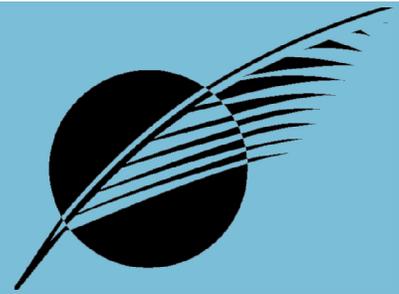


THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

JUNE 17, 2020

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KPA CALENDAR

AUG. 13-14, 2020

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

DEC. 15, 2020

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

Convention or not?

Decision set Friday

The Kansas Press Association Board will likely take a vote Friday on the fate of this year's convention. It is currently scheduled for Aug. 13 and 14 in Newton and has been postponed twice,



Linda Denning



John Hanna



Gary Mehl

Three named to newspaper HOF

Two long-time newspaper publishers and an Associated Press stalwart are the latest selections for induction into the Kansas Newspaper Hall of Fame.

They include Linda Denning, editor and publisher of the Ellsworth County Independent-Reporter, the AP's John D. Hanna and Gary Mehl, retired editor and publisher of the McPherson Sentinel.

The three will be honored as soon as it is deemed safe by health officials to meet together at a Kansas Press Association convention or other special event.

Denning, a past president of KPA, has for the past 20 years helped lead news coverage in Ellsworth County.

"When I was in the third grade, my babysitter — a future journalist herself — took me on a field trip to Fort Wayne, Ind., where we toured the Journal Gazette. I remember the exact moment when I decided this was somewhere I wanted to be. It was when the presses started running. I'd never seen anything quite like it. That was the day I started writing and I've never stopped," she said.

Her first job was at the student newspaper at Ball State

University in Muncie, Ind.

She then started her professional career at the Salina Journal, serving there as regional editor for almost 27 years.

It was "one of the best times of my life," she said. "I met my husband there, made many friends and looked forward to going into work every day."

But one day, an opportunity arose she couldn't ignore.

She joined forces with Sharon Montague, her colleague at the Journal, to purchase the Ellsworth Reporter, but they were outbid by Morris Multimedia

See HOF on Page 8

Pandemic kept KPA issues on back burner

The bad news: we are in the midst of a pandemic that has changed the way we do our jobs and live our lives.

The good news: the shortened session of the Kansas Legislature in 2020 kept certain issues important to Kansas Press Association members from rearing their ugly heads.

Doug Anstaett, KPA consultant and lobbyist, said neither changes in how public notices are published or other potentially damaging issues

moved this year, which means all bills relating to those issues are dead ... for now.

"A threatening public notice bill (HB 2237) was buried in a House committee," he said, never receiving a hearing during the two-year session. "While we would have liked to move forward on a Kansas Open Records Act cost containment bill, we'll be back with that issue

See LEGISLATURE on Page 5

Community newspaper publisher shares secrets to financial success

Just before the world turned upside down in early March, I was making preparations to speak at the Kansas Press Association Convention.

One of my keynotes had to do with why some papers were experiencing success, while so many papers were decreasing in readership and revenue.

To get ready for the session, I interviewed several successful community newspaper publishers in the U.S. and Canada. My plan was to show snippets of the interviews with the Kansas audience.

Little did any of us know that the Kansas convention wouldn't happen in March (thankfully, it's been tentatively rescheduled for August), but the information I gained will come in quite handy when I begin speaking at conventions again this fall.

As I visit association conventions, there are names that pop up again and again when the discussion turns to successful newspapers.

One such name is Jason Sethre, publisher of the Fillmore County Journal in Preston, Minn. Jason and his wife, Amanda, purchased the Journal in 2009 after 15 years in the corporate newspaper world. Amanda serves as associate publisher.

He and Amanda purchased the paper when newspapers were beginning to struggle from the recession. Since that time, the Journal has grown 80 percent. Most of that comes from the newspaper itself, while another 30 percent or so of the growth comes from other areas like special sections, a website division and tourism guides.

