

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

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Visit KPA's marketplace.

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Emily Bradbury writes about how appropriate it is for the KPA to sponsor the inaugural Kansas Civics Games.

## KPA CALENDAR

### MAY 1

Kansas legislators return to Topeka for the 2019 wrap-up session.

### MAY 10

Kansas Press Association Board of Directors meeting, KPA office, Topeka.

### JUNE 14

Day-long planning retreat for the Kansas Newspaper Foundation Board of Trustees, KPA office, Topeka.

### DEC. 15

Bill of Rights Day, recognizing the 228th anniversary of the ratification by the states.

## KPA's revenue idea: civics games

The Kansas Press Association has added another revenue stream and will debut the first Kansas Civics Games in 2020.

This past year, KPA took over sole sponsorship of the State Spelling Bee, where two

finalists – Suresh Kamesh and Rebecca Xue – won the right to go to Washington D.C. next month and compete in the Scripps National Spelling Bee.

"It became obvious in the last couple of years that we needed to broaden the base of financial support for the association," said Emily Bradbury, KPA executive director. "The addition of the spelling bee and now the civics games will give us extra funds to continue providing top-notch services and programs to our members."

KPA is in the early stages of planning for this event and is seeking assistance from member newspapers.

Do you want to help serve on the planning committee?

Or, do you have a teacher in your community who is highly engaged that would be a great resource for us?

If so, [send an email](#) to Amber Jackson and let her know you – or someone you know – would be a great



fit for the planning team.

"We will keep everyone posted on our progress," Bradbury said. "We are excited with the possibilities."

The inaugural Kansas Civics Games is set for the spring of 2020.

## Star's Henneberger is Pulitzer finalist

By the Kansas City Star staff

The Star's Melinda Henneberger earned one of journalism's most prestigious honors Monday when she was named a finalist for the Pulitzer Prize for commentary.

Henneberger, a member of the Star's editorial board since January 2017, was recognized for a collection of columns.

The judges said Henneberger revealed, "in spare and courageous writing, institutional sexism and misogyny within her hometown NFL team, her former governor's office and the Catholic Church."

Henneberger's columns exposed injustices and stood up for victims. They included several on former Missouri Gov. Eric Greitens and the affair that led to his rapid downfall.

Another column, on a woman killed by her estranged, abusive husband, helped spur a new initiative by the Jackson County prosecutor to prevent domestic violence-related homicides.

She also wrote about personal topics that reso-

nated with both judges and readers. In one, she wrote about why she didn't report her own rape years ago as many questioned the motives of Brett Kavanaugh's accuser during his Supreme Court nomination hearings.

In another, she wrote about what finally led her to leave the Catholic Church.

"... after a lifetime of stubborn adherence on my part and criminal behavior on yours, your excellencies, you seem to have finally succeeded in driving me away," she wrote in November. "I'm not even sure there's such a thing as a former Catholic, but I'm about to find out."

Here are the Pulitzer winner and finalists for commentary for 2019:

- Tony Messenger of The St. Louis Post-Dispatch, winner.
- Caitlin Flanagan of The Atlantic, finalist.
- Melinda Henneberger of The Kansas City Star, finalist.



Henneberger

# Latest survey shows newspapers still rely most on print ad dollars

I spoke on eight topics over two days while in New York for a convention, but it was the second one that drew the biggest crowd. The room was packed to hear me speak on the topic, “What’s Really Happening at Newspapers Today.”

Fortunately, I was a week into crunching numbers from my 2019 survey of U.S. newspaper publishers. I quizzed the audience before sharing the results of the survey to see how they thought other publishers would respond to the survey’s 35 questions. On some, they were close. On others, they were audibly surprised.

We began conducting this annual survey in 2014, while I was directing the Newspaper Institute at the University of Tennessee. In each year since, we’ve had between 400 and 700 publishers participate. That’s easily enough to indicate results representative of the industry.

In coming columns, I’ll share some of the most interesting details from these comparisons. In this column, I will share some general results of the completed questionnaires.

