commerce events and city council meetings. It's engaging readers whenever possible, whether that's on Facebook, on the phone or in the grocery.

And we need to be earnest in those

connections. Real relationships will turn into real results.

That's doesn't mean what we do isn't hard. McClatchy's bankruptcy announcement last week is a reminder of the challenges that remain, and unfortunately it feeds into the perception that we are a dying industry.

That's not true, although nearly all of us would agree that what we do is harder than it used to be.

Our challenges are as varied as our operations. One cannot make blanket statements about our industry with any accuracy. Differences in ownership, philosophy, size and location are great.

You can find hamburgers at mom-and-pop diners, at McDonald's and at fancy restaurants where a burger will run you close to \$20. At all of these places, you can look at their product and say, "Yep, that's a burger." But the experience of those burgers is widely different.

Our state's newspapers vary just as widely.

Sometimes we need to be reminded of what we do for our communities. In turn, we need to make sure we let as many other people as possible know what we are doing for our communities.

See MOUNTS on Page 2

Convention

Continued from Page 1

This year's KPA convention marks a dramatic change from those in past years. Because of feedback from members, the training sessions and the traditional 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," Bradbury said. "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."

The Newton convention 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 presentation of the Clyde M. Reed Jr. Master Editor Award, the Murdock Award, the Boyd Community Service Award and the Gaston Outstanding Mentor Award.

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

Here's the convention schedule:

☐ 6 p.m. Thursday, March 19 — KPA and Newton Now are hosting an event called "The Future of Journalism in Kansas: Why You Should Care," where 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.

☐ 7:30 p.m., "Cold Brews and Hot Topics," a member networking event, including a trivia contest.

☐ 8 a.m. Friday, March 20 — KPA annual meeting, followed by a presentation on eNotice, a new initiative to modernize the logistics of how we handle and print our public notices.

☐ 8:45 a.m. — a panel from the Kansas Farm Bureau will discuss agricultural trends.

☐ 10 a.m. — Slimp will present the first of two consecutive one-hour sessions on what's working and what's not at newspapers, followed by a session on what he has learned through research and while presenting at other press association conventions about the state of newspapers in the U.S.

☐ Noon — Awards of Excellence luncheon.

☐ 1:30 p.m. — Breakout sessions will be offered, with attendees able to choose from sessions on community journalism training, rebranding your business and using digital to supplement print revenue.

☐ 2:45 p.m. — Breakout sessions on community journalism training, an opportunity ask questions (free of fees) of the KPA Legal Hotline Attorney" and a session on best management practices.

The final event of the day will be round-table discussions and an update on bills being followed in the current session of the Kansas Legislature.

Bills

Continued from Page 1

request was “in the public interest.”

It was introduced this week and sent to the Senate Ethics, Elections and Local Government Committee.

Just this week, Attorney General Derek Schmidt found the city of Frontenac in violation of KORA because it quoted outrageous rates to gain access to the records there following a purge of several city employees last September.

Schmidt ruled what the city had proposed to charge for access to records of those actions was unreasonable and that formal action was warranted to remedy the city’s violation of KORA .

Schmidt did not order the records produced, but his finding includes a cease and desist order from any further violation of KORA by the Frontenac City Council, requires updating city policies to comply with KORA and for members of the council and other city officials to attend at least 90 minutes of training on the open records act.

☐ HB 2424 and HB 2667 — These two bills were designed to change the way law enforcement handles officer-involved shootings.

A hearing on Tuesday pitted the families of victims and media against law enforcement, the county and district attorneys association and the Kansas Bureau of Investigation.

Sheila Albers, whose son John was shot and killed by an Overland Park police officer two years ago, testified in favor of the bill because she was not provided any records other than two dashcam videos following the shooting.

Albers said when the Johnson County district attorney summarized his reasons for not charging the officer, it included inaccurate information that a court later cited in denying a motion to dismiss when she filed a civil lawsuit. The family was awarded \$2.3 million when the city and its insurance company decided to settle.

The likelihood is the issue will be sent to the Kansas Judicial Council for an interim study.

☐ SB 254 — This bill, brought on behalf of the Secretary of State’s office, would change the way constitutional amendments are published in Kansas newspapers.

