

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION MAY 15, 2019

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A new feature, "Where Are They Now?" debuts with a look at five former KPA presidents.

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So you think you're "No. 1." John Foust says, "Prove it!"

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KPA president Travis Mounts discusses how crazy things are in the newspaper industry this time of year. He feels like the "Dunkin' Donuts" baker from the 1980s commercials.

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Visit KPA's marketplace. If you're looking for a new employee, a new job, equipment or want to buy a newspaper, it's all there for you.

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Emily Bradbury writes the time has come to take a fresh new look at how KPA puts on its convention. To help out with her survey, [click here](#).

KPA CALENDAR

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.

Groups fights for court transparency

The state's three leading media organizations and a newly formed non-profit institute have joined together in an effort to make sure changes in the way court records are handled enhance transparency in Kansas.

The Kansas Press Association, the Kansas Association of Broadcasters, the Kansas Sunshine Coalition for Open Government and the Kansas Institute for Government Transparency authorized the letter outlining the media's concerns about an effort to put more court documents online.

After media attorney Max Kautsch did

considerable research, a letter was prepared by Ron Keefover, president of the Sunshine Coalition, because all four groups are involved in that organization.

While the groups agree most of the proposed changes will increase transparency, some of the language related to probable cause affidavits is concerning, wrote Keefover.

"Rule 22 would prevent the public from using the system's public access portal to view probable

See **COURT RULES** on Page 5



Alcala recognized — Rep. John Alcala, D-Topeka, (right) was presented the Kansas Sunshine Coalition's Friend of Open Government award recently. Alcala spearheaded efforts to get body and vehicle camera videos made public in Kansas. Although the effort didn't result in a home run for transparency, it ended with significant progress. Ron Keefover, president of the Sunshine Coalition, presented the award at the Kansas Press Association.

Public notice safe for another year

By Doug Anstaett
KPA consultant and lobbyist

My description of this year's Kansas legislative session is a simple one: legislators accomplished very little, and they did it because the ultimate goal was to block Medicaid expansion at all costs.

So, what was the cost? Oh, just that an entire session was wasted because of politics.

Here's a rundown on the issues most important to Kansas Press Association members.



Public notice

With effective assistance from House Local Government Committee chair Kent Thompson, R-Iola, we were able to avoid a hearing on a bill that would have resurrected the arguments about putting public notices on the Internet, and possibly on government-run websites.

No hearing translates to this: while the issue isn't dead, it survives until next year because it

See **LEGISLATURE** on Page 5



Montgomery

Sattler

Lowry

Frandsen

Sharp

Catching up on the whereabouts of five former Harris publishers

Five former Kansas publishers who also served as Kansas Press Association board presidents in recent years are now involved with other avenues of communications in the state.

They just happen to have been publishers at one time or another under the Harris Enterprises company that sold to GateHouse Media in 2017.

The five former publishers and KPA presidents are John Montgomery, Hutchinson News; Jeanny Sharp, Ottawa Herald; Patrick Lowry, Hays Daily News; Dena Sattler, Garden City Telegram, and Olaf Frandsen, Salina Journal. Here's an update on each:

John Montgomery (2003-04)

Montgomery served in a number of publisher roles with Harris, first at the Ottawa Herald and then at the Hays Daily News before taking the reins at the Hutchinson News. He also served as an officer for several years while at Harris Enterprises.

After Harris sold to GateHouse Media in late 2016, he served as senior group publisher for five months before choosing to pursue a new course in his career.

"I decided I was ready for something new and to rejoin my family, which had moved to the Kansas City area," he said. "I now am working for TownNews, doing sales and consulting with media customers in 15 states, Canada and the Pacific rim as regional manager for our West division

"TownNews' foundational business is content management systems powering

about 2,000 media websites, making it the most prevalent web platform for media sites in the U.S.

"Besides websites, we have a print publishing solution and a large array of digital revenue services. I enjoy working with newspapers, magazines and a few pure digital and broadcast customers, assisting them to be cost-efficient and grow their digital revenue streams. I live in Shawnee, Kan. working from home and traveling as needed."