## Where are the participants located?

No surprise here. Most respondents came from the Southeast, Midwest and Northeast geographical areas of the U.S. It makes sense, since these are the areas with the most newspapers. These were followed by the Southwest, West Coast and Pacific Northwest.

## How many copies of your paper are printed?

This one always seems to stump the audience. Most folks usually seem to think other papers are much larger than their own, so they will guess somewhere around 10,000. Then when I ask how big their papers are, they will usually come in around 3,000 to 5,000. Audience members always seem surprised to learn that most of their papers are like most other newspapers in the business.

## How is the health of your newspaper?

When it comes to guessing the overall health of most newspapers, audience members usually guess correctly. Almost 45 percent of publishers in the survey responded their overall health as “Not bad, but not great.” That was followed by 36

percent who responded the health of their papers was “relatively healthy.”

Only 10 percent of newspaper publishers indicate their papers are in “poor health,” while less than 1 percent checked “near death.”

Compared to a year ago, 52 percent of publishers indicate their papers are “about the same” health. 23 percent of papers seem to be in better shape than a year earlier, while 25 percent indicated they are in worse shape.

When compared to three years ago, the numbers aren’t quite as rosy. “Better than three years ago” was selected by 24 percent of respondents. “About the same” was the answer for 25 percent, and 49 percent indicated they are in worse shape than three years ago.

## Where is the money coming from?

Most folks in the New York audience guessed correctly to the question, “What is the primary revenue source of your main publication?” They were, however, surprised by the low number of papers than answered something besides “Print Advertising.”

A full 95 percent of respondents answered “Print Advertising” when asked what was their primary revenue source. Another 3 percent indicated the primary source as “Print Subscriptions.” “Digital Advertising” (1.6 percent) or “Digital Subscriptions” (.3 percent) were the other answers.

It seems that digital is a long way from “the goose that laid the golden egg.” While many survey participants indicated they see some benefits from their digital presence, many are hard-pressed to find any financial benefits.

## What’s the bottom line?

Well, it’s safe to say this year’s survey looks a lot like the surveys from 2014 to 2018. There are fewer newspapers without a digital presence. Newspapers aren’t quite as optimistic about their longterm futures, but most think they will be around for a long time to come (12 years or longer) in printed form, though publishers aren’t as confident as they were in previous years.

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



**Kevin Slimp**

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# Don't sell full load to someone who doesn't need it

Greg used to help his uncle sell and deliver firewood on weekends. No doubt, that influenced one of his first phone calls when he started selling advertising for his local newspaper. His prospect asked, "Why are you asking so many questions?" and he said, "I'm just trying to figure out if you need a full load or a half-load."

Greg's sales manager told me it was one of the most honest things she had ever heard a salesperson say. "He was doing the right thing by asking questions to discover needs," She explained. "When the prospect wondered what was going on, Greg admitted that, yes, he was calling to talk about a possible ad campaign, but he couldn't recommend anything until he learned about the prospect's business."

"Although he no longer talks about full loads and half-loads, he still does a great job of learning about his prospects and how they need to market their products," she said.

When you think about it, it's easy to see that firewood and advertising have a lot in common. Both serve specific purposes and both occupy measurable space. A full load

of advertising is a big campaign splash with a sizable budget, while a half-load is something less than that.

Let's see where this firewood comparison leads:

1. What's in the truck? In other words, know your product. In order to help your advertisers decide between full loads, half-loads, or other options, it's important to know as much as possible about what you're selling. If your prospects know more about your newspaper's advertising products than you, you won't have much credibility.

2. What do they want? It's a waste of time to try to sell firewood to someone who doesn't have a fireplace or a woodstove. And it's just as wasteful to try to sell advertising to someone who doesn't need it.

Know your prospect. Not everyone needs everything that is being sold. That is one of the biggest lessons of selling.

3. Deliver to the right place. At one time or another, everyone in the selling profession has made the mistake of talking to the wrong contact. While that person may be perfectly willing to spend time on the phone or in an appointment, he or she may not be

in a position to make – or influence – buying decisions.

