

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION MARCH 25, 2020

## INSIDE TODAY

### PAGE 2

We've compiled a list of frequently asked questions and the best answers we can provide in this constantly evolving situation.

### PAGE 3

Allow your customers to be part of your sales presentation process. You'll be amazed how it works to your advantage.

### PAGE 4

KPA president Travis Mounts says newspapers have never been more important.

### PAGE 5

This ad is one of several available to KPA member newspapers to address issues with the coronavirus situation. [Click here to access PDFs.](#)

### PAGE 6-7

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

### PAGE 8

Emily Bradbury writes that we'll get through this crisis together. KPA is doing what it can to support members with timely information.

## KPA CALENDAR

### JUNE 18-19, 2020

Kansas Press Association annual convention and President's Gala, Newton.

### DEC. 15, 2020

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



Gov. Laura Kelly announces a number of governmental actions to combat the coronavirus in Kansas last week, including the closing of all

public schools for the semester. Thanks to the Capital-Journal's Evert Nelson for sharing this photo with all Kansas newspapers.

## Let's work together to meet challenge

**W**e've not seen anything quite like this in our lifetimes.

Those of us in the field of journalism have encountered huge events through the years, but nothing that led to the kind of disruption of our daily and business lives like this.

This edition of the Kansas Publisher is designed to provide you with information on how to

deal with this calamity, convince you that your communities need you now more than ever and try to help find answers to your questions on everything from your newspaper's legal status to how you might try to navigate through what we know is a rough next few months.

If you think of other questions we didn't handle, ask us.

We're here for you.

### Coronavirus links compiled for you

If you're looking for various links to news content and other helpful information, it's all compiled with an easy click in one place on the Kansas Press Association website. [Click here.](#)

## KPA convention reset for June (tentatively)

**T**he Kansas Press Association annual convention was postponed last week when it became apparent meetings with large audiences would be banned in the state.

Travis Mounts, KPA president, made the announcement: "Due to the rapidly shifting landscape due to COVID-19, the Kansas Press Association has decided to postpone all activities associated with this year's golf scramble, annual conference and awards banquet in Newton to

help protect the health and safety of our attendees.

The KPA executive committee met this afternoon and has decided to reschedule the date of the 2020 Annual Convention to June 18 - 19, to be held in conjunction with the President's Gala that was previously scheduled for this date.

All events will be held in Newton. The events

See **CONVENTION** on Page 3

# Will newspapers rank as essential? KPA staff ponders your questions

A number of questions swirled around the Kansas Press Association world this week as extreme measures were taken to try to get a handle on the coronavirus outbreak in Kansas.

Below are answers to questions that were fielded by Emily Bradbury, KPA executive director, and Doug Anstaett, consultant and lobbyist, about what newspapers can do — or not do — in this new environment.

## ❑ I'm considering suspending publication for several weeks because of the coronavirus scare. Do I risk my newspaper's legal status?

We have not received an official ruling or attorney general's opinion on this, but the law does make exceptions for printing suspensions caused by war, natural disaster or unavoidable accidents. The current situation may, or may not, qualify.

Here is the language:

“Nothing contained in this section shall invalidate the publication in a newspaper which has resumed publication after having suspended publication all or part of the time that the United States has been engaged in war with any foreign nation and six months next following the cessation of hostilities if such newspaper resumes publication in good faith under the same ownership as it had when it suspended publication. Nothing in this section shall invalidate the publication in a newspaper which has simply changed its name or moved its place of publication from one part of the county to another part, or suspended publication on account of fire, flood, strikes, shortages of materials or other unavoidable accidents for not to exceed 10 weeks within the year last preceding the first publication of the legal notice, advertisement or publication. All legal publications heretofore made which otherwise would be valid, that have been made in a newspaper which, on account of flood, fire, strikes, shortages of materials or other unavoidable accident, has suspended publication for a period of not exceeding 10 weeks, are hereby legalized.”

## ❑ Can coronavirus spread through newspapers?

The World Health Organization says “the likelihood of an infected person contaminating commercial goods is low and the risk of catching the virus that causes COVID-19 from a package that has been moved, traveled and exposed to different conditions and temperatures is also low.”

Hartford Healthcare put it more bluntly: “Don't worry about deliveries to your house. Coronaviruses don't last long on objects.”

The U.S. Centers for Disease Control (CDC) says “it may be possible” for a person to get COVID-19 by touching a surface that has the virus on it, “but this is not thought to be the main way the virus spreads.”