The Fillmore County Journal has a lot in common with other community papers, but it does a lot of things differently.

Obituaries are free. Jason told me the paper runs more than 300 obits each year.

One thing that surprised Jason after coming from the corporate world of big dailies, weeklies and shoppers was the lack of sales goals at the Journal.

"I wasn't used to that," he said. "That's not what it was like where I came from. But sales increased that first year and I de-

cidated to run the paper without sales goals after that."

Having worked with thousands of newspapers as a consultant, I was surprised when Jason showed me a word search special section. Yes, a special section filled with word search puzzles.

"There are 32 advertisers in the section," he explained, "and all of the ads were designed and placed on pages before a single ad had been sold."

Apparently, that's standard practice at the Fillmore County Journal.

"With every special section we do," Jason said, "we ask ourselves, who we can get that we don't already have as an advertiser?"

The sales team goes into action, gives the designers a list of businesses, ads are created and placed on the pages, then taken out and shown to potential advertisers.

Those who don't buy the ad, for whatever reason, get the ad for free. It's not as risky as you might think. Jason explains that for every 20 advertisers they visit with a completed section, 16 to 18 will buy the ad.

"I'd rather place an ad for a potential advertiser than a house ad," Jason said, "because most of them will become regular advertisers after we do that."

The Journal team consists of 18 staff persons including four full-time designers, "six or seven" reporters, sports and news editors, web designers and publishers.

I asked about having four designers at a small community newspaper. Jason explained that everything is designed in-house.

Sure, he is pestered almost daily by vendors trying to get him to outsource work.

"We're in a rural area with a county population of 20,800. People do business with us because of the people who

work for us. It would be foolish for me to outsource design because we would lose business."

I asked Jason about any other sales hints.



Kevin Slimp

He and Amanda purchased the paper at a time when newspapers were beginning to struggle from the recession. Since then, the Journal has grown 80 percent.

2020-2021 KPA BOARD

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Always prepare a ‘go bag’ for ad presentations

Richard is an advertiser who has seen years of sales presentations. His pet peeve is any salesperson who shows up unprepared. “It’s a waste of valuable time to be in a meeting where someone is not ready for the topic at hand,” he said.

“I remember a meeting with an ad manager – a manager – and he showed up with no briefcase or folder, no rate information, and nothing to use for note-taking. All he had was a business card.

“I guess he thought his presence in the room would be enough for me to decide to run ads with his company.

“When I mentioned that it would be helpful to see a copy of his paper, he said he would have someone bring a copy later. His whole approach was arrogant and lackadaisical. It didn’t take long for me to decide that I could get along just fine without doing business with him.”

Although Richard’s example is extreme, it illustrates the importance of preparation. There’s a lot of truth in the old saying, “Perception is reality.

If a prospect perceives that a salesperson is unprepared, that becomes their

reality – and the result is a large obstacle for the salesperson to overcome.

Consider the briefcase. In this instance, let’s call it a “go bag,” a term which concept likely originated in the military, where service men and women have to be ready at a moment’s notice.

People also prepare go-bags of essential items that are needed in case of emergencies. Just pick it up and go.

Here are some basics for your advertising go-bag:

1. Note-taking device. It’s crucial to capture the things you learn about your prospect. Whether it’s a paper notebook or an electronic device, it’s important to be ready to take good notes.

2. Legal pad or sketch pad. You should always be ready to sketch ideas. Just a few shapes on the page can help an advertiser visualize an ad. “The headline can go here” (horizontal lines). “A photo of your featured product can go here” (large box). “Call-out copy blocks can go here, here and here” (small boxes).

3. Calculator. Yes, it’s okay to use the calculator on your phone. Just make sure the phone is muted and not distracting.

4. Ruler. This will eliminate the need

to guess the size of ads on tear sheets and other samples.