In order to find the right contact, consider saying something like, "In order to save time for you, I wonder if you can tell me who makes decisions about your company's advertising?" Then... "What is the best way to get in touch with that person?"

4. Tell the truth. Don't try to sell a full load to someone who needs a half-load. If they find out later that they bought the wrong thing, they'll feel burned. Not only will they stop advertising in your paper, they'll tell all their friends

about it.

Like the old saying goes, "Honesty is the best policy." That goes for selling firewood or advertising or anything else.

*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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John Foust

**Firewood and advertising have a lot in common. A full load of advertising is a big campaign splash with a sizable budget, while a half-load is something less than that.**

## Cott tapped as KPA legislative director

Jeff Cott is publisher of the Derby Weekly Informer, a second generation Kansas newspaper publisher and the newest member of the Kansas Press Association Board of Directors.

He will serve as legislative director following his appointment by KPA president Travis Mounts.

He succeeds Dena Sattler, former Garden City Telegram editor/publisher, who resigned to become director of communications for the Kansas Department of Commerce.

In the 1960s and 1970s, he was involved with and grew up in a family operation of five weekly newspapers that were located in Sumner and Sedgwick counties.

In 1998 Cott and his wife Rhonda started the Derby Weekly Informer in Derby, and have been in business now for more than 20 years.

As owner/publisher, Cott manages the day-to-day operations of the Derby Weekly Informer newspaper, [derbyinformer.com](http://derbyinformer.com) and

a regular community magazine.

Cott graduated in 1978 from Kansas State University, with a B.S. degree in broadcast journalism. While at Kansas State he worked on the K-State Collegian and the Royal Purple yearbook, as a staff photographer and writer. He was also involved with radio and television productions over his college years.

After graduation, Cott spent 14 years in radio and television sales and sales management and was exposed to multiple extensive revenue building and sales training programs. He started and operated a direct mail marketing company for several years prior to the newspaper.

Through the years the Cotts have been a part of the Derby community in numerous ways, including leadership and service rolls.

In January of 2019 they were awarded the Mayor's Award of Excellence, honoring a person or persons who have contributed significantly to the community.



Jeff Cott

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# Julian Assange: journalists split on how to view him

Is Julian Assange a help to the world of journalism, or a detriment?

The answer is a resounding “yes.”

The Australian was back in the news last week after being kicked out of his home of seven years, the Ecuadorian embassy in London. He was subsequently arrested by British authorities.

In 2010, more than 90,000 classified documents relating to the war in Afghanistan were released. It was considered the biggest leak since the Pentagon Papers during the Vietnam War. Additional documents on the Iraq War followed.



Travis Mounts

We learned that the U.S. understated civilian deaths in the Iraq War, and that some civilian deaths – including two Reuters journalists – were counted as enemy casualties. U.S. authorities failed to investigate hundreds of alleged crimes by Iraqi soldiers and police, including abuse, torture, rape and murder. Similar reports came out of Afghanistan.

Releases continued to come out over the years on a variety of topics. Wikileaks again grabbed the spotlight in 2016, thanks to leaked emails from the Hillary Clinton campaign, leaks that quite possibly played a role in Clinton's loss to Donald Trump. Then-candidate Trump professed his love for Wikileaks then, but three years later he seems to know nothing of the group.

Assange is not trained as a journalist. He began hacking computer networks as a teenager in the late 1980s, and became a computer programmer – not a reporter.

Journalists are split on how to view

Assange.

The Washington Post's Kathleen Park-er notes that saying you are a journalist does not make you one.

“Most responsible reporters and editors routinely ask themselves questions such as: Should we publish this? Does the public interest override other concerns? Is it justifiable to expose someone's personal emails and under what circumstances?” she writes.

Assange and Wikileaks did not verify, edit or report the way newspapers do. They have a strong record of publishing authentic materials, but the way they “publish” is more like an information dump.

And it appears Assange tried to assist Chelsea Manning in cracking government pass-codes. Taking an active role in obtaining classified secrets is entirely different from reporting on information provided to you.

“He's not a member of the media. He's nothing like a responsible journalist. And he's not a true publisher,” David French wrote for the National Review.