Jeanny Sharp (2005-06)

Sharp was editor and publisher of the Ottawa Herald when she served as KPA president

She went on to work at the Hutchinson News and Emporia Gazette before joining the Kansas Department of Corrections in February as Public Affairs and Communications Director.

She coordinates communication strategy and planning for KDOC, which includes social media, working with public information officers at the agency's nine facilities and KDOC's management team. Though her background is from outside the corrections industry, the KDOC staff has welcomed her fresh perspective on business as usual practices. She also is working with the human resources team on recruitment marketing efforts and other messaging initiatives.

Sharp also serves as legislative liaison to Kansas lawmakers and the governor's

See WHERE ARE THEY? on Page 8

Ryan returns to hometown as editorial writer

After nearly four decades working in newspapers elsewhere in the country, a journalist is returning to his hometown to serve as an editorial writer for The Kansas City Star. Michael Ryan has most recently been the opinion editor at the Fort Worth Star-Telegram. He previously was the editorial page editor of The Augusta (Georgia) Chronicle and earlier in his career worked as the editorial page editor at the Topeka Capital-Journal, where he also worked as a reporter and columnist.

Originally from Prairie Village, he has not lived in the area since he left for college in Topeka in the late 1970s. He starts at The Star June 10.

2019-20 KPA BOARD

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So, you're the best in town? Where's the proof?

Once encountered a car dealer who took advertising puffery to new levels. They publicized themselves as being No. 1 in every conceivable category. Their general advertising theme was, "We're No. 1." Their new car slogan was, "We're No. 1 in new cars." Their used car slogan was, "We're No. 1 in used cars." Their service department's slogan was, "We're No. 1 in service." And of course, their logo featured their name inside a No. 1.

That approach must have simplified their advertising strategy meetings: "Let's just tell everybody we're No. 1 in everything."

I'm no legal expert, but I suspect that they could not have been prevented from using that exaggeration, because saying "we're No. 1" is like saying "we're the best." It's just too common to be taken as a serious deception.

The more important issue is in the fact that the ads had no credibility. There was no proof to back up the claims. Consumers were never presented with any reasons to believe what the dealership was saying.

I thought of that old ad campaign recently, when I saw a series of ads for another car dealership. Like the old dealership, they

were marketing themselves as a preferred place to buy a car. But unlike those old ads, these claims were on solid ground, because they were supported by evidence. The ads showed long-time customers holding up fingers to represent the number of cars they had purchased from the dealership. It was an attention grabber – a simple and effective way to sell the dealership's longevity and reputation.

Unsubstantiated claims are lazy. It takes practically no effort to write a headline like, "We're No. 1" or "Best deals in town." On the other hand, it takes some creativity to come up with the right kind of supportive evidence.

The work is worth the effort. While consumers ignore exaggerations and unsupported claims, they respond to relevant promises and offers that are backed up by evidence.

When you're writing an ad or making a sales presentation, it might help to imagine someone sitting on the other side of the desk with arms crossed, saying, "Oh yeah? Prove it."

There are many forms of proof – statistics, photographs and testimonials, for example. Here's how evidence can help:

"Our new widget is the best on the market" has no muscle. It's better to say, "According to XYZ research, our widget has a 95 percent durability rating."

"Our paper is better than any other advertising option" is an empty statement. It's better to write, "Let me tell you about

the great results that Retailer X gained from advertising in our paper. Their sales increased by 27 percent during the first month."

"Our customers love us" is weak. It's more effective to say, "Here's what our customers say about us."

Just because we believe something

doesn't make it believable to others. There is power in proof. Make that imaginary skeptic on the other side of the desk smile and you're on the right track.

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 2019 by John Foust. All rights reserved.



John Foust

Just because we believe something doesn't make it believable to others. There is power in proof. Make that imaginary skeptic on the other side of the desk smile and you're on the right track.

Legislature

Continued from Page 1

wasn't killed this session. In today's atmosphere, that's a victory we can celebrate.

Having said that, we all know this issue will never go away.