## ❑ How are we to handle open meetings situations since many of our commissions and councils are meeting digitally?

The Kansas Open Meetings Act is still in force, and Attorney General Derek Schmidt has cautioned agencies to make sure the public has access to the meeting as it happens, not by delayed

video or audio. Your newspaper and the public must have real time access. Anything less is a violation of KOMA. [Click here](#) for a copy of his letter on the subject.

## ❑ Will my digital publication suffice for meeting my legal requirement?

Again, we have heard nothing specifically on this issue, but if you cannot have a print edition for reasons out of your control, a digital edition would be advisable to provide continuity. Remember, though, that many of your senior readers don't have a computer, so they will not be served by this change in publication.

## ❑ Are newspapers going to be considered essential services if the state clamps down even harder on business?

Yes. Gov. Laura Kelly, in her Tuesday executive orders, listed media outlet operations as “essential services.”

## ❑ I'm thinking about shutting down

See FAQs on Page 4

## 2019-20 KPA BOARD

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daseaton@ctnewsonline.com

**Ned Seaton**

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nseaton@themercury.com

# Get prospects to be involved in your presentations

Back in my ad agency days, I remember hearing and reading about the importance of getting prospects involved in sales presentations. At that point in my young career, I had experienced the difficulty of getting – and holding – the other person’s attention in a sales conversation. So I decided to try that strategy in an upcoming sales meeting.



**John Foust**

The prospective client was a residential real estate development company which was considering a new logo and print brand identity. They were testing the waters to see if there were any logo ideas that were better than the design they had been using for years. I had worked with them on a few other projects, so they agreed for me to develop something.

My proposed logo featured an angled line over one of the upper-case letters in their name, with the line and the letter tailored to look like the outline of a house. Sure, it seems trite and unmemorable now, but at the time I thought it was a unique concept.

On the day of the presentation, I arrived with the finished logo, a drawing pad,

and black and red markers. The finished version stayed in my briefcase, while I handed the pad and the red marker to the prospect. I provided detailed instructions on how to draw the simple letter and roof outline. Then I gave him the black marker and asked him to fill in the other letters of the company’s name. We talked for a minute or two about the simplicity of the design and how it would communicate the nature of their business at a glance.

That experience was a real wake-up call for me. From the moment I handed over the pad and the markers, he was completely involved in the process. I could tell that he had never before seen a presentation like that. By the time I pulled the completed version of the logo out of my briefcase, he understood the reasoning behind the design. After all, he had drawn it himself.

I wish I could report that my presentation convinced them to buy that new logo. But as it turned out, they kept using their old brand identity and later changed it to something which was designed by a fam-

ily member. Those things happen.

Even though I lost the sale, I’ve never forgotten that day’s lesson. Those things I had heard about getting prospects involved in presentations were right. The key is to get the other person involved physically and mentally. There are a lot of possibilities. You can ask him to find his spec ad on a mocked-up newspaper page. You

can ask her to look up something on her computer. Or you can ask the group at the conference table to vote on which testimonial quote to feature first.

Selling and teaching have a lot in common. It’s the old Chinese proverb in action: “I hear and I forget. I see and I remember. I do and I understand.”

**I could tell he had never seen a presentation like that. By the time I pulled the completed version of the logo out of my briefcase, he understood the reasoning behind the design. After all, he had drawn it himself.**

*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many are using his training videos to save time and get quick results from in-house training. E-mail for information at [john@johnfoust.com](mailto:john@johnfoust.com).*

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## Convention

Continued from Page 1

will begin with the KPA Golf Scramble on June 18 and conclude with the President’s Gala the evening of June 19.

We will send out a new link for the KPA room block in June at the Holiday Inn Express in Newton as soon as it becomes available.

If you registered and paid to attend the conference, we will keep your regis-

trations on file for the June dates unless instructed to do otherwise.

This is a disappointing turn of events for everyone and was a difficult decision to make.

However, your health and the health of others is of the utmost importance to us. We hope that this decision will help to flatten the curve and slow the spread of COVID-19.

If you have any questions, please contact Emily Bradbury at 785-213-8524 or [ebradbury@kspress.com](mailto:ebradbury@kspress.com).

## Create, Sell & Profit



**Ready-to-Use Spec Ads, Digital Ad Development Tools, Native Advertising Content and More to Capture New Revenue Opportunities**

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## THIS MONTH’S QUESTION

**Q.** We need ideas for things we can print in the newspaper to keep our school-age children engaged. Any suggestions?

**A.** Yes, we’ve got a good one. Kid Scoop believes kids want to learn and that learning is fun. The company provides educational activity pages and learning resources for both families and schools. Right now, they are offering a number of these to newspapers and others for free. To access the free material, [click here](#).