But there are plenty of folks defending Assange and raising concerns related to the First Amendment. James Ball – who worked with Assange in 2010 – writes in The Atlantic that you don't have to like Julian Assange to defend him. And there are many reports that indicate Assange can be “difficult,” but “we're going to have to stand up for him anyway,” Ball writes.

And more than two years of “fake news!” and other attacks on the media by President Trump and others has to be considered an assault on the First Amendment and a free press.

So, has Julian Assange and Wikileaks help or hurt the work we try to do every day? The answer is a very complicated “yes.”

□

Earlier this month, a group of lawmakers in the Georgia state assembly proposed new regulations on members of the press.

The regulations would establish fines

for reporters who refuse to turn over recordings and photos to subjects of interviews.

In addition, the bill wants to establish a journalism ethics board and create a “canon of ethics.” The state could then investigate and punish reporters for violating that canon.

Media lawyer Derek Bauer of Atlanta summed

**Journalists everywhere should feel threatened by what happened in Georgia this month.**

**Bad legislation seems to have a way of popping up in other states. I could see at least a handful of Kansas legislators who would actively support a bill like this.**

up the feelings of journalists across the country: “The First Amendment prohibits any government assembly from imposing restrictions on the press, much less imbuing a regulatory authority with disciplinary or enforcement powers...Simply put, the U.S. Constitution forbids assertion of government control over the free and independent press such as this bill attempts to do.”

Journalists everywhere should feel threatened by what happened in Georgia this month.

Bad legislation seems to have a way of popping up in other states. I could see at least a handful of Kansas legislators who would actively support a bill like this.

The threats against a free press aren't going away soon. Our best defense is to continue to do our job by shining a spotlight on government, and reporting in a way that is ethical, fair and accurate.

*Travis Mounts is managing editor and co-owner of Times-Sentinel Newspapers, based in Sedgwick and Sumner counties and president of the Kansas Press Association for 2019-20.*

## MARCH KDAN, KCAN WINNERS

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

If you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money. Sell outside of Kansas (SDAN or SCAN) or do direct placement in other papers and keep half the commission allowed to KPA.

Currently, there is an additional incentive for sales representatives who sell a KDAN. Not only does your newspaper get its commission, but we send the sales rep an additional commission for their efforts.

**KDAN** — Anderson County Review, six ads for a profit of \$4,950; Rural Messenger, four ads, \$2,000 profit; Oberlin Herald and Ellsworth County Independent-Reporter, one ad each, \$450 profit each.

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

**DIRECT PLACEMENT** — Hays Daily News.

## NEWS BRIEFS FROM KPA

### Uploading? If so, we don't need hard copies at KPA

If you're uploading copies of your newspapers to the NewzGroup portal, you no longer have to send hard copies to the Kansas Press Association office.

"The office is well into the process of converting to digital tear-sheeting, so KPA members that are uploading their pages each week can save on printing, postage and time by ending the practice of sending copies to our office," said Emily Bradbury, KPA executive director.

"If you still haven't starting uploading

your pages, contact our office and we'll help you through the process," Bradbury said. "It's really quite simple and will be helpful to KPA as well by reducing our expenses."

The association's decision to sell the building and move at some point in the next year has necessitated the change.

### AOE plaques can be picked up, or mailed if you prefer

For those who could not attend the Awards of Excellence banquet, plaques can be picked up at the KPA

office. Any newspaper that would like them shipped can [email Judy Beach](#) to make payment arrangements for shipping.

### Reminder: Dues in arrears are held back from payments

Dues that remain unpaid for 2019 are now being collected from network rebate and advertising placement checks.

If you would like to make other arrangements, please [email Judy Beach](#) and she can work with you on a schedule that meets your needs.



# MOVE UP IN YOUR CAREER

Communities with a local newspaper are smarter, stronger and closer. Their citizens are connected to one another, and invested in what happens around them.

The local paper is also one of the only places you can find timely news on what's happening right where you live. That's why 86 million Americans read local newspapers each week.