Body/vehicle cam legislation

As you know, an advisory committee of the Kansas Judicial Council took on this issue after last year's session at the request of former House Judiciary Committee chair Blaine Finch, who is now Speaker pro tem. Max Kautsch, Kent Cornish of the Kansas Association of Broadcasters and I weren't happy with the KJC's suggestions for how to deal with this issue, so we essentially played rope-a-dope the entire session and the bill never got a hearing.

It is our belief that a poor solution is worse than no solution.

Costs of KORA requests

I discussed recently with KPA legal hotline attorney Max Kautsch the possibil-

ity of trying to put together a bill for next session that addresses the ongoing issue of the costs charged to newspapers and others for access to public records. We have had bills in the past that got through one house only to get no hearing on the opposite side of the statehouse.

We think Gov. Laura Kelly, because of her stated interest in transparency, might be willing to put her fingerprints on a bill that does more than what former Gov. Jeff Colyer's executive orders did a year ago, which only placed all executive departments under a strict set of guidelines for handling KORA requests.

Our idea is to take the bill that last passed the Senate, which we liked, and strengthen it with more specificity and more mandatory curbs on excessive pricing for access to records.

We'll be asking for your support and input when we get it ready.

The bottom line: we must always remain vigilant, because the anti-media vigilantes are always plotting behind the scenes how to make us pay for their perceived grievances against us.

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Do you feel like you meet yourself coming and going?

Are you feeling like the Dunkin' Donuts guy?

Those of us who have a few more editions under our belts will likely remember the 1980s TV commercial featuring a tired, overworked Dunkin' Donuts employee who literally meets himself at the door because he's so busy.

"Time to make the donuts," he says as he starts out the door.



Travis Mounts

He's greeted by a much more tired version of himself.

"I made the donuts," his doppelgänger answers.

That's how I'm feeling right now. This time of year is busy for nearly all Kansas newspapers, I think.

It's the busiest time of year for us, more so than the start of the school year or the holiday season.

Our schedule includes 10 graduation ceremonies, three graduation keepsakes and following nearly three dozen sports teams from eight high schools through regional and state events. Throw in other special sections and the beginning of the county fair season (hello, fair guides?), and it's all we can do to get from one project and deadline to the next.

It's hard to see the big picture when

you are knee-deep in the trenches.

But keeping your eye on the big picture needs to be as much of your daily routine as all the things you must do before your next issue comes out tomorrow or next week.

This is a challenge at papers of all sizes, I think. While a larger operation does have more staff members, there are frequently more things happening day-to-day. There are likely more reports and more focus on the next 30 days and 90 days. And many of those papers are operating with far fewer employees.

For weekly publishers, there might be just two or three people in the office who are responsible for making everything happen from one edition to the next.

The future of all of our papers and our industry as a whole requires us to keep one eye on the horizon at all times. The nature of our business now is one of constant change. Technology, competitive pressures, ever-changing and shortening attention spans – we must be more nimble and adaptable than what's been required before in our long and storied history.

That can be exciting, however. Every day we have the opportunity to change our industry, to redefine our future. It's uncertain work, and it's going to be hard work.

But in many ways, this is the ground floor of a new industry. We're a start-

up, where our future path has yet to be determined.

I'm not sure where our operation – an odd mix of rural, suburban and city on the edge of Wichita – will be in five or 10 years. We all face different kinds of challenges. It's important that we continue to share our struggles and successes.

We'll find good ideas that can be shared, adapted and duplicated, although all of our paths will be different. From Wichita to Wichita County, we face many unique challenges.

Be sure to spend time on your future every day, even if it's just a few passing thoughts. Write down one or two of those ideas. Give a call to your brethren at other publications, even if it's just to ask a simple question or to complain for a moment about things. A friendly ear can do wonders for you.

This column is being submitted about an hour past deadline (sorry, Doug!) – a testament to all the things on my to-do list. As I send this off and get ready to race from one thing to the next thing, I am convinced that I will run into myself somewhere in the middle.

"Time to make the newspapers," I'll say.