# We need our newspapers now more than ever

As this week started, it appears more and more Kansas counties are looking to enact stay-at-home orders similar to what was adopted by Johnson and Wyandotte counties last weekend.

Through various state and local orders, and through voluntary action taken by many operations, many businesses have closed their doors and cut back on their operations.



Travis Mounts

Other businesses are cutting back as their customers suddenly shut their pocketbooks and wallets.

Small businesses are a key part of our communities in Kansas, from one-stop-light towns to major metropolitan areas. Now more than ever, they need the support of their communities.

Your local newspaper is one of those businesses.

Newspapers have long been part

of the fabric of the communities they serve. Journalists across the state have been scrambling to bring you the ever-changing news concerning the COVID-19 outbreak, to help make sense of the situation, and to separate fact from fiction at this time.

Newspapers bring us the community news that matters most to us.

That includes school and education coverage; sports of all kinds, from middle schools and high schools all the way to the Super Bowl-champion Kansas City Chiefs; and the feature stories about our friends and neighbors that people cut out and put in scrapbooks or on their refrigerators.

Now more than ever, newspapers are providing critical information to our communities.

And now more than ever, newspapers need you, too. Please consider your news-

paper (and its website) for your advertising. Let them help you deliver your message to an active and loyal readership.

Please subscribe. Newspapers need to deliver readers to advertisers to survive.

If your business is able, please invest in keeping your newspaper going. In many ways, it is a community asset that belongs to everybody.

Right now, newspapers are doing some of their best work and some of the most important work they have ever

**Now more than ever, newspapers are providing critical information to our communities.**

**And now more than ever, newspapers need you, too.**

**Please subscribe.**

done.

Today we need our newspapers more than ever. And today, they need you more than ever as well.

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

## FAQs

Continued from Page 2

**my newspaper for a few weeks. I'm not sure my community will even miss it?**

We couldn't disagree more. Your community is counting on you.

While we understand your revenue streams have been adversely affected by the current situation, we think this is a time that you will be counted on even more than ever to serve your community.

If at all possible, continue to publish.

**□ If we lose public notice in newspapers, I'm toast. What's the latest?**

We understand. We dodged a bullet again this year in the Kansas Legislature.

We have supporters at the Statehouse, and we have detractors. What we must all keep in mind is that legislators will be looking at how we respond to this challenge.

If we stop publishing, or go digital only, that will be seen as evidence that we believe that digital is more than just a temporary answer and that we've abandoned our arguments about why a printed newspaper is better because it is permanent, can't be hacked and is much more accessible to our older citizens than digital.

A wholesale move away from publishing a newspaper each day or week and a switch to digital will be detrimental to our long-time arguments for printed public notices.

**□ All the charges of "fake news" and "newspapers are the enemy of the people" are starting to wear on all of us. What can we do?**

Here's what we suggest:

Keep doing what you've always done: cover your communities to the best of your ability.

Accommodate requests from the public that you might have turned down in the past. In other words, news that might not have been printed before may need to be accommodated now. People need to know of each other's needs.

Your readers will remember what you did during this stressful time, and if you do it right, they'll reward you for it.

**□ I'm really scared about the future of small town newspapers. Any advice?**

Hang in there. This, too, shall pass, as the saying goes.

We need to emerge on "the other side" of this united and appreciated by our com-

## Security

Continued from Page 5

Records Act for election security and cybersecurity.

Our compromise simply added those two topics to an existing exception that deals with security.

Our bill to control costs of records requests, Senate Bill 435, will die at the end of this session, but we will be reintroducing it early in the 2021 session.

We decided to back off when we were told by Kansas Attorney General Derek Schmidt in mid-March about guidelines he is writing in response to the egregious charges requested by the city of Frontenac for access to records of a purging of the city staff that led to the resignation of the mayor.

Schmidt's office cited the Frontenac City Council after an investigation, calling the charges "unreasonable" and sanctioning the city for that and other shortcomings in its handling of public records requests.

While we will work with the attorney general, we will also seek that his "guidelines" become Kansas law.

Even Schmidt admits guidelines are just that and aren't necessarily enforceable.

We want this language to be in statute, and thus the law in Kansas.