5. Rate information, ad specs, coverage map, etc. Have enough copies for anyone who may attend the meeting.

6. Current issue of your paper, along with copies of any special sections you’re selling. You can also consider adding screen shots of key online pages.

7. Business cards. Make sure they have sharp corners and no creases.

8. Folder of samples. It’s smart

to have a folder of examples of the use of white space, the difference between serif and sans serif type, and clean layouts.

9. Folder of ads your prospect has run, along with relevant proposals and hard copies of emails. Obviously, you’ll add these to your go-bag before each appointment.

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.

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John Foust

If a prospect perceives that a salesperson is unprepared, that becomes their reality – and the result is a large obstacle to overcome.

Updated law guide available

Max Kautsch, the Kansas Press Association’s Legal Hotline attorney, updated and adapted the KPA Advertising Law Guide into a more compact, frequently asked questions format last year.

The new streamlined guide can be accessed at the KPA website under Member Services, Media Law Library, or by [clicking here](#) and includes a number of links to more information.

“We found that there were a handful of questions that continue to come up in the advertising law arena, so we tried to make the answers more quickly accessible,” said Emily Bradbury, KPA executive director. “In addition, the guide is digital and can be updated in real time when changes occur.”



Max Kautsch

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THIS MONTH’S QUESTION

Q. How do I nominate a colleague for the Kansas Newspaper Hall of Fame, the Clyde M. Reed Jr. Master Editor Award or the Gaston Outstanding Mentor Award?

A. It’s simple. Just send a letter of nomination to Emily Bradbury (ebradbury@kspress.com) at KPA outlining why you believe the person you want to nominate is worthy of that recognition. If you can provide more than one letter of recommendation and the person’s bio, that is always helpful to the judges. We’ve made the choices for this year, so any nominations now will be for 2021.

'New normal' is what publishers make of it

As the Kansas Press Association's wartime president, I declare: The "new normal" is currently the most irritating phrase in our industry, and I don't find it close.

I roll my eyes harder every time I hear it, read it or catch myself saying something close to that phrase. Probably as hard as you all rolled your eyes when you read my first few lines of this column ... wartime president, hilarious. My followers might just demand I serve a second term.

The truth is, the "new normal" is whatever we want to make it as an industry, and huddling around, talking about how COVID-19 has killed our business isn't going to bring it back.



Joey Young

COVID-19 has been tough, sure, but if you are willing to be nimble, try new things and be creative, it isn't a death knell.

I haven't listened to every Friday call, but I heard a lot of really good idea exchanges during the ones I could listen to and participate in. We have some bright publishers and editors in this state.

The Zoom call where Dane Hicks couldn't figure out how to use his computer was my absolute favorite. It was light, funny and Dane had a lot of really good ideas for publishers once the old man figured out his typewriter had a microphone on it.

If you are a publisher freaking out, I get it, but don't just freak out, do something

about it.

Our Newton Now managing editor, Adam Strunk, told me the day the government payments started being deposited that a big chunk of the population just got a bonus.

What he meant by that was a lot of folks in our community haven't been financially impacted by COVID-19, the government just sent them free money, and we should do something to get a chunk of that new purchasing power. That is being proactive and unafraid, and that is why I love that Adam is on our team.

So, how do you get some of that money?

We decided to plan a two-week, full-market penetration for one of our newspapers.

We are going to send our paper to the entire county for two weeks, sell advertising to folks who need the marketing and would benefit from extended circulation, and do a huge push into the county, telling our stories, why we are important, and why they should support us.

We are going to have a blown out paper with plenty of enterprise reporting, showcasing the type of coverage someone should want to pay for.

We did several other things during the main stages of the quarantine as well, but Strunk's words got us all thinking, and we thought we should see if we could convert

a few folks to long-term paper takers.

The papers go out next week, and we shall see, but one thing I know has worked is the advertising. Advertisers are eating the expanded distribution up.