"But I made the newspapers," the rougher-looking, more tired version of me will say.

NEWS BRIEFS FROM KPA

Supplies, small furniture available at KPA office

Because of the impending move of the association's office, some supplies and small furniture are available for free to Kansas Press Association members.

If you're interested, [email Emily Bradbury](mailto:emily@kpress.com). We cannot ship items, but these items are available at no cost to you.

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](mailto:judy@kpress.com) to make payment arrangements for shipping.

Dues in arrears are held back

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](mailto:judy@kpress.com) and she can work with you on a schedule that meets your needs.

CATCH THE BIG GAME

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

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



Court rules

Continued from Page 1

cause affidavits that are related to searches and that are open to the public by court order," Keefover wrote.

"The Coalition's primary objective is to comment on the need for accessibility to probable cause affidavits for users of the centralized case management system. Since July 1, 2014, probable cause affidavits in support of both arrest warrants and search warrants have been available to members of the public. ...

"In 2016, both of those statutes were amended with identical language to require

that once a court orders disclosure of such affidavits, those documents shall become part of the court record and shall be accessible to the public."

Keefover continued, "No one is advocating for public access to unexecuted warrants or the supporting documents in those cases.

But, as proposed, Rule 22(d)(7) expressly prevents access to affidavits prepared in connection with search warrants, despite the statutory requirement that they be open once a judge has ordered their disclosure, Keefover wrote.

"The proposed rule should be amended so that once disclosure of a probable cause affidavit supporting a search is ordered, it is

also available to the public on the centralized case management system."

Finally, the Sunshine Coalition also urges the Court to make clear that the Proposed Rules do not restrict access to court records, such as probable cause affidavits that have been ordered disclosed, that are available to those requesting them in person at court locations.

"Given the intense political battle that surrounded the passage of the laws authorizing access to probable cause affidavits in support of both arrests and searches, we are specifically concerned that judges and court employees might view the new rules as an avenue to close probable cause affidavits," Keefover concluded.



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

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. (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. 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. 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. (3-20)

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

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, dpaxton@nwkansas.com, and Steve Haynes at steve.haynes@nwkansas.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 (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.

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.

PRODUCTION

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

PRESS OPERATOR — Accepting resumes for Press Operator at progressive, family-run newspaper in Weatherford, Okla. Experience with Goss Community press helpful. 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

See MARKETPLACE on Page 7

MARKETPLACE/CONT. FROM PAGE 6

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

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@squaredealnews.com for more information. (7-5)

136 year old weekly newspaper in southeast Kansas. Owner wishing to sell publication, which he has owned for 39 years. Steady subscription base, located in historic Kansas town. Inquire through KPA by emailing ebradbury@kspress.com. (6-14)

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

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-oveyor. Price reduced to \$25,000. Call 620-626-0840 or email earl@hpleader.com

EQUIPMENT NEEDED

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

APRIL KDAN, KCAN WINNERS

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

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.

Rural Messenger - 4 KDANs - \$1,760.00

Gatehouse Media - 1 KCAN - \$150.00

Hays Daily News

Hillsboro Free Press

Rural Messenger



THIS MONTH'S QUESTION

Q. What's the status on the building sale?

A. The process of selling the KPA building is moving along. We have a contract on the building and the buyers are currently in the due diligence phase. They want to do extensive renovations to the building and are meeting with architects and contractors to determine if their design needs can be met. We just extended this due diligence phase another 60 days with an anticipated closing date on or before July 19.

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‘We’ve always done it this way’ no longer works

There are eight words in the English language that, when put together, send my head spinning: “But that’s the way we’ve always done it.”

I would be remiss not to recognize there are traditions that are deeply woven into the fabric of our association’s culture and changing those would be ... well, not the smartest move.



Emily Bradbury

That being said, I do like new things, I bore easily and am always looking to move the needle forward. Some people might find these traits to be quite annoying at times. For example, watching me paint a room gives my mother a near panic attack (see: “bore easily”).