**Keep reading your local newspaper...  
and keep your community going strong.**



**Kansas Press  
Association**

[kspress.com](http://kspress.com)

*Want to sharpen up the look of your house ads? We've got the solution. We've got professionally produced ads that will help you sell the quality of your newspaper and how important it is to your readers. We've*

*got them in all kinds of sizes, with the KPA logo and without so you can add your own if you wish. To download these PDFs to use in your newspaper, go to: <http://kspress.com/267/keep-reading-campaign>*

## 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](mailto:nseaton@themercury.com). (7-2)

### NEWS

**REPORTER** - The Iola Register is looking for a reporter with strong writing skills and intrigued by what makes small town America click. Your beat would be wide-ranging, from play reviews to county commission. And if you like sports, we could always use help during basketball and football. A journalism degree or newsroom experience is preferred. The Iola Register is published five days a week with a thriving web presence. It is the only daily in the county with a wide reach. We are family-owned for five generations and a consistent winner in Kansas Press Association's annual competitions. For 2018, we scored sweepstakes in both editorial and advertising! We pride ourselves on in-depth features and news that help build community. If you like to write, the Register is for you! To view the Register online, visit [iolaregister.com](http://iolaregister.com). Use "Iola Register" and "guest" to get past the paywall. The Register is a friendly place to work and Iola a great place to live. Located in Southeast Kansas, Iola is the hub for an expanding network of rail trails used for biking, running and recreation. We are 90 minutes from either Kansas City, Lawrence or Topeka. Iola is the county seat, has an outstanding fine arts center, a community college, a strong industrial base and a thriving non-profit sector. Along with cover letter please include a resume, digital portfolio, and references and send to [susan@iolaregister.com](mailto:susan@iolaregister.com). Starting pay with no experience is \$35,000. Those with experience will be compensated accordingly. Health and dental insurance and 401k retirement plan included. (3-22)

**REPORTER** - If you are an eager, hungry journalist with feet planted firmly in both the old-school print as well as the digital and social media worlds, the Great Bend Tribune, a sweepstakes award-winning daily, is looking for you. We need someone in our newsroom with a nose for news and the stories behind the stories. They must be reliable, accurate while being great communicators comfortable with the diverse

platforms used by newspapers today. Job entails beat reporting, updating social media sites, and creating news content the Tribune and its special sections. If this fits you and you want to be a part of our news team, please send letter, writing samples, resume and references to Dale Hogg, managing editor, Great Bend Tribune, 2012 Forest Ave., Great Bend, Kan., 67530, or to [dhogg@gbtribune.com](mailto:dhogg@gbtribune.com). (3-20)

**SPORTS EDITOR** – The Fort Scott Tribune is seeking as sports editor for its twice-a-week publication. The candidate must be a self-starter, flexible, willing to tackle any assignment necessary including some regular news, understand deadlines and be proficient in AP style, Photoshop and InDesign. Coverage includes high school, junior varsity and college in a county that has a proud sports tradition. Send cover letter and samples to [thelm@fstribune.com](mailto:thelm@fstribune.com). (12-5)

**SPORTS REPORTER** — The McPherson Sentinel is seeking a sports reporter. Experience writing for a professional or student publication preferred. Candidate must be an independent and capable writer with competence in digital photography, videography and social media-driven storytelling. Experience with InDesign is a plus. Please email: [mkepfield@mcphersonsentinel.com](mailto:mkepfield@mcphersonsentinel.com) (5-18)

**REPORTER 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@nwkans.com](mailto:dpaxton@nwkans.com), and Steve Haynes at [steve.haynes@nwkans.com](mailto:steve.haynes@nwkans.com) EOE/M/F/D/V (1-4)

### ADVERTISING

**GROUP ADVERTISING DIRECTOR** - A newspaper group in Kansas, has an opening for a person who can fill the role of Group Advertising Director. We are looking for a person who can successfully lead staff and sales teams in multiple locations. This person will oversee sales of daily and weekly newspapers covering communities in Emporia, Abilene, Chase County, Madison, and St. Marys, Kansas. This person must have the ability to work productively in a team setting and lead them. The person

should have strong selling skills, and experience with multimedia and social media selling. We use all mediums to tell our stories and reach customers. Send cover letter, resume with references to Publisher Chris Walker by e-mail at [walker@emporia.com](mailto:walker@emporia.com) (put Sales Director in the subject line), or by mail to 517 Merchant, Emporia Kansas 66801 or fax at (620) 342-4841.