The point is, we aren't taking anything sitting down, and neither should you.

If you don't like that idea, Dane had plenty of money making ideas; one

that I liked was doing promotions that went after contractors, who seem to be very busy right now because everyone has been sitting in their houses for two months and those little things

they are annoyed by are finally something someone wants to get fixed up.

He is also where we got the ideas for a full-market penetration, "sweepstakes" style publication I described above. You can say a lot about Dane, but he seems to know how to make money even if he doesn't know how his computer works.

Mary Hosington at the Great Bend Tribune suggested an ad dollar matching program with a limit.

Go to the public and tell them that you will match their marketing budget, to a point, if they commit to a certain buy and length of time. This shows you are willing to invest back into your community.

She reported solid results.

Sarah Kessinger in Marysville did a huge campaign focused on their health care workers and folks dealing with the pandemic. Brilliant.

There are plenty of other ideas to get us through the storm if you are willing to look, and none of them are "just lay off your staff," either. I mentioned only a few here.

The fact is, the "new normal" will be what you make it, and you can fight back or take it.

I am proud to say that many of you are fighting back, and I plan on seeing all of you when we get on the other side at convention in Newton.

Joey Young is the majority owner of Kansas Publishing Ventures and president of the Kansas Press Association for 2020-21.

Slimp

Continued from Page 2

"I feel one of the lost arts in general is going out to talk to people. That's how we get a lot of our story ideas. I often learn of a story while talking with a potential advertiser. That's a huge part of our success."

Jason wasn't thrilled to hear about newspaper groups in other parts of the country dropping their sports staffs.

His view? "That's a lot of shortsightedness."

In addition to covering sports for seven school districts, the Journal covers arts, academics and other areas of student life.

I asked Jason if there was anything

more he could share that might be helpful to other newspapers.

"I think another thing that has been very important for us is that we pay very well," he said. "We pay 35 percent more than other papers in our region. We give annual raises every year.

"We spend more on staffing than most papers, but if you want to keep good people, you have to take care of them.

"Our company philosophy is that people are more important than profits. If you take care of the people, the profits will come."

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

Bradbury

Continued from Page 8

state – including government officials – have offered positive testimonials to the improved customer experience, transparency on price, and helpful template features enabled through e-notice.

“I love that I have control over the layout. I can instantly see how the notice will look and make changes myself.” – county treasurer

“I place legal notices for multiple papers in Kansas. It makes my life a lot easier knowing there is the same process for everyone” – law firm

□ Empowering customer relationships. The eNotice tool has the same benefits of a supporting processing and billing system without the extra hassle or inconvenience of a “middle man.” In other words, eNotice is simply technology that newspapers and your customers use.

□ Increase participation in statewide website. Every newspaper will upload to the KPA’s new public notice website powered by eNotice. If they don’t want to utilize the full system, they can work with e-notice on configuring an FTP feed.

□ Innovative technology and user

experience. The tool provides category-leading functionality for public notice search pages including real-time keyword and “phrase-based” text search, machine-learning algorithms to categorize notices by type, email sign-up to receive digests of notices and custom search filters by date, publication, city and county. The intuitive design and speed of eNotice’s display drastically enhance the user experience for readers.

□ Going on offense in 2021. The new design and features will help us lobby against routine efforts to migrate public notices away from printed newspapers and KPA’s aggregated website to random government websites.

To make a 21st century argument for the future of public notice, we need a 21st century solution – and that is what we have found with eNotice. A representative of eNotice even joined us at a legislative hearing and helped us produce reports to defend printed public notices.

Why now? We are not operating in the same environment as 30 years ago when

newspapers were the major avenue for people wanting such information. Now we must compete with numerous alternative delivery modes unfathomable decades ago.

The arguments of the past will prove insufficient in today’s competitive marketplace. Combining the challenging state of newspapers in general with outdated technology puts us at a disadvantage when it comes to positioning our legislative arguments.

We know that change comes with challenges and loss.