See FAQs on Page 8

# Shortened session leaves little for newspapers

By Doug Anstaett, *KPA lobbyist*

There's good news and bad news from the 2020 session of the Kansas Legislature.

The bad news: nothing much got done.

The good news: nothing much got done.

That may sound crazy, but in the scheme of things in Topeka, sometimes no news is good news.

To allay any concerns, it appears no general public notice to the internet bill will come out of this two-year session.

The one bill addressing that possibility, HB 2237, sat in the House Local Government for two years, thanks to committee chair Rep. Kent Thompson, R-Iola.



We were able to block, at least for now, an attempt to allow an alternative way of advertising self-storage locker lien sales.

House Bill 2454, brought on behalf of the industry, made it out of the Kansas House but got caught up in the abrupt end of the session last week.

We slowed it down on the Senate side of the aisle, but it could rear its head once more next month during the annual sausage-making process we call the wrap-up session.

We'll see.

Two bills brought by the Kansas Secretary of State began as threats to the newspaper industry but ended with compromises favorable to us.

The first, SB 254, would have changed the

way constitutional amendments are advertised in Kansas. Now, one newspaper in each county gets the three-time publication of the amendment just before it goes to the voters. The original language would have allowed the secretary of state to choose larger newspapers and eliminate some smaller ones if those counties had subscribers to the big-city newspaper.

We kept the language at one newspaper per county and supported the secretary's language to have that expense paid for by the State General Fund rather than out of the secretary's budget. That compromise kept us both happy.

The other bill, HB 454, would have added two new exceptions to the Kansas Open

See SECURITY on Page 4

## CORONAVIRUS HELPFUL TIPS FROM THE CDC



# manage stress

Take time to talk with your child or teen about the COVID-19 outbreak. Answer questions and share facts about COVID-19 in a way that your child or teen can understand. Reassure them that they are safe.

To learn more, visit [www.cdc.gov](http://www.cdc.gov).



## MARKETPLACE

### Find a Job/Miscellaneous

Use the information below to review open positions in journalism in Kansas and elsewhere or to find miscellaneous items for sale, including newspapers.

### 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

**REPORTER/NEWS EDITOR** - Seeking to fill full time reporter/news editor for weekly newspaper in Osage City, The Osage County Herald-Chronicle. News editor to cover community news, some evening meetings, feature stories, photography. Two years previous experience a must, management experience a plus. Competitive wages, benefits. Send questions or resume to Catherine Faimon, failmonc@gmail.com, or P.O. Box 266, Osage City, KS 66523.

**MULTI-PURPOSE JOURNALIST** - Kansas Publishing Ventures is looking for a journalist who is passionate about community journalism who can cover government, shoot photos, and write feature stories. Layout experience is a plus, but not necessary. Please send a resume and clips to Joey: joey@kspublishingventures.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 KUsports.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

**MAJOR ACCOUNTS SALES EXECUTIVE** - The Lawrence Journal-World in Lawrence, KS is seeking a motivated salesperson to join our advertising sales team. As the Major Accounts Sales Executive, you will call, email, and visit major accounts, discover their needs, and present proposals that will help them reach their goals through advertising in the LJW print newspaper and LJWorld.com, KUsports.com and other digital products. If you like meeting with clients and have strong presentation and computer skills, then we want to meet you. A college degree and experience in sales are preferred. Cold calling is an essential part of this job. Reliable transportation is a must. Base salary starting at \$32,000 plus strong commission plan. Salary will depend on qualifications and experience. Benefits include paid time off, paid holiday, insurance and 401k. Interested? Email your resume and cover letter to advertising@ljworld.com.

**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.

## MARKETPLACE/CONT. FROM PAGE 6

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.

### 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. (3-27)

**PART-TIME PRESS OPERATOR** — The Great Bend Tribune is seeking a part-time press operator to join our printing team. The ideal candidate will have previous web press experience, including print of process color

and press make-ready. Good work ethics along with mechanical skills and ability to react quickly to print related problems. We are willing to train the right person. Job requirements include: • Current valid driver's license with clean driving record, ability to pass a written fork lift test and train on lift; • Color vision and depth perception; • Ability to lift a minimum of 75 pounds; • Ability to read and comprehend written and/or oral English instruction along with ability to communicate effectively with team members. To submit a resume with references or request an application contact jaudus@gbtribune.com.