While I love change, I don’t believe in changing just to change. The data needs to support it. As I looked over our survey results from the Convention 2019 survey – the data not only supports change, it demands it. We have essentially planned convention the same way for

decades. Educational sessions, the Awards of Excellence Banquet, President’s Banquet and a meeting of the boards of the KPA and the KNF were all a part of the schedule. It worked when people could take two to three days away from their newspapers for convention. However, times have changed and people are more limited with the time and money that can be spent on convention.

We also have to look at the financial implications of a two-to three-day conference on the association.

Our average food and beverage minimum, for a convention of our size, is \$10,000 to \$12,000. This amount does not include speakers, meeting rooms, hotel rooms, etc. (I’ll wait as you pick yourselves up off the floor).

Did we get our monies worth this year? Some would say yes, but even more asked us to change it up to better meet the needs

of our members. We agree and that’s where you come in.

For the next five days, you have the unique opportunity to help guide our planning for Convention 2020. The survey will take one minute or less to complete and will help us give you what you want and need. You can tell us your ideal convention schedule while picking between several prepopulated options that we curated from your responses to the first survey. [You can find the survey here.](#)

Thank you for helping us to be the very best association we can for you.

We are keenly aware that we only exist to serve our

members, but we need your opinions to help do it effectively. Remember, you only have five days to complete the survey. I cannot extend the deadline ... really, I can’t. Really. ;)

Emily Bradbury is executive director of the Kansas Press Association.

Where are they?

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staff on KDOC-related issues.

“It has been quite a learning process for me to quickly understand the complexity of the corrections business,” Sharp said. “It is fascinating to see the amazing work of the dedicated and hard-working corrections team across the state of Kansas.”

Patrick Lowry (2011-12)

Lowry, former editor-publisher of the Hays Daily News, is now the director of strategic communication and engagement for the Kansas Health Institute, a nonprofit educational organization based in Topeka.

KHI supports effective health policy-making in the state through nonpartisan research, education and engagement.

Lowry manages the efforts of a five-person team and is responsible for branding, public relations and stakeholder engagement.

He ensures KHI’s work is presented clearly and distributed appropriately via print products, online publication and social media channels.

Dena Sattler (2013-14)

Sattler is now serving as the director

of marketing and communications for the Kansas Department of Commerce.

The agency is the lead economic development voice for Kansas. Sattler oversees a creative team responsible for raising awareness of economic development initiatives and elevating the image of Kansas.

Sattler served as editor-publisher of the Garden City Telegram from 2004 to 2018, and in 2018 was named southwest Kansas group publisher for GateHouse Media, serving as publisher of the Telegram, the Dodge City Daily Globe, the Pratt Tribune, Kiowa County Signal and St. John News.

Sattler began her journalism career at her hometown newspaper in 1985 in Burlington, Iowa.

She went on to fill a variety of reporting and editing roles before moving to Kansas in 1998 for a management training program with Hutchinson-based Harris Enterprises.

“I’m excited to be part of the dynamic team at the Department of Commerce,” Sattler said. “Throughout my career I’ve been in position to help raise awareness of the important work of economic development in southwest Kansas.

“I’ve seen the positive impact of economic development initiatives in so many Kansas communities, and look forward to

contributing to impressive efforts to help people and businesses throughout Kansas grow and prosper.”

Olaf Frandsen (2017-18)

Frandsen came to Kansas from Texas after working for opted to leave his position as editor-publisher of the Salina Journal in July 2018 to teach at Kansas Wesleyan University as an adjunct, which he had been doing for about four years in the MBA program.

“When I asked KWU to give me a few more classes, they came back and asked if I would be interested in something more — senior director of marketing and communications,” he said. “I jumped at the opportunity, and still opted to teach a total of four classes over the course of two semesters, mostly because I enjoy it, and secondly, why not since I was already on campus full time?”

“But a year in, and now I have reached another crossroads: I have decided it is time to hang up my spurs and call it a day. On July 3, I will be leaving the university and going in to full retirement.”

It worked when people could take two to three days away from their newspapers for convention. However, times have changed and people are more limited ...