Will we succeed? We are doing our very best and have the best team around helping us out.

If we fail, it will not be because we never improved our process despite being asked by the very people making the policies and placing the notices.

Rest assured that the reason we are innovating is to prevent the biggest loss of all – public notice placement in newspapers.

Emily Bradbury is executive director of the Kansas Press Association.

Legislature

Continued from Page 1

next year.”

Two bills KPA worked with the Kansas Secretary of State’s Office on got out of committee but didn’t see floor action.

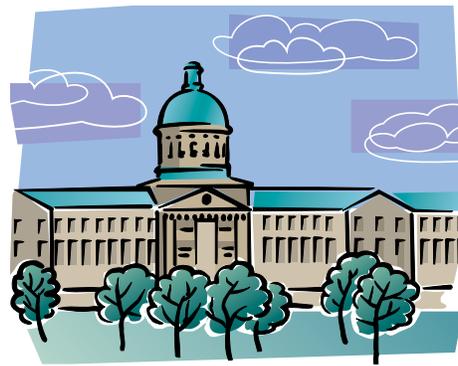
One (SB 254) would have altered the way constitutional amendments are handled. The original bill would have reduced the number of newspapers getting the notices.

After KPA objected, a compromise was reached that left publications intact in newspapers but changed the way they are funded to the state’s general fund rather than from the Secretary of State’s discretionary budget.

The other bill (SB 454), which would have added two new exceptions to KORA, was scaled back on KPA’s insistence to simply amend an existing exception. The bill related to cybersecurity and election security.

Both bills are dead but will likely be revived in the 2021 legislative session.

Another bill that threatened one kind of public notice (HB 2454) — storage unit auction sales — passed out of the House



and had a hearing in the Senate. It, too, will likely be reintroduced next year.

“We must remain vigilant at all times,” Anstaett said. “With the huge effect on state and local budgets caused by COVID-19, we need to be prepared for local governmental units to approach the Legislature next session with hat in hand. They will be seeking revenue assistance and cost containment measures, so we need to be ready for yet another assault on public notice.”

“We are encouraged by the attorney general’s recent initiative on the question of KORA request cost containment. We will have bill language ready next session to put these guidelines into statute.”

To make a 21st century argument for the future of public notice, we need a 21st century solution – and that is what we have found with eNotice.

Reps. Scanlon, Schiff introduce resolution to protect journalists

News Media Alliance executive director David Chavern said the First Amendment protects journalists’ freedom to gather and report the news wherever it takes place publicly.

“Therefore, it was deeply troubling to see attacks on journalists across the country – including by law enforcement – while they were on the ground reporting on the protests following the death of George Floyd,” he said.

In response to these recent events, Reps. Mary Gay Scanlon (D-Penn.) and Adam Schiff (D-Calif.) introduced a House Resolution reaffirming the First Amendment right to freedom of the press and calling for the protection of journalists by government officials and law enforcement.

“We applaud Reps. Scanlon and Schiff for recognizing and reaffirming journalists’ constitutional rights and calling for the protection of these journalists, who are risking their lives to bring critical news and information to the public,” Chavern said.

MARKETPLACE

Use the information below to review open positions in journalism in Kansas and elsewhere or to find miscellaneous items for sale, including newspapers. For KPA members, the first 35 words are free. Ads run for 60 days online unless renewed. To place an ad, click here.

MANAGEMENT

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

NEWS

REPORTER - The Bartlesville Examiner-Enterprise is looking for a full-time reporter to cover local news in northeast Oklahoma. Candidates should have experience taking photos as well as shooting and editing video, and know how to use social media to grow an audience. Preferred: Degree in journalism or related field; previous experience at a daily newspaper or other professional news organization. Send letter of interest, resume, three references and story clips to Doug Graham, News Editor, at dgraham@examiner-enterprise.com.