### DESIGN

**GRAPHIC DESIGNER** – The Register is seeking a full-time graphic designer. Must have experience with the Adobe Creative Suite, including InDesign, Photoshop and Illustrator. Responsibilities include updating daily classified ad pages. Benefits included. Interested? Email [susan@iolaregister.com](mailto:susan@iolaregister.com).

**GRAPHIC ARTIST/PAGINATOR/DESIGNER** – Creative individual as a full-time paginator/graphic designer. Job involves laying out pages, working with graphics and photos, and updating the website and social media. There may be some reporting duties as well. Involves evening and weekend work. Must be reliable, quick but accurate, and have a keen eye for design and sense for details. If this fits you, please send letter, portfolio, resume and references to Dale Hogg, managing editor, Great Bend Tribune, 2012 Forest Ave., Great Bend, Kan., 67530, or to [dhogg@gbtribune.com](mailto:dhogg@gbtribune.com).

### PRODUCTION

**DISTRIBUTION MANAGER** — This position reports directly to the publisher and will be responsible for directing all aspects of the company's circulation/distribution operations, marketing efforts, and driving overall viewership. Necessary skills in communications, positive coaching and motivation, customer service, organization/coordination, computers including Microsoft Office and social media, and knowledge about local geography with ability to read maps are required. Preference will be given to a candidate with proven leadership in the publishing industry. This is a full-time salaried position with benefits for a small Kansas community publication with home delivery Tuesday-Friday and Sunday. Please send your resume and cover letter to [mhoisington@gbtribune.com](mailto:mhoisington@gbtribune.com) or Mary Hoisington, Great Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530. (5-1)



## Minnesota newspaper judging deadline is Friday

If you volunteered to judge the Mississippi Better Newspaper Contest, the deadline to complete your judging assignments is Friday, April 19.

If you cannot meet the deadline, please contact Monica at MPA at [mgilmer@mspress.org](mailto:mgilmer@mspress.org).

Judging of our news and advertising contests is a "home and away" proposition. We judge other states who then reciprocate by judging our entries.

## MARKETPLACE/CONT. FROM PAGE 6

**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

For Sale: 141-year-old weekly newspaper in Hanover, Kansas. Owner died unexpectedly after 50 years of editing/publishing the paper. Official City Newspaper. Steady subscription. Call (785) 337-2242 for more information. (4-11)

Rawlins County Square Deal weekly newspaper in northwest Kansas. Official city, county and school publication. Only

newspaper in county. Strong subscription and advertising base and supportive community. Sale includes building, up-to-date equipment and software, archives and active e-paper. Call 817-805-3600 or email [editor@squareddealnews.com](mailto:editor@squareddealnews.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)

Respected 133-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Motivated seller. Will include building and property in sale or sell business only. Asking \$105,000. (785) 341-7573 after 5 p.m. MST. (5-29)

### MISCELLANEOUS FOR SALE

**FOR SALE** — Atlas offset press. 2 quad units and four mono units with folder, roll stands and all electrical equipment needed for operation. Also includes bay window to print full color on both sides of one web, plate bender and punch. Comes with conveyor belt and count-o-veyor. Price reduced to \$25,000. Call 620-626-0840 or email [earl@hpleader.com](mailto:earl@hpleader.com)

### EQUIPMENT NEEDED

Forklift clamp with an electrical bypass for rotating rolls. If you have one for sale, please email Mary Hoisington at [mhoisington@gbtribune.com](mailto:mhoisington@gbtribune.com). (11-7)

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## THIS MONTH'S QUESTION

Q. After Scott Stanford's resignation as KPA president recently, what is the line-up for succession to the KPA presidency?