### NEWSPAPERS FOR SALE

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)

### 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.

## KPA STAFF

### Emily Bradbury

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Member Services Director  
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### Emma Platt

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maxk@kautschlaw.com

### Mike Kautsch

Media Law  
Director, Kansas Intiutute  
for Governmental Transparency  
mike.kautsch@lexluminallc.com

## KPA FEBRUARY NETWORK WINNERS

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in February 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, four ads for a profit of \$1,760.

**KCAN** — GateHouse Media, two ads for a profit of \$300; Council Grove Republican, one ad for a profit of \$150.

**DIRECT PLACEMENT** — Hays Daily News, Rural Messneger.

## 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)

# Let's focus on doing the next right thing, then the next

In just 10 days, our entire world has shifted. The old way of doing things no longer applies.

We are fighting a fight that we knew was possible but could never imagine. In an instant, things changed and everyone is reeling.



**Emily Bradbury**

But one thing remained the same. You.

You are the constant – the one thing that has stayed the same during this uncertain time.

You cover your schools when they win state championships, and you are there when they close because of a novel virus.

You attend every city council meeting in person and then at a distance when a pandemic warrants the temporary change.

You are no less engaged – just flexible in your coverage. What you do matters. It

always has but in times like these ... your communities not only value you but rely on your ability to keep them informed.

What is ahead? I wish I could say. Tough times could be ahead for all of us.

But I also know that you will continue to do what you do best – being the cornerstone of your community. The essential in a world full of non-essentials.

Now, more than ever, people are looking to you for information, guidance and reassurance. Give them what they need.

While you are keeping the lights on, we will be doing everything we can to support

**Now, more than ever, people are looking to you for information, guidance and reassurance. Give them what they need.**

**While you are keeping the lights on, we will be doing everything we can to support your efforts.**

your efforts.

We will be sending resources your way – both educational and, hopefully, financial.

You may already be sick of hearing from us but we want to put helpful tools in your hands as soon as we get them.

Remember, just focus on doing the next right thing,

then the next, then the next and so on.

It's all we've got until we figure this out. And we will figure this out. We will get through this ... together.

Be well.

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

## FAQs

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munities.

The only way to do that is to do our best to stay in business and serve to the best of our abilities so we're still here when the situation improves.

**□ The rumors persist that because the Kansas adjutant general has been so visible that we are or are going to be under martial law. What are the facts?**

Here's what Maj. Gen. Lee Tafanelli, the adjutant general and director of the Kansas Division of Emergency Management had to say: "The National Guard is a unique military component with both a state and federal mission. Our more than 6,500 Guardsmen and women live and work in the communities we serve.

"One of the primary missions of the Kansas National Guard is to protect the health and safety of Kansans.

"Currently, there are seven soldiers and 14 airmen on state active duty in Topeka who are providing logistics support to the Kansas Division of Emergency Management. These soldiers and airmen are supporting the State Emergency Operations Center and the Joint Operations Center in order to prepare to support local authorities."

In others words, those rumors have no

basis in fact. Please help your communities understand this.

**□ Our advertising has evaporated. What we had sold for a spring sports section, graduation section, the NCAA basketball tournament, is all gone. What do we do to replace that revenue?**

Just like you, your advertisers are worried about whether they may survive this crisis.

Some of them — those who depend on large crowds (more than 10 at a time, for instance) won't have the flexibility that others will. Think about those local businesses that still can function, such as grocery stores, pharmacies, barber and beauty shops and those who serve us with our lawn care and gardening needs to name a few.

Amber Jackson, KPA director of advertisers, reports many papers are still running the same sections. Your seniors are still graduating — they should still be recognized. Spring sports could be changed to a look back at past state champions. One newspaper is still doing the March Madness, but now using 64 greatest moments in sports history.

One of the best ideas that we have heard is asking businesses that have not been affected to pick up the slack for those that have. Those businesses can show how much they support their community by sponsoring ads for those that are being affected.

### Join us Friday morning for KPA's online chat

We'll have another informational chat with KPA members from 11 a.m. to noon on Friday.

[Click here to register](#) for the chat and Emily Bradbury will send you a link before the meeting. This meeting will be audio only.

We look forward to your questions and participation.

For instance, ask a big manufacturer or other industry to show its support for the community by sponsoring an ad for all the restaurants and fast food outlets that are offering drive-through or takeout service in your area.

We know that businesses are scared, especially small businesses.

It's critical to communicate openly with your customers about the status of your operations, what protective measures you've implemented, and how they (as customers) will be protected when they visit your business.

Promotions may also help incentivize customers who may be reluctant to patronize your business.

You can get more ideas by [clicking here](#).

Feel free to add your ideas to help others out too.