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

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

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

REPORTER NEEDED — now for western Kansas twice-weekly, near lake with state park and federal reservoir, great hunting, fishing hiking, biking. Cover city and county, schools and more, features and creative coverage. Help with page design, learn the craft of newspapering. Pay competitive, based on experience, plus benefits. Contact Dana Paxton, general manager, at dpaxton@nwkansas.com, and Steve Haynes at steve.haynes@nwkansas.com EOE/M/F/D/V (1-4)

DESIGN

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

ADVERTISING

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, KU sports.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.

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

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

Responsibilities include: Develop and maintain positive and productive relationships with our clients and staff, use professional selling techniques and marketing skills to close sales or upgrade existing accounts, increase and build client base, provide client feedback to internal team as appropriate, effectively communicate sales information and opportunities internally, calculate, input and maintain records of sales, attend training and meetings as appropriate, network with local community professionals and assist in developing

Smith, Carpenter join States Newsroom

Two Topeka Capital-Journal veterans, Sherman Smith and Tim Carpenter, have left the newspaper and will launch a nonprofit news service as an affiliate of States Newsroom.

Smith will serve as editor-in-chief alongside Carpenter, a long-time statehouse reporter. Both are 16-year veterans of the Capital-Journal. They will be joined by opinion editor C.J. Janovy and another news reporter.

They plan to launch their news service before the August primary.

“Our plan is to offer a blend of in-depth reporting, watchdog journalism and daily coverage of state politics and government, as well as issues of statewide interest,” Smith said. “All of our reporting will be free to the public, and free for other newspapers, TV, radio and digital news outlets to republish. That includes stories, photos, video, interactive graphics and podcast.”

Anyone interested in learning more is welcome to reach out to Smith at adm.sherman@gmail.com or (785) 501-2226.

MARKETPLACE/CONT. FROM PAGE 6

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

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)

KPA NETWORK WINNERS FOR MAY

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in May 2020. If you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money. So a \$1,900 2x4 ad will bring the selling newspaper a profit of \$950.

Sell outside of Kansas (SDAN or SCAN) or do direct placement in other papers and your newspaper gets to keep half the commission allowed to KPA by the other state press associations.

Call Amber Jackson at KPA to get tips on how to sell these ads or to facilitate direct placements in other Kansas newspapers.

KDAN — Rural Messenger, five ads sold for a profit of \$2,150.

DIRECT PLACEMENT — Eureka Herald, Hays Daily News and the Rural Messenger.

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It's time to improve the public notice process

It has been said that “adversity breeds innovation.” I’m not sure that we exactly needed a global pandemic – but here we are.

We didn’t have to look far for where we, as an association, could innovate.

A little over six months ago, we were presented with an opportunity to innovate in an area that needed significant improvement – public notice placement.

Being a statewide association means that we have varying opinions on whether the public notice placement process needs updated and even more opinions on a suitable solution. We welcome all opinions and suggestions, but there comes a time when a decision needs to be made and the KPA Board of Directors made the decision to partner with eNotice in December 2019.

And, over the past six months, we have



Emily Bradbury

talked to numerous stakeholders and other state press associations moving forward on this initiative, so we are even more convinced that we are on the right path.

Here’s why:

- ☐ Saving time, sparing headaches and reducing errors. The eNotice tool drastically reduces the soft costs incurred during the public notice process for local governments, lawyers and newspaper staff. These soft costs include time spent drafting, proofing, formatting and billing. What normally took hours a week to administer the process, is reduced to minutes with eNotice. Unfortunately, we have had multiple complaints surface from local officials about errors in notices that led to delayed hearings and municipal bond issuances. Standardizing the process with technology like eNotice helps control for those errors.
- ☐ Sustaining and generating revenue.

The KPA and e-notice agreed on a revenue-share model that ensures revenue generated from processing fees will be shared with KPA members. In 2020, we are on track to generate thousands in additional legal revenue.