A. It's really is almost a "Who's on first" exercise to figure it out, but here's the rundown:

- Travis Mounts moved from first vice president to president.
- Joey Young went from second vice president to first.
- Robin Wunderlich went from treasurer to second vice president.
- The new treasurer is Tomari Quinn.

And Jeff Cott is the new legislative director. See, that was simple!

# Civics Games another good fit for KPA

I start my 18th year of service at the Kansas Press Association in June.

For those of you who may not know, I came to the KPA from the Kansas Secretary of State's Office to serve as director of Kids Voting Kansas.



**Emily Bradbury**

**Kids Voting**  
Kansas is a program that teaches students about the rights and responsibilities of living in a representative democracy while also giving them a chance to vote in their own election — alongside their parents.

I love this program — it is in my blood — and I still run it for schools that want to participate in the presidential and gubernatorial elections.

The program is nonpartisan, grassroots and teaches kids with newspapers, project-based learning and real life experience. It

doesn't get much better than that.

So when the KPA was looking for new revenue streams, the Wisconsin Newspaper Association Civics Games caught my eye.

You can learn more about the WNA's Civics Games experience [here](#).

In March, they wrapped up their first Games and were willing to share their knowledge and experience with us.

As we concluded our phone call with them, Amber Jackson, KPA's advertising director, and I could not have been more excited. We got right to work on sponsors, teacher contacts and other tasks — and the response has been amazing.

Teachers are excited, the Kansas Department of Education will be heavily

involved in the planning and our friends in the judicial branch are helping us secure a location.

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Everyone — at all levels — is excited about what this could mean for the students of Kansas and for our association. We are so proud to be a part of it.

Last week someone asked me why we would sponsor such a

program.

To me, the answer is clear. Newspapers have a vested interest in having an educated and civically engaged readership and we, as their association, are obligated to help.

The end. But what a great beginning.

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

## KLC's Journal team wins Burton W. Marvin news award

**L**AWRENCE — Journalists from The Journal are recipients of this year's Burton W. Marvin Kansas News Enterprise Award from the William Allen White Foundation Board of Trustees.

The Journal's team of Karen Dillon, Chris Green, Bruce Janssen, Jeff Tuttle and Clare McClaren won for its story, "Running out of Water, Running Out of Time," which explained the challenges facing the Ogallala Aquifer in western Kansas. The story was published in the August 2018 edition of The Journal, which is the quarterly magazine of the Kansas Leadership Center, a nonprofit organization funded by a core operating grant from the Kansas Health Foundation.

As the single most important source of water in the High Plains region, the Ogallala Aquifer extends from western Texas to South Dakota and supports residential, industrial and agricultural use. Irrigation for farms accounts for 94 percent of the aquifer's water, but it is being depleted and polluted. In The Journal story, investigative reporter Karen Dillon documented why preserving the aquifer for future generations is proving to be so difficult and why the state's inability to halt the aquifer's decline could devastate the Kansas economy.

Green, managing editor of The Journal, said Kansans are now better informed on this important civic challenge.

"The story, which contained a wealth



*Honored as winners of the Burton W. Marvin Kansas News Enterprise Award included*

*(from left) Bruce Janssen, Clare McClaren, Karen Dillon, Chris Green and Jeff Tuttle.*

of new data, inspired vigorous debate on social media and rapidly became the most read story in the history of the magazine's website, [klcjourn.com](#)," Green said. "Responses to the story from readers and elected officials suggest the investigation heightened a sense of urgency around a slow-motion crisis at what could be a critical juncture for determining the aquifer's future. It seems telling that one of the few points of agreement among major contenders for Kansas governor last fall was the need for policies to extend the life of the Ogallala Aquifer."

Each year during William Allen White

Day events, the William Allen White Foundation presents the Burton W. Marvin award to a publication or broadcast produced by a Kansas journalist or team of journalists demonstrating enterprise in developing and producing a significant news story.

The award is named for the former dean of the William Allen White School of Journalism & Mass Communications at the University of Kansas and the first director of the William Allen White Foundation.

The award was presented to The Journal team April 12 at the University of Kansas campus. [To read the story, go here.](#)