Rather than publish in one newspaper in each county in Kansas, the bill as written would allow the secretary to choose newspapers that had general circulation in each Kansas county. That would be beneficial to large circulation newspapers, but detrimental to smaller newspapers in rural areas.

After KPA objected to the change, Senate Federal and State Affairs Committee chair Bud Estes, R-Dodge City, asked the two parties to get together and work out differences.

The Secretary of State’s office agreed to leave the requirement as is and we have agreed to language that pays

for the publication out of the general fund instead of the Secretary of State’s budget.



“This is a win-win and keeps constitutional amendments in newspapers in all 105 counties,” said Doug Anstaett, KPA lobbyist.

☐ SB 254 — This bill would allow those owning self-storage units to choose either newspaper publication or some other “commercially reasonable manner” to publicize that a unit was about to be sold because the rent hadn’t been paid. Unfortunately, the bill has passed out of the House. KPA will try to amend it or block it on the Senate side.

☐ SB 397, which if approved would tax digital streaming services and digital subscriptions.

☐ HB 2562, which would remove the requirement that a treasurer’s name be included on political advertising.

☐ SB 310, which would require verified paper ballots during elections.

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- 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 Photo-shop, 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

SENIOR NEWS REPORTER - The Derby Informer is seeking an individual as a general community news reporter to cover city and school government news, events, police, fire, general news and more. Candidate will be responsible for producing stories daily for online and print publication placement. The position is full time and may offer an option to move into a management position that provides oversight and decision making responsibilities with print and digital news. Send introduction material and resume to Jeff Cott, The Derby Informer, 219 E. Madison, Derby KS, 67037 or email jeff@derbyinformer.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 engaging 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)

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, 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

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 for more information.

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.

Bankruptcy protection sought by McClatchy parent company

McClatchy, which filed for Chapter 11 bankruptcy protection Thursday, operates 30 newspapers in 14 states.

Newspapers in Kansas and Missouri include and The Kansas City Star and the Wichita Eagle.

All the newspapers will continue to operate as McClatchy reorganizes under bankruptcy protection, according to the company.

The publisher's origins date to 1857, when it began publishing a four-page paper in Sacramento, Cal., following the California Gold Rush; it became The Sacramento Bee.

Here's a list of McClatchy's newspapers:

CALIFORNIA

The Fresno Bee
 Merced Sun-Star
 The Modesto Bee
 The Sacramento Bee
 The Tribune, San Luis Obispo

FLORIDA

Bradenton Herald
 El Nuevo Herald, Miami
 Miami Herald

GEORGIA

Ledger-Enquirer, Columbus
 The Telegraph, Macon

IDAHO

Idaho Statesman, Boise

ILLINOIS

Belleville News-Democrat, Belleville

KANSAS

The Wichita Eagle

KENTUCKY

Lexington Herald-Leader

MISSISSIPPI

Sun Herald, Biloxi

MISSOURI

The Kansas City Star

NORTH CAROLINA

The Charlotte Observer
 The Herald-Sun, Durham
 The News & Observer, Raleigh

SOUTH CAROLINA

The Beaufort Gazette
 The State, Columbia
 The Island Packet, Hilton Head Island
 The Sun News, Myrtle Beach
 The Herald, Rock Hill

PENNSYLVANIA

Centre Daily Times, State College

TEXAS

Fort Worth Star-Telegram

WASHINGTON

Bellingham Herald
 Tri-City Herald, Kennewick
 The Olympian, Olympia
 The News Tribune, Tacoma

MARKETPLACE/CONT. FROM PAGE 6

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 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)

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 relocation 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.

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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 and KORA-KOMA as it relates to the court system)

It's time for our industry to look forward, not back

It comes with the territory of association management. I'm always asked to comment about any new news about our industry – positive or negative.

The question is quite often, "So, what do you think about (insert any news outlet here) and the (insert any provocative announcement about, well, anything remotely having to do with our members)?"



Emily Bradbury

My answer is always the same and generally goes something like this; "We all have our opinions on what everyone else is doing.

"My role is not to judge or devalue our industry. It is to support the people doing the work and there are amazing people doing excellent work in Kansas journalism. I will be our members' biggest cheerleader regardless of circulation, ownership or location."

Period. Full stop.

Maybe it's because the sun is shining. Maybe it's because my vitamin D levels are back to acceptable levels and I no longer think I am dying (seriously, who knew vitamin D was so important).

But I'm done with the negativity. I'm seeing it everywhere about everything and

I'm done. Has this wisdom come with age? I doubt it. I am barely north of 40 and I'm realizing that I know less the older I get.

Is it social media? Maybe. I have been spending less and less time there and I'm much happier.

I think it's because I have decided that nothing is going to change if we continue to look back and lament over what could have been or what once was.

That doesn't mean we don't continue to examine the possible missteps in order to do better in the future. This just means we cannot let the past (or present) paralyze us, because there are too many things to be excited about when it comes to the future of journalism in Kansas.

And we are making it our personal mission to spread the word.

We are starting with our convention schedule.

We will kick off our 2020 convention with a panel about the future of journalism in Kansas. It will be hosted in a community that is lucky enough to have two fantastic newspapers!

We are going to talk about the exciting things happening in our industry in Kansas. We will hear about the new investigative venture, The Beacon, from founder Kelsey Ryan.

We will hear about how a newspaper's editorial leadership can result in big things happening in communities from former

Newton Kansas publisher (and current KPA consultant and lobbyist) Doug Anstaett.

Chris Green with the Kansas Leadership Center will talk about the KLC and their pledge of support to the journalism industry in Kansas, and we will hear about the amazing things that community newspapers are doing all over the country from national expert Kevin Slimp.

Associate KU Professor Teri Finneman rounds out our panel where she will discuss the new journalism venture led by KU students in Eudora.

We will then enjoy a trivia night during our Cold Brews and Hot Topics mixer. Who doesn't want to watch a bunch of journalists trying to prove their prowess by recalling useless knowledge?

And then Friday will be packed with informative topics that will give you immediate takeaways on various topics helpful to you and your publication while celebrating Awards of Excellence winners at our annual luncheon.

So, register your team for the 2020 Convention and join us for a good time with positive vibes and networking.

Because the sun is always shining where a newspaper publishes... always.

Emily Bradbury is executive director of the Kansas Press Association.

Slimp

Continued from Page 2

In short, I wouldn't be tossing out InDesign (or QuarkXpress) or Photoshop any time soon. Who knows, maybe Affinity will address some of these issues and we can all be free from monthly subscription plans.

IDMarkz

I've loved Markzware products for more than a decade. Heck, it might be two decades by now.

Back when everyone seemed to be converting from Pagemaker and QuarkXpress to InDesign, we would have never made the transition without Q2ID, the InDesign plug-in that allowed users to open QuarkXpress files in InDesign.

Markzware has released several InDesign and Quark plug-ins in the years since, and their latest product will be of interest to a lot of newspapers.

IDMarkz isn't a plug-in.

Slimp is KPA keynote

Kevin Slimp, a nationally known speaker and industry champion, leads the list of presenters at the Kansas Press Association's annual convention March 19 and 20 in Newton.

It's an application on its own. With IDMarkz, users can export InDesign files in various formats including: Affinity Publisher, QuarkXpress, Illustrator and PDF.

One of Markzware's chief marketing points is that users can preview and open InDesign files without having InDesign.

If you're a Quark-based publication, the ability to open an InDesign file immediately in QuarkXpress is a necessity.

However, most of us already have InDesign, so what can IDMarkz do for us?

I experimented for an hour with IDMarkz and was intrigued by how well it exports files to other formats.

Sure, some things move around and fonts change if you don't have the font installed

on your system. Still, the results are quite remarkable.

Here are three reasons a newspaper might want to have IDMarkz on hand.

First, if a newspaper is QuarkXpress-based, IDMarkz is a simple way to open InDesign files.

Second, if your paper needs to send QuarkXpress files to clients, you could still design the files in InDesign and use IDMarkz to convert the files for QuarkXpress (although users are required to have Quark installed for this function to work)

And, finally, if your workflow requires you to create files to be converted to Affinity Publisher, IDMarkz is the best tool I've seen for this.

In a nutshell, not everyone needs IDMarkz, but a lot of us do.

Visit markzware.com/products/idmarkz to try IDMarkz out for free. Purchases price is \$199 (US).

Kevin Slimp is publisher at Market Square Books and CEO of newspaperacademy.com.