- ☐ “Modernizing” the process. The KPA has successfully refuted pricing arguments with the legislature in the past. However, more often, we come up short when concerns are raised about modernizing the process, such as answering questions like, “How can we make this process easier for everyone involved?”

- ☐ Data-driven advocacy partner. Investing in a tool like eNotice earlier this year empowered our association to generate a data-driven report refuting inaccurate claims on the cost of storage unit auction notices.

- ☐ It is working. Over the past six months, legal customers across the

See BRADBURY on Page 5

HOF

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of Savannah, Ga. Local community leaders were concerned with the prospect of out-of-state ownership of their local newspaper, so she and Montague started a competing newspaper, the Ellsworth County Independent.

Montague eventually returned to the Journal and, in 2001, Denning agreed to a partnership with Morris with the new merged newspaper, the Ellsworth County Independent-Reporter.

Denning received the Clyde M. Reed Jr. Master Editor Award in 2004.

Mary Hoisington, editor and publisher of the Great Bend Tribune, said, “Linda exhibits all of the characteristics we extol in outstanding newspaper leaders. Her uncompromising quest for excellence is evident in the passion she has shown for quality, unbiased journalism, efficacious editorials, active community engagement and industry leadership.

“Linda has helped to pave the way for female newspaper managers in what has historically been a male dominated industry. Linda is always willing to advise, partner and help mentor.”

Hanna, the AP’s Topeka correspondent for the past 21 years, cut his journalistic teeth as a legislative relief staffer in 1986 and again after graduation from the University of Kansas in January of 1987. He served under

Lew Ferguson, also a member of the Hall of Fame until Ferguson’s retirement in 1999.

He is a graduate of the University of Kansas who has built a reputation for being an aggressive, knowledgeable and fair reporter, according to one of his colleagues, Hall of Fame member Paul Stevens.

“Pick a major political development in the past three decades, and there’s a good chance John was a part of the coverage that informed thousands of Kansas readers,” Stevens said. “He has interviewed figures as diverse as former Sen., Bob Dole, the Rev. Jerry Falwell, the Rev. Fred Phelps and Bill Nye the Science Guy.”

Hanna has twice won the Fred W. Moen Missouri-Kansas Staffer of the Year Award.

He was born in East Orange, N.J., lived in Boston, Chicago and Los Angeles but mostly grew up in north Dallas before coming to KU.

He is the father of Karly, who lives in Chicago and is a stage actress. He and his daughter are writing a play together.

Doug Anstaett, former executive director of KPA and a long-time editor and publisher at the Newton Kansan, said, “John has become the go-to person on all things to do with Kansas government. He has been in the thick of things on every major news story of the past three decades here.

“John Hanna is probably the most familiar face in the Kansas Statehouse and has accumulated a vast knowledge of how Kansas government works.

“Some people use Google to search for

past events and happenings in Topeka; often, John Hanna can provide a better, quicker and more accurate description of what is going on now or happened in the state in the past off the top of his head.”

Mehl, a life-long resident of McPherson, worked at the same newspaper, the Sentinel, for 45 years.

He spent 25 years in advertising sales, seven years as the Sentinel’s advertising manager and then the last 13 as editor and publisher, retiring in 2010.

He also served as a regional manager, overseeing the operations in El Dorado, Augusta, Derby, Pratt, Dodge City, Newton and several small weeklies.

He is a past president of KPA.

Since retirement, he has kept busy. He is currently McPherson City Commissioner of Public Facilities and manages Countryside Gardens, a community project consisting of 47 individual gardens available to anyone wanting to garden.

He was recognized as a Master Gardener by Kansas State University.

Following retirement, he also worked for the McPherson Parks Department, logging 4,000 hours over a four-year period doing groundskeeping and landscaping.

He and his wife, Twila, have three children and seven grandchildren.

Tom Throne, a 2018 inductee into the Kansas HOF, said, “Gary Mehl has not only had a long and distinguished newspaper career but also an outstanding life as a community